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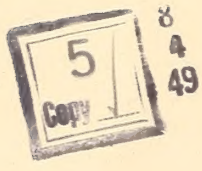
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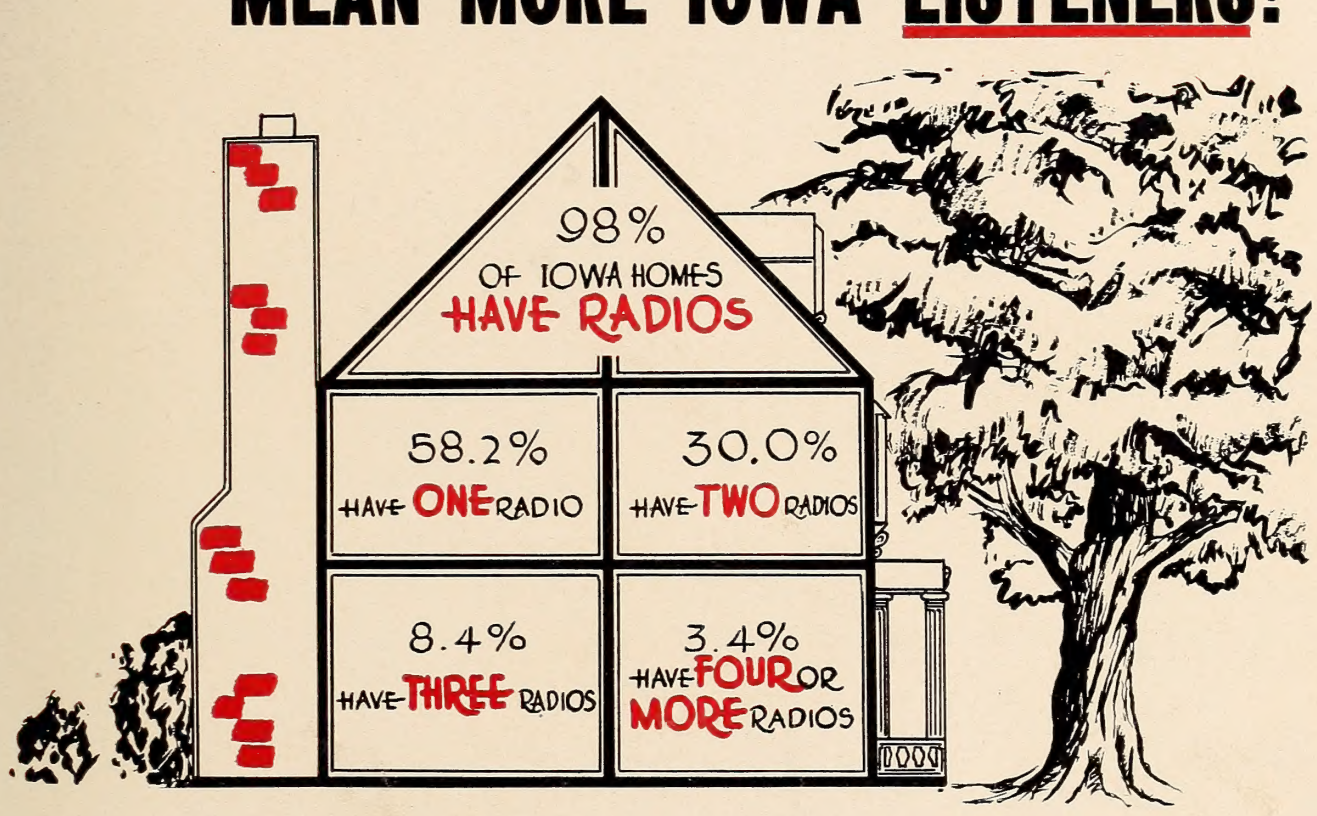
APRIL 4, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

MORE IOWA RADIOS MEAN MORE IOWA LISTENERS!



98% of Iowa homes have radios, *41.8%* have *two or more* sets, and *11.8%* have *three or more*, according to the 1948 Iowa Radio Audience Survey.*

This extra-set ownership means more *listening* throughout the day. In the morning, for instance, it means 6.9% more women and 5.9% more men listeners.

The Survey's authoritative figures about multiple-set homes in Iowa constitute one of the several new and extremely important findings of the 1948 Edition. In addition to this "*new information not previously gathered*" the Survey gives up-to-date facts on almost every possible phase of Iowa listenership.

Write for your copy today, or ask Free & Peters.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

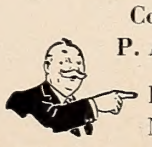
The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

+ *for* IOWA PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

IN THIS ISSUE: **COMPARATIVE NETWORK SCHEDULE (Pg. 14)**

TK6540
.B85

Thanks . . .

to The Billboard

and the
Distinguished Panel of Judges
in *The Billboard's* 11th Annual
Radio and Television Promotion Competition

CLASS: Clear Channel Network Affiliates

FIRST PLACE IN SALES PROMOTION:

"WLW evidenced its usual top-flight sales promotional job in winning first place in that category. The station's merchandising methods have become a by-word in the industry. Again this year they proved the plus ultra in the field thru maximum use of 20 full-time employees in a department devoted entirely to grocery, drug and special merchandising."

SECOND PLACE IN PUBLIC SERVICE PROMOTION:

"WLW won second place for *pubserv* work in giving 1,100 free broadcast hours to worthy causes. Potent publicity, advertising and promotion was given these shows, on a par with regular commercial broadcasts."

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

PS. Thanks, too, to the City College of New York and its panel of prominent trade paper editors, for selecting WLW for an Honorable Mention for "unusually effective all-over station promotion" in the National Radio Television Awards for 1948.

It's a MAGNET *for Customers* ALL OVER New England



To put pulling power into your New England radio coverage, you need enough stations to reach and draw from 24 markets in six states.

Actually, for you, this involves one choice. You select the Yankee Network. Yankee does the rest.

Yankee established the pattern long ago — the simple and obvious method . . . a Yankee home-town station in each market to assure complete acceptance and thorough penetration of the entire trading area.

That is what you get — 24 Yankee home-town stations carrying the best possible endorsement — acceptance and use by local merchants whose customers listen daily to Yankee and Mutual programs.

It's coverage that actually covers. It's the Yankee way and the better way to sell New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

IF MUTUAL board and Frank K. White come to terms on network presidency April 8, it's expected to be for long haul. Based on past performances which have won him wide acclaim, it's expected Mr. White would move slowly on reorganization, first sizing up present personnel. He would join Mutual with blessing of CBS President William S. Paley, who transferred him from vice presidency and treasurership of network to presidency of Columbia Recording year ago.

COMPLAINTS continue to flow into FCC from listeners in Mexican border areas of California and Texas charging fraud, misrepresentation and deception in Mexican broadcasts high-pressuring mail-order sales. Since many of these promoters use U. S. mailing addresses, authorities think postal fraud statutes offer best approach to air-cleansing.

LEGISLATION to remove tax on colored margarine contains sleeper which might block national advertising of margarine and building up of brand names.

DATE of moving balance of Pillsbury accounts from McCann-Erickson to Leo Burnett Co. still uncertain but expected to be soon. Two Burnett account executives, Joseph Greeley and John Willem [CLOSED CIRCUIT, March 28] will be in charge of business for Minneapolis firm.

STATION relations departments of major networks are working overtime warding off heavy siege of applications from smaller stations for affiliations. Shifting of top-rated programs, plus personnel realignment, believed primary factors, along with curtailment of operations of one or two state networks.

ALTHOUGH NBC spokesman refused to confirm, reports persists that I. E. Showerman, NBC vice president in charge of midwestern operations, will become vice president in charge of television sales, headquartering in New York.

APROPOS NBC top echelon, it's reported that Ken Dyke, administrative vice president in charge of programs, may leave to accept another post among several under consideration. If Showerman transfer (see above) is consummated, it's possible that Gen. Dyke will succeed him in Chicago vice presidency.

CAPITAL gains deal of NBC with *Fibber McGee & Molly* has been presented to the Revenue Bureau in Washington for approval. Loyd Wight, Hollywood attorney who represented several other stars in CBS deals, presented case to Bureau. Decision expected momentarily.

NAB MEMBERS and officials who fathered Standards of Practice are on tenterhooks until final ballots are counted this week on pending by-laws amendment. Deadline for ballot mail-

(Continued on page 110)

Upcoming

April 4: WHAS Louisville transfer hearing resumes, FCC Hdqtrs., Washington.
April 6-8: AAAA convention, The Greenbrier, White Sulphur Springs, W. Va.
April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffilliated stations conference; 11-13, Management sessions).
April 10: ABC Stations Advisory Committee, Ambassador East Hotel, Chicago.
April 10: CBS affiliates meeting, Ambassador East Hotel, Chicago.
April 10: MBS affiliates meeting, Stevens Hotel, Chicago.

(Other Upcomings on page 109)

Bulletins

ADVANCE registrations for NAB Management Conference April 11-13 at 1,000 mark Friday, according to NAB convention headquarters at Stevens Hotel, Chicago. C. E. Arney Jr., secretary-treasurer, indicated original estimate of 1,500 registered delegates at management session and 500 at April 6-9 Engineering Conference may be passed. Over 200 already registered for April 10 meeting of independents.

NEW rate card, No. 33, issued by NBC. Card first since 1946, contains some rate increases for individual stations which improved facilities but no general increase in network rates. Typical time rate for hour evening time on "a complete" NBC network in U. S. after discounts set at $20,341.

U. S. SUPREME COURT asked to review FCC decision denying license renewal of WJBW New Orleans to Charles C. Carlson in petition filed with highest court by Philip M. Baker, Washington counsel. U. S. Court of Appeals upheld Commission in February [BROADCASTING, Feb. 21]. Mr. Carlson was denied renewal on grounds he repeatedly violated FCC's rules and technical standards.

JAMES C. PETRILLO signed one-year agreement Friday for AFM with television networks under which conditions of contract of last May were continued except for one-time rate. Latter, for network telecasts, raised from 75% of current AM rate to 90%; for local telecasts, up from current 66⅔% of AM rate to 80%. Only stations owned and operated by four networks covered. Independents also covered when carrying network show, otherwise locals will be required to bargain with own AFM local.

ANTI-TRUST EXTENSION

DEADLINE for filing replies to petition of 20th Century-Fox for prompt ruling on anti-trust issue was extended by FCC Friday to April 22. Film firm seeks quick decision on movie companies' position in radio and TV station ownership, which Commission is studying in light of Supreme Court anti-trust rulings [BROADCASTING, March 14, 21].

Business Briefly

BLOCK SPOTS ● Spot campaign to reach eventually into every radio station in country, gradually being built up by Block Drug Co., Jersey City, on behalf of Amm-I-Dent, ammoniated anti-decay tooth powder. According to Melvin A. Block, president, company's appropriation for advertising for Amm-I-Dent this year totals $2 million, $400,000 of which is to be spent on newspapers during March and April. Network radio expected to be added in fall.

KRIO TO ABC ● KRIO McAllen, Tex., to affiliate with ABC as Southwest Group member, effective July 21. Station operates full-time on 910 kc with 1000 w power. New affiliate brings network total to 272.

PHILIP MORRIS STRIP ● Philip Morris Co., through Cecil & Presbrey, New York, signed for five-a-week daytime strip on Mutual, with strong probability program will be revival of *Against the Storm*, serial which once won Peabody award.

BMB ADOPTS FORMULA

BMB board Research Committee Friday approved publication of figures showing "composition of total weekly audience" as well as total weekly audience figures in BMB Study No. 2.

KAROL TO HEAD CLUB

JOHN J. KAROL, CBS sales manager, has accepted nomination for president of New York Radio Executives Club; Gordon Mills, of Kudner Agency, nominated for vice president, and Lewis H. Avery, of Avery-Knodel, nominated for treasurer. Nominations, all for next term, tantamount to election.

WGN-TV CELEBRATION

ONLY limit to effectiveness of television is "our imagination," Frank P. Schreiber, manager of WGN-TV, *Chicago Tribune* video station, said Friday in anticipation of station's first anniversary tomorrow. Anniversary will be celebrated tomorrow night with *Club Television* salute starting at 9:15 p.m. (CST). Variety show of acrobats, singers, dancers, comedians, magicians and instrumental numbers will feature presentation.

SEN. JOHNSON URGES HIGHER FCC SALARIES

SEN. ED C. JOHNSON (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee, went on record Friday endorsing higher salaries for FCC Commissioners and additional increase for FCC Chairman. He promised that "any proposal for such increases will have my warmest support."

He stated his position in a letter to Guilford Jameson, president of Federal Communications Bar Assn. FCBA had sent him a copy of its resolution calling for increase in Commissioners' pay and at least a $2,500 differential for Chairman [BROADCASTING, March 21].

Mr. HOOPER

Reports:

FOR DECEMBER AND JANUARY

K R L D

DALLAS, TEXAS

was the 2nd

HIGHEST RATED CBS STATION

in the United States

BETWEEN 6 p.m. and 10:30 p.m.

IN THOSE CITIES WHERE ALL FOUR NET-WORKS WERE SURVEYED.

50,000 watts

Day and Night

●

STUDIOS
Dallas
Ft. Worth

K R L D

The **TIMES HERALD** *Station*

NUMBER ONE STATION *in the* NUMBER ONE MARKET *of the Great* SOUTHWEST

Represented By The Branham Company

The Patroon* of the week

RUTH JOHNSON

Time Buyer,
WESTERN ADVERTISING AGENCY,
Los Angeles



In radio for over sixteen years, Miss Johnson is currently buying time both nationally and internationally for major accounts. Well known in L. A. for her pleasing personality and outstanding ability, Miss Johnson today was welcomed into the Patroons by the William G. Rambeau rep with a membership scroll and the deed to a tract of land in the heart of Patroonland.



*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

The same signal strength in Albany, Schenectady, Troy; equal mail response from all three, a transmitter in the geographical center of the three; WPTR gives more listeners per dollar in all three.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

BROADCASTING
TELECASTING

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IN THIS ISSUE . . .

NAB Conference Opens Wednesday . . . 23
Problems Loom as NARBA Expires 23
Over 260 at CCNY Sessions 25
Kobak Addresses FMA Sales Clinic 25
Chicago Technical Talks Summarized . . 26
Equipment Availabilities Reported . 26, 27
Exhibitors Plan Chicago Showings 27
Little Concern Over ET Proposal 28
ET Firms Find 'Slow Pay' Up 28
Sarnoff, Coy Address AFCA 29
NAB Charges 540 kc 'Waiver' 29
NAB Conventions Plans Set 30
CBS Salaries Reported 30
P&G Plans Extensive TV 34
TV Set Dollar Volume Analyzed 34
'Lone Ranger' TV Plans 35
AAAA Agenda Announced 75
Levys Remain at WCAU 90

DEPARTMENTS

Agencies	10	Open Mike	14
Allied Arts	70	Our Respects to	58
Commercial	62	Production	66
Editorial	58	Programs	91
FCC Actions	92	Promotion	72
Feature of Week	18	Radiorama	11
Management	60	Technical	68
Network Accounts	61	Turntable	68
New Business	15	Telestatus	36
On All Accounts	18	Upcoming	109

FEATURE CALENDAR
First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Estelle Markowitz.

CIRCULATION AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

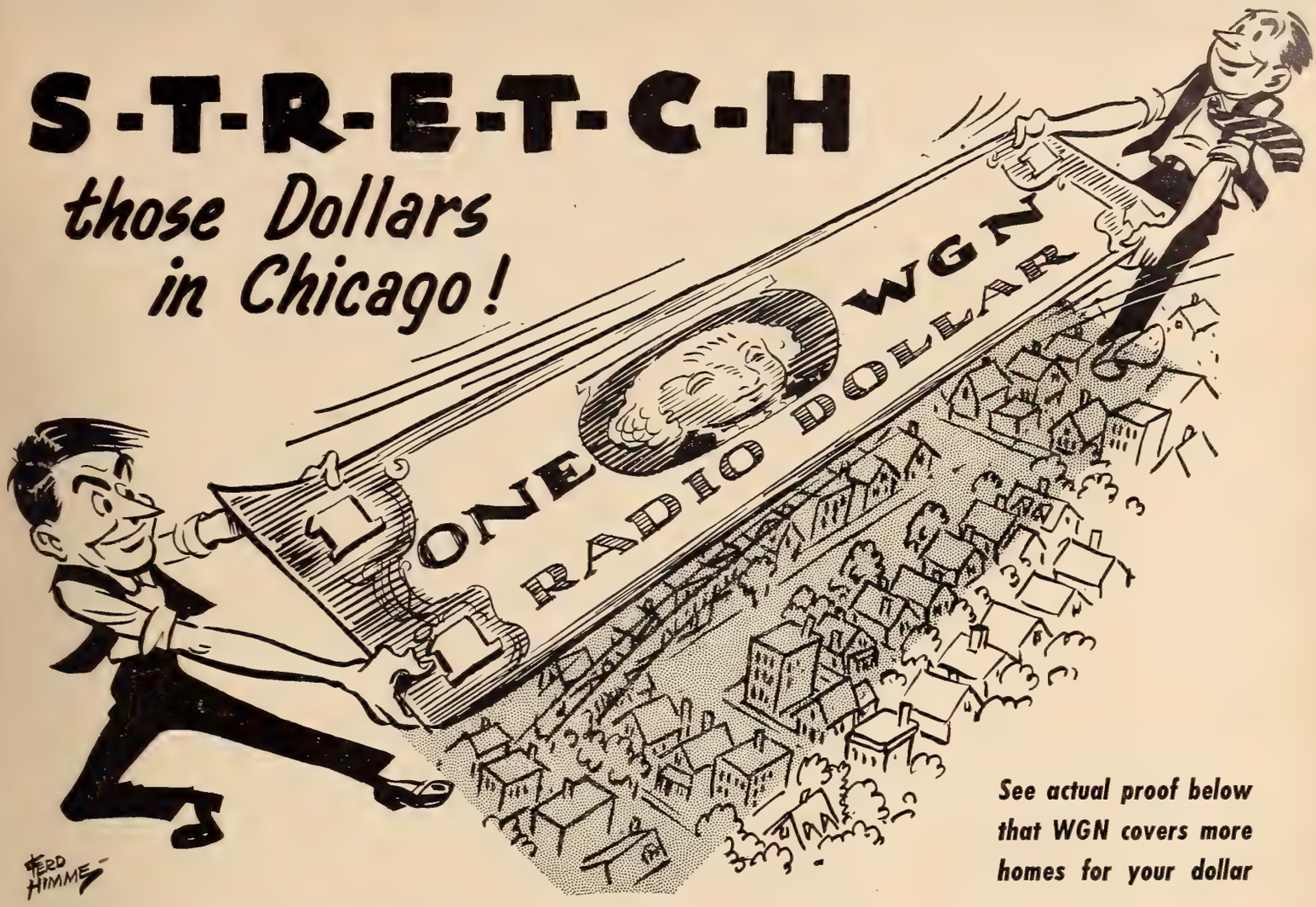
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

S-T-R-E-T-C-H those Dollars in Chicago!



See actual proof below that WGN covers more homes for your dollar

Taxes are UP

Prices are UP

Cost of living is UP

. . . But WGN cost per 1000 homes is DOWN

In February-March, 1946* the cost per 1000 homes reached per average quarter hour rating between 6 AM-12 midnight, based on time cost only, was $1.11.

Two years later, same months, this figure for a thousand homes reached was down to 88c. ***That's*** what you get when WGN, serving the Middlewest, is your Chicago radio station.

NOTE: More about more for your money in succeeding ads

*Nielsen Radio Index

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

"Any advertiser can and most advertisers should use **SPOT RADIO"**

Put on your old Blue Bonnet
With the Margarine upon it
And we'll hitch Spot Radio to the shay
We'll make sales all over
And we'll be in clover—

which is considerably more than can be said for less far-sighted advertisers who have not been awakened to the tremendous selling force of the powerful Spot medium.

MILLIONS of housewives remember that the letters F.N.E. mean—

"Flavor,
Nutrition,
E-con-omee."

Surely it is not asking too much for **you** to remember that "Any advertiser can—and most advertisers should—use Spot Radio."

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

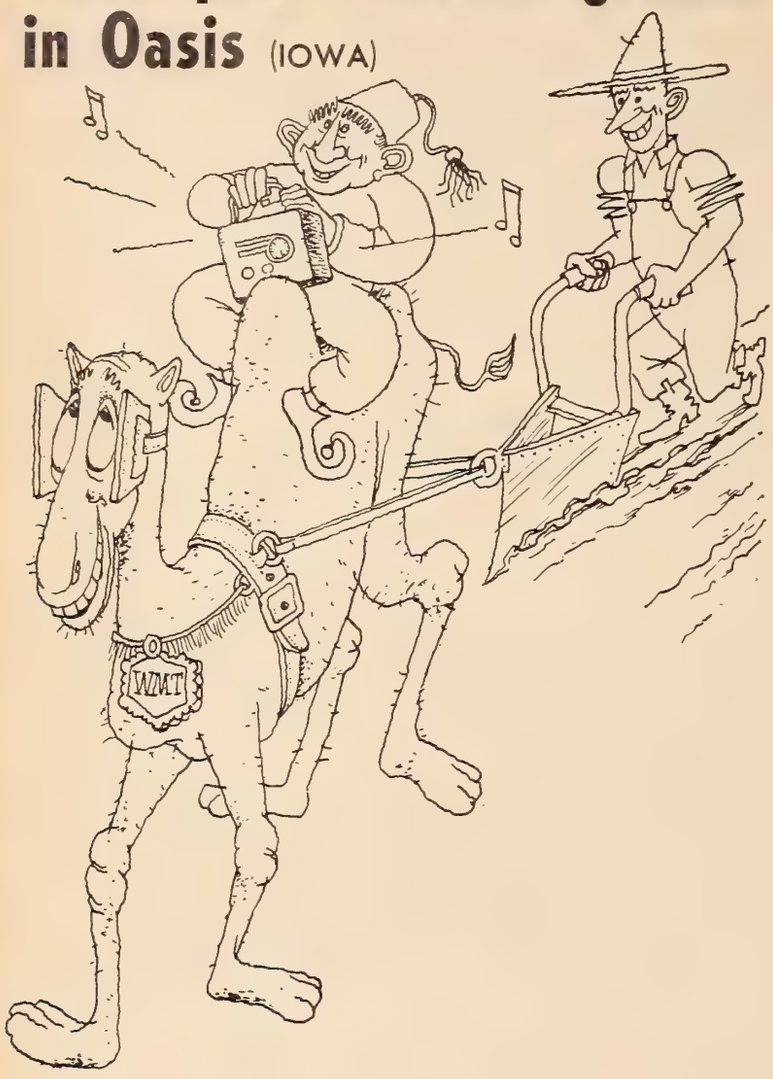
TELEVISION

ATLANTA ——— WSB-TV
BALTIMORE ——— WBAL-TV
BOSTON ——— WNAC-TV
BUFFALO ——— WBEN-TV
LOS ANGELES ——— KFI-TV
MILWAUKEE ——— WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

EDWARD PETRY AND CO. INC.

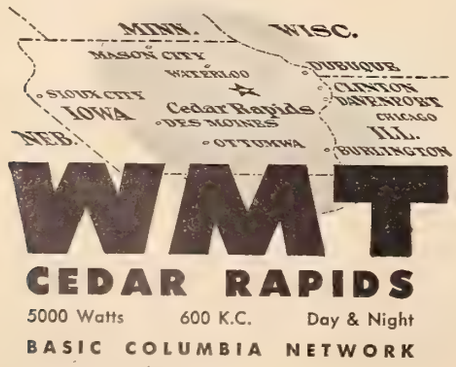
• Announcing the opening of our Dallas office, M & W Tower Building, 311 So. Akard Street •

WMT plows fertile ground in Oasis (IOWA)



You gotta look fast when you pass Oasis. It's small . . . and it sort of blends into the rest of Iowa, which is all oasis anyway. But don't let anyone throw sand in your eyes about the importance of Oasis as a market for your goods. When the Oases of WMTland put their collective purchasing power together, the aggregate is fertile ground indeed.

There are 1,121,782 people within WMT's 2.5 mv line—well-heeled citizens whose standard of living is high, whose income is high—and whose affection for WMT stretches from day to night and back again. Tell your sales story to this loyal audience on Eastern Iowa's exclusive CBS outlet—WMT. Ask the Katz man for full details.



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

Agencies



JOHN R. ALLEN joins Grant Adv., New York, as vice president in charge of television. He was formerly head of his own television consultant concern, John R. Allen Assoc., and radio and television director of Marschalk & Pratt, New York.

JANET KERN, former radio and TV director of *Dr. I. Q. Jr.* show for Grant Adv., Chicago, joins creative staff of Henri, Hurst & McDonald, same city.



Miss Kern

WILLIAM J. SUTTON, art director of Hixson-O'Donnell, New York, elected vice president and director.

WILLIAM WHITE, former timebuyer at Benton & Bowles, New York, joins Pedlar & Ryan, New York, in same capacity, effective today (April 4). Mr. White replaces **JOHN J. McSWEENY,** who joins WMAC New York, as account executive.

C. J. LA ROCHE & Co., New York, announced four changes in executive personnel. Those appointed were: **ROBERT R. FERRY,** formerly executive assistant to president, to vice president in charge of contact department; **JOHN F. REEDER,** vice president, to general manager; **D. E. ROBINSON,** vice president in charge of research, also to be vice president in charge of media and merchandising departments, and **OTIS WINEGAR,** former copy chief of the agency's Chicago branch, to vice president.

SHAPPE-WILKES Inc., New York, announces addition of radio and television department to its organization. **ROBERT KIRSCHBAUM,** former continuity director for WLIB New York, appointed to head new department's production, and **PATRICIA STEVENS,** formerly with International Broadcasting Corp., New York packaging firm, appointed to direct radio and television sales.

VINCENT P. CONROY appointed vice president of John A. Cairns & Co., New York. He will continue to act as executive assistant to **JOHN A. CAIRNS,** president.

ALFRED V. HANSEN and **CHARLES L. HUTCHINGS** join copy staff of Erwin, Wasey & Co., Los Angeles. Mr. Hansen was formerly copy chief for C. J. La Roche & Co.; Mr. Hutchings was formerly with Brisacher, Wheeler & Staff, both of Los Angeles.

LLOYD MINER, formerly radio director of Lewis Edwin Ryan, Washington agency, joins Steller-Miller-Lester Inc., Los Angeles, in same capacity.

NORMAN B. MOELLER resigned effective April 1 as vice president of Glenn Adv., Los Angeles, to open own agency. New agency, under name of Norman B. Moeller Co., will be located in former offices of Glenn Adv. at 1680 N. Vine. Telephone: Hillside 8379. Glenn moves to 5450 Harold Way, that city.

DON UNDERWOOD, formerly chief of Washington bureau of Indianapolis (Ind.) *News,* joins Bozell & Jacobs as head of agency's new Washington office. Other personnel changes include: **J. M. MOORHEAD,** manager new Rio de Janeiro office; **CHARLES ROBBIN,** news director; **MARTIN K. SPECKTER,** former manager of agency's Louisville office, now director of media and merchandising; **GEORGE W. GARVIN,** account executive, and **VINCENT R. FOWLER,** formerly with agency's home office in Omaha, Neb., now copy director.

HENRY B. LENT, copywriter at Young & Rubicam, New York, promoted to copy supervisor.

HARRY R. SANDERS, formerly with Wallachs, New York, joins Hirshon-Garfield Inc., New York, as account executive.

HENRI MOSSINGER joins Paul Smith Adv., New York, as controller and media director.

JOHN T. GOERY Jr., formerly with Foote, Cone & Belding, New York, joins creative staff of Robert W. Orr & Assoc., New York.

THOMAS G. JOHNSTON elected vice president of Hewitt, Ogilvy, Benson & Mather Inc., New York and London. Mr. Johnson was formerly with McCann-Erickson.

CATHY MORGAN, former continuity director at WBKB (TV) Chicago, joins J. Walter Thompson Co. radio and television production staff in Chicago.

(Continued on page 98)

Radiorama



YOU may not have to be crazy to be in radio, but from these samples reaching BROADCASTING, what do you think? Here Clellan Card, WCCO Minneapolis "Man On the Street," lights pipe for Mrs. Philip Sinclair, who appeared with Pat Dunleavy (l) and Mary Duggan, when Mr. Card offered free theatre tickets to first woman to appear on his program smoking a pipe. Mrs. Sinclair won.



THE SWING may be to WHB Kansas City, but it appears that Dick Smith, special events director, has gone to the dogs as he interviews a couple of contestants in Heart of America Kennel Club Dog Show.



MRS. ELMER DOWNS is sure of radio's insanity after winning services of (l to r) Eddy McKean, Hugh Harper and George DeBolt during contest on WKZO Kalamazoo's *Merrymakers* program.



DEAN Kay Kyser (l) of *College of Fun and Knowledge* decides maybe he really is "nuts" after interview with Dean Elmer Kayser of George Washington U., Washington.

NOT so crazy is Jim Officer of KCNA Tucson, who thoroughly enjoys interview with Coleen Townsend, star of "Chicken Every Sunday," at the gala before movies' preview in Old Pueblo.

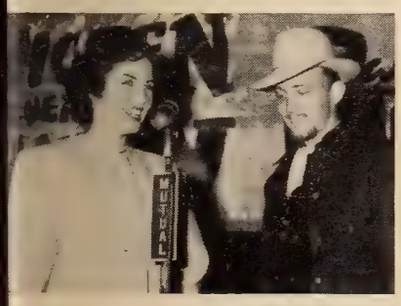


TOUCH of insanity definitely helps those connected with the *Jack Sterling Show*, on WCBS New York, Monday-Friday, 6-7:45 a.m. and Saturday, 5:45-7:45 a.m. Guests on the program are, obviously, from varied walks of life. Last Friday being April Fool's Day it seemed only natural to invite this distinguished guest, who relates to his host, Mr. Sterling (the one with the hat), an exaggerated tale of "the man who got away." The visitor was brought to the show by revenge-seeking WCBS staffers in retaliation for Mr. Sterling bragging about his piscatorial prowess.



WINDING up ninth week of contributions are Jim Crist (l) and brother "Creampuff," who during WFBR Baltimore morning show mentioned that they save anything, even string.

BOB AMSBERRY, KEX Portland, Ore., m.c., feels he is developing a split personality with his two shows, *Early Bird* and *Squirrel Cage*.



A BIT of Carolina corn (squeezin's, that is) has been produced by staffers of WSJS Winston-Salem for 100th birthday of Forsyth County. Old men of the mountain down for the celebration are (l to r) Bob Wilson, promotion manager; Bob Estes, program manager; Bob Scott, sports director; Stan Conrad, *Carolina Reveille* star, and Johnny Comnas, production manager.

MISS TV, a fabulous feline, joined WLWT (TV) Cincinnati staff as chief mouser. Feeling safe with nine lives she stayed to become an air personality. Here she receives a few pointers from one of her favorite personalities, Newscaster Peter Grant. Miss TV wanders in and out of most WLWT programs, with exception of *Pointers on Pets*, which uses mice, birds, etc.








Television

Television's Favorite studio camera

It delivers sharp, realistic pictures— even at ordinary light levels!

THIS IS IT! RCA's studio camera which does for indoor productions what RCA's versatile field camera equipment does for outside events! Television pictures produced with this camera are sharp and clear, contain halftone shadings needed for natural-appearing images, show detail in the highlights and shadows—all without the glare and heat formerly required in television studios.

Gone is the need for expensive, intense studio lighting. No need for oversized air-conditioning plants. You get brilliant, sharply defined pick-ups at light levels of from 100 to 200 foot candles . . . functions down to 25 foot candles.

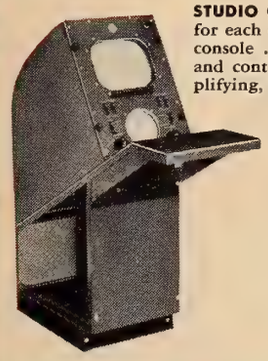
This studio camera opens new fields of studio production. Is simple to use and requires no fussy shading adjustments. Offers higher resolution and lower noise level than the field-type, image-orthicon camera with somewhat less sensitivity which is not required in the studio. You see exactly what you are picking up on an electronic view finder at the back of the camera.

The turret-mounted lenses can be switched in a matter of seconds. Lens ranges from 35mm f/2.8 to 135mm f/3.8 cover all studio requirements. Depth of focus is such that refocusing is seldom required.

The "eye" of this camera is a studio-type, image-orthicon tube. Circuits and components used with it are similar to those in RCA's field camera. Therefore, anyone familiar with the field camera can operate or service the studio camera without special training.

The only camera connection needed for operation is a flexible, lightweight cable less than an inch in diameter. Intercommunication facilities for the operator and built-in tally lights are provided to co-ordinate all programming directions.

Here, we believe, is a real aid to versatile, low-cost studio programming . . . brighter, clearer, steadier telecasting. An early order from you will help us meet your delivery requirements. Write Dept. 19 DA



STUDIO CAMERA CONTROL—one required for each camera . . . becomes part of video console . . . permits operator to monitor and control quality of picture signal (amplifying, mixing, blanking, synchronizing, etc.).



VIDEO CONSOLE—composed of studio and film camera controls, a master monitor, and switching, lap-dissolve, and fading facilities for selecting the camera pick-up desired. "Building-block" design assures a compact, unified appearance...permits adding extra units at any time.



RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Added Value

EDITOR, BROADCASTING:

Your Marketbook alone is worth the price of admission, to say nothing of the Yearbook. . . . The mag itself is a kivver to kivver catalyzer.

George Logan Price
President
George Logan Price Inc.
Los Angeles

* * *

'Cover to Cover'

EDITOR, BROADCASTING:

. . . There isn't a single copy of BROADCASTING that is not read from cover to cover by every memmer of our staff. . . . I hope that in a couple of weeks our staff will be 100% subscribers to BROADCASTING.

George A. Flowers
Managing Director
WCVA Culpeper, Va.

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

The Baseball Story

EDITOR, BROADCASTING:

This letter is by way of correcting and broadening a story carried in your March 21 issue concerning a law suit brought by WGAC against WBBQ in connection with our purchase of the Augusta Tigers baseball team.

Total settlement was $8,500, instead of the $11,500 figure as reported. The "$3,000 in checks" item is purely fictitious, as can be proved by any careful check of the terms of settlement.

WBBQ will not only broadcast all out-of-town games, as reported, but will also air all home games in addition to the entire exhibition schedule. Rights to broadcast certain major league games are also acquired.

A new corporation, in which WBBQ holds a 51% interest, has been formed to operate the ball club. The minority interest will be held by a number of leading local citizens and baseball enthusiasts.

Now that the "battle of the baseball broadcasts" has ended, WBBQ has resumed its traditional very cordial relationship with the plaintiff. All of our staff expect to be invited to WGAC's $8,000 barbecue if and when they increase power to 50 kw.

George G. Weiss
President, WBBQ Augusta
Chief Bat Boy, Augusta Tigers

* * *

Likes Telestatus

EDITOR, BROADCASTING:

My compliments to you on your "Telestatus" section. We look forward to it each week and find your reports accurate and valuable.

Norman C. Lindquist
Director of Television
Malcolm-Howard Adv.
Chicago

* * *

Suggests Canton Survey

EDITOR, BROADCASTING:

We thoroughly enjoy your "Major Markets Section" in your magazine and feel that you are performing a great service, particularly to the time buyers who are always in quest of information and figures. We don't know what your plans are for future articles but have you considered the possibility of including such markets as Canton, which are smaller in size, but comparable in importance. . . .

Julius Glass
Promotion Manager
WHBC Canton, Ohio

[Editor's Note: BROADCASTING expects to include smaller markets in its continuing series.]

* * *

Asked Listeners

EDITOR, BROADCASTING:

. . . "Favorite Program Contest," appeared in your issue of March 21 . . . stated that "A letter to each of its advertisers asking them to name their favorite WKTG . . . programs . . ." This statement is incorrect. The letter to our clients merely explained the value of the contest to them. Our *listeners* are the ones who were invited to write and tell us their favorite programs. . . .

Pratt Secrest
Comm. Mgr., WKTG
Thomasville, Ga.

Schwerin To Speak

HORACE SCHWERIN, president of Schwerin Research Corp., will address a luncheon meeting of the New York Radio Executives Club at the Roosevelt Hotel April 7. Mr. Schwerin will summarize the findings of his company in its exploration of audience reactions to various programs. Some 300,000 individual responses have been recorded by the Schwerin Corp. in the course of its work in testing programs for networks and agencies, it is reported.



Profits
are Prolific, too..
. . . when WTAR sells the Norfolk Metropolitan Market for you.

Most of the folks in Norfolk, Portsmouth, and Newport News, Virginia, listen most of the time to WTAR.

Hooper says WTAR's Share of Audience was 44.2 on weekday mornings, and 47.0 weekday afternoons. Sunday afternoon was 31.8 and daytime Saturday 31.0. In the evenings 50.2. Closest competition was never more than 22.4. (Station Audience Index, January-February, 1949.)

Mate the mighty potential of the Norfolk Metropolitan Market with WTAR's listener preference. Check the cost per listener. Easy to see why WTAR makes sales soar and profits more so. May we tell you more?

WTAR
WTAR-FM
WTAR-TV (soon)

5,000 WATTS DAY AND NIGHT
N.B.C. AFFILIATE

Nationally Represented by EDWARD PETRY & CO.

BROADCASTING

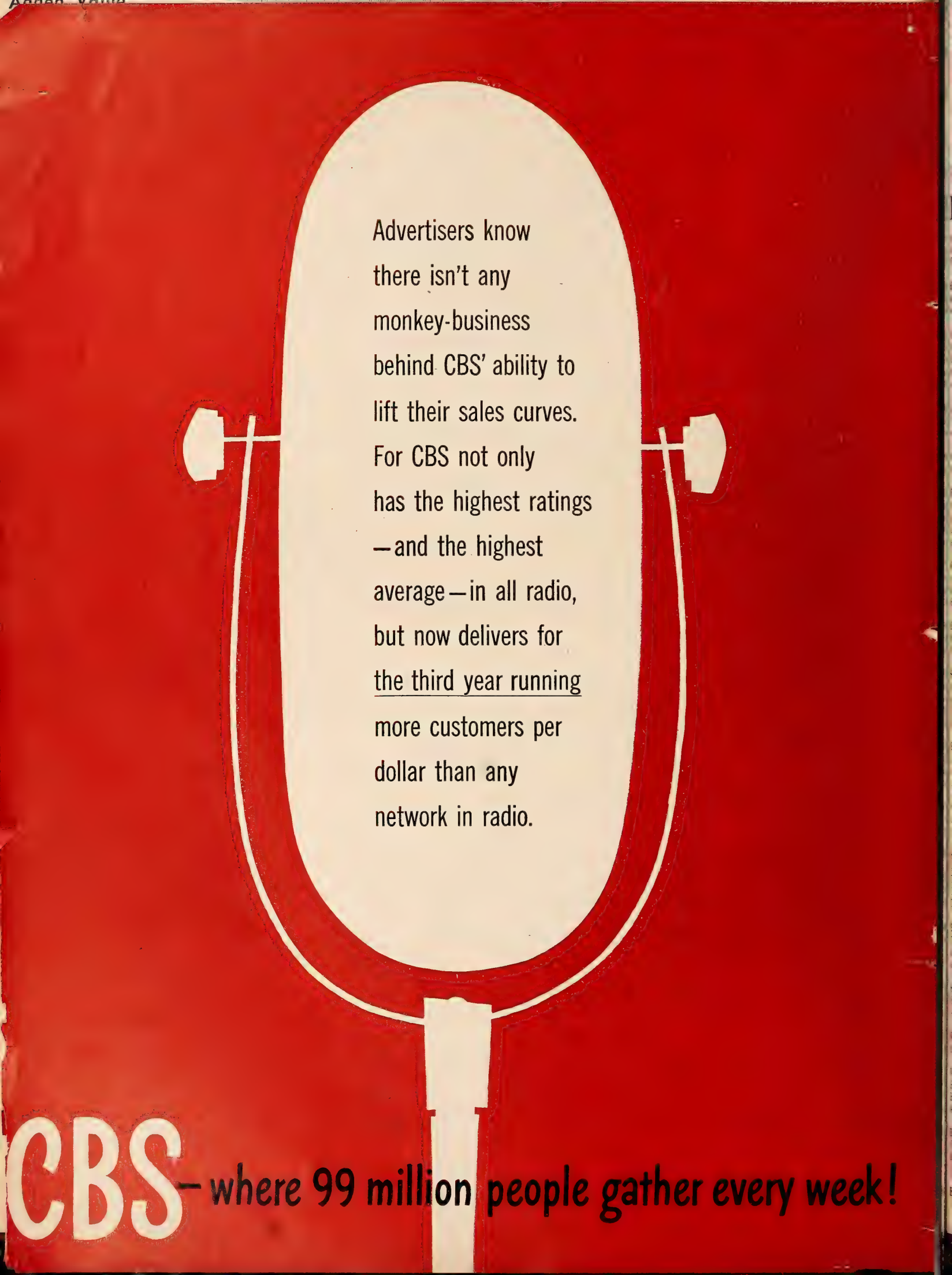
Comparative Network Program Schedule

April, 1949



Yeah, but can he lift a sales curve?

(to pull more than your own weight, see back page of insert)


Advertisers know
there isn't any
monkey-business
behind CBS' ability to
lift their sales curves.
For CBS not only
has the highest ratings
—and the highest
average—in all radio,
but now delivers for
the third year running
more customers per
dollar than any
network in radio.
CBS—where 99 million people gather every week!

New Business



FORD DEALERS to sponsor *Through the Crystal Ball*, Mondays, 9-9:30 p.m., on 24 CBS-TV stations, effective April 18. Program will be telecast every week with exception of May 16 and June 13, when *Ford Theatre* will be viewed before leaving for summer hiatus. Jimmy Savo will act as regular host, and program will use different choreographer each week. Agency: J. Walter Thompson Co., New York.

EMERSON RADIO & PHONOGRAPH Corp., New York, appoints Foote, Cone & Belding, same city, to handle advertising. Television, and possibly radio, will be used. **GEORGE WOLFE** is account executive.

GENERAL MILLS Inc., Minneapolis, through Knox Reeves Adv., Minneapolis, buys special one-time show, *Welcome Back, Baseball*, on CBS Sunday, April 17, 10-11 p.m. Program will feature number of stars including Bing Crosby and his four sons as well as sports celebrities to welcome 1949 baseball season which officially opens two days after broadcast.

JOSELLI SUITS Inc., New York (women's suits), appoints Dorland Inc., New York, to handle advertising. **ROBERT WEILL** is account executive. Radio, and possibly television, will be used.

MODERN HANDCRAFT, Kansas City, Mo., planning national spot campaign to begin in September. Agency: E. H. Brown Adv., Chicago.

FIVE-DAY LABS., Chicago (Five-Day deodorant and anti-perspirant), contemplating use of spot radio in major national markets after completion of area tests by Weiss & Geller, Chicago. New schedule would begin in June after expiration of current campaign April 24. **IRVING AUSPITZ**, agency executive vice president, supervises account.

CALIFORNIA SPORTSMEN'S Shows Inc., for promotion of annual Sportsmen's Show in Gilmore Stadium April 14 through April 24, starts 16 day spot campaign April 8 on approximately ten Los Angeles area stations. Spots to total about 25 daily. Agency: Ted H. Factor, Los Angeles.

DUNN'S RESTAURANT, New York, appoints Altomari Adv., same city, to handle its *Dinner at Dunn's* program, Wednesday, 7:30-8 p.m. on WMCA New York. **LEONARD S. MORVAY Jr.**, is account executive.

SUNSET APPLIANCE STORES, New York, sponsoring Tuesday night wrestling from New York's Eastern Parkway Arena on WPIX (TV) New York, on initial four week contract. New contract follows firm's sponsorship of New York Rover hockey games from Madison Square Garden. Contract placed direct.

BARBARA ANN BAKING Co., Hollywood, sponsoring *Hopalong Cassidy*, Sundays, 6 p.m. on KTLA (TV) Hollywood. Company is said to be first bakery concern on West Coast to sponsor full hour TV show. Agency: Scholts Adv. Service, Los Angeles.

CATHOLIC CHARITIES of New York, employing television for first time in this year's annual appeal for funds, placed series of 17 one minute spots on all New York TV stations.

SWEETS Co. of America, through Mosell & Eisen, New York, today (April 4) begins spot campaign on behalf of Tootsie Rolls, Tootsie Pops and Tootsie Coconut Fudge, on between 60 and 65 stations in approximately 35 cities. Contracts are for 13 weeks. Spots are produced by Basch Radio & Television Productions, New York.

BARNEY'S (clothes), New York, through Emil Mogul Co., New York, will use 70 one-minute film spots on WPIX (TV) New York, preceding warm-up time of the New York Giants baseball games. Also to use 36 similar spots before and after telecasts of the New York Yankee games on WABD(TV) New York.

SAN-NAP-PAK Mfg. Co., New York (Doeskin Tissues), to sponsor *Jack Eigen Show*, Thursdays, 7:45-8 p.m. on WABD(TV) New York effective April 7. Agency: Federal Adv., New York.

WELSH GRAPE JUICE CO., Westfield, N. Y., appoints Lennen & Mitchell, New York, to handle advertising. Radio and television being considered.

VALLEY FORGE DISTRIBUTING Co., Washington (Valley Forge beer, Rams Head ale), today (April 4), begins sponsorship of sports review program with Bob Wolff on WTTG (TV) Washington. Show is aired Mon.-Fri., 6:45-7 p.m. Agency: Lawrence I. Everling Inc., Philadelphia.

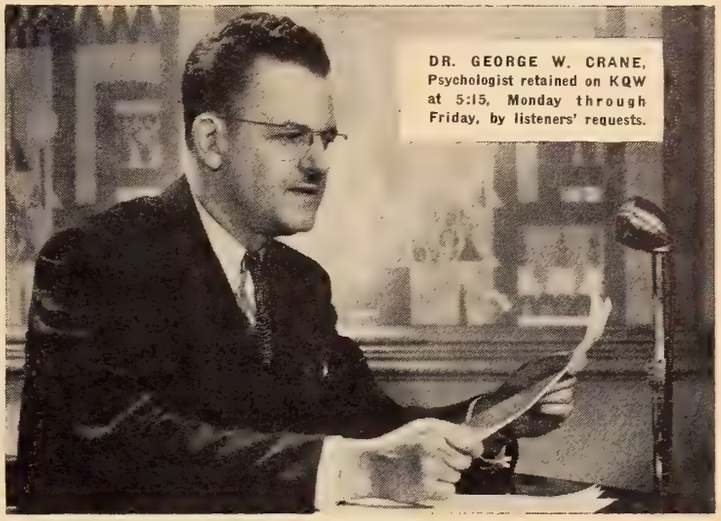
EDWIN PIERCE SCHOOL of Ballroom Dancing, New York, sponsoring *Celebrity Club* and *Teentime* on WGYN (FM) New York. Business placed direct.

(Continued on page 61)

LISTENERS' REQUESTS KEEP THIS PROGRAM ON THE AIR

2800 Letters Protest Cancellation

The item below, reprinted from a San Francisco newspaper, tells the eighth in a series of equally remarkable stories from Ogden and Salt Lake City, Utah,—Cedar Rapids, Iowa, —Danville and Bloomington, Illinois,—Chattanooga, Tennessee, and Kansas City, Missouri. Here are facts of special interest to all advertising and radio station executives.



DR. GEORGE W. CRANE, Psychologist retained on KQW at 5:15, Monday through Friday, by listeners' requests.

Highlights—Sidelights

"Any of a number of inferences might be drawn from the flood of listener protests that inundated KQW offices on announcement that "Dr. Crane, Psychologist" was to be removed from the daily program schedule. The most obvious would be that listeners in the area take their radio seriously enough to write letters about it. Another might be that sponsors are willing to pay for programs for which they are assured a sizable listening audience.

"The latter conjecture has proved true. Dr. Crane is still on the air at the same time—5:15 p.m. Monday through Friday—with a sponsor to pay for his time and counsel. Some 2800 letters, arriving during a two-week period, convinced the sponsor that it would be a good investment to buy Dr. Crane.

"Still another inference from the mail response might be that listeners are hungry for something besides jazz, soap operas, silly young men interviewing elderly matrons on how they met their husbands, and the dubious satisfaction of listening while someone in the studio audience wins a piano for guessing that Columbus's first name was Christopher.

"Dr. Crane apparently has something to offer in the way of mass guidance in ethical, psychological or even religious problems. But about his qualifications later. We can't confess to being a Dr. Crane fan, his program time not meeting our listening routine, but he must have something substantially more intriguing to the mind than his question-and-answer column in a daily of the area to gather 2800 letters. The total indicates many times that number of listeners who did not write.

"Perhaps it takes just such a sudden revelation as those letters to convince the wiseacres of radio that people are not concerned primarily and all day long with being entertained. A bit of substantial reflection on man and his ways is essential to civilized society, and neither comedy nor tragedy, nor romance, nor mystery dramas, nor music will take its place.

"Dr. Crane's academic background should qualify him for the role he has essayed in radio. The name is not fictitious. He is Dr. George W. Crane, and he includes M.D. and Ph.D among the five academic degrees he earned at Northwestern from 1922 to 1935.

"Dr. Crane has taught applied psychology at Northwestern and George Washington University. He is a members of the American Medical Association and the American Psychological Association. His "Psychology Applied", used as a standard text in some 300 colleges or universities, is now in its eleventh printing."

MAIL COUPON BELOW FOR FULL INFORMATION

Or Phone While in Chicago—AN 3-2833

HOPKINS SYNDICATE, INC., 11 S. LA SALLE, CHICAGO 3, ILL.

HOPKINS SYNDICATE, INC., 11 S. LA SALLE, CHICAGO 3, ILL.

Rush full information about Dr. Crane's programs.

Firm

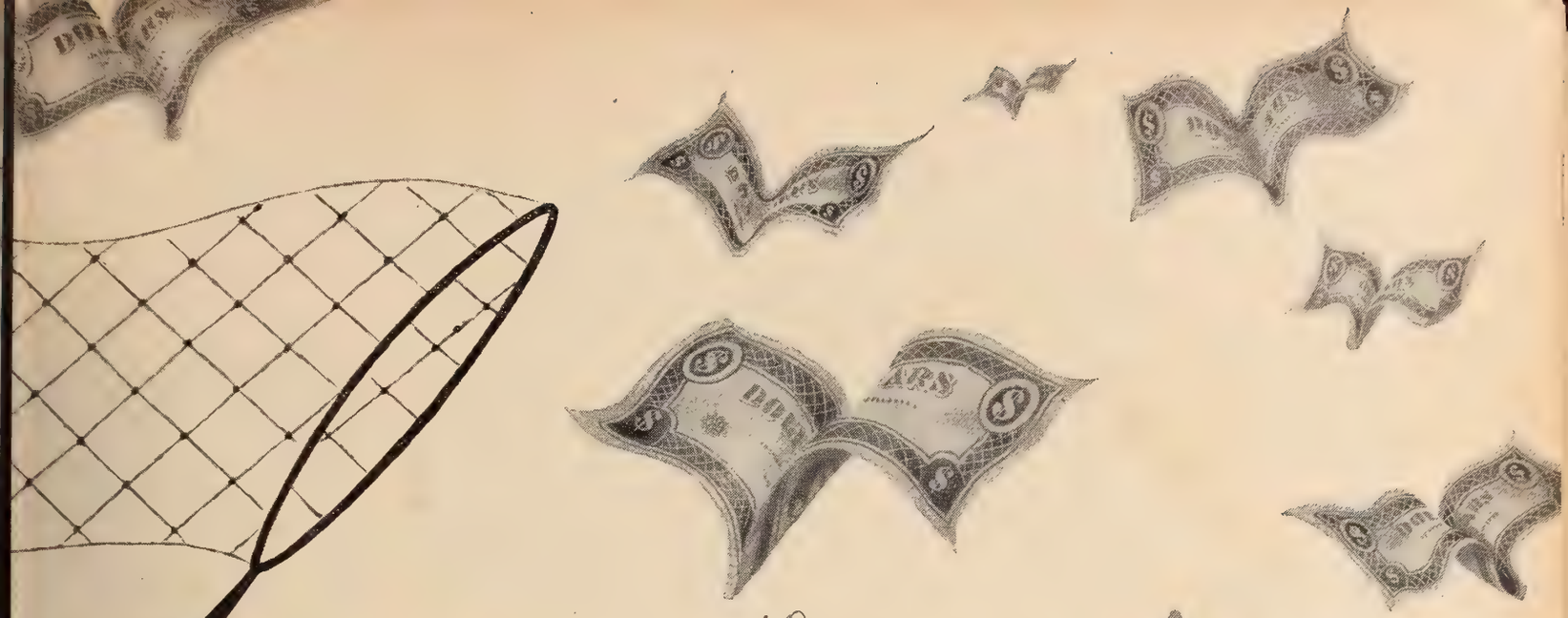
Name .....

Nature of Business .....

Address .....

City and Zone ..... State .....


This
Joe Kaufman



ummer, net a fortune!

TAKE 13 WEEKS WITH PAY...ON WCCO

It's easy to bag big profits in the Summertime in WCCO territory. For Northwest retail sales soar just about as high during June, July and August as they do in any other season. More than $699,000,000!

And no wonder. During the 13 Summer weeks, WCCO's 308,417 farm families harvest more than $865,000,000 in cash. What's more, more than two million vacationists add more than $200,000,000 in "good-time" money to the regular spending of year-round residents.

That's why 48 major non-network sponsors (30% more than the year before) stayed on WCCO all year 'round last year. *Without a Summer hiatus.*

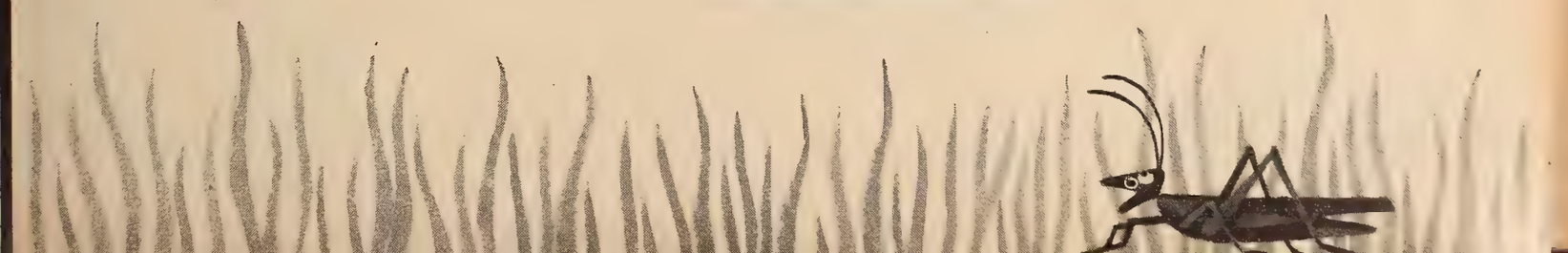
They know, too, that 50,000-watt WCCO delivers the biggest share of the Northwest audience. In the Twin Cities, for example, WCCO delivers an average daytime Summer Hooper of 6.0...a 58% bigger average audience than any other Twin Cities station! And *all cash customers!*

Make your reservations now with us or Radio Sales...for 13 wonderful weeks with pay on WCCO. And net a fortune.

All source material available on request.

WCCO *Minneapolis-St. Paul*

Represented by **RADIO SALES**



for profitable selling—
INVESTIGATE

WDEL
WILMINGTON
DEL.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

Represented by
ROBERT MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

Feature of the Week



One of the window displays built around Vickie, "The WIRL-Girl."

* * *

"THE PUBLIC Loves Me" was called in as a substitute for the more usual "I Love Me" campaign when WIRL Peoria, Ill., 5 kw basic ABC outlet, celebrated its first anniversary on the air.

Robert B. Jones Jr., general manager, arrived at the happy medium of letting listeners as well as the station staff thump WIRL's back. After an extensive search, he found Vickie, "The WIRL-Girl," born on the same day as the station in 1948.

Because Vickie's father is a disabled veteran, able to work only on a part-time basis, Mr. Jones fostered a "Gifts for the WIRL-Girl" campaign. It resulted in hundreds

(Continued on page 103)

On All Accounts

WHEN Charles (Chuck) Lewin joined Grey Advertising Agency Inc., New York, last September, he was experiencing Grey days and Rainbow nights—playing, come curtain time, the first half of the Shears and Robust team in Broadway's hit play, "Finian's Rainbow."

Chuck came east to find rainbow's end. Born and raised in Hollywood, schooled at the U. of Arizona, Chuck started in radio writing for a local quiz show at KMTR Hollywood (now KLAC), for which he was paid by the sponsor in car-wash tickets. He had no car. Later he got a raise, consisting of free bus tickets to San Francisco, to which city he had no reason to go. Chuck turned announcer.

Renouncing announcing for a spell, radio's *factotum* turned to the production field, joining Fields Bros. Productions, Hollywood, as assistant to J. Donald Wilson, now ABC director of programs, then directing *Adventures of Dr. Fu Manchu.* From there, he headed East.

Deciding he knew too little about production, Chuck enrolled, in 1940, in the New York U. summer radio workshop, supporting himself by becoming a professional quiz-goer, which earned him $75 to $80 weekly. He celebrated each winning by calling his girl, now his wife, in California. (They now are proud parents of nine-month old Joshua Norman).

After a brief New York sojourn as production apprentice at CBS' Columbia Workshop, and assistant-without-pay to Ed Gardner, then producing and directing the Rudy Vallee show, Mr. Lewin returned to the West Coast, where he became chief announcer for the KMTR radio newsreel. From that job he was fired for talking too much. He freely admits that when he was sent out to interview Franklin D. Roosevelt Jr., he talked 13 minutes out of the 15 allotted for the program, while Mr. Roosevelt posed for news photographers.



CHUCK

After a respite of free-lancing, Chuck joined the then Blue Network in Hollywood, writing and directing. Working on the *Break-*

(Continued on page 104)

Hooper* Says:

WSJS STAYS ON TOP!

• Morning
• Afternoon
• Evening

*Hooper Station Listening Index
Winston-Salem, N. C.
December, 1948

NO. 1 MARKET IN THE SOUTH'S NO. 1 STATE

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

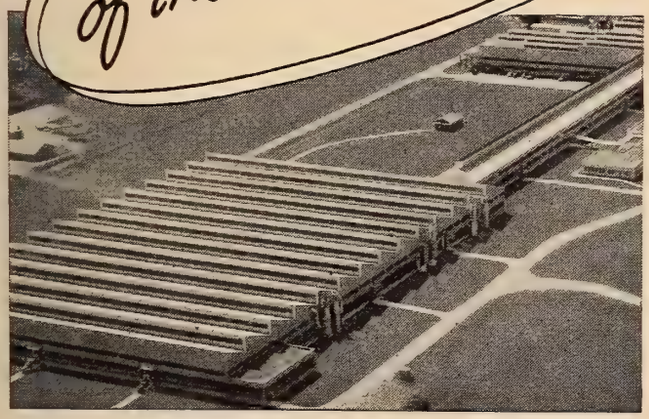
NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY



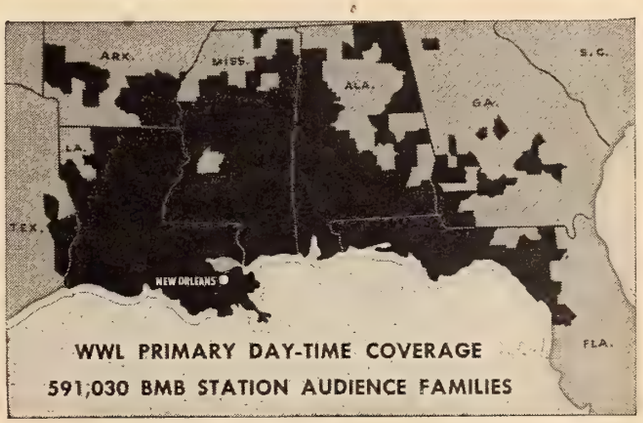
3 Beauties of the Deep South

1. D'EVEREAUX, Natchez, Mississippi — a superb example of Grecian architectural influence in the Deep South. Great trees and elaborate landscaping provide a perfect setting for this temple-like mansion.

Photo from the national best seller, "Natchez on the Mississippi," by Harnett T. Kane of New Orleans.



2. JOHNS-MANVILLE PLANT, Natchez. Now at peak capacity, producing 125 million sq. ft. of insulating board annually. Wood pulp industries add $229,000,000 to Deep South wealth each year. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.



3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

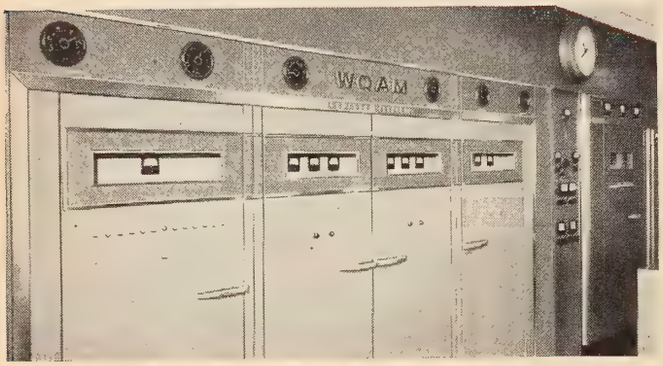
Represented Nationally by The Katz Agency, Inc.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

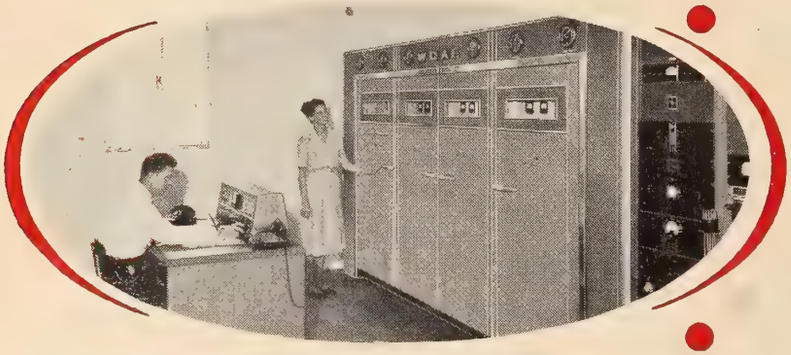
One dozen reasons

why you can depend on this General Electric

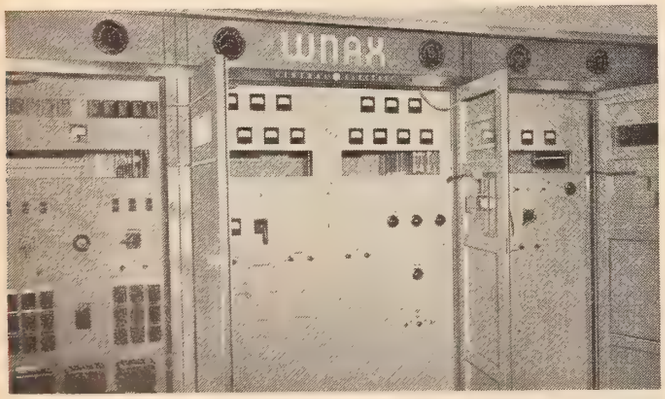
5-KW AM TRANSMITTER



WQAM—MIAMI—The clear, strong signal from this station blankets greater Miami and gives dependable coverage of the 15 additional counties in its trading area. Above: G-E 5 kw AM transmitter. (left), Monitor rack, G-E 10 kw FM transmitter (background).



WDAE—TAMPA—Owned and operated by the Tampa Daily Times, the city's oldest station has been on the air since 1922. In recent complete modernization program, WDAE officials selected the General Electric 5 kw AM transmitter (above).



WNAX—YANKTON—A Cowles station, on the air since 1926. This South Dakota station recently modernized its broadcast facilities, installing a General Electric 5 kw AM transmitter.

1 Spare Tube Switching. A distinctively *new* feature! To minimize time off the air, front-of-panel controls switch spare PA and modulator tubes into the circuit in a matter of seconds.

2 Variable Loading. To maintain output power within FCC tolerances despite changes in line voltage or load conditions, variable pressurized-nitrogen capacitors are used with front-of-panel controls. These capacitors—both for PA tank tuning and for output loading—assure maximum reliability and flexibility of operation.

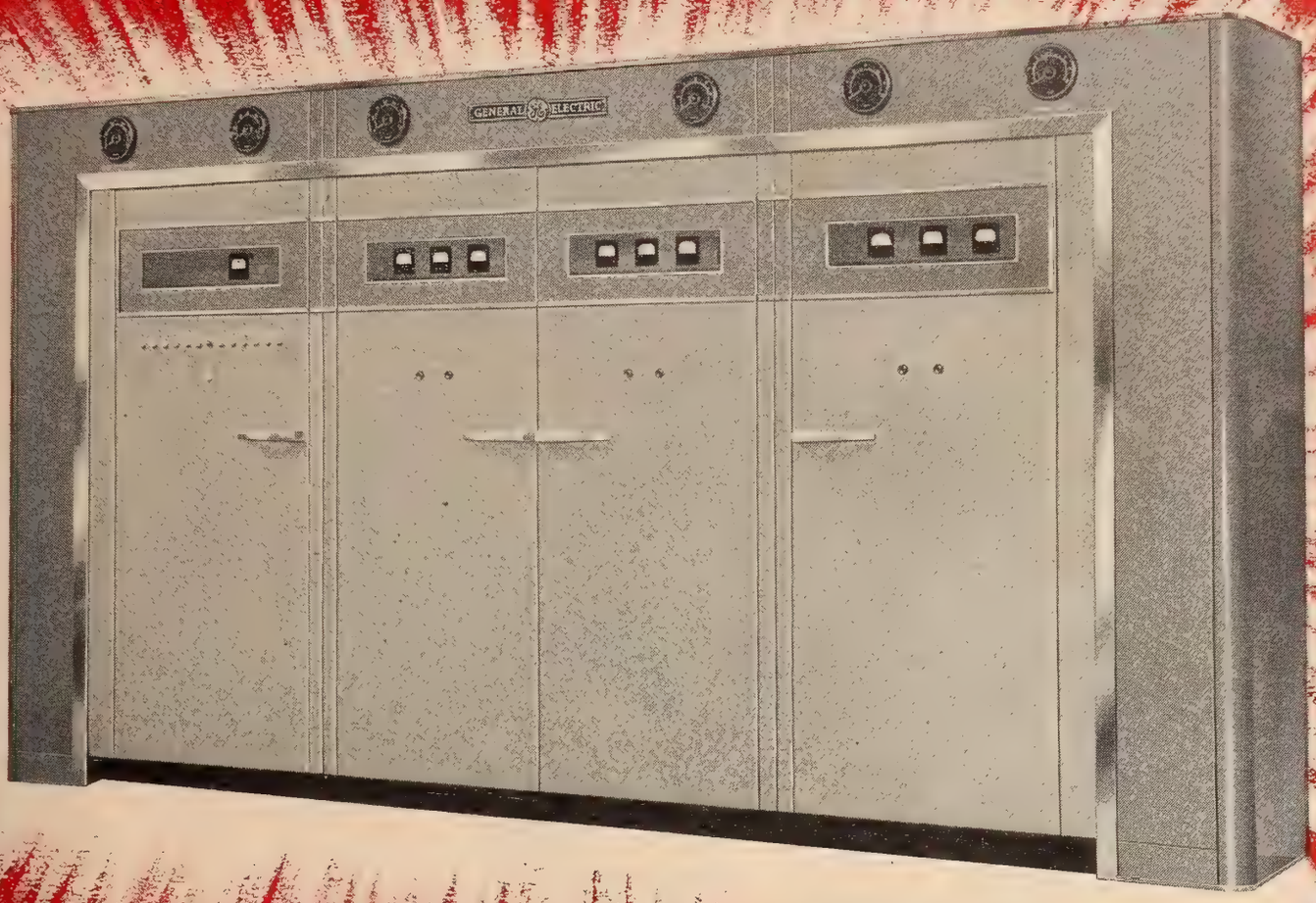
3 Low Installation Cost. Each transmitter is assembled and tested in the factory and therefore requires a minimum of reassembly and circuit-checking at installation. Cubicle construction and steel base (with built-in wiring trench) make this transmitter exceptionally easy to install. Net result—money and time saved for you!

4 Blower Externally Mounted. The blower is designed for installation outside the cabinet, permitting the use of a spare unit if desired. This system keeps blower vibration out of the cabinets, decreasing room noise and tube vibration.

PERFORMANCE-ENGINEERED at Electronics Park



SEE IT AT THE G-E BOOTH—NAB—CHICAGO—APRIL 7th TO 12th



5 Comprehensive Supervisory Control Circuit. Cuts time off the air by pin-pointing trouble sources instantly! Advanced control features—automatic reclosure, automatic restart after power failure, high speed overload protection—are employed.

6 Carrier Trip Circuit. A built-in trip circuit minimizes outages and helps protect equipment in the event of an arc-over caused by lightning.

7 Improved Crystal Oscillator Circuit. This frequency control circuit is exceptionally stable. Spare crystal can be switched and crystal frequency trimmed at any time—even when the transmitter is on the air.

8 Double Safety. Automatic mechanical grounding switches *plus* door interlocks assure maximum safety to operating personnel. The use of cubicle type construction permits the "island installation" you have always wanted. The area behind this transmitter is safely accessible during operation.

9 Day-Night Power Reduction. Power can be reduced to 1 kw at the flick of a switch!

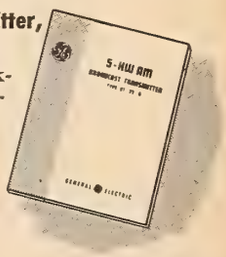
10 Long-Scale Meters. 240 degrees long—they give *better* reading accuracy. Your engineer will find them easy to read from his console position.

11 Front-of-Panel Tuning Controls. On low power stages as well as high power, these controls assure proper tuning adjustment for full output and long tube life.

12 Easy Conversion to Higher Power. This G-E transmitter can be modified readily for 10 kw operation when desired.

Before you select any transmitter, get this bulletin FREE

Yours for the asking—a booklet giving complete specifications and features of the G-E 5 kw AM transmitter, Type BT-22-A. *General Electric Company, Building 3, Electronics Park, Syracuse, N.Y.*



You, too, can put your confidence in—

GENERAL ELECTRIC

Station owners, managers, engineers!

To save your time, we have listed just 12 features of the G-E 5 kw AM Transmitter shown here. The broadcast equipment representative at the General Electric office nearest you has many more facts to give you. He's at your service. Please call him.



"RABBIT ADVERTISERS"?

NO SIR!

Advertisers who want results don't jump around from station to station in Cleveland . . . they stay on WHK where they reach the largest audience at the lowest (network station) rates. In less than a year a WHK produced local show reached an 18.6 Hooper rating for a Cleveland advertiser— the highest Hooper ever attained in Cleveland by a local program. So, you see there is a reason why . . .

THEY *STAY*
ON
WHK

The Paul H. Raymer Co.
National Representative

BROADCASTING
TELECASTING

Vol. 36, No. 14 WASHINGTON, D. C., APRIL 4, 1949 $7.00 A YEAR—25c A COPY

NAB ENGINEERING

Discussions Expected to Include NARBA

By J. FRANK BEATTY

NAB'S Third Annual Broadcast Engineering Conference opens a four-day session Wednesday morning with a program covering principal technical advances in the past year and high-spotting such topics as magnetic tape recording, atomic energy, television and use of the ultra-high frequencies *(see NAB Management Conference story page 30)*.

A new subject entered the scene at the weekend as expiration of the interim NARBA argeement complicated the already complex international situation *(see NARBA story below)*. NARBA likely will be discussed at a Wednesday meeting of the NAB Engineering Executive Committee and is expected to receive careful attention at the Saturday morning FCC-Industry Roundtable.

Last-minute change in roundtable personnel was announced. Curtis B. Plummer, chief of the FCC TV Broadcast Division, will be unable to leave the International High-Frequency Broadcast Conference at Mexico City to take part in the discussion. Hart Cowperthwaite, acting chief of the division, will fill in for Mr. Plummer.

New feature added to the program late last week was a demonstration of high-speed facsimile by Radio Inventions Inc. and Stewart-Warner Corp. The two companies will display 7-second facsimile Wednesday afternoon, using NAB President Justin Miller as the first subject. A photograph of Judge Miller will be transmitted via WMAQ-FM and received for the benefit of delegates and guests.

Registrations Mount

Arrangements for the Engineering Conference, with 500 to 600 delegates expected to attend, have been in charge of Royal V. Howard and Neal McNaughten, director and assistant director, respectively, of the NAB Engineering Dept. A week in advance of the Wednesday opening some 250 delegates had registered at NAB Washington headquarters *(see advance registration list page 24)*.

Working with Messrs. Howard and McNaughten in the planning have been members of the Engineering Executive Committee headed by Chairman A. James Ebel, WMBD Peoria, Ill., and Dr. William L. Everitt, U. of Illinois, who directed the NAB engineering meetings at Ohio State U. before the war.

Wide interest has developed in the recording situation since announcement that NAB's Recording & Reproducing Standards Committee would submit a long series of standards for final approval [BROADCASTING, March 28]. The standards will be submitted to the NAB Recording & Reproducing Standards Committee at an open meeting to be held Saturday at 3 p.m. in the Tower Room on the 25th floor of the Stevens.

Standards Approved

Already the standards have been approved by the NAB Engineering Executive Committee and the executive committee of the full recording group. The standards mark the result of years of work and large numbers of meetings and studies. They include standards based on latest magnetic recording methods, by which 10,000-cycle fidelity is obtained at the low speed rate of 7½-inches per second.

The huge display of equipment *(see exhibit story page 27)* will be opened at 9 a.m. Thursday, remaining open until 9 p.m. Similar hours prevail Friday. Saturday hours are 9 a.m. to 5 p.m.; Sunday, 10 a.m. to 5 p.m.; Monday, 9 a.m. to 9 p.m.; Tuesday, 9 a.m. to 5 p.m.

Heavy equipment will be shown in the Exposition Hall directly beneath the Stevens lobby. Lighter equipment and allied services will be displayed on the fifth floor in sample rooms. The display is by far the largest in NAB history, according to Arthur C. Stringer, NAB staff director in charge of the show.

Among meetings scheduled during the conference is a session of NARBA Committee IA, U. S. delegation, comprising the FCC industry group. John H. DeWitt, president of WSM Nashville, is chairman. Reports will be submitted by various working groups and new developments since expiration of interim NARBA likely will be discussed.

Over half the engineering papers to be read during the conference will deal with television, though AM, FM and facsimile are tied into some of the discussion. One facsimile paper will be read. Magnetic recording will be covered at a number of points in the proceedings.

The final FCC-Industry roundtable, scheduled at 10:45 a.m. Saturday, the closing day, should develop into a stirring session, according to Mr. Howard. It will be a wide-open affair at which industry spokesmen will ask FCC officials pointed questions, and perhaps have a few of the same thrown back at them.

Goldsmith Paper

The roundtable will follow the paper of Dr. Thomas T. Goldsmith Jr., director of research, Allen B. DuMont Labs. Dr. Goldsmith will report on progress in ultra-high frequency television. He has been engaged in ultra-high frequency research and has followed progress in the industry. The air has been cleared somewhat in this field since the recent speech by Wayne Coy, FCC chairman [BROADCASTING, March 28].

Opening event of the conference will be the NAB engineering committee session in Room 8 of the Stevens at 10 a.m. Wednesday. Registration will be on the mezzanine. A tour of the Hallicrafters plant is planned at 2 p.m. Buses have been obtained to transport delegates. Ladies are invited. The plant is located at 5th and Kostner Avenues, Chicago.

Plans for the tour were made by

(Continued on page 24)

NARBA EXPIRES

No Frequency Jumps Expected

By RUFUS CRATER

POSSIBILITY of a calamitous ether war arose last week as the North American Regional Broadcasting Agreement expired, leaving North American broadcasters without a formal mutual-protection pact for the first time since 1941.

Hope that unregulated frequency use would be avoided was encouraged, however, by the facts that (1) all NARBA signatory nations but Cuba had signified a willingness to extend the present NARBA, and (2) Cuban spokesmen had indicated they plan no frequency raids, despite their refusal to agree to NARBA's extension.

Further complications loomed from Mexican representatives' informal indications that they would like a one-year postponement of the conference scheduled for September to negotiate a new NARBA, or, in the alternative, that the conference be held but that the agenda be restricted primarily to engineering matters.

Postponement, observers agreed, could lead to several problems, one of which would be probable delay in international agreement on the use of 540 kc, the new broadcast frequency *(see story page 29)*.

Although there was no official announcement, it appeared the official U. S. position would be that (1) signatories of NARBA should and will respect the provisions of NARBA, and (2) the conference to draw up a new NARBA will be held in Canada (either Montreal or Ottawa) starting Sept. 13 as planned.

Observers also felt that steps would be taken in the near future to get NARBA nations—including Cuba if she wished—to sign formally for an extension of the expired NARBA. It seemed certain Cuba would be invited to the Canada conference.

FCC, State Dept. and the broadcasting industry will continue the NARBA Conference preparations which they undertook jointly in December, authorities reported, and the Commission presumably will continue to work toward issuance of its decision in the long-pending clear-channel case as soon as possible.

FCC regards the clear-channel decision as a fundamental factor in its ultimate proposals for a new NARBA. But there was speculation among observers that the decision might not be ready by May 1 as indicated earlier by FCC

(Continued on page 81)


Mr. JETT


Mr. POPPELE


Mr. EBEL


Mr. NAUGHTEN


Mr. HIRSCH


Mr. DeWITT


Mr. HOWARD


Mr. TOWNER

AGENDA
Engineering Conference

WEDNESDAY, APRIL 6

10 a.m. Registration; Meeting, NAB Engineering Executive Committee.
2 p.m. Tour, Hallicrafters Plant.
6 p.m. Reception-Cocktail Party.

THURSDAY, APRIL 7

8 a.m. Registration.
9 a.m. Presiding: A. James Ebel, WMBD Peoria, Ill., chairman, NAB engineering executive committee.
"A Method of Selecting an FM/TV Transmitting Site," E. S. Clammer, commercial engineer, Engineering Products Dept., RCA-Victor, Camden, N. J.
9:30 a.m. "The Practical Solutions of TV Installation Problems," Robin D. Compton, technical manager, WOIC (TV), Washington.
10 a.m. "Making and Analyzing TV and FM Field Intensity Measurements," George P. Adair, consultant, Washington.
10:45 a.m. "The Design, Development and Operation of a TV Mobile Unit," Willis I. McCord, manager, TV Specialties Dept., Allen B. DuMont Labs, Passaic, N. J.
11:15 a.m. "Operation of the Image Orthicon Camera," John H. Roe, Supervisor, TV systems engineering group, RCA-Victor, Camden, N. J.
11:45 a.m. "A 2,000 mc Television Relay Link," Martin Silver, project engineer, Federal Telecommunication Labs, Nutley, N. J.

LUNCHEON, 12:30 p.m.

Presiding: Royal V. Howard, director, NAB Dept. of Engineering.
Address of Welcome, Justin Miller, president, NAB.
"Engineering Education and the Broadcast Industry," Dr. William L. Everitt, head, Dept. of Electrical Engineering, U. of Illinois, Urbana, Ill.

East End, Grand Ballroom, Hotel Stevens

2:15 p.m. Presiding: John H. DeWitt Jr., member, NAB engineering executive committee, president, WSM Nashville.
"AM, FM and TV Audio Measurements," Frank H. McIntosh, consultant, Washington.
2:45 p.m. "The NAB Recording & Reproducing Standards for Disc and Magnetic Recording," Robert M. Morris, radio facilities engineer, ABC.
3:15 p.m. "Magnetic Tape Recording and Reproducing," Dr. S. J. Begun, vice president, Brush Development Co., Cleveland.
3:45 p.m. "Properties of Magnetic Tape and Their Relation to Magnetic Recording," Reynolds Marchant, development engineer, Minnesota Mining & Mfg. Co., St. Paul.
4:15 p.m. "A New Portable Audio Amplifier for AM-FM-TV," William W. Dean, audio engineer, broadcast engineering section, General Electric Co., Syracuse.

FRIDAY, APRIL 8

9 a.m. Presiding: William B. Lodge, Network Adviser, NAB engineering executive committee, vice president in charge of general engineering, CBS.
"A Loop-Antenna System for Television Broadcasting," A. G. Kandoian and R. A. Felsenheld, Federal Telecommunication Labs, Nutley, N. J.
9:30 a.m. "A New and Low-Cost Television Transmitting Antenna," M. W. Scheldorf, engineer in charge of research, and Lawrence R. Krahe, engineer, both of Andrew Corp., Chicago.
10 a.m. "Design Problems in Triode and Tetrode Tubes for High-Fre-

(Continued on page 84)

* * *

NAB Engineering

(Continued from page 23)

Charles J. Nesbitt, Hallicrafters advertising manager. Hallicrafters' hosts include Bill Halligan, president and founder; Ray W. Durst, executive president; Nelson P. Case, engineering vice president; R. W. Maher, sales engineer; and Mr. Nesbitt.

Reception and cocktail party will be held 6-8 p.m. Wednesday in the North Ballroom of the Stevens. Ladies are invited to this event also.

Ebel to Preside

Mr. Ebel will preside at the first full conference meeting Thursday at 9 a.m. All general meetings will be held in the East End, Grand Ballroom, of the Stevens. An Altec-Lansing public address system has been installed. It will use the new silhouette mikes, and extreme high-fidelity is claimed for the setup. Speakers will be able to hang the tiny mike around the neck and have relative freedom to move around. Bell Labs has supplied an optical pointer for use by speakers during projection of slides.

Papers will be read during the morning (see agenda), followed by a 12:30 p.m. luncheon meeting in the West End of the Grand Ballroom. Mr. Howard will preside. Judge Miller will deliver an address of welcome and Dr. Everitt will be the principal luncheon speaker.

The afternoon meeting starts at 2:15 with Mr. DeWitt in the chair. Five papers will be read during the afternoon.

Presiding Friday morning will be William B. Lodge, CBS engineering vice president. Six papers are on the agenda. Mr. McNaughten will preside as the 12:30 luncheon, with A. D. Willard Jr., NAB executive vice president, as speaker.

* * *

Following Mr. Willard's talk Dr. Lincoln R. Thiesmeyer, executive assistant to the director, Brookhaven National Laboratory, Upton, Long Island, will speak on the subject, "Atomic Energy Is Here for Good." He will offer slides showing some of the non-military and medical uses of atomic energy.

Dr. Thiesmeyer's talk will deal mainly with industrial applications of nuclear progress. Much of the research in this field is non-military, in line with government policy. During the war Dr. Thiesmeyer was head technical aide of the Office of Field Service, Office of Scientific Research & Development.

Jack R. Poppele, WOR New York vice president, MBS director and president of TBA, will preside at the Friday afternoon meeting, at which six papers are scheduled.

Oscar C. Hirsch, owner-manager of KFVS Cape Girardeau, Mo., will preside Saturday morning. Three papers are scheduled prior to the FCC-Industry Roundtable.

Tours of ABC and NBC Chicago television stations are planned at 3 p.m. The recording committee will meet in the West Ballroom of the Stevens at the same time. Mr. Howard and Robert M. Morris, ABC recording and recording executive committee chairmen, respectively, will preside. All members and interested parties are invited to take part in the meeting.

Broadcasting's Rooms

HEADQUARTERS of BROADCASTING during the NAB engineering and management conferences will be at the Stevens Hotel in rooms 560A, 561A, and 563A.

FCC Members at NAB Convention . . .


Mr. BARR


Mr. WILLOUGHBY


Mr. ALLEN


Mr. CHAPIN


Mr. BRAUM

Advance Registration,
Engineering Conference

ADVANCE registrations for the NAB Engineering Conference to be held April 6-9 at the Hotel Stevens, Chicago, follow (symbols are ST, Stevens; PH, Palmer House; B. Bismarck; D, Drake):

Adair, George P., Washington
Albertson, Fred W., Dow, Lohnes & Albertson, Washington
Allen, W. H., KALB Alexandria, La., ST.
Arvidson, Paul, WOC Davenport, Ia., ST.
Bachman, William S., Columbia Records, New York
Bailey, Fred, WJBC Bloomington, Ill.
Bailey, Sturat L., Jansky & Bailey, Washington
Barnes, Wade, NBC, New York
Bartlett, F. E., KSO Des Moines
Baston, Whitney, NBC, New York, ST.
Beatty, J. Frank, BROADCASTING, Washington
Belle Isle, A. G., WSYR Syracuse
Beville, Ross, WWDC Washington, ST.
Binns, F. D., WLAC Nashville, ST.
Bliesner, Carl B., WREN Topeka, Kan.
Bostick, M. N., KWTX Waco, Tex., ST.
Brackett, Quincy A., WSPR Springfield, Mass., ST.
Burgan, George L., WHDF Houghton, Mich., ST.
Burton, D. A., WLBC Muncie, Ind.
Byrne, Louis C., KVMA Magnolia, Ark.
Cassens, Gerald, WLDS Jacksonville, Ill., ST.
Caudle, L. L., Jr., WSOC Charlotte, N. C.
Chambers, Joseph A., Chambers & Garrison, Washington, ST.
Chandler, George Clarke, CJOR Vancouver, B. C., ST.
Chinski, Gerald R., KXYZ Houston
Collins, Raymond, WFAA Dallas
Compton, Robin D., WOIC Washington, ST.
Cook, K. H., KMBC Kansas City, Mo.
Courchene, Homer, WLS Chicago
Crain, M. M., WLBC Muncie, Ind.
Craven, T. A. M., Craven, Lohnes & Culver, Washington, PH.
Cross, Robert, KROC Rochester, Minn., ST.
Curtis, James R., KFRO Longview, Tex., ST.
Dadisman, Amos, KFH Wichita, Kan., ST.
Dahlbacka, Arne, WJMS Ironwood, Ind., ST.
Daugherty, C. F., WSB Atlanta, Ga., ST.
David, William Russell, Jr., WPTR Albany
Davis, George C., Washington, ST.
Dettman, Robert A., KDAL Duluth, Minn., ST.
Dewing, Harold, WCVS Springfield, Ill.
DeWitt, John H., Jr., WSM Nashville, ST.
Dieringer, Frank A., WFMJ Youngstown, Ohio, ST.
Dodd, Carlos, WDSU New Orleans
Doolittle, H. D., Machlett Labs Inc., Springdale, Conn.
Droke, O. S., KWKH Shreveport, La., ST.
Duke, Charles, WSIX Nashville, Tenn.
Ebel, A. James, WMBD Peoria, Ill., ST.
Essig, R., Collins Radio Co., Cedar Rapids, Iowa
Evans, C. Richard, KSL Salt Lake City, ST.

(Continued on page 99)

CCNY

Over 260 Agency, Radio Executives Attend N. Y. Sessions

THE STATUS of sound broadcasting, and the inroads of growing television highlighted the fifth annual Radio-Television and Business Conference in New York last Wednesday. Conference was sponsored by the City College of New York.

The one-day meeting, held at the Hotel Roosevelt, dealt with research, sales, programming and publicity problems relating to AM, FM and TV stations.

More than 260 radio, agency and other executives attended the morning and afternoon sessions.

Highlight was a luncheon featuring CCNY's annual awards, and an address by Ben Duffy, president of BBDO.

Optimistic Atmosphere

An atmosphere of optimism pervaded the sessions, during which these conclusions crystalized:

"Deflation has started" but television may help avert a depression. A stronger sales effort by both TV and radio is needed.

Money for TV advertising will come from sales as well as advertising budgets.

Sound broadcasting is neither sick nor dying and will continue to prosper.

Independent stations have nothing to fear from TV if they specialize; local and regional time sales will not be affected for perhaps five years.

Television advertising money will derive from increased sales, and from new advertisers who never used radio. The advertising dollar is growing and other media will not suffer adversely.

Sales techniques are changing because televiewing habits are still in the formative stage.

Television must learn to adapt itself to periodic and seasonal advertisers because of present costs.

Only the surface has been scratched thus far on research relating to TV's ad impact and sales effectiveness.

The AM-TV industry must invest more in creative talent rather than fall back on perennial entertainers.



THREE CBS executives accept City College of New York awards from Dr. John Gray Peatman (second from l), college's associate dean and awards chairman of Fifth Annual CCNY Radio-Television and Business Conference. Awards were presented at luncheon held at Hotel Roosevelt, New York, during conference. L to r: J. Kelly Smith, CBS vice president in charge of station administration, holding Award of Merit won by Columbia's Pacific Network for *The Last Waterhole;* Dr. Peatman; Harold E. Fellows, general manager of CBS New England operations and of WEEI Boston, receiving plaque won by WEEI for "the outstanding achievement in promotion in 1948," and Louis Hausman, CBS director of sales promotion and advertising, holding Award of Merit won by WCCO Minneapolis for all-over station promotion in the 50 kw class.

FM has shown growth both in number of stations and sales of exclusive FM receivers.

Mr. Duffy told his luncheon audience that television is not necessarily competitive dollarwise with radio and other media, and predicted the new medium may help avert any depressions, as radio led us out of the depression of the 30's. He said both would be major factors in tripling product sales of the past 20 years.

Contending that cost will "iron itself out in relation to sales," Mr. Duffy said that "as long as new media can open up new sales, manufacturers will find additional money to pay the cost."

'No Saturation'

"There is no such thing as saturation," Mr. Duffy asserted. "Television will perhaps increase sales as much as ten-fold."

Appearing on the morning research panel were Dr. Kenneth H. Baker, NAB director of research and acting president of BMB; Oscar Katz and Peter Langhoff, research directors at CBS and Young & Rubicam, respectively, and Samuel Northcross, vice president in charge of radio research, Audience Research Inc. E. P. H. James, MBS vice president in charge of advertising promotion and research, served as moderator.

Dr. Baker told the group that BMB has run "into some problems which appear to be insoluble in terms of the present BMB case."

He said the organization's two greatest problems are the present

(Continued on page 108)

KOBAK FM VIEWS

Should Sell AM, FM Jointly, He Says

'M BROADCASTERS should not ry to sell FM as a distinct medim itself but should join AM roadcasters and "take over part f broadcasting's responsibility," dgar Kobak, MBS president, aserted in New York last Friday.

The Mutual president spoke at he FM Assn. sales clinic for roadcasters, advertisers and agen- personnel at the Hotel Comodore. General theme was "FM rowding AM for Radio Broadasting Leadership."

Mr. Kobak declared that much of M's strength lay in AM weakess, with AM coverage greatly reuced at night. He also cited FM's ange over average AM stations nd greater freedom from interrence. As better FM receivers ecome available, the difference will crue in FM's favor, he pointed ut.

"Millions of people still get poor eception, and FM is the only eans available to give every per- n good reception," Mr. Kobak id. "In many sections we must eplace AM if we are to give all people equal results. Now is the time to sell FM in [these] sections. . . ."

Other speakers who addressed the one-day sessions included William E. Ware, FMA president; Edward Sellers, FMA executive director; William Ensign, eastern manager, Transit Radio; Linnea Nelson, chief timebuyer, J. Walter Thompson Co.; Maj. E. H. Armstrong, pioneer FM inventor, Ted Leitzell, public relations director, Zenith Radio Corp., and Everett Dillard, WASH Washington, Continental FM Network president and ex-president of FMA.

FM 'Bright Spot'

Referring to the "phenomenal" growth of FM broadcasting in the last two years, Mr. Dillard presented the basic case for the medium which he called "the bright spot in the broadcasting picture."

FM is on the threshhold of a "tremendous business potential," he said, and can no longer be ignored by the advertisers, especially in a buyers' market. He said the number of operating FM stations increased from 370 to 700 last year, with 451 cities having stations at the yearend and 3,000,000 sets in the hands of the public, without including those on TV sets.

Scope of Service

Mr. Dillard declared FM service is within reach of 100 million persons, conceding that there are open spaces in the West that aren't covered. He foresaw a developing trend toward inclusion of FM in TV table models as well as consoles.

Owners of FM sets listen to FM 69.4% of the time their sets are in use, according to a Northwestern U. survey, he explained. Analyzing set production figures, he showed how AM-only output had dropped, with many of them "parttime" sets for autos or portable models used infrequently. January's set output by RMA members, he said, consisted of 554,390 AM-only sets of which only 277,438 were not parttime auto and portable types.

FM set output increased 35% in 1948, according to Mr. Dillard, including 100,000 FM-only models which are starting to appear in larger quantities. Interference on the AM band will increase, he said. A dozen FM networks are in operation, he said, with Continental, of which he is president, operating coast-to-coast with the aid of tape and FM relays. He predicted expansion of FM hookups and believed they would be more economical than other networking.

Three-fourths of the FM stations are affiliated with AM interests, according to Mr. Dillard, with 23% combined AM-FM-newspaper operations and only 25% FM-only. He lauded FM coverage and said the "horizon" theory has been rejected.

FM is the only one of the three broadcast services not presently plagued by major allocation problems, Mr. Dillard said.

Taking results of a recent NBC listener survey in Washington, he said 11% of the population (143,000) live in homes with FM sets, compared to 8.5% (110,500) for TV. The average FM listener spent

(Continued on page 88)

LIGHTER EQUIPMENT

Firms Report Availabilities

(See separate story page 27 on equipment exhibits at NAB Convention. Many of the items described herewith are not shown in the NAB exhibits)

LATEST developments in the light equipment field, many of them relating to new products occasioned by television's fast pace the past year, and in production and other allied services are available to broadcasters everywhere for the mere choosing.

Possibly most numerous advances were in the new lines of transmitting tubes for all broadcasting phases (AM-FM-TV), but particularly for television, and magnetic tape recorders. The products are varied. One example is DuMont Labs' television studio control room on wheels, the Telecruiser, designed to meet the growing needs posed by remote broadcasts. Other products include such allied off-shoots as flying spot scanners, television microwave relay links for intercity program transmission, speech input apparatus and copy racks.

In television, note is taken of problems incurred in studio lighting, some of which have been resolved by mercury vapor arc lamps which look toward provision of absolute color characteristics. TV switching systems, video test equipment, film projection, equipment and kinephoto systems are some of the new TV units developed by RCA, for example.

Recording developments take form in new phonograph pickups and magnetic recorders for station use—portables for remotes and transcription for fixed studio installation. One firm — Califone Corp.—has available a new lightweight Universal transcription player capable of reproducing three types of recordings 78 rpm, 45 rpm and 33⅓ rpm.

Other products include attenuators, broadcast microphones, booms and stands, and a host of others.

A feature, of course, is Columbia's controversial Long-Playing Microgroove transcription in both 12-inch and 10-inch sizes, with programs of 20 and 13 minutes, respectively.

Recording equipment, which will be on hand in sumptuous display during NAB engineering sessions, are of particular interest to broadcasters in view of proposed uniform standards for disc, magnetic and optical recording. Developed by NAB in cooperation with broadcasting and other groups, the standards will be reviewed during the Engineering Conference.

Summary of availablities as reported to BROADCASTING:

* * *

Amperex Electronic Corp.

AMPEREX Electronic Corp., Brooklyn, N. Y., has available a new line of transmitting tubes for AM-FM-TV and particularly for television. (No specifications were submitted.).

* * *

Astatic Corp.

NEW PHONOGRAPH pickups, cartridges and related equipment, designed expressly for long-playing recordings, are being featured by the Astatic Corp., Conneault, Ohio. Products are the FLT, FL-33 and FLC pickups, as well as the 400 series. FLC series was designed to reproduce, with one pickup, 33⅓ rpm and 45 rpm narrow-groove, in addition to standard 78 rpm records. Novel "slip-in" feature of pickup cartridge permits changing from one record type to another instantly. FLT series pickup is designed to satisfy exacting requirements of studio and station use. The design of head and cartridge permits reproduction of different types of lateral recordings with one pickup and turntable. Other features are ball bearing swivel base, hinged arm extension, fingertip lift, height adjustment of mounting base and arm. Model FL-33 is designed for use with Microgroove LP vinylite records.

Also designed for use with LP records is 400-MI-33 pickup, intended primarily for broadcast and recording studio service. This curved model is designed for minimum tracking error, and provides proper mechanical features and necessary electrical response for faithful reproduction. 400-Q-33 pickup is a professional type crystal also for studio use, and is similar to the previous model.

* * *

Brush Development Co.

MAGNETIC recorders for station use, portables for remote pickups, and transcription recorders for fixed studio installation—are available through Brush Development Co., Cleveland, Ohio. In the portable field, model BK-414 is an inexpensive, medium-quality recorder. It uses any of available magnetic tapes and covers frequency range from 100 to 5,000 cps, at tape speed of 7.5 inches per second. Included are such features as independent monitor channel, simultaneous erase and recording and interlocks between mechanical and electrical elements. Volume is indicated by means of 6E5 "Magic Eye."

Company's BK-420, for use in the transcription field, is vertical type of recorder designed with major emphasis on remote control operation and economy of space. Components can be mounted on standard 19-inch rack, 6 feet high, and entire assembly can be integrated into usual array of racks. All controls are by open-circuit buttons which set up interlocking relays for switching, which protect system from abuse in operation.

Another type transcription recorder, the BK-419, is expressly designed for ease of operation, and is housed in a console 34 inches high, 40 inches long and 25 inches deep. Both transcription models can be obtained with up to four different capstan speeds: 15 inches per second, 7.5 inches, and (optional) 3.75 inches and 30 inches per second. Feature of both recorders is flexible equalization control permitting proper compensation for tapes recorded on other types of tape recorders. Standard equalization consists of pre-emphasis in the low frequencies. Other features are a timer, operated directly from tape, and complete and separate electronic channels for both recording and playback. Amplifiers feature front-of-panel controls—for equalization, level, and bias and erase amplitude.

* * *

Califone Corp.

NEW LIGHTWEIGHT Universal transcription player capable of reproducing three types of recordings — standard 78 rpm, LP Microgroove at 33⅓ rpm, and narrow-groove 45 rpm—has been perfected by Califone Corp., Hollywood, Calif. Improved unit incorporates wrist-

(Continued on page 94)

TECHNICAL PAPERS

NAB's Convention

Summaries of Talks

A Method of Selecting an FM/TV Transmitting Site — E. S. Clammer, RCA

This paper describes an experimental system for evaluating a proposed television or FM transmitting antenna location. This system provides information on field strength and incidence of echoes within the proposed service areas. The method employs an airborne transmitter and an antenna radiating pulses of short duration, high peak power and low recurrence rate, and a receiving equipment capable of indicating strength of received pulses and the amplitude of delayed echoes. Included is a description of tests made with this equipment when supported by a captive balloon. Correlation with existing television station coverage is discussed. The paper is of special interest to those directly responsible for selection of television transmitting antenna locations.



Mr. Clammer



Mr. Compton

The Practical Solutions of TV Installation Problems — R. D. Compton, WOIC (TV) Washington

The practical problems facing the engineer for the first time in the installation of a television station are such that many of the engineers who have been in AM for a great number of years are inclined to two attitudes: (1) Overconfidence or (2) fear of the installation.

Television, of course, is a dual installation of two transmitters, each specialized in its particular application. The aural transmitter is not unlike any normal FM installation, but the visual transmitter offers many new and challenging problems to a radio engineer.

The paper will cover the main factors of considerable consequence to the proper performance of the installed equipment, including antenna installation and support design arrangements; transmission line installation for low "standing wave ratios"; housing, transmitter building design; power requirements for various sections; operating space requirements; testing procedures and equipment; difference from normal requirements of vacuum tubes for television; operating personnel and training recommended maintenance procedures; operating costs; studio design and equipment; switching and controls; and TV pickup equipment and methods.

Making and Analyzing TV and FM Field Intensity Measurements — G. P. Adair, Consultant

It is normally considered that TV and FM field intensity surveys are only a necessary evil to satisfy the requirements of the FCC. However when properly made and used they have much more valuable use to the licensee. There are a number of methods having various advantages and disadvantages. Several of these methods are described and discussed. The essentia

(Continued on page 100)

NAB EXHIBITS

Display of Wares Highlights Convention

(Also see stories, page 26 and below, on heavy and light equipment availabilities of companies not necessarily exhibiting at the NAB Convention and mentioned in the following story)

BROADCASTERS and telecasters, will find many new or improved equipment pieces and production services on display beginning Thursday when engineering sessions kick off the annual NAB convention in Chicago—if advanced notices filed by exhibitors are fulfilled. The Conference begins officially Wednesday.

This year's exhibit promises to be one of the most extensive in NAB history. It will surpass 1948's sumptuous array in Los Angeles for space alone, with heavy equipment to occupy over 30,000 square feet in Exposition Hall immediately beneath the hotel's main lobby. The foyer of the hall will be included. Other exhibitors, displaying their light equipment wares and production services, will use some 100 rooms on the fifth and sixth floors of the Stevens Hotel, according to NAB's Arthur Stringer, in charge of the annual exhibit. The show will open at 9 a.m. Thursday. Over 35 exhibitors have been assigned space.

The exhibit offers some pointed contrasts to previous ones. Last year some manufacturers were compelled to prepare double displays because the Radio Parts Show in Chicago preceded by a week the Los Angeles convention. This year an interval of six weeks removes any possibility of conflict (Parts show is May 16). Another factor is that this exhibit is more centrally located with respect to manufacturing centers, thus facilitating shipment of equipment, as was the case in 1946. Still another: There are no railroad labor negotiations to thwart prospective exhibitors contemplating shipment.

Spaces Allocated

According to NAB, about 15 spaces in Exposition Hall have been set aside for equipment exhibitors, and registration (see separate story for location). About three dozen suites or sets of rooms, not including those for publications, also have been set aside and will serve as reception and display centers. Representatives will be on hand to demonstrate equipment or services, and to answer broadcasters' questions.

Because of television's mushrooming inroads on industry and national economy, many of the exhibits will be pointed along that line. One example is DuMont's new $200,000 remote truck, the Telecruiser. Other video equipment will be in prominent display, including TV links, transmitters, antennae, tubes, etc. On the service side, International News Service's TV department will demonstrate all types of TV news programming, and feature its video news tape and adaptability to telecasting.

Another highlight will be the first commercial display-type facsimile receiver, to be jointly exhibited by Stewart-Warner and Radio Inventions. Broadcasters will see programs originated from a facsimile console in the exhibit, transmitted via telephone lines to a station (WMAQ-FM) and relayed back to the booth.

New transmitters—10 w FM, 5 kw FM and 50 kw AM—will also be in evidence, as exhibited by Gates Radio Co., RCA and Westinghouse, respectively.

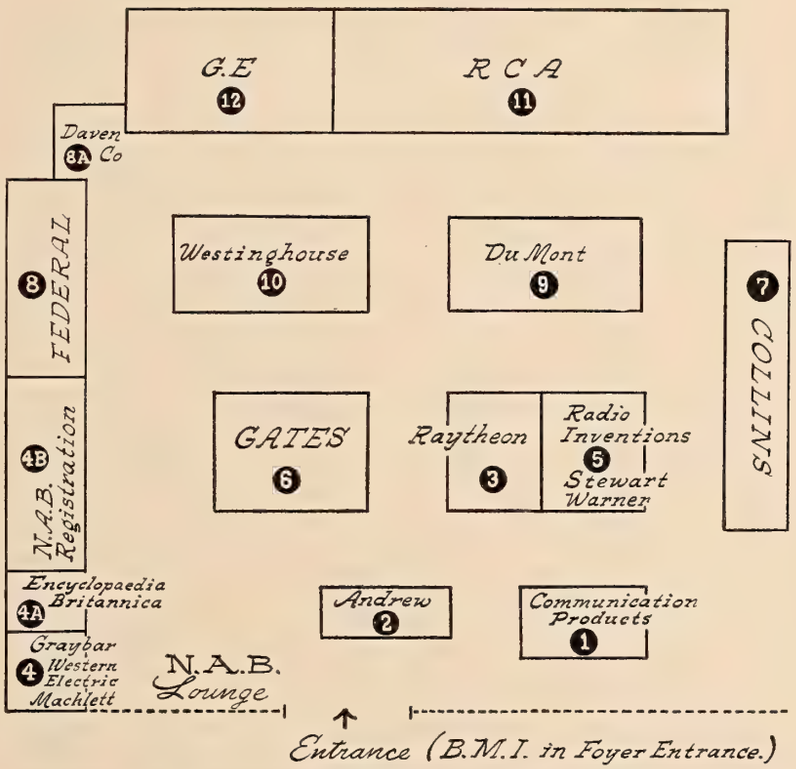
Arousing particular interest

(Continued on page 77)

Tentative space assignments for heavy equipment at Exposition Hall and suite numbers at Hotel Stevens, as revealed by NAB:

SPACE:

1—Comunications Products Co. Inc.
2—Andrew Corp.
3—Raytheon Mfg. Corp.
4—Graybar Electric-Machlett Labs-Western Electric
4A—Encyclopaedia Brittanica
4B—NAB Registration
5—Radio Inventions w/ Stewart-Warner
6—Gates Radio Co.
7—Collins Radio Co.
8—Federal Television & Radio Corp.
8A—Daven Co.
9—DuMont Labs
10—Westinghouse Electric
11—RCA-Victor
12—General Electric Div., General Electric Corp.



NOTE: Since chart was drawn space 6A, just off lower left corner of Gates exhibit, was assigned to McIntosh Engineering Labs, as well as Room 545.

SUITE NUMBERS (reception and light equipment):

549—Arc Tourus
539—INS TV Dept.
534—Federal TV & Radio Corp.
529—Wincharger Corp.
521—Ampex
520—Chas. Michelson
516—NBC Radio Recording
553—Presto
512-13—Goodman Productions
556-57—Standard Radio
560-61—Amperex
509—Collins
502—Capitol
504-05-07—RCA-Victor
500-01-01A—Ziv Productions
504A-05A-07A—Graybar, Machlett-Western Electric
560A-61A-63A—BROADCASTING
512A-13A—Lang-Worth
556A-57A—Westinghouse
553A—SESAC
524A—Keystone Bcstg. System
526A—*Sponsor*
515A-17A—Magnecord
528A-30A—Radio & TV Radio Corp.
532A—BMB
519A-20A—London Library
521A—Radiotime
535A-36A-37—BMI
539A—Fairchild Recording
544A—Transcription Bcstg. System
542A—MacGregor Transcription
546A—*Teletech*
548A—Columbia Records
550A—*Billboard*
545—McIntosh Eng. Labs

HEAVY EQUIPMENT

Products Listed

(See separate story above on equipment exhibits at NAB Convention. Many of the items described herewith are not shown in the NAB exhibits)

UPWARDS of a dozen companies manufacturing transmitter and certain related heavy equipment, including antenna and tower structures, have reported a wealth of availabilities to AM-FM-TV broadcasters as the Engineering Conference of NAB's Convention prepared to get under way in Chicago.

The availabilities mark recent developments in all phases over the past year, with accent on economy of cost and more efficient operation. New products took shape in TV transmitting antennae, with single-ended feed system and diplexer; self-supporting or guyed steel tower structures, designed to withstand meteorogical elements at their worst; new-type transmitters, especially FM for educational broadcasters' use, which incorporate latest air-circulation innovations and include low-cost matching antennae; new utility video amplifiers and stabilizing amplifiers.

In the tower equipment field, some of the innovations look toward simplified maintenance, lessening of distortions, and preservation of tower shapes through severe storms, as well as increased height measurements. Also available on the market for the broadcaster are transmitters specifically designed to use fewer tubes and simplify overall operation.

Developments in amplifiers are

(Continued on page 82)

ET PROPOSAL

Firms 'Little Concerned' Over Meyers' Plan

TRANSCRIPTION companies in New York last week appeared little concerned over a proposal made the week before at NAB District 1 meeting in Boston that stations be permitted to buy instead of rent transcription libraries.

Most of the companies refused to talk for the record, taking the viewpoint that they did not want to build up an issue which at this point they did not regard as important.

Although not permitted to attend the closed meeting at which the proposal was made [BROADCASTING, March 28], ET executives said it was their understanding that no official action was taken by District 1.

They believed that Milton Meyers, WWCO Waterbury, Conn., who proposed that services be sold instead of rented, did not follow through on his motion that the NAB look into the whole problem of buying or setting up a library service on a non-profit basis. They further believe that until the NAB Convention could take action they would withhold their own fire.

The ET companies themselves don't have an association or an industry spokesman. They do, however, occasionally meet to discuss industry-wide problems informally and take concerted action. There was some belief that if the Meyer suggestion still had any strength during the NAB Convention, the disc makers would meet in Chicago to decided whether or not a countermove was indicated.

Prevailing view of most transcription companies, whether engaged in library service or open-end dramatic productions, is that the Meyer suggestion is impractical.

Speak From Experience

In the past some of them have sold their service instead of renting. They believe, therefore, that they know both sides of the story.

They feel that from the station operator's viewpoint, he would get a bad deal by such a purchase. First drawback is the enormous initial outlay which would be required in a purchase.

Next reason cited is the fact that such a purchase would mean there would be no follow-through on service which the companies offer under present arrangements. These services include indexing material, promotional material, replacement of damaged discs, and regular additions to the library.

Further reason given is that library services would lose their exclusive nature, since if sold to a station operator, he could re-sell it to some other operator in another town where that same service already was being used. Under present arrangements, libraries are made available on an exclusive basis.

Still another drawback, from the station manager's viewpoint, is that if an outlet bought a service and was dissatisfied with it, he could not unload it economically at the end of a given period, as now under the rental policy, and change to a new service.

As for the transcription companies viewpoint of a sale policy on themselves—they have one word for its effect on them: "Bankruptcy." They feel that the entire market for their wares would be sold out in three years or less. After that time, business from the few remaining prospects and from replacements and additions to libraries would be so piddling as to mean the end of profitable operations and of most new and creative program projects.

Among the few transcription company executives willing to talk for the record at the present time, Charles Michelson, president of Charles Michelson Inc., New York, said he currently still sells library service to some overseas customers because the expense of doing business back and forth on a rental basis was prohibitive due to shipping, crating, duties and other cost. He has found that many stations which buy such service do not use it sufficiently, whereas those renting feel obligated to make use of the series, and profit thereby.

Mr. Michelson is of the opinion that abandonment of a lease policy by transcription companies would mean the end of the exclusive character such services have in localities and would mean the beginning of their deterioration.

Raymond R. Green, vice president and general manager of Kermit-Raymond Corp., was the lone dissenter among transcription company executives. He believed it was feasible for library services to be sold and believed stations should have a chance to buy them. He did not believe, however, that this was feasible in the case of dramatic type shows because of restrictive clauses about replay rights in actors contracts and because that type of show cannot often be repeated to the same audience.

Purchase Held Impractical

Milton Blink, vice president of Standard Radio Transcription Services, Chicago, asserted that purchase of transcriptions is not practical for most stations because the cost would be too high—"probably three to four times the leasing charge." Transcriptions cannot be compared with phonograph records and their direct sales because the former are highly specialized, directed to a limited market and very expensive. Records, however, are manufactured in quantity for a mass market, he said.

Another stumbling-block to outright sale is the problem of licensing. Mr. Blink explained that the mechanics of licensing have been set up by transcription libraries with music publishers, and that a yearly fee is paid to most ASCAP members. If stations were to buy transcriptions, they would have to assume payment of the licensing fee. This, in addition to the performing charge, would make the price prohibitive in most cases, he believes.

A third reason for lease rather than sale is the obsolescense of discs over a three or four-year period. In this time, a transcription firm renews its stock, paid for by charges on a high rate of monthly releases. Mr. Blink pointed out that the NAB "failed completely" when it attempted to establish an industry transcription service—such as Mr. Meyers suggested—some years ago.

M. M. Cole, owner of the Cole Transcription Library, Chicago, agreed that outright sale of discs would not be feasible. If the industry were to organize such a service, stations could not get the "variety of discs and ideas now originated by specialists." With rental, transcription firms use funds coming in monthly to augment libraries, he concluded.

'SLOW PAY' UP

Disc Firms Cite Small Stations

INCREASING number of smaller stations throughout the country are becoming "slow pay," a canvas of transcription companies in New York has indicated.

The platter makers and leasers report that unpaid bills are backing up and accounts receivable in transcription ledgers are mounting. One disc company recently received its first bad check in history from a station.

Most companies will talk openly about the matter, but are reluctant to be quoted. Some are taking steps to guard themselves against future loss.

Such steps include requiring the first and last payments to be made in advance and more careful credit investigation of stations. One transcription company, whose policy previously was to ship to a new customer automatically on order, is now withholding shipment until receipt of credit information.

The "slow pay" problem is a matter of some concern, but transcription companies feel it was to be expected and eventually will be straightened out—but not until some "weak sister" stations fall by the wayside.

They ascribe the present condition primarily to new and smaller stations. Many of these, they point out, started on a shoe string, never built up an adequate reserve and, worst of all, never learned how to sell.

Richard S. Testut, vice president and general manager of Associated Program Service, New York, believes many stations currently having difficulty meeting payments were outlets started in already overcrowded radio markets. They got by up to now as they rode the crest of a sellers' market. They never learned to sell and now, when selling is necessary, they don't know how.

Sees Sounder Future

Mr. Testut believes 1949 will see the beginning of a "shakedown" year for stations, with unsound operations actually dying off. He is of the opinion that a sounder radio industry will emerge.

He also feels it is unfortunate that some good operations may die in the process as they struggle to compete in "over-radioed" markets against the older and more entrenched outlets.

Charles Michelson, president of Charles Michelson Inc., said that the "slow pay" is confined not only to smaller stations in this country, but he also has found it so in the transcription export market, in which he is active. Some stations in Latin American countries are not responding promptly.

Many other countries, suffering from a shortage of American dollars and from government restrictions on export of American dollars, have made payment a great problem, he said. To guard against both the credit risk and further restrictions on dollar exports, he is now requiring payment of six months transcription rental in advance instead of the former policy of requiring payment of the first and last rental installment in advance.

Raymond R. Green, vice president and general manager of Kermit-Raymond Corp. and of Transcription Broadcasting System Inc., said the slow payment by stations could not be tied down to a particular geographical area. His own experience, he said, led him to the conclusion it is general geographically, but confined largely to newer outlets in small communities.

Among other reasons given by transcription companies for "slow pay" was that outlets often had over-extended themselves in the purchase of equipment and plants.

AFCA

Sarnoff, Coy Address Communications Group

VICTORY in any future war could go to the side which "sees farther sooner," rather than those getting there "fustest with the mostest," Brig. Gen. David Sarnoff, RCA board chairman, told those attending the third annual meeting of the Armed Forces Communications Assn. March 28-29 in Washington, D. C.

FCC Chairman Wayne Coy told the Monday luncheon meeting that no nation in history has ever been so well equipped with civilian communications facilities" as the U. S. today—"facilities to promote our efficiency, comfort and enjoyment in peace and our national security in event of attack."

A defense official, Leighton H. Peebles, assistant director of production for the National Security Resources Board, told members that the NSRB intends, at a later date, to explore the international communications and broadcasting industry "to determine the available facilities and necessary controls in an emergency."

Navy this year was host to more than 500 executives of the communications and photographic industries and members of the armed forces, who attended the sessions.

Gen. Sarnoff, outgoing president of the association, called on large corporations and small businesses, together with their best personnel, to "make company and personal sacrifices to come to the aid of the preparedness planners."

It is significant, Gen. Sarnoff pointed out, that tide of important battles has depended on the availability or absence of good communications.

Industry's Role

The job of the industry, Gen. Sarnoff said, is "to do all we can to assure that such advances as we make in the communications art are promptly made available to the appropriate military service."

The nation is courting disaster, the RCA official said, if the swift advances of science are ignored.

Television's importance in naval, military and air operations of this modern age was "dramatically revealed," he said, in the Naval maneuvers known as "Task Force TV." During these maneuvers, it was demonstrated on the aircraft carrier *Leyte*, at sea off New York, how television can be used to direct tomorrow's battles. In this first ship-to-shore telecast in history, an estimated 2 million eastern viewers watched the flat-top under simulated combat conditions, over 200 miles away, undergo a mock attack by its own planes.

"Farsightedness," he declared, takes on a different meaning in the great complexities of modern war, with supersonic speeds, guided missiles and the danger of 'surprise attack.' It used to be said that the battle goes to those who get there 'fustest' with the 'mostest.' The victory, in another struggle, could well go to the side which sees farther, sooner."

The Marshall Plan and the North Atlantic Security Pact, Gen. Sarnoff observed, will enable the U. S. "to gain the time so sorely needed to work out the complicated problems which are astir in a world that is neither at war nor at peace."

"Time also is required," he warned, "to gear out industry toward a mobilization plan that would be effective in the event that an emergency cannot be avoided—effective without confusion and without delay.

"But actually we need more than time, if we are to be fully prepared to meet successfully a possible emergency of modern dimensions. We need, also the interest and experience of the best brains in American research laboratories and in industry to work with our military planners."

Gen. Sarnoff pledged anew the "wholehearted cooperation" of the industry and its workers with all services of the armed forces.

Fred R. Lack, vice president of Western Electric Co., was elected president of the association at a meeting of the group's council March 28, to succeed Gen. Sarnoff, who has led the association since its formation in 1946.

Chairman Coy cited the postwar growth of AM, FM and television; the nation's 38 million telephones; the growing use of radiotelephones on planes, ships, trains, busses and other vehicles; the increase in amateur radio's ranks and a telegraph system that is taking "some hopeful steps toward improvement."

Aside from the more than 100% increase in AM stations since the war, he noted there are now 700 FM and 60 TV stations on the air and 240 FM and 65 TV outlets under construction. He said two-way radio had been authorized for 200,000 vehicles and predicted the number would reach half a million in five years.

But "our very profusion of radio transmitters can also be a source of danger in wartime," he cautioned, citing their attraction for spies and saboteurs and recounting FCC communications intelligence

(Continued on page 89)

540 KC

NAB Charges 'Waiver' of Use

LIMITATIONS which FCC proposes to place on the new 540 kc broadcasting channel [BROADCASTING, Feb. 28] would amount to a "waiver" of the use of the frequency for broadcasting in the U. S., the NAB charged last week.

In a new protest to the Commission NAB submitted maps to show that the limitations, if coupled with 1-A protection to current and proposed Canadian and Mexican operations, would leave 540 kc available only in a narrow strip running through parts of Kansas, Missouri, and Arkansas (*see map, this page*).

Yet the 1947 Atlantic City allocation of 540 kc made it a broadcast channel, NAB reminded.

WILK Wilkes-Barre, Pa., meanwhile told the Commission that 540 kc with 50 kw is the only assignment which will provide service to a substantial portion of the Scranton-Wilkes-Barre area. Midland Broadcasting Co., licensee of KMBC Kansas City and KFRM Concordia, Kan., already had indicated plans to apply for 540 kc fulltime for KFRM [BROADCASTING, March 28].

The 1947 allocation provided for

(Continued on page 89)



THE DOTTED AREA in mid-U. S., according to this NAB map, is the only region where 540 kc would be available to broadcasters if FCC goes through with its proposed limitations on use of the frequency and if current and proposed Canadian and Mexican operations on 540 kc are accorded protection as 1-A stations. The circles represent the 25-mile areas around military installations where 540 kc could not be used under FCC's plan. The contour lines along the East and West Coasts, Gulf and Great Lakes show the effects of FCC's proposed coastline protection. The border-protection lines represent limitations which would result if Mexican and Canadian uses of 540 kc were protected as 1-A operations. FCC's proposal is designed to protect military stations just below 540 kc from interference resulting from broadcast use of the new channel. NAB protested the proposed restrictions and urged that no decision be reached until after international accord is reached on 540 kc.

NAB CONFERENCES

Business, Regulatory, Technical Plans Set

EIGHT days of general and group meetings that run the gamut of industry business, regulatory and technical problems will mark the NAB convention week proceedings opening Wednesday morning at the Stevens Hotel, Chicago. Three basic meetings are scheduled—engineering, independent stations and mangement.

The Engineering Conference starts at 10 a.m. Wednesday (see separate engineering story page 23), and winds up Saturday afternoon. The NAB board is scheduled to meet Saturday. It will be the final session of the old board.

Six new members will sit with the old board as guests [BROADCASTING, March 7]. The new board, originally scheduled to meet Thursday and Friday after the convention, may shift its meeting to Wednesday afternoon and all day Thursday (April 13-14) due to imminence of the Easter holidays.

The separate meeting for unaffiliated stations will be held Sunday April 10, 9:30 to 5. It will be open to NAB members and to nonmembers as well, carrying separate registration fee of $5, including luncheon. The subject of the all-day meeting is "Plain Talk," and Ted Cott, chairman of the NAB Unaffiliated Stations Committee, has advised those attending "to check their inhibitions at the door."

Willard To Open

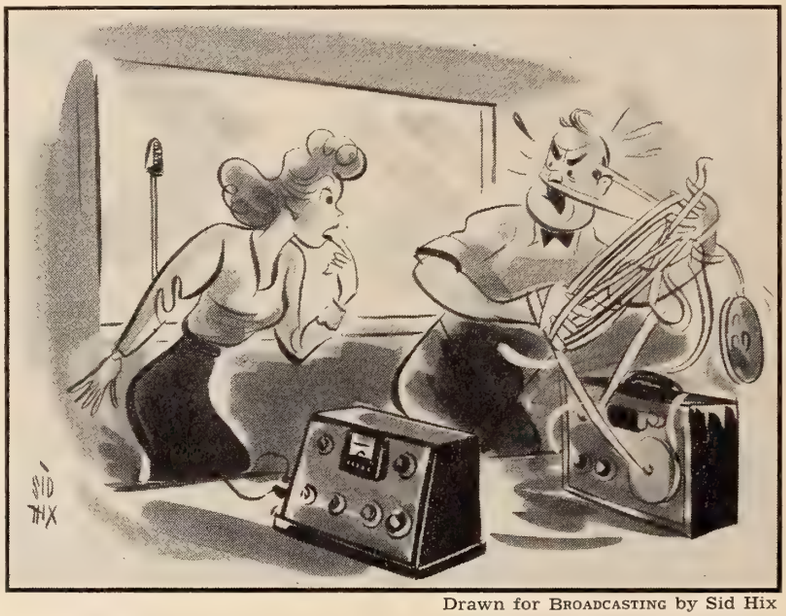
A. D. Willard Jr., NAB executive vice president, will open the meeting, with Mr. Cott as chairman. Morning program includes a panel, "Do I Need Transcriptions," including the question of purchase of libraries. Mr. Cott will be moderator. Appearing on the panel will be Cy Langlois, Lang-Worth Transcriptions; John Sinn, Frederic W. Ziv Inc., and Walter Davidson, Capitol Transcriptions.

Benjamin Cohen, Assistant Secretary General of the United Nations, will discuss "A New Program Source, The United Nations." Gordon Kinney, radio director of the Advertising Council, will speak on "Public Interest Audience Building—The Advertising Council's Allocation Plan." Dr. Sidney Roslow, president of The Pulse Inc., will wind up the morning session with a speech titled "The Independent Is Here to Stay."

Only formal address by NAB President Justin Miller during the week is planned at the Sunday luncheon. His talk is titled, "Who Owns and Controls Radio Broadcasting in America." The afternoon includes a session on sales and promotion, with case histories. Speakers will be Jerry Franken, editor, *Billboard*, and Joe Koehler, editor, *Sponsor*. "How to Steal an Audience," is the title of a panel on specialized programming. Cal Smith, KFAC Los Angeles, NAB District 16 director, will cover good music; Bill McGrath, WHDH Boston, will cover sports; Ralph Weil, WOV, will take up foreign languages, and Patt McDonald, WHHM Memphis, will cover popular music.

The unaffiliated committee will report through Mel Drake, WDGY Minneapolis, a committee member. Maurice B. Mitchell, NAB director of broadcast advertising, will head a sales panel covering national business, department stores, utilities, government agencies, legal notices and dealer co-ops.

Committee meetings will be held Monday morning, April 11, the Management Conference opening formally at 12:30 with a luncheon meeting in the Grand Ballroom.



Drawn for BROADCASTING by Sid Hix

"I told you to load the recorder with magnetic, not Scotch tape."

Judge Miller will preside. Howard Lane, WJJD Chicago, NAB director-at-large for large stations, will deliver the address of welcome as chairman of the Convention Sites & Policy Committee. Luncheon speaker will be Wayne Coy, FCC chairman.

Fundamentals of radio sales will occupy the Monday afternoon meeting [BROADCASTING, March 21]. "This session is designed to bridge the gap between platform and floor," said Mr. Mitchell, declaring: "We'll have microphones on the floor as well as on the platform, and we hope the delegates to the convention will move in on us with the toughest questions on sales they can possibly imagine."

Presiding at the afternoon meeting, programmed to emphasize selling in an increasingly competitive market, will be A. D. Willard Jr., NAB executive vice president. Eugene S. Thomas, WOIC(TV) Washington, NAB Sales Managers Executive Committee chairman, and Simon Goldman, WJTN Jamestown, N. Y., chairman of the Small Market Stations Executive Committee, will be honorary chairmen.

Mr. Thomas will open the program with a talk on "Radio Today," an appraisal of the present broadcast sales job. Mr. Mitchell will direct a panel discussion. Participants will be Martin Leich, WGBF Evansville, Ind., and John A. Engelbrecht, WIKY Evansville, who will discuss cut-throat methods of competing media.

Howard P. Abrahams, director

(Continued on page 76)

Golf Tourney

LAST CALL for 14th annual NAB Golf Tournament. If you would like to play get in touch with BROADCASTING's convention headquarters, Suite 560-A Stevens Hotel. Tournament will be held at the Acacia Country Club. Bus leaves the Stevens at 9 a.m. Sunday.

CBS SALARIES

Share Holdings Also Listed

WILLIAM S. PALEY, CBS chairman of the board, earned $71,730.85 in salary and directors fees in 1948, and Frank Stanton, CBS president earned a total of $109,798.80, according to a proxy statement issued by the company last week.

The statement showed that Mr. Paley derived his more than $71,000 from fees, salaries and commissions, and additionally had $12,135.96 set aside under the company's pension and insurance plans.

Mr. Stanton received $70,096.30 in fees, salaries and commissions; a bonus of $39,702.50, and $9,367.95 insurance and pension payments.

Other officers and directors whose incomes were listed were:

Joseph H. Ream, executive vice president: salary, fees and commissions $44,999.76; bonus of $13,687.50, and $6,042.07 payments for pension and insurance.

Edward Wallerstein, chairman of the board of Columbia Records Inc.: fees, salaries and commissions of $53,333.36; bonus of $9,972, and $12,752.17 pension and insurance payments.

Frank K. White, president of Columbia Records Inc.: fees, salary and commissions of $44,481.19; bonus of $8,177, and $7,468.68 payments for insurance and pension.

The excess of total remuneration over the preceding fiscal year paid to Messrs. Stanton, Ream and Wallerstein was $27,327.18, $10,169.76, and $6,332.92, respectively.

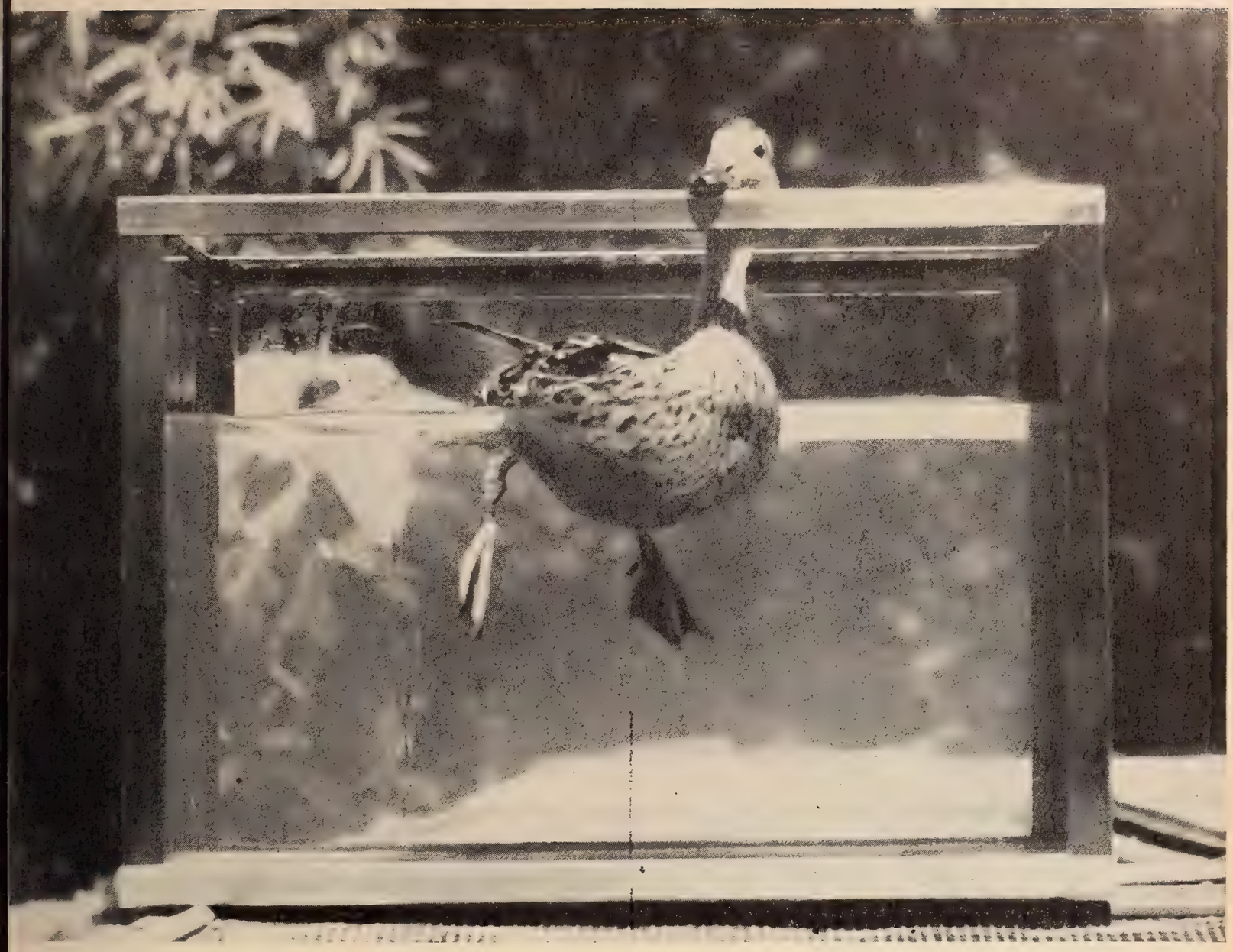
Aggregate amounts paid to all directors and officers as a group were listed as follows: Salaries, $778,437.46; directors' fees, $16,800; bonuses and shares in profits, $139,258.41, and amount paid or set aside under pension plan, $111,648.18.

It also was stated that the network paid WCAU and WCAU-TV Philadelphia an aggregate of $440,378.20 for broadcasting CBS network programs during the year ended Jan. 1, 1949. This was done, it was said, pursuant to agreements between CBS and WCAU Inc. dated June 5, 1947, and Feb. 2, 1948. It was said the sum paid WCAU was only part of the receipts of CBS from its clients for broadcasting over WCAU and WCAU-TV. At the time, it was further said, Leon Levy and Isaac D. Levy, Class B directors of CBS, were president and a director, and vice president and a director, respectively, of WCAU Inc.

Accompanying the proxy statement was a notice for the CBS annual meeting at 2 p.m. April 20 at the office of CBS, 485 Madison Ave., New York. Seven Class A directors and seven Class B directors are to be elected for one year at the meeting.

On Feb. 11 there were outstanding 958,428 shares of Class A stock and 758,924 shares of Class

(Continued on page 85)



Too wet for the duck

The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W·I·T·H to produce low-cost sales.

You can do *so much* with *so little* money on W·I·T·H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W·I·T·H story from him today.

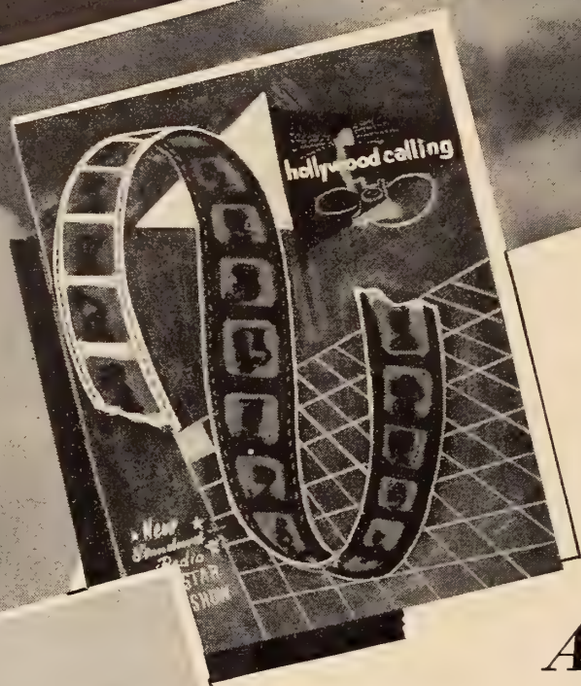


W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

Standard's SENSATIONAL "Extra"



THE New STANDARD STAR

An Integral Part of the "THE LIBRARY WITH THE

Standard Radio does it again . . . tops its long-standing record of showmanship with a group of brilliantly written and professionally produced programs which take their musical content from the massive Standard Program Library itself . . . and are available for immediate and continuous sponsorship! Come in and

Standard Radio

HOLLYWOOD • CHICAGO







Value"

Listen!

to the AUDITION DISCS in Suite 556-7 of the STEVENS HOTEL

NAB CONVENTION
APRIL 6-13

RADIO SHOWS

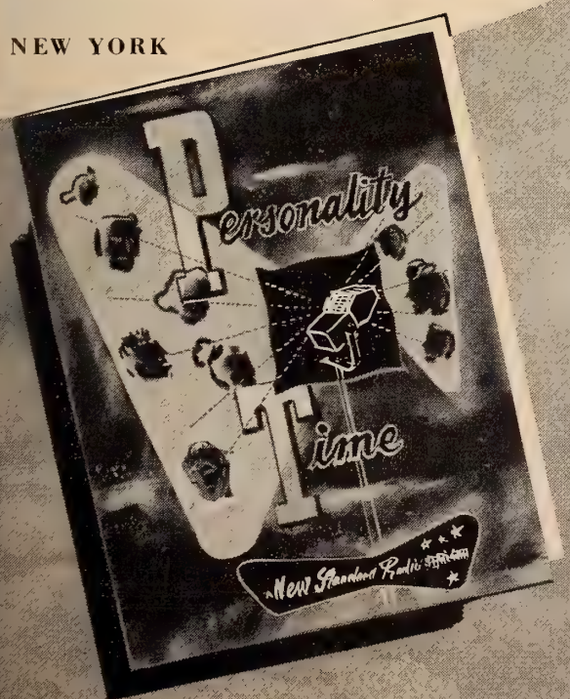
Standard Program Library

COMMERCIAL TOUCH"

hear the special audition discs . . . see the impressive literature which we have created to describe these shows . . . and let us tell you how these and other selling aids can help you make the most of "the library with the commercial touch!"

TRANSCRIPTION SERVICES, INC.

• NEW YORK



A Service of Broadcasting Newsweekly

APRIL 4, 1949

TELECASTING

SET DOLLAR VOLUME

TV Seen Exceeding Aural

DOLLAR VOLUME of TV set sales will exceed that of AM and FM receivers in 1949 if estimates by two government economists are correct. Using industry predictions of a 2,000,000 TV set production, they estimate that TV manufacturers will sell about $600,000,000 worth of TV sets, allowing for a slight reduction in the average cost of sets during the year.

These predictions are contained in a March 29 report of the Office of Domestic Commerce, *Trends & Prospects in Radio and Television Receivers*, by James B. Forman and Charles P. Redick.

Radio set sales are estimated at a maximum of ten million, in 1949 with a current average price of $56. If this average price dropped to $50, as it may by the end of the year, dollar volume in AM & FM sets would be $500,000,000 for 1949.

Retail dollar value of TV in 1947 was 7% of the industry's total sales, 30% in 1948, and may be more than 55% of total sales in 1949. "This would be a remarkable achievement for an industry in its fourth year of production," the authors declare.

There were 76 manufacturers of TV receivers in mid-1948. Of this number all but 18 were also radio manufacturers. The report states, "This present predominance of the radio industry in the television receiver field may be expected to gain impetus as competition for sales in a declining radio market increases."

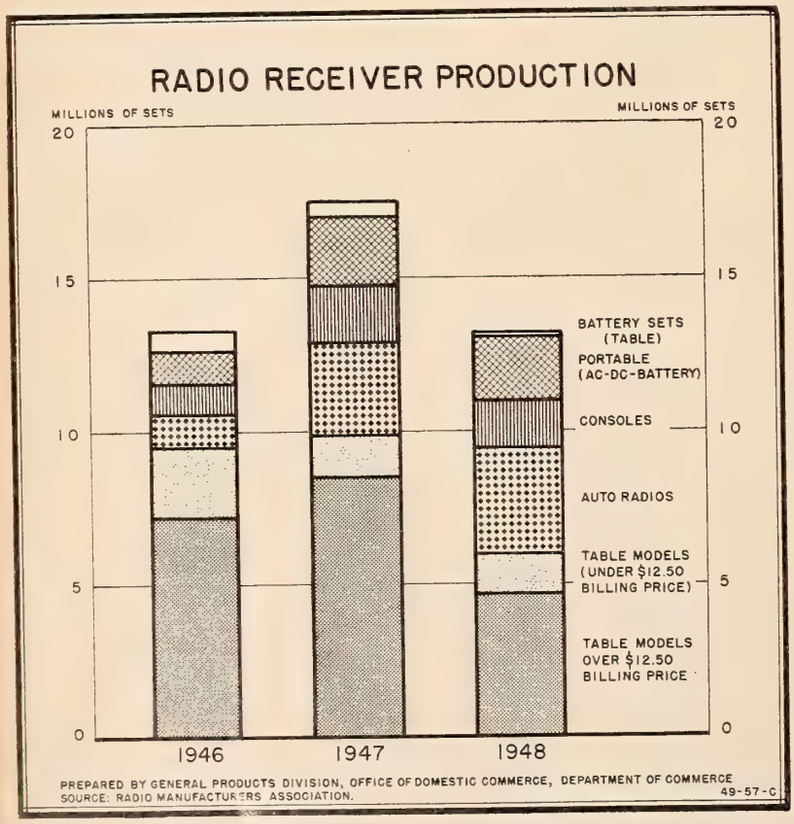
Radio manufacturers numbered 136 in mid-1946, but at the end of 1948, there were 107 remaining companies in the field. Of the total of 132 manufacturers in 1946, 80 were newcomers. By mid-1948, 43 of them had ceased radio production.

Production of radio sets reached a postwar peak in 1947 of 17,516,822. In 1948 production dropped to 13,265,793. Backlog immediately after the war was estimated at nearly 20 million sets. Although 1948 set sales were below 1947, they were the second largest in the history of the industry. In 1948, the authors state, supply of AM sets was equal to demand (See chart, this page).

In 1947, table models (over $12.50 in price) accounted for nearly half of all set production—in 1948, these same types accounted for a little more than one-third of all AM set production and dropped nearly 50% in total production. Auto radio production was above the three million level in 1947 and 1948, with an added 380,000 last year.

Production of portables was a little over two million in each year. Console models were produced at the rate of about 1,541,598 in 1948, and were selling better than the previous year as prices dropped somewhat.

FM production of 1,590,000 was about 400,000 above 1947, and rep-



RADIO RECEIVER PRODUCTION

Item	1946	1947	1948
Battery sets (table)	704,711	499,583	144,429
Portable (AC-DC-battery)	1,022,693	2,153,095	2,114,133
Consoles	324,521	1,937,127	1,541,598
Auto radios	1,153,458	3,029,637	3,409,013
Table models (under $12.50 billing)	2,277,553	1,383,205	1,350,711
Table models (over $12.50 billing)	7,236,817	8,514,175	4,705,909
Total	13,319,359	17,516,822	13,265,793

P&G VIDEO

26 Half Hours to Be Filmed For Use on NBC

PLANS for production of 26 half hours of dramatic video film by Procter & Gamble were announced in Hollywood March 28 through Compton Adv. [CLOSED CIRCUIT, March 28]. Series' tentative starting date is Sept. 6 in NBC time period following Texaco Star Theatre.

"If the present negotiations are successful," the announcement said, Gordon Levoy, president of General Television Enterprises, will handle Hollywood production on the series and Irving Asher Productions Ltd. will handle production done in Great Britain. While the announcement was worded conservatively, certainty is reflected in fact that Mr. Asher, who was present in Hollywood at the time of the announcement, left for London last Thursday to start work on scripts.

The half hours will be broken into two short story treatments, according to William Craig, Procter & Gamble manager of television. This, he pointed out, is being done to avoid the center commercial intruding upon the story. The ratio of how much work will be done in this country and how much abroad is not known at present.

Although none of the principals cared to name the production cost of a half-hour, it is understood the range will be $8,000 to $12,000. Precise length of each story unit is as yet unsettled.

Mr. Levoy is a prominent film attorney in addition to being president of General Television Enterprises Inc. A California corporation and capitalized at $1 million, its announced aim is "liaison between producer and sponsor" as well as "guiding, financing, packaging and marketing of television programs."

This is the first public step of GTE since the firm's incorporation. "It will not at the outset engage in television production itself and will limit itself in the direct purchase of pictures, preferring to concentrate upon the servicing of both producer and sponsor."

Irving Asher has been associated with the motion picture business for many years. He has been with both Warner Bros. and MGM as a producer. He will be represented in this country by Carleton Alsop in the handling of sales and sales service operations. Mr. Asher advised BROADCASTING that he aims to make a series of 26 pictures regardless of whether P & G buys only 13.

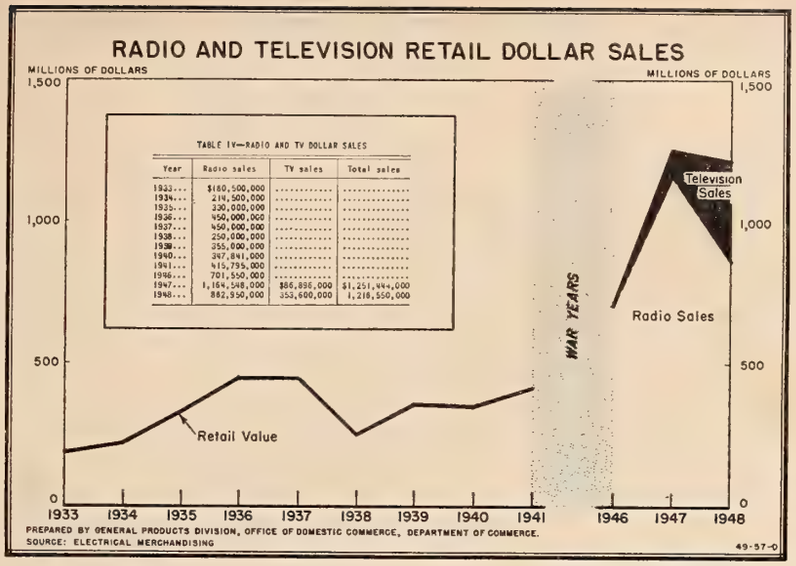
Production supervision for both film projects will be handled for P & G by Mr. Craig and Gilbert A. Ralston, executive producer of P & G television department. For Compton supervision will be overseen by Lewis Titterton, vice president in charge of radio and television, Stuart Ludlum, assistant director of firms radio-television department, and Brewster Morgan, agency's director of television.

The products to be merchandised through this series are Ivory Soap, Crisco and Duz.

resented 12% of total AM & FM set production during the year. In 1947. FM sets represent only 6% of the total. The authors of the report predict that the average price of FM sets will continue to decline during 1948.

If present trends continue, the sales of TV receivers will just about take up the gap produced by declining AM sales. As stated in the report, one drag on the radio market has been the confusion existing in the phonograph field. Consumers who are in the market for console models are hesitant to buy the radio-phono combinations until they have decided what the long playing record field will be in the future.

"With consumer acceptance of TV a fact," the authors conclude, the aggregate retail sales of radio and TV receivers in 1949 may be expected to approach the $1,200,000,000 achieved in 1947 & 1948." (See graph.)



'LONE RANGER'

Video Plans Are Told By General Mills

ARRANGEMENTS were virtually completed last week for telecasting over a score of ABC stations, under sponsorship of General Mills, a filmed *Lone Ranger* series which would extend for a minimum of two years under guarantees by the stations against time rate increases.

Although some details remained to be resolved, it was learned that about 20 stations had accepted the proposition advanced by the General Mills agency, Dancer-Fitzgerald-Sample, New York.

Under terms of the proposed arrangement, stations would guarantee the rate in effect as of June 15, 1949, for two years of *Lone Ranger* telecasts and no greater than a one-third increase the third year. Sponsor would reserve the right to cancel after the second year, "depending upon the development of TV and the cost of producing additional films," it was learned.

The series is tentatively planned for 7:30-8 p.m. Thursdays, although the sponsor reportedly would be willing to arrange delayed schedules for those stations which had conflicting commitments with other networks.

According to present plans, the series would be networked via cable and radio relay to interconnected stations and by film prints to those outside interconnection facilities.

The proposition advanced by the agency and reportedly accepted by a score of stations was that stations would receive their regular payment for a half-hour network show—said to approximate one-third of their gross evening half-hour rate. The *Lone Ranger* shows would be 28½ minutes long, including three General Mills commercials. Station would thus be left with a minute immediately following the *Lone Ranger* which they could sell locally.

The agency was said to have pointed out to stations that "between these two payments your net income should closely approach a straight one-half hour local sale, after discounts and agency commissions, and exceed the payment you normally would receive from the sale of a one-half hour network operation."

★

The agency reportedly advised stations that it was "our hope that we can continue this for many years." Further, it pointed out, the sponsor's appropriation for the series—approximately $1 million—was new money and not taken out of its radio budget.

Cost of 52 films was reportedly set at about $750,000. At the present stage of planning, the sponsor reportedly is not certain whether to re-run the first year's series for the second year and produce a second set for the third year; whether to make 78 films and repeat them once, to piece out the entire three-year period; or, whether, if production costs exceed anticipations, to make fewer than 52 films and repeat the series oftener.

It was also learned that several months ago General Mills, through its agency, had approached ABC and some stations with a proposal for a three-year guarantee against rate increases. The present proposal is a compromise, it was said.

Although it was impossible to learn exactly how many stations, in addition to those accepting the proposal, had been approached, it was understood there were several which rejected the plan because of unwillingness to bind themselves to the two-year guarantee of present rates and a third year guarantee against a rise of no more than one-third.

VIDEO RATES

WLWD, WLWC Announce

RATE for one hour of Class A time on WLWD(TV) Dayton and WLWC(TV) Columbus, new Crosley Broadcasting Corp. stations, is $200, according to the first rate cards for the stations issued by Crosley.

Both stations maintain the summer discount feature offered by WLWT(TV), Crosley's Cincinnati video outlet. The discount is offered because of the natural slump in total viewers during this time, R. E. Dunville, Crosley vice president and general manager, explained. Sponsors are given a discount of from 25 to 40% for the May-September period, depending upon the number of consecutive weeks for which the advertiser has contracted.

WLWD and WLWC rate cards are identical to that of WLWT except in the actual charge for video time. Costs for any period, from 10 minutes to 10 minutes, bear the same relationship to the cost for a full hour on all cards.

TBA ELECTS

Russell as Director

T. M. RUSSELL, vice president of NBC, has been elected director of Television Broadcasters Assn., it was announced last week by J. R. Poppelle, president. Mr. Russell will serve in this capacity until next annual meeting of the TBA next January. He succeeds Noran E. Kersta who resigned from TBA board in January.

Announcement was also made by Mr. Poppelle that directors of TBA have approved two applications for membership. Admitted to active membership was WBNS-TV, Columbus and to educational membership, Twin City Television Lab., Minneapolis, Minn.

TV Study Released

THE FIRST monthly study of "The Television Audience of Today" was sent by Advertest Research of New Brunswick, N. J., last week to various clients throughout the New York metropolitan area. The initial study presented research coverage of "Daytime Television."

SOX VIDEO

$60,000 Paid for Rights

WGN-TV Chicago has paid the Chicago White Sox $60,000 for exclusive rights to telecast its home baseball games.

This was learned Wednesday from a reliable source after Frank P. Schreiber, manager of WGN Inc., and Charles A. Comiskey II, vice president of the Sox, jointly announced that WGN-TV would telecast the 77-game American League schedule from Chicago's Comiskey Park.

Season's opener is April 22 and closing game will be Sept. 29. However, WGN-TV will begin its 1949 baseball telecasts with the annual city series between the Sox and Chicago Cubs of the National League April 15-17.

With the signing of the Sox contract, WGN-TV for the second year becomes the only Chicago station to telecast a complete 154-game big league schedule. The station's agreement with the Cubs was announced early last month. [BROADCASTING, March 7].

OBSOLESCENCE

Set Makers Will Air Views

KLEE-TV Houston has invited eight firms manufacturing television sets to send representatives to appear on station's *Television Roundtable* April 11, 8-9 p.m. (CST), to discuss the question of TV receiver obsolescence.

Invitations, wired March 31 to Philco, Zenith, Admiral, General Electric, RCA, Emerson, Motorola and DuMont, pointed out that the buying public is concerned over reports that present TV sets may soon become outmoded.

"In view of the fact that Houston is a new television market," the wires stated, "KLEE-TV has been presenting a weekly program, *Television Roundtable*, to present facts and problems of television to the public." Referring to the obsolescence question, KLEE-TV said: "You will be free to say whatever you wish for your company's receiver, or against competitive sets."

PARR NAMED

CBS-TV Program Manager

ALLEN PARR, program coordinator of CBS television, has been appointed program manager, a new post.

Mr. Parr, who has been with CBS since 1936, will supervise production, management and budget control of all CBS-TV programs. In 1936 he joined CBS in radio network operations, serving in various capacities until becoming program coordinator for television a year ago. During a four-year military leave he served in the Southeast Asia Command as a first lieutenant.

Telestatus



Data, Price on TV Receivers
(Report 53)

PROSPECTIVE television set owners have a wide variety of makes, models and prices to choose from in today's video set market. Thirty-nine firms among the leading set manufacturers were surveyed by BROADCASTING. Production by these firms represents a combined total of over 270 video models now being offered to the public.

Priced to fit almost any pocketbook, sets range from $99.50 for Pilot Radio Corp.'s small portable model up to $1,995 for DuMont's "Manchu" console.

Screen sizes vary widely, although 10", 12", 12½" and 16" are the most predominant among those sets reported. Of the 273 models listed here (see table), 112 have 10" screens or smaller. Among the larger sets, 17 models are reported with screens over 16". Smallest screen reported, in a finished set, is Pilot's portable with a 3" x 2" screen. Espey Mfg. Co. features a 3" screen in its training kit for home assembly. United States Television Mfg. Corp. makes the largest screen reported—a commercial model with a 30" x 22½" screen.

Use of the 16" metal picture tube is reported by four manufacturers: Freed Radio Corp., which uses the metal tube in all its models, Hoffman Radio Corp., Nielsen Television Corp. and United States Television, each of which uses the metal tube in one model.

Portable television receivers are made by five of these firms: Pilot, Motorola, Sentinel Radio Corp., Tele-Tone National Corp. and Raytheon-Belmont.

Commercial models, designed specifically for use in places of large public gatherings, are reported by two of the manufacturers surveyed. RCA Victor makes one commercial model and U. S. Television offers two such sets.

ADMIRAL CORP.

Model No.	Screen Size	Retail Price	Description
19A11	7"	$179.95	table, mahog.
19A12 (same as 19A11 in ebony)			
19A15	7"	189.95	table, walnut
30B16	10"	339.95	consolette, mahog.
30B15 (same as 30B16 in walnut)			
30B17 (same as 30B16 in blonde)			
30C17	12½"	419.95	consolette, blonde
30C15 (same as 30C17 in walnut)			
30C16 (same as 30C17 in mahog.)			
4H16	10"	419.95	console, AM/FM, 2-speed phon., mahog.
4H15 (same as 4H16 in walnut)			
4H17 (same as 4H16 in blonde)			
8C13	10"	589.50	console, AM/FM, 2-speed phon., tilt-tune dial, blonde
8C11 (same as 8C13 in walnut)			
8C12 (same as 8C13 in mahog.)			
4H117	10"	489.95	console, AM/FM, 2-speed phon., blonde
4H115 (same as 4H117 in walnut)			
4H116 (same as 4H117 in mahog.)			
4H18	12½"	595.00	console, AM/FM, 2-speed phon., ebony
4H19 (same as 4H18 in jade green)			
4H126	16"	695.00	console, AM/FM, 2-speed phon., mahog.
4H125 (same as 4H126 in walnut)			
4H137	16"	725.00	console, AM/FM, 2-speed phon., blonde
4H136 (same as 4H137 in mahog.)			

ANDREA RADIO CORP.

Model No.	Screen Size	Retail Price	Description
TVK-12	12½"	$499.00	table, mahog.
BTVK-12	12½"	525.00	table, blonde
COVK-124	12½"	745.00	console, AM/FM, 2-speed phon., mahog.
BCOVK-124	12½"	785.00	(same in blonde)
COVK-15	15½"	1,095.00	console, AM/FM, 2-speed phon., mahog.
BCOVK-15	15½"	1,145.00	(same in blonde)

ANSLEY RADIO & TELEVISION INC.

Model No.	Screen Size	Retail Price	Description
The Beacon	10"	$395.00	table, mahog.
The Somerset	12"	995.00	console, AM/FM, 2-speed phon., mahog.
The Bellevue	12"	1,035.00	console, AM/FM, 2-speed phon., mahog. or bisque
The Salisbury	12"	1,035.00	console, AM/FM, 2-speed phon., garnet mahog. or bisque
The Gainsborough	15"	1,295.00	console, AM/FM, 2-speed phon., garnet mahog.

BENDIX RADIO

Model No.	Screen Size	Retail Price	Description
235M1 The Fiesta	10"	$349.95	table, mahog., built-in antenna
235B1 The Aurora	10"	359.95	table, blonde, built-in antenna
325M8 The Pageant	10"	629.50	console, AM/FM, 2-speed phon., mahog., built-in antenna

BRUNSWICK RADIO

Model No.	Screen Size	Retail Price	Description
Canton	15½"	$795.00	swivels on pedestal base, various finishes
Cathay	12" x 16"	895.00	console, various finishes
Tibet	15½"	1,395.00	console, AM/FM, 2 phons. for 3 speeds, various finishes

CROSLEY DIV.

Model No.	Screen Size	Retail Price	Description
9-403M	10"	$299.95	table, FM
9-413B	10"	319.95	table, FM
9-407M	12½"	425.00	table, FM
9-420M	10"	not annc.	consolette, FM
9-424B	10"	not annc.	consolette, FM
9-422M	16"	not annc.	consolette, FM
9-404M	10"	499.95	console, AM/FM, 2-speed phon.
9-414B	10"	529.95	console, AM/FM, 2-speed phon.

DuMONT LABS

Model No.	Screen Size	Retail Price	Description
Chatham	12"	$425.00	table, FM, mahog.
Chatham	12"	435.00	table, FM, blonde
Savoy	12"	695.00	console, AM/FM, 1-speed phon., mahog.
Savoy	12"	715.00	console, AM/FM, 2-speed phon., blonde
Winthrop	12"	695.00	console, AM/FM, 2-speed phon., knotty pine
Meadowbrook	12"	525.00	consolette, FM, mahog.
Stratford	15"	595.00	table, FM, mahog.
Stratford	15"	605.00	table, FM, blonde
Colony	15"	945.00	console, AM/FM, 2-speed phon., mahog.
Westbury	15"	745.00	consolette, FM, mahog.
Club "20"	20"	995.00	console, FM, mahog.
Manchu	20"	1,995.00	console, AM/FM, 2-speed phon., swivel base, Chinese lacquer

ECKSTEIN RADIO & TELEVISION CO. (Not making TV sets at present.)

EMERSON RADIO & PHONOGRAPH CORP.

Model No.	Screen Size	Retail Price	Description
611	61 sq."	$269.50	table, mahog.
612	52 sq."	299.50	table, mahog.
606	51 sq."	349.50	consolette, mahog.
605/606	52 sq."	509.45	console, AM/FM phon., matching ensemble
618	91 sq."	529.50	console, AM/FM, phon., mahog.
608	132 sq."	599.50	console, screen folds away
609	192 sq."	599.50	console, projection, screen folds away

ESPEY MFG. CO. INC.

Model No.	Screen Size	Retail Price	Description
TV3K	3"	$69.50	training kit

FARNSWORTH TELEVISION & RADIO CORP.—Capehart

Model No.	Screen Size	Retail Price	Description
610P	10"	$299.50	table, mahog.
661P	10"	369.50	console, mahog.
461P12	12½"	495.00	console, mahog.
A501P12	12½"	1,095.00	console, AM/FM, 2-speed phon., mahog.
A502P12	12½"	1,195.00	console, AM/FM, 2-speed phon., white simulated leather
A504P12	12½"	895.00	console, AM/FM, 2-speed phon., mahog.

FREED RADIO CORP.—Freed-Eisemann

Model No.	Screen Size	Retail Price	Description
Sheraton (77)	16"	$625.00	console, mahog.
Chinese Chippendale Chest (76)	16"	795.00	console, AM/FM, mahog.
Regency Chest (72)	16"	845.00	console, AM/FM, mahog.
Chippendale (75)	16"	1,295.00	console, AM/FM, 2 phons. for 3 speeds, mahog.

(All models use metal picture tubes.)

(Continued on page 86)

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND



In Maryland, it's WMAR-TV for Sports

Check the program scoreboard of most Maryland televiewers and you will find sports events right up there as a popularity leader. Check the dial of these Maryland sports enthusiasts and you will find most of them tuned to Channel Two for WMAR-TV's outstanding sports programs.

When activities are resumed at historic Old Hilltop this spring, WMAR-TV's cameras will be there again to bring its constantly growing audience the thrills of all the big events at Pimlico.



And as the spring and summer sports season swings into action, WMAR-TV's camera crews will be there to bring all the excitement right into the living rooms of Maryland televiewers.

In addition to seeing the actual sports events telecast from the sports centers of the State, Maryland sports followers get a nightly roundup of the latest sports news, scores and comments on WMAR-TV's popular daily "Television Scoreboard."

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THE KATZ AGENCY, INC.

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TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

UNESCO ON TV

Cleveland Meet to Run

WEWS (TV) CLEVELAND last week emerged the victor in its scrap with the government over State Dept. efforts to impose a ban on telecasts of sessions of UNESCO, international champion of freedom of the press [BROADCASTING, March 28].

The clash was touched off a fortnight ago when a State Dept. official advised WEWS that it could not telecast proceedings of UNESCO's All-American convention in Cleveland April 1, according to James Hanrahan, general manager of the station.

In Washington, Howard Vickery, assistant director of UNESCO relations for the State Dept., maintained that, at first, the ban was imposed because certain Hollywood actors who were scheduled to appear were forbidden by their contracts to appear on television. Later New York actors with television performance rights were substituted. After this only the consent of Mrs. Eleanor Roosevelt, who was to appear on the program, stood in the way of full government clearance.

A State Dept. official last Wednesday told BROADCASTING Mrs. Roosevelt had consented to the telecast and no government ban would be imposed.

TV UNION PLAN

Goes to 4A Councils Soon

PLAN for a permanent television union covering talent was ready for the mimeograph machines Thursday, according to George Price, comedian, who has been drafting such an agreement.

The plan will be submitted to the various councils of the Assoc. Actors and Artists of America (AFL). Although details are not being made public, it is understood the plan calls for creation of a "Four A's Television Authority" [BROADCASTING, Feb. 21]. The authority would undertake all collective bargaining for video talent.



DETAILS of Edward Hines Lumber Co., Chicago, sponsorship of *Walt's Workshop* on WNBQ (TV) Chicago are outlined by (seated, l to r) John McPartlin, NBC TV salesman; Jules Herbuveaux, NBC Chicago video manager, Phil Creden, Hines advertising manager, and (standing, l to r) George Morris, NBC local salesman; E. M. Rochford, Hines branch yards general manger, and Thomas Kivlan, of the George H. Hartman agency, same city. Walter Durbahn stars in telecast of repair and construction work in a model home workshop.

TV CENTER

ABC Purchases Property Site; $2.5 Million Investment

ABC last week announced its purchase of the site of its Television Center in New York, a property representing a total investment of more than $2,500,000.

Until the purchase, the site had been under a 21-year lease to ABC. A fortnight ago ABC and WOR-TV New York announced the subleasing to the latter of space for its studios in the property.

The site contains four buildings with a frontage of 200 feet on West 66th St. and 125 feet on West 67th St., just off Central Park West.

When construction is complete, the center will contain 11 television studios, carpenter shops, scene production space, storage facilities and offices.

Included in the planned construction is what ABC describes as the "most elaborately equipped television control room in the country," 30 image orthicon cameras and a motor-driven camera crane.

Title to the Television Center property will be vested in a wholly-owned ABC subsidiary. The property was bought from the real estate firm, Webb & Knapp.

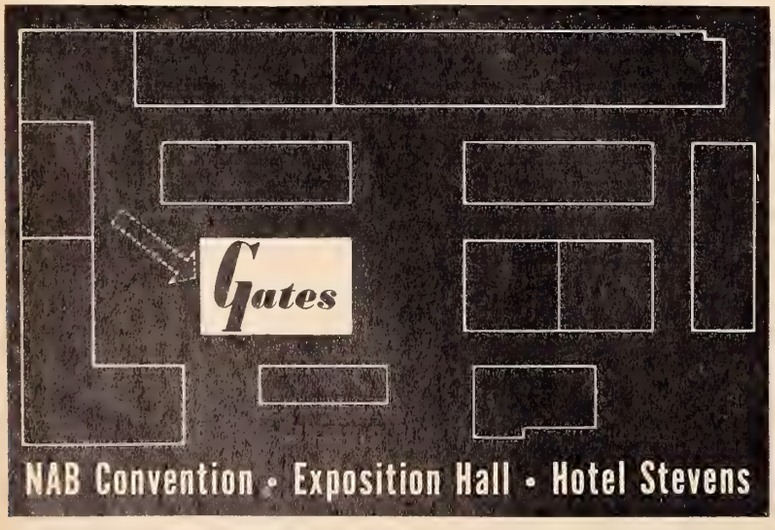
CBS-TV ADDS TWO

WKY-TV and WGAL-TV Join

WKY-TV Oklahoma City and WGAL-TV Lancaster have been signed as affiliates of the CBS television network, bringing the network's total video outlets to 35.

WKY-TV will start operations May 1 on Channel 4. Station is owned by the WKY Radiophone Co. P. A. Sugg is general manager.

WGAL-TV, also assigned Channel 4, joins CBS-TV on June 1. It is owned by WGAL Inc., with Clair McCollough as general manager.



'STOP THE MUSIC'

Video Version Planned

TELEVISION version of *Stop the Music*, ABC's hour-long Sunday night (8-9 p.m.) radio musical giveaway, is to premiere on Sunday May 1, 8-9 p.m. P. Lorillard Co., New York, will sponsor the 8:30-9 p.m. portion of the program. According to the network, the video feature, designed especially for viewers, will vary considerably from the radio show. Telephone calls will be made only to those homes having television sets.

P. Lorillard Co., through Lennen & Mitchell, New York, also sponsors the first and last quarter-hour segments of the programs' radio version, as well as the *Original Amateur Hour*, Wednesday, 8-9 p.m., also on ABC. Company also sponsors *Old Gold Party Time*, a 15-minute show on the full ABC Pacific network, Monday through Friday.

Contract for telecasts of *Stop the Music* is for 52 weeks.

TV TRAINING

NBC-Northwestern to Feature

TWELVE picture discussions and professional classes will be conducted at the eighth annual NBC-Northwestern U. Summer Radio Institute, which begins June 27. The six-week session is directed by Don F. Fedderson, chairman of the radio department at Northwestern, and Miss Judith Waller, director of public affairs and education at NBC's Central Division.

Increasing interest in television training is reflected in the symposium series schedule, according to Miss Waller. Six of the 12 meetings will concern TV exclusively, as compared with one session last summer. Techniques of television will be integrated with remaining discussions centering on AM.

High entrance requirements have been set again this year, and persons enrolling must have industry experience, she explained. Most of the sessions will take place at NBC headquarters in the Merchandise Mart.

NBC Chicago employes who will instruct include Jack Ryan, David Lasley, Robert Flanigan, Louis Roen, Arthur Jacobson, Don Marcotte, Robert Guilbert, Homer Heck. Others are Melvin Wissman, program manager of WWJ WWJ-FM and WWJ-TV Detroit, and Baskette Mosse, assistant professor of journalism at Northwestern.

KLAC-TV SUIT

Privacy Invasion Charged

REPLYING to "invasion of privacy" suits totaling $7,500 brought against KLAC-TV Hollywood, Don Fedderson, vice president and general manager, said the station "acted entirely in good faith in televising this event for charitable purposes."

The action has been brought separately by three members of the Buster Crabbe Acquacade, Joseph Peterson, John Riley and William Lewin. They allege that KLAC-TV showed them without compensation and filmed their exhibition without consent. Although the station does not answer the latter point, it is known that KLAC-TV did not have any kinescope film facilities on Sept. 26, date of alleged telecast, nor does it have such now.

Complaint which was filed in Los Angeles Superior court in three individual suits of $2,500 each is being represented by counsel for AGVA. KLAC-TV response is expected by April 4.

TV Bar Tax Action

THE HOUSE of Representatives in the Pennsylvania State Legislature March 28 unanimously passed the Costa bill, designed to end paying of an amusement tax by taverns for the use of television sets. The Senate now will consider the measure.

YOU CAN BE SURE.. IF IT'S

Westinghouse



we've "wrapped up"

EVERYTHING YOU'RE LOOKING FOR

Of completely new design, the 50-HG-2 50-kw AM transmitter combines every aspect of reliability and convenience the present state of the art affords.

Here are its outstanding features:

1. **Only seven tube types**—only twenty tubes total.

2. **All-metal rectifiers, even in the output stages**—no warm-up, no flashover, virtually unlimited life.

3. **Supervisory control** — more complete than any other transmitter.

4. **Minimum floor space** — by using only 6 cubicles in transmitter proper.

5. **Centralized control**—all controls on front panel—motor-driven where necessary.

6. **Built-in spares** — crystal oscillator, blower and motor unit, and each power amplifier and modulation tube.

Call your local Westinghouse representative today, for full details. Or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

J-02173

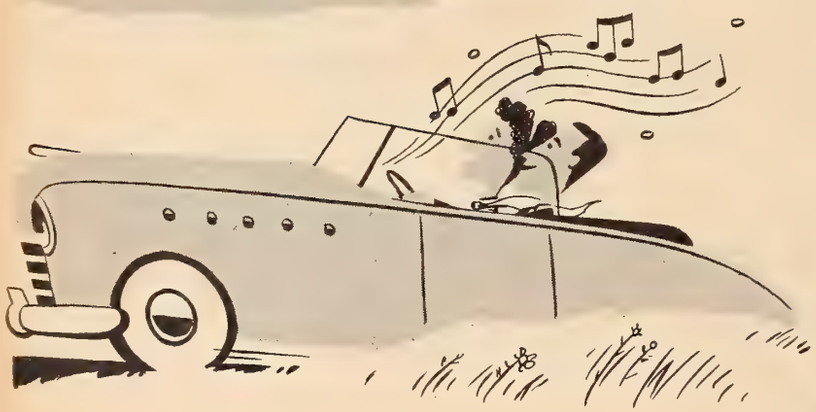
Westinghouse

FIRST IN BROADCASTING





Summertime . . . .



PHILADELPHIA'S NBC AFFILIATE

50,000 WATTS

KYW

SURE, summertime is vacation time . . but not for Philadelphia's KYW . . or for those owl-wise advertisers who use its booming 50,000-watt voice to speak their sales "pieces" throughout KYW-land.

BUT summer does make *one big difference*!

In addition to its vast and loyal *regular* audience, KYW *then adds* thousands of seasonal friends (with their auto radios and portables) passing through the area vacation-bound, or stopping to rest and play in the nearby Poconos or at South Jersey's world-famous seaside resorts.

And *remember*—easy-spending bucks keep burning holes in vacation-bound pockets. Catch? Get in touch with Harvey McCall at KYW, or Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WLWC STARTS

Columbus Video Outlet Opened by Crosley

WLWC (TV) Columbus was slated to begin commercial operation yesterday (April 3) on Channel 3 (60-66 mc). Opening of the station was to have marked the completion of Crosley Broadcasting Corp.'s regional video network, WLWC, WLWT Cincinnati and WLWD Dayton. Stations are linked by a microwave relay setup which permits interchange of programs [BROADCASTING, March 14].

WLWC began transmitting its test pattern March 21. Regular telecasts were delayed until completion of relay towers at Mechanicsburg, Ohio, to enable relaying of WLWT programs into Columbus for transmission on WLWC.

The Columbus video outlet plans to carry 25 to 30 hours of programming weekly, greater part of which will be originations from WLWT, according to James Leonard, WLWC station manager.

WLWC's studio building is still under construction. The WLWC mobile unit will be used in telecasting special and sports events in Columbus until studios are completed, Mr. Leonard said.

WLWC plans intensive local programming and use of Columbus area talent when the station's full telecasting facilities are completed.

WLWT MINSTREL

Endmen Give Commercials

WLWT (TV) Cincinnati reports that a new technique in identifying the sponsor and presenting commercials on its minstrel show (Sundays, 8:30-9 p.m.) is proving successful. The program, placed by Strauchen & McKim, Cincinnati agency, is sponsored by Dodge Dealers of Greater Cincinnati.

Members of the cast use giant tambourines for sponsor identifications and commericals. "Dodge" is spelled out with five tambourines at the opening and closing of the show. The ten dealers' names, also on the tambourines, are passed before the camera in grand march style. Middle commercials, handled by the endmen, are given light treatment in keeping with the program.

The minstrel show is WLWT's largest production. Ensemble includes a 13-piece orchestra; Joe Dunlevy and Harry Hall, endmen; Bill Thall, interlocutor; Swanee River Boys quartet; Bob Shreve, tenor, and Ann Ryan, singing star.

* * *



Interlocutor and endmen demonstrate type of commercial used on show.

VIEWS ON AM, TV

Given Chicago TV Council

CONTRASTING views on AM and TV were outlined at the Chicago Television Council's regular luncheon meeting last Wednesday. Harold Safford, program director at WLS Chicago, said AM will hold its own, while Edgar Greenebaum Jr., research director of Television Shares Management Co., insisted "there's nothing like TV."

Mr. Safford took the view that the character of TV programming will be affected by transmission limits. "Until TV is economically feasible in towns of 150,000 persons or less, AM will hold its own," he said.

Mr. Greenebaum, formerly regional advertising manager of Emerson Radio, predicted AM will lose its potency on a gradually diminishing scale because, he said, it cannot compete with TV for the same audience—and win. Manufacturers are producing more video receivers than AM sets, which portends industry expansion, and television is attracting the investor's dollars, Mr. Greenebaum added.

VIDEO A MENACE

'Medical Journal' Warns

TELEVISION may prove a "health hazard" to its fans, the Pennsylvania *Medical Journal* stated editorially last Monday (March 28). Dr. Max H. Weinberg of Pittsburgh, in a *Journal* editorial, said he believes there is "no doubt" that television menaces the sight of its enthusiasts when fans "crowd into a small room . . . to watch performances for an hour and a half."

He urged the appointment of a professional committee, preferably of ophthalmologists, to study the effect of video on the eyes, and the minimum distances best for watching television. He also noted that the television industry itself "should be interested in this problem."

KMA-TV Joins CBS

KMA-TV Omaha becomes the 33rd affiliate of the CBS television network Sept. 1, the network announced last Wednesday. KMA-TV, to operate on Channel 3 (60-66), is owned and operated by the May Broadcasting Co., Shenandoah, Iowa. Owen Saddler is general manager.

LOOK TO ALLIED For Your Station Accessories

EMERGENCY DAY & NIGHT Service

NOW—for the first time—you can fill all your station supply needs from one single completely dependable source. ALLIED'S great *in-stock* resources and close contacts with all major manufacturers guarantee the fastest, most complete service ever offered the broadcast engineer. Bring your supply problems to ALLIED. Our broadcast specialists will solve them quickly and economically.

IN STOCK

Partial List of Regularly Stocked Equipment

Transmitting and TV Tubes, including 2P23, 5769, 7C24, 8D21, etc.; Test Equipment of all types; Disc and Tape Recorders and supplies; Pickups; Amplifiers; Patch Panels; Patch Cords; Tech Pads; Transformers; CAA approved Tower Lights Controls.

RCA • GE • PICKERING
ALTEC-LANSING
RADIO-MUSIC • JENSEN
UTC • THORDARSON
MAGNECORDER • PRESTO
AUDIO DEVELOPMENT
TECH • GOODELL • AUDIO

GET IT QUICK

EXPERTS ON THE JOB

ALLIED'S Broadcast Division is headed by commercially licensed broadcast operators. They know your problems—and will extend complete cooperation to keep your station running at top efficiency.

Just name your need, and ALLIED'S Broadcast Division—geared for immediate service—will see to it that you get exactly what you want—*when you want it*. Equipment stocks are kept at high levels to assure quick shipment of your requirements. All broadcast station orders, large or small, are given preferred handling. Get rid of supply headaches—use *one* dependable source—ALLIED!

EMERGENCY SERVICE

Write today for complete details of ALLIED'S Day and Night station supply service. Our specialists have made many an "impossible delivery"—kept station schedules moving smoothly. It will pay you to know how this unique service works. Just drop a line addressed to "Chet" Wharfield, at ALLIED RADIO.

GET THE ALLIED CATALOG

Outstanding 180-page Buying Guide to standard radio and electronic equipment. If you haven't a copy, let us know—we'll be glad to send one.



LOOK US UP AT THE STEVENS HOTEL AT THE NAB CONVENTION, CHICAGO, APRIL 6-13

ALLIED RADIO
BROADCAST DIVISION
833 W. Jackson Blvd., Chicago 7, Ill.

CHICAGO TELEVIEWING

Northwestern U. Report Released

CHICAGO televiewers, on the average, plan their TV house parties in advance, like commercials and tune-in after 7 p.m. These habits were indicated in the second of a continuing survey report conducted by Northwestern U. marketing students under the supervision of Dr. George R. Terry of the faculty.

The first study, concerning "The Effect of TV on the Social Habits of Chicagoland Families," was made last August in 331 homes. This second, and final, report is the result of personal interviews among 883 families in the city and suburbs.

Video out-rates AM "on many counts," but the margin decreases as the time of TV set ownership increases, the survey shows. Ratios for preference of TV follow:

	Sets Owned Less Than Six Mos.	Sets Owned More Than Six Mos.
More interest to children	47 to 1	14 to 1
More interest to teen-agers	14 to 1	6 to 1
More interest to adults	9 to 1	5 to 1
More enjoyable	8 to 1	8 to 1

In response to "Which offers the better programs?", AM took the lead with a ratio of 1.1 to 1 for each of the above groups.

Data on the effect of television on time normally spent on other forms of entertainment was analyzed by family size, occupation of the main wage-earner and income. TV was found to reach the large family, skilled and semi-skilled occupations and the middle income brackets.

Changes in motion picture attendance was most pronounced among families having children under 12 years old. The increase in TV house parties is greatest in homes where the head of the family is working in a skilled or semi-skilled job, where there are teen-agers or children under 12 or where the actual income ranges from $2,000 to $4,000. Change in daily radio and phonograph listening habits was greatest among the semi-skilled in the same income range.

At 54% of the homes checked entertainment is done at TV parties. At two-thirds of these homes parties are planned in advance. Twenty-one percent of the people invite guests twice monthly, 18%, once, and 16%, four times.

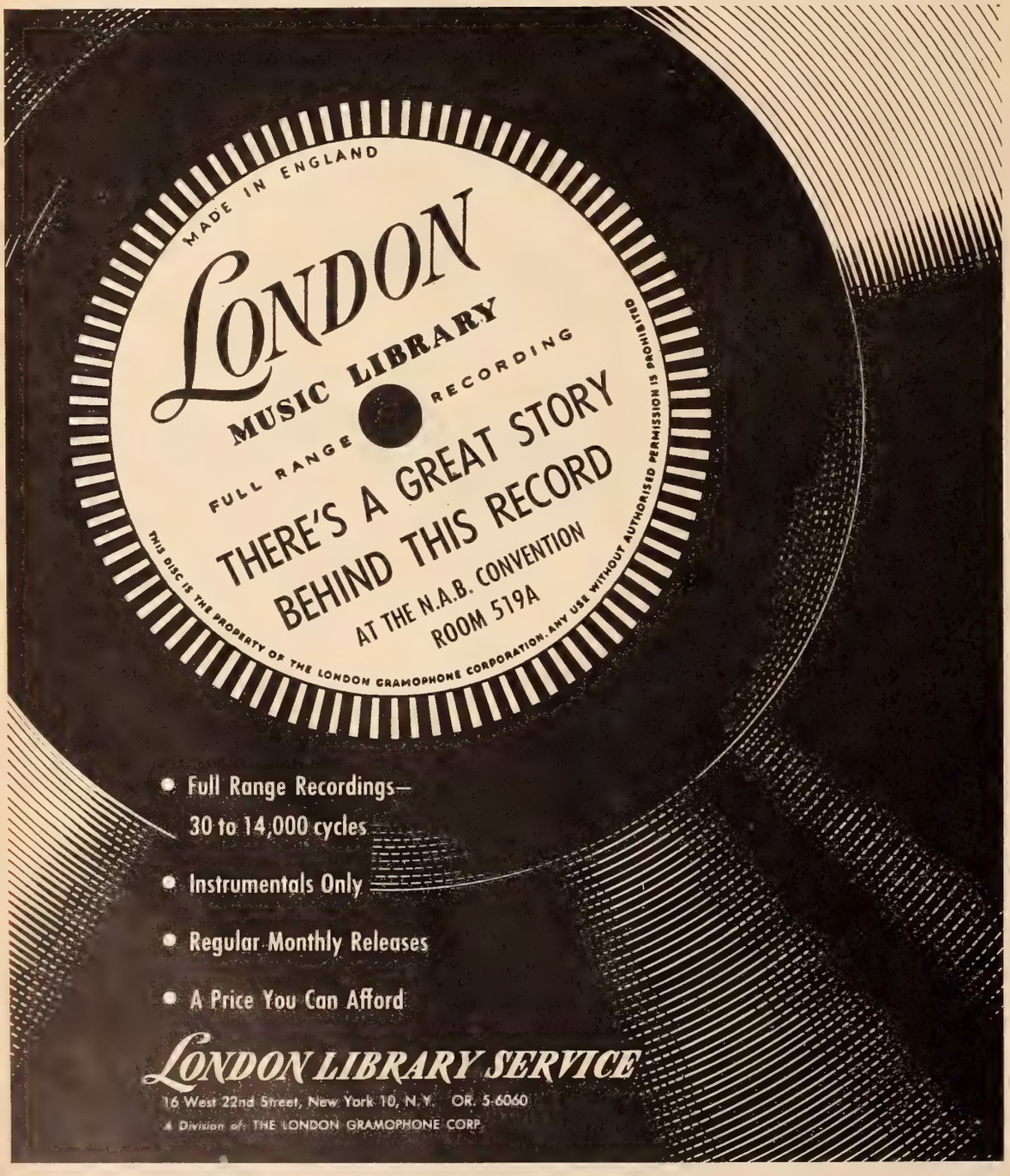
Work habits of the housewife are changed in more than one of every three homes. Changes, and the percentage of homes affected by them: the order of work, 22%; keeping evenings free, 15%; sewing and mending clothes, 15%; dishwashing, 14%.

Sets are viewed after 7 p.m. by 97%, between 5 and 7 p.m. by 49% and before 5 p.m. by 12%.

Almost one-half, or 46%, of the respondents like TV commercials, with 32% disliking them. Major reasons are shown below:

LIKE	
Interesting	22%
Visible	15
New and different	11
Entertaining	9
Clever	8
DISLIKE	
Too Long	31
Too repetitious	12
Too many	8
Badly timed	5
Silly	5

Reception was completely satisfactory with 92% of those interviewed. Of the remaining 8%, one-half complained about lack of picture clarity, fading and distortion.



TOP SHOWS

N. Y. TV Hoopers Issued

VARIETY show, *Texaco Star Theatre*, led the latest top ten television Hooperatings for New York, and Arthur Godfrey's *Talent Scouts* was second. Ratings follow:

TOP TEN TV HOOPERATINGS
(Regularly Scheduled Sponsored Television Programs)
March 1949

	Station	Rating
1. Texaco Star Theatre	WNBT	79.7
2. Godfrey's Talent Scouts	WCBS-TV	61.3
3. Toast of the Town	WCBC-TV	56.4
4. Broadway Revue *	WABD & WNBT	51.7
5. Godfrey and Friends	WCBS-TV	44.1
6. Boxing Match (Gillette, Fri. 10-10:30 p.m.)	WNBT	42.2
7. We, the People	WCBS-TV	39.7
8. Preview	WCBS-TV	36.6
9. Amateur Hour	WABD	34.5
10. Believe It or Not	WNBT	33.2

* "Broadway Revue" was broadcast on WABD and WNBT. The rating is the combined audience to both channels.

TV STILL PHOTOS

WBKB Contracts With Acme

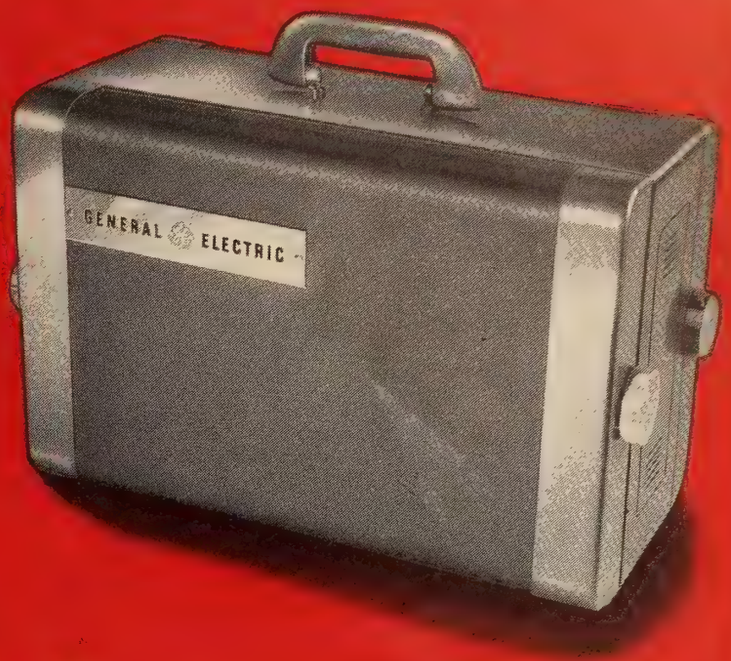
NATIONAL still picture coverage has been contracted for with Acme News Service by WBKB (TV) Chicago, it was announced last week by John H. Mitchell, general manager. Prints of pictures taken by the organization's photographers throughout the country will be processed in Chicago and rushed to the station for use on its Multiscope — a mechanism which provides viewers with time, temperature and news in one operation. Local picture service is supplied by the *Chicago Sun-Times*, with which WBKB has a working agreement.

Acme plans to offer the same type service to other stations using the Multiscope, according to Mead Monroe, manager of Acme Telectronix in Cleveland. Device will be demonstrated at the NAB Convention.

ANOTHER *First* FROM ELECTRONICS PARK—

G-E PORTABLE AMPLIFIER

for FM ★ AM ★ TV





The only PORTABLE amplifier that gives you all this—

- **One sturdy, single unit,** containing amplifier, A-C power supply, and batteries—
- **Four** pre-amplifier channels with high-level mixing—
- **Light weight**—only 35 pounds including batteries—
- **Exceeds** electrical performance requirements for FM-AM-TV.

PLUS: Built-in test tone • Normal and high headphone levels • "Battery-saver" filament switch • Convenient accessibility of all components • VU meter dimmer control • Easy to carry.

ALL IN ONE PACKAGE!

See it at the G-E booth
NAB · Chicago · April 7th-12th

For full information, call the broadcast equipment representative in the General Electric office nearest you. Meanwhile, send for this FREE BULLETIN today!

You can put your confidence in—

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY
Bldg. 3, Electronics Park
Syracuse, New York

Please send me free bulletin containing specifications, plus price information, on the G-E single unit Portable Amplifier.

NAME.....

ADDRESS.....

STATION.....POSITION.....

CITY.....STATE.....

DuMONT AT AMA

Sees TV Costs Dropping

DR. ALLEN B. DuMONT, president of DuMont Labs, looked into the future of television Wednesday and predicted that in five years the cost per 1,000 listeners on television would in some cases be as low as that of radio.

He made that estimate before members of the radio-television group of the American Marketing Assn. in New York.

He said studies by DuMont showed that costs for the Jack Benny show on radio last year were 82¢ per 1,000 listeners as against $11.00 per 1,000 on TV for DuMont *Amateur Hour*. This year the Benny show costs were 93¢ per 1,000 while the *Amateur Hour* was down to $4.30, he said. His company had projected the costs into 1952, at which time he expected the cost per 1,000 would be about the same for each medium.

Five years from now, too, he said, there would be 1,000 TV stations on the air in 140 cities. They would reach 85% of the population and 60 to 70% of the homes in United States would have receivers.

By that time, too, coaxial cable would connect the entire country. Stations in this country also would be furnishing programs for Canada, Mexico and Cuba. He believed the sending of programs to Canada might start "quite soon."

Still looking into the future, he believed that color television was 10 to 20 years off. When it does come, a color television receiver will cost about two to three times as much as a black and white receiver. He explained that the components that go into a color set would cause the price to be that high in comparison with the simpler parts in black and white receivers.

Prices of black and white sets will not be greatly reduced in the next five or ten years, he further predicted. He said he looked for no more than a 10% drop in receiver prices. He explained that some of the price drops already made were in part accomplished by giving the consumer less set. He said, however, that some of the drop was made possible through mass production of viewing tubes. He indicated there would be still further economies in this direction but said he felt little savings were foreseen in the rest of the set.

Dr. DuMont also talked of the past, and immediate future of television, as well as of what may come some years from now. He traced the growth of the medium and said that present studies in his company's files showed that Brooklyn has the greatest number of television homes in the country—20% or one out of five homes being so equipped. By May 1, he said, all New York would show that 14% of its homes have sets. As of March 1, the U. S. had 1,315,000 receivers in operation.

He foresaw that in the next month or six weeks the FCC freeze on station assignment would be lifted. He further foresaw that as more stations joined networks cable costs would go down. He predicted that network operations will then become economic operations.

He believed it feasible in the very near future to assign UHF bands to stations in smaller communities where present power possibilities for UHF are sufficient to transmit into the whole area. In five years he believed it possible to generate the same power for UHF as for VHF. He said additional TV channels in New York would not be needed.

SARNOFF REPORT

Tells Truman U.S. Tops in TV

AMERICAN television development is well ahead of that in England, France and Italy, David Sarnoff, RCA and NBC board chairman, said at the White House Wednesday after a lengthy visit with President Truman.

Gen. Sarnoff said he reported to the President on general conditions in Europe in line with a request made just before he started on his recent foreign trip. He found conditions considerably improved.

England has a relatively small number of video receivers and only one transmitter, he said, with a similar situation in France where there are only 5,000 receivers and one transmitter.

Asked about color television, Gen. Sarnoff recalled that two years ago he had predicted color was at least five years away. He now feels it still is three years away, perhaps more. "The problem is to develop ultra-high frequencies into a stable service," Gen. Sarnoff said, adding that color is still in the laboratory experimental stage.

Present sets will be able to receive color transmissions in monochrome by use of a simple tuner or converter, he explained to newsmen. Answering another query, he said there was no basis for the present discussion of obsolescence in TV sets since present receivers will be useful for many years to come and will continue to receive normal service after UHF is introduced. RCA has applied to the FCC for permits to conduct field tests in UHF, Gen. Sarnoff said.

An officer in the Army reserve, Gen. Sarnoff is working on scientific developments of a military nature which he declined to discuss.



SHIPMENT of training films of Detroit Tigers arrive from Lakeland, Fla., and are examined by (l to r): L. J. Carey, vice president and general counsel, Michigan Mutual Liability Insurance Co.; C. B. Burch, company's vice president and secretary; John Pival, WXYZ-TV (ABC) Detroit program manager, and R. R. Otto, William I. Denman agency account executive. Baseball series began on station March 9, Wednesdays and Fridays, 7:15-7:30 p.m.

CANADA DRY MEET

Uses ABC TV Closed Circuit

CONDUCTING what is claimed to be the industry's first television "closed circuit" meeting, officials of Canada Dry Ginger Ale Inc., New York, discussed on Wednesday, March 30, the company's forthcoming promotion and sales plans, using ABC television facilities.

The company's regional and district personnel saw as well as heard such plans. They also were advised, via the special ABC-TV closed circuit, about *Super Circus*, the full-hour 5-6 p.m. ABC Sunday afternoon program, sponsored by Canada Dry, effective yesterday (April 3) on eight ABC stations, during its 5-5:30 p.m. period.

Speaking directly to personnel gathered at the eight stations, were Roy W. Moore, Canada Dry president; William M. Collins, vice president in charge of company owned operations; William S. Brown, vice president and advertising manager, and Ralph O. Nims, manager of sales and merchandising. Also appearing on the program were ABC vice president in charge of television, Charles C. Barry, and Ted Oberfelder, network director of advertising and promotion.

VIDEO SEMINAR

MBS Meet To Hear Schreiber

TELEVISION seminar will be conducted by Frank P. Schreiber, manager of WGN Chicago, at evening session of the annual Mutual affiliates meeting in Chicago next Sunday.

Jay Faraghan, WGN-TV program director, will outline programming, while Carl J. Meyers, WGN-TV engineering director, will discuss technical aspects. Seminar visitors will attend the station's simulcast of Rubin's *Stars of Tomorrow* program, aired on AM, FM and TV.

CHARLES BARRY

Article Cites TV 'Tyrants'

CHARLES C. BARRY, ABC vice president in charge of television, has written an article, "Tyrants of Television," appearing in the current issue of *The Atlantic*.

Mr. Barry cites as the "tyrants of television" the mechanical "obstinacy" of television equipment, overheated studios and "the long, grinding hours of rehearsal with never time for another take from the cameras."

The ABC vice president believes, however, that obstacles encountered in the early stages of television development will be overcome and that program producers "can be counted on to evolve a picture on the television screen that is as broad and as dramatic and as challenging as America itself."

ZIV, OBOLER

Cancel Agreement on Films

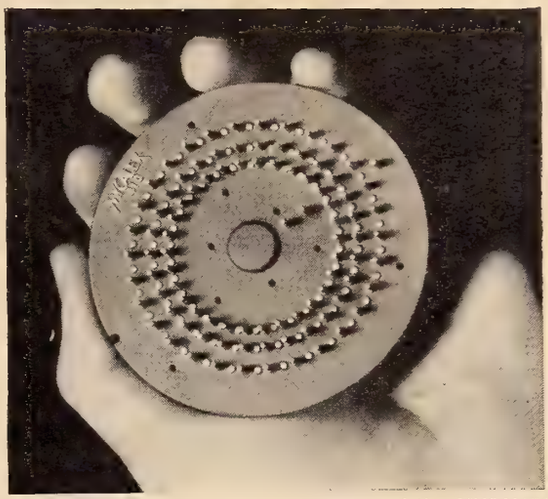
AGREEMENT whereby Frederic W. Ziv Co. was to release and distribute for radio-TV purposes the films and transcriptions brought back from Africa by Arch Oboler has been mutually cancelled.

Ziv felt that, because of other commitments, it would not be in a position to handle the Oboler material at this time.

Mr. Oboler, whose African expedition was financed by Ziv, will buy back rights to the material. Entire negotiations were on a friendly basis, it was emphasized.

MYCALEX 410 MAKES HISTORY

Sets astonishing high operational record for telemetering commutator used on aeronautical research projects . . . MYCALEX 410 only insulation to fill exacting requirements.

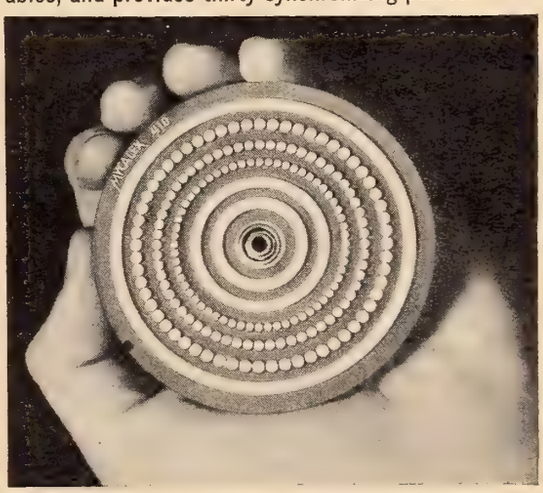


Illustrated are top and bottom views of the MYCALEX 410 molded insulation commutators manufactured to the specifications of Raymond Rosen Engineering Products, Inc., for Air Material Command and Navy telemetering projects. This commutator, with 180 contacts and 3 slip rings of coin silver, samples sixty channels of information such as air speed, altitude, angle-of-attack, temperature, pressure, voltage and other variables; and provides thirty synchronizing pulses.

To February 7, 1949, more than 200 hours of maintenance free, high speed, clean signal telemetering commutator performance has been logged on MYCALEX 410 Units. . . . Experience indicated four hours was optimistic . . . specifications hoped for ten hours . . . and the challenging problem was solved by MYCALEX 410 molded insulation.

SPECIFICATIONS TO BE MET IN PRODUCING MYCALEX 410 MOLDED INSULATION COMMUTATORS FOR TELEMETERING

O.D. 2.996" + .000 — .002 • Location of 3 slip rings and the 3 contact arrays from the center has a total tolerance of ± .001. • Contact spacing 6° apart ± 1 minute. • Parting line thicknesses on insulation body are + .002 —.000. • Concentricity between ball bearing bushing and O.D. .0015. • Assembly height from face of slip rings and contacts to Mycalex 410 has tolerance of + .002 —.000. • Every contact must be tested from its neighbor contact for infinity on a 500 volt megger meter • Plate ambient —20° C. to + 100° C. • Plate to operate at 95% humidity must not warp, crack, change in dielectric constant or resistivity • Contacts to resist high temperatures and must not loosen when repeatedly heated by soldering.



MYCALEX 410 molded insulation is designed to meet the most exacting requirements of all types of high frequency circuits. Difficult, involved and less complicated insulation problems are being solved by MYCALEX 410 molded insulation . . . the exclusive formulation of MYCALEX CORP. OF AMERICA . . . our engineering staff is at your service.

SPECIFY MYCALEX 410 for Low Dielectric loss. . . . High Dielectric strength. . . . High Arc Resistance. . . . Stability over wide Humidity and Temperature Changes. . . . Resistance to High Temperatures. . . . Mechanical Precision. . . . Mechanical Strength. . . . Metal Inserts Molded in Place. . . . Minimum Service Expense. . . . Cooperation of MYCALEX Engineering Staff.

SINCE 1919 MYCALEX THE INSULATOR TRADE MARK REG. U. S. PAT. OFF.

MYCALEX CORP. OF AMERICA

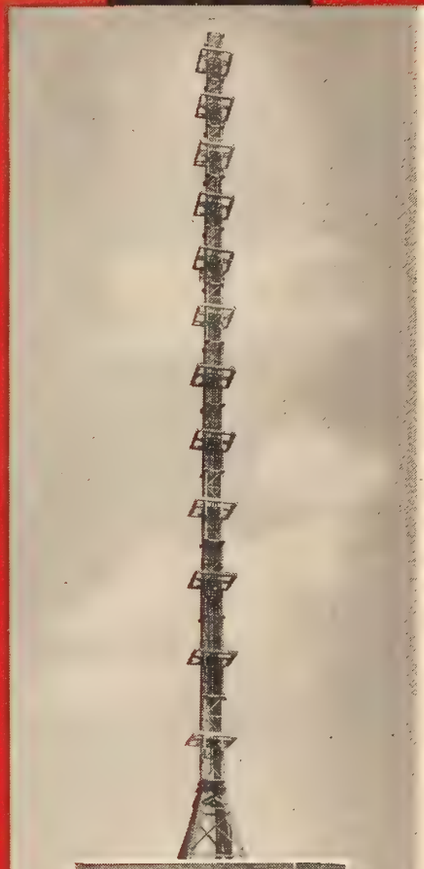
"Owners of 'MYCALEX' Patents"

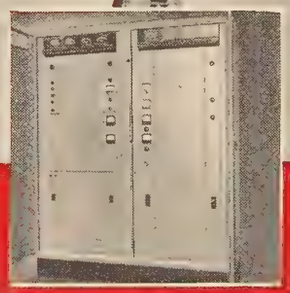
Plant and General Offices, CLIFTON, N. J. *Executive Offices, 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.*

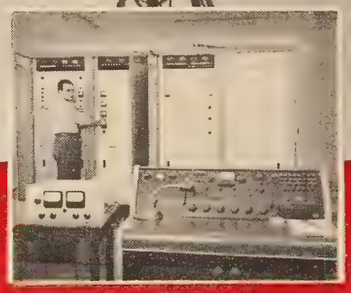
WJLS-FM
Beckley, W. Va.

WHIS-FM
Bluefield, W. Va.

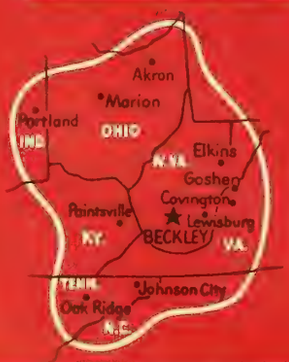
WMIN-FM
Minneapolis
St. Paul, Minn.



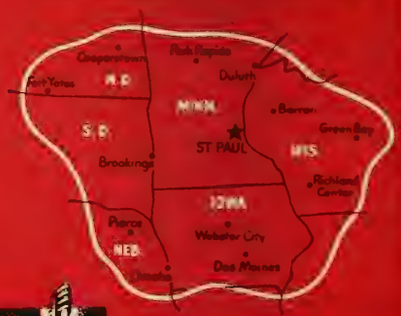














Look to FEDERAL for the Finest in AM, FM and TV Equipment

Federal

KEEPING FEDERAL YEARS AHEAD... is IT&T's world-wide research and engineering organization, of which the Federal Telecommunication Laboratories, Nutley, N. J., is a unit.

WSAP-FM
Portsmouth, Va.



FEDERAL'S *Unbeatable* FM Combination

HIGH-GAIN SQUARE-LOOP ANTENNA
plus
"FREQUEMATIC"* TRANSMITTER

is setting new highs in

Coverage and Performance...

A Federal Square-Loop Antenna—for maximum *coverage*—plus a Federal "Frequematic" FM Transmitter—for dependable high fidelity *performance*—make an unbeatable combination.

It's a combination that is bringing dramatic results to many FM stations. Here are four outstanding examples! All four selected the Federal 12-element Square-Loop Antenna as best suited to their requirements. In all four instances, this antenna is achieving an effective radiated power more than twelve times the kilowatt output of the Federal FM Transmitter.

The coverage maps show how this power takes effect—over unusually large areas—providing outstanding FM performance to wide-spread audiences. Letters from listeners report excellent signal strength . . . fidelity . . . tone quality.

Federal's Square-Loop Antenna is available in multiples of 2, 4, 6, 8 or 12 elements, to meet the requirements of every FM broadcaster. Since it offers *the highest gain in the field*, this Federal antenna saves substantially in over-all station costs, and in reduced power and operating expense year after year. Federal's "Frequematic" FM Transmitter is available in outputs of 1, 3 and 10 kilowatts.

Federal also offers all necessary associated equipment for the complete installation of any size station. For information, write to Department B-909.

*Trade Mark

Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp. 67 Broad St., N. Y.

CANADIAN TV

CBC Gets $4 Million for '49

By JAMES MONTAGNES

CANADIAN Parliament at Ottawa March 28 granted the Canadian Broadcasting Corp. $4 million for TV development this year and set a policy whereby CBC board of governors will issue one TV frequency per city to private enterprise for TV stations.

CBC also is to be limited to one TV station per city for the present, but is to set up national television program production centers for servicing other TV stations throughout Canada.

First TV stations are to be at Montreal and Toronto, and CBC Chairman Dave Dunton announced that stations could be expected to start within 12 to 18 months, depending on site and delivery of equipment.

Canadian Assn .of Broadcasters' General Manager Jim Allard announced at Ottawa that CAB and private interests had not been consulted on government TV policy. He pointed out that CAB had offered TV for Canada without extra taxation, while government policy called for license fees to pay costs of CBC TV programming center. The government, he said, expected viewers' fees and commercial revenue to pay for TV within a few years.

Private broadcasters are not happy over the arrangement of one frequency per city and the necessity of forming an association among all private interests wanting a license in a center to share the costs and the channel.

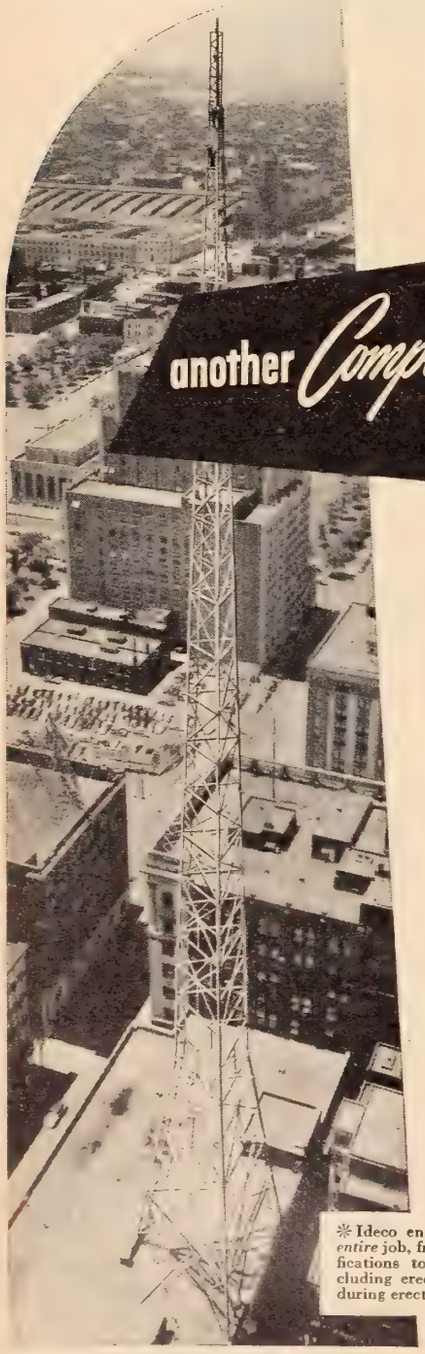
The CBC board of governors will be final authority on recommendations for TV licenses, and will have charge of all TV networks, Revenue Minister J. J. McCann announced. The policy of only one TV frequency per city for private stations is a temporary one, he said, and is open to change when TV development is further advanced. There are three TV frequencies open for Toronto and five for Montreal.

Wording of the limiting clause in the government statement is: "In any city or area in Canada, including Montreal and Toronto, a license to establish one private station will be granted to a private organization giving adequate assurances of financial means and of service."

Other important sections deal with development of Canadian programs. Canadian TV stations will be required to carry a certain minimum of national programs to be developed by CBC. Programs from other countries will be brought in, however. (With CBC having control of networks, this will also include bringing in programs from outside Canada.)

Well Covered

A WELL-covered town is Erie, Pa., which has had as its guests two *Life* photographers gathering material for a "*Life* Goes to a Television Town" article. Things got a little complicated when the *Erie Dispatch*, owner of WICU(TV), the central attraction, came out with a photographic coverage of *Life* as *Life* covered television. The magazine photographers spent several weeks in Erie, "covering every conceivable phase of the revolutionary effect on this community of WICU," according to the *Dispatch* story.



546 feet up over downtown . . . safely for KSD-TV St. Louis . . .

another Completely Engineered* TV TOWER by IDECO

Problem: to build a 450-foot antenna tower, designed for both FM and TV broadcasting, on top of a building in the heart of downtown St. Louis.

The St. Louis Post Dispatch picked IDECO to meet these exacting conditions, for two important reasons:

Triangular-section safety—Extra rigidity . . . reduced wind load . . . freedom from distortion . . . are provided by IDECO triangular design—an important factor in the 100% safety record of IDECO towers.

Complete engineering—IDECO engineering covers the *entire* job. KSD's TV tower is fed by 2 transmission lines. These were laid out and provided for in the tower design—as are also service platforms, relay transmitters and other special items when required.

IDECO towers are in service from coast to coast, for every type of radio application. Write for descriptive Bulletin RT-46.

INTERNATIONAL DERRICK & EQUIPMENT COMPANY
Columbus, Ohio • Torrance, Calif.

ideco
TRIANGULAR SECTION
towers
AM • FM • TV

*Ideco engineering covers the *entire* job, from foundation specifications to antenna array, including erection and inspection during erection. *No extras to buy.*

LODGE ELECTED

First TV Man on SMPE Board

WILLIAM B. LODGE, CBS vice president in charge of general engineering, last week became the first television representative to be named to the board of directors of the Society of Motion Picture Engineers. The election of Mr. Lodge to the SMPE board was announced by E. I. Sponable, society president and director of research and development for 20th Century-Fox Film Corp.



Mr. Lodge

Mr. Sponable explained that the appointment of a television engineer to the board was the first in "a series of steps to help SMPE examine more closely the problems of television with an eye toward improving technical facilities, data and information leading to standardization which will benefit both industries."

WTVJ to DuMont

WTVJ (TV) Miami, which began operations March 21, last week reported affiliation with the DuMont Television Network. Bob Venn, WTVJ general manager, announced he has signed a two-year contract with DuMont. CBS headquarters in New York previously announced a working agreement with the station [BROADCASTING, March 28]. WTVJ also will use transcribed shows from the ABC television network, the station announced.



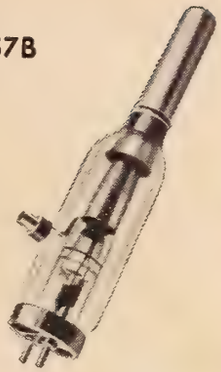
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5530

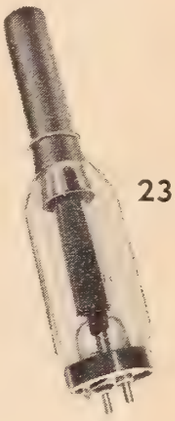
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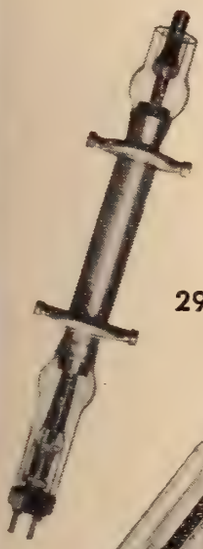
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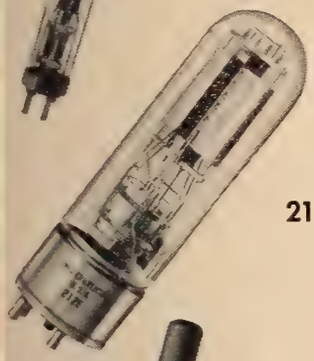


233A



298A & B

Western Electric Power Tubes for AM and FM



212E

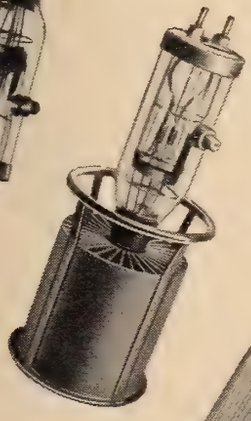
WHETHER your station operates on low power or high power, AM or FM, you'll find the tubes you want in Western Electric's line.

Always known for long service life and top quality performance, these broadcast power tubes and rectifiers—all engineered by Bell Telephone Laboratories—are now being made for Western Electric by Machlett Laboratories, Inc., another pioneer in the development of electron tubes.

Look over the listing of types below—and for further information, call your local Graybar representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.



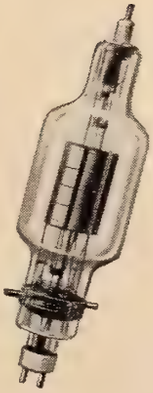
220C



343AA



5541



251A

Western Electric

—QUALITY COUNTS—

Distributed by Graybar — Offices in 100 Principal Cities

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

Western Electric's line of high power transmitting tubes includes:

212E	Air cooled triode, 275 watts
220C	Water cooled triode, 10 kilowatts
220CA	Forced-air cooled triode, 5 kilowatts
222A	Water cooled high vacuum rectifier, 25 kv. inverse voltage
228A	Water cooled triode, 5 kilowatts
232B	Water cooled triode, 25 kilowatts
232BA	Forced-air cooled triode, 8 kilowatts
233A	Water cooled high vacuum rectifier, 50 kv. inverse voltage
236A	Water cooled triode, 20 kilowatts
240B	Water cooled triode, 10 kilowatts
241B	Air-cooled triode, 275 watts
251A	Air-cooled triode, 1000 watts
255B	Mercury vapor rectifier, 20 kv. inverse voltage
270A	Air cooled triode, 350 watts
279A	Air cooled triode, 1200 watts
298A and B	Water cooled triode, 100 kilowatts
308B	Air cooled triode, 250 watts
340A	Water cooled triode, 25 kilowatts
341AA	Forced-air cooled triode, 5 kilowatts
342A	Water cooled triode, 25 kilowatts
343A	Water cooled triode, 10 kilowatts
343AA	Forced-air cooled triode, 5 kilowatts
357B	Air cooled triode vhf, 400 watts
363A	Air cooled pentode, vhf, 350 watts
379A	Air cooled triode, 1200 watts
5530	Forced-air cooled triode, vhf, 3 kilowatts
5541	Forced-air cooled triode, vhf, 10 kilowatts

PROPOSED GRANTS

KTHS, WARM WHP Favored

PROPOSED decisions were announced by the FCC last week to:

Grant request of Radio Broadcasting Inc., a John D. Ewing interest, to switch KTHS Hot Springs to West Memphis, Ark., and increase power on 1090 kc from 10 kw day, 1 kw night to 50 kw day, 25 kw night.

Grant KTHS group new AM station at Hot Springs on 550 kc with 5 kw day, 1 kw night to replace KTHS.

Grant WHP Harrisburg, Pa., switch from 5 kw day, 1 kw night on 1460 kc, directional night, to 5 kw fulltime on 580 kc, directional.

Grant WARM Scranton, Pa., change from 250 w fulltime on 1400 kc to 5 kw fulltime on 590 kc, directional.

Proposed denials were issued by the Commission to: Hot Springs Broadcasting Co., headed by former Gov. Carl E. Bailey of Arkansas and Publisher C. E. Palmer, seeking 50 kw fulltime on 1090 kc at Hot Springs; WMFJ Daytona Beach, Fla., for switch from 250 w fulltime on 1450 kc to 1 kw fulltime on 1090 kc; and W B A X Wilkes-Barre, Pa., for switch from 250 w fulltime on 1240 kc to 1 kw fulltime on 590 kc, directional.

Three Commissioners dissented in part from the majority opinion in the 1090 kc case. Comrs. Paul A. Walker, Rosel H. Hyde and Robert F. Jones favored grant of Hot Springs Broadcasting for 50 kw on 1090 kc at Hot Springs instead of the removal of KTHS to West Memphis with increased power. Comr. Walker stated that "the location of a station at West Memphis is not, in my opinion, within either the spirit or the letter of the reservation of the frequency 1090 kc for the State of Arkansas."

Comrs. Jones and George E. Sterling did not participate in the 580-590 kc decisions.

Basis of reasoning in both proceedings was Sec. 307 (b) of the Communications Act which requires that broadcast services be distributed efficiently and equitably among the states and communities.

The majority concluded that "on an overall basis, the West Memphis operation on 1090 kc and the Hot Springs operation on 550 kc" proposed by the KTHS group "will provide service, both daytime and nighttime, to substantially greater numbers of persons than the 50 kw operation on 1090 kc at Hot Springs" proposed by Hot Springs Broadcasting.

The KTHS dual proposals would result in daytime primary service gain of 2,163,801 persons and nighttime 855,006, the decision found. Substantial "white areas" not receiving any primary service also would be covered. The Hot Springs Broadcasting outlet would result in a gain of 396,281 persons daytime and 311,568 nighttime, FCC found. Substantial secondary coverage gains also would result by the KTHS operation at West Memphis, totaling 12,773,195 persons. This was compared with the 10,311,263 persons gain for Hot Springs.

The Commission majority further favored the KTHS group's proposals in that they would result in greater gains of people served within the state of Arkansas.

The proposed denial of WMFJ application was based on interference to stations in Cuba and the Dominican Republic, prohibited by the North American Regional Broadcasting Agreement.

In the 580-590 kc proceeding, the WHP decision was given separately from the rulings on the WARM and WBAX bids. The FCC granted petition of WHP for severance from the comparative consideration on grounds that no objectionable adjacent channel interference would be involved.

The Commission found that the proposed WHP operation would provide a first primary daytime service to at least 15,352 persons without such service and similarly at night to 43,176 persons. Total daytime population gain of 1,107,596 was cited and nighttime 202,674.

Between the WARM and WBAX proposals, the Commission found the former would serve substantially more persons both day and night than the latter. The decision also said Scranton receives only three primary services daytime and one complete service at night while Wilkes-Barre receives daytime service from three local stations and a fourth at Nanticoke and three local services at night. Scranton is the major city in the metropolitan area of Scranton and Wilkes-Barre.

Radio Broadcasting, licensee of KTHS, is owned 80% by Tri-State Broadcasting System, in turn owned 100% by The Times Pub. Co., publisher of the Shreveport, La., *Times*. John D. Ewing, Robert Ewing Jr., Wilson Ewing and Mrs. Esther Ewing Brown, brothers and sister, own the paper firm. The Times Pub. Co. also is 100% owner of KWKH Shreveport, a 50 kw outlet on 1130 kc.

Officers of Hot Springs Broadcasting includes the following: ex-Gov. Bailey, now attorney, president; C. E. Palmer, chief owner of Southern Newspapers Inc., publisher of two dailies at Hot Springs and majority owner of News-Times Pub. Co. at Texarkana, first vice president; Vance Bryan, vice president, and Leon J. Wilson, advertising manager for the papers owned by Mr. Palmer, secretary-treasurer. There are to be about 40 stockholders in the firm.

Response ±2.5 db, 40 cps to 15 kc; Output -46 db



Broadcast Engineers Helped Design it!

Network Shows Use it!

Now Compare it with Any in Your Studios!

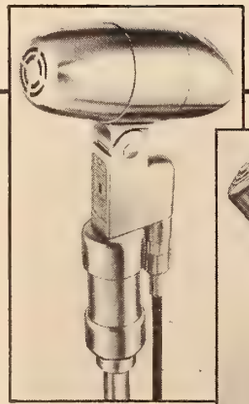
You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant Has E-V Acoustalloy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.

Write for full facts today!

New "650'
Response ±2.5 db,
40 cps to 15 kc.
Output —46db.
External Shock Mount.
Impedance Selector
List Price.....$150

Electro-Voice INC., BUCHANAN, MICH.

Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab



New "645"
Response ±2.5 db,
40 cps to 15 kc.
Output —50 db.
External Shock Mount.
Impedance Selector.
List Price.....$100



The "635"
Response ±2.5 db,
60 cps to 13 kc.
Output —53 db.
Impedance Selector.
For Hand or Stand.
List Price.....$60



Station WICA, Ashtabula, Ohio

THE consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

The three type LT towers illustrated, although low in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH 22, PA.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

WEBB PLAN

Thinks NAB Should Establish New Broadcast Ad Bureau

NAB should set up a separate Bureau of Broadcast Advertising to stimulate the sale of time and bring industry promotion in line with competing media, in the opinion of Frank V. Webb, general manager of KFH Wichita, Kan.



Mr. Webb

Such a bureau should have as its purpose "the sale and promotion of broadcast advertising as America's most effective means of influencing the purchase of goods and services, without an apology to anyone or to any other medium," Mr. Webb said.

Reminding that there are twice as many stations today as a decade ago, he said many outlets must have increased sources of advertising revenue. "Current advertisers must continue to be sold," he declared. "Such a national selling campaign requires manpower and brainpower. NAB is fortunate in having Maurice B. Mitchell as director of broadcast advertising. He could competently manage such a bureau, which would be responsible only to the board of directors."

Mr. Webb said the bureau should have an executive office in New York, with director, assistant director, general sales manager, general sales promotion manager and office staff, along with research and statistical specialists as well as artists and copy men. Field offices in Cleveland, Chicago, Kansas City and San Francisco would be staffed by managers and other personnel, similar to a station representative firm. Field men would be salesmen and speakers, using every sales promotion device and addressing business and other groups. They would be available to serve broadcaster groups.

"ANPA's Bureau of Advertising is literally undermining many advertisers' faith in broadcasting," Mr. Webb asserted. "Car card, outdoor and direct mail associations are, along with all magazine publishers, fighting for a larger share of the advertising dollar. In the meanwhile broadcasters are so busy scrapping among themselves, competitively, for the radio dollar that the true story of radio's overall effectiveness is not being told or sold properly.

"It's high time to start swinging on the theme that broadcast advertising is the world's most effective means of influencing the purchase of goods or services."



WHEN it comes to "combination men," it's hard to beat WBSR Pensacola, Fla., with its Bob Dietz, announcer-disc jockey-blacksmith. Here Mr. Dietz turns to the latter trade as he shoes a 2,380 pound Clydesdale show horse while his helper hangs on tight. The horse is one of a group traveling with the Wilson & Co. exhibit. It needed to be reshod but no blacksmith could be found until Mr. Dietz, who has been shoeing horses since he was a child, volunteered. Mr. Dietz is no amateur. He did blacksmithing with the Army for a couple of years and previously worked in several stables.



REILLY DROPPED

Prell to End Sponsorship

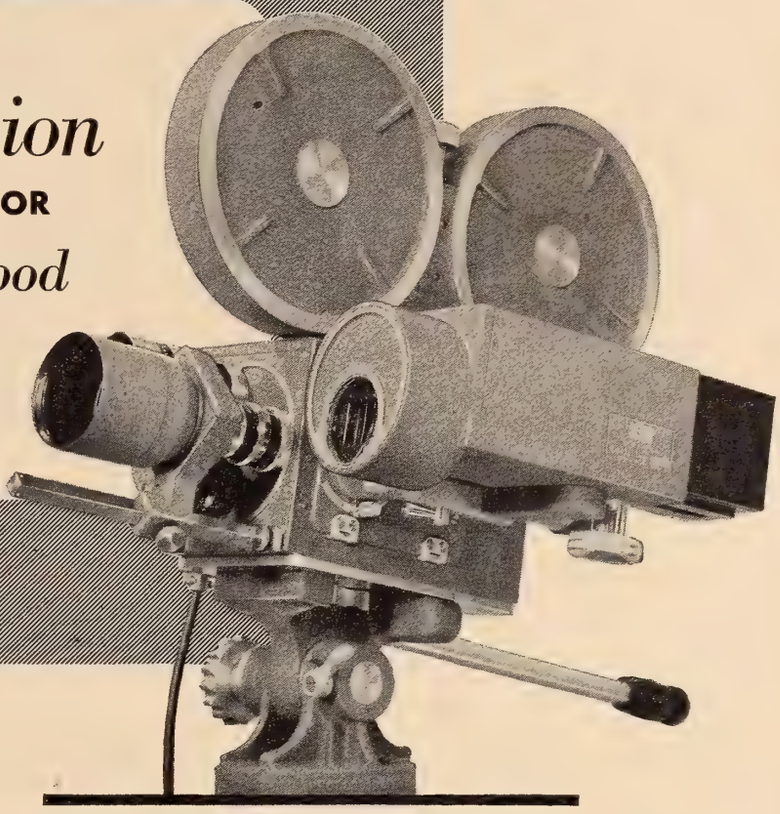
PROCTER & GAMBLE announced last Monday that it is, "with regret," dropping sponsorship of *Life of Reilly* at the end of this season as the "result of a change in the advertising strategy" for Prell, the product sold on the show. The program cost (NBC, Fridays, 10-10:30 p.m.), plus time charges, will represent about a $1 million cut, it is understood. Further plans for Prell were not announced.

In making public the decision to drop the show, Benton & Bowles, P&G agency on the Prell account, quoted Gail Smith, director of night radio for P&G Production, as follows: "This decision is a result of a change in the advertising strategy for Prell. . . . The Reilly show has for years been one of the most popular programs on the air, and it is with real regret that we give it up."

It is understood that B&B is trying to sell the show, which has a good Hooper, to General Foods.

WNAR Norristown, Pa., has begun series of daily news programs from its new remote studio in Pottstown, Pa., enabling it to further expand its coverage in Montgomery County.

Television
IS READY FOR
really good films



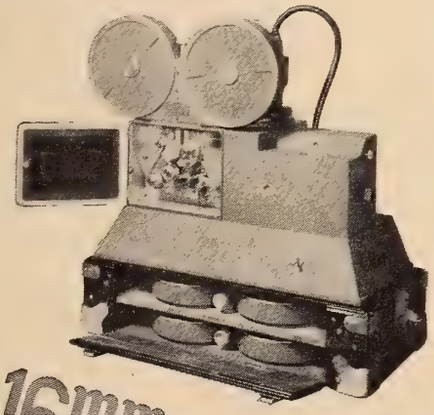
With television maturing so rapidly, it is becoming generally recognized that films cannot just be "adapted," but should be made specifically for television release — and of the finest quality consistent with allowable costs.

The producer, with a restricted budget, can meet both requirements most easily with Maurer equipment.

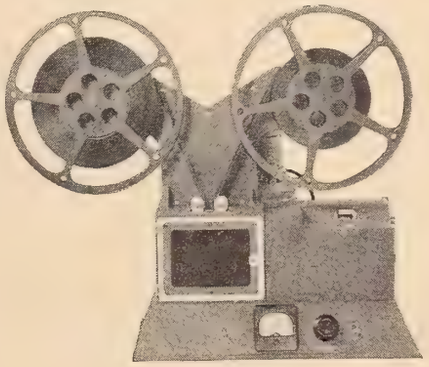
A copy of the new catalogue of Maurer post-war equipment will be mailed on request.

Maurer 16-mm Professional Motion Picture Camera — unapproached in the 16-mm field for accuracy — for versatility.

Maurer 16-mm Film Phonograph — a high-fidelity reproducer for re-recording, that provides a flat characteristic ± 1 db to 10,000 cps.



Maurer 16-mm Recorder produces sound tracks of the highest quality and fidelity. Standard amplifier equipment provides the full frequency range that standard projectors and television receivers are equipped to reproduce. A flat frequency range of 30 to 10,000 cycles is available.



16mm maurer

J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, N. Y.

Professional Motion Picture Cameras and Recording Equipment for the Production of Industrial, Educational and Training Films

WQUA PETITION

Charges Network Violation

PETITION was filed with FCC last week by WQUA Moline, Ill., requesting that the renewal application of CBS-affiliate WMT Cedar Rapids, Iowa, be designated for hearing on alleged violation of the Commission's network regulations. WQUA asked to participate in the proceeding.

Signed by Bruff W. Olin Jr., president and general manager of WQUA, the petition charges that WMT unlawfully has induced CBS to refrain from negotiating with WQUA to provide network service to Moline. Mr. Olin said that Moline was not in the WMT primary service area and hence Sec. 3.102 of the Commission's rules is being violated. The rule forbids exclusive affiliation agreements covering areas not within the primary service area of the outlet involved.

Mr. Olin first complained to the FCC about the situation in October 1948 and no action has yet been taken, the petition said. At that time he told the Commission that CBS "apparently" intended originally to affiliate with WQUA when the station was proposed in 1944, but refused after it was granted in 1946 [BROADCASTING, Oct. 18, 1948]. WQUA then signed with MBS.

He said "the admitted reason why CBS continues to refuse affiliation to WQUA is the admitted opposition of the executives" of WMT. His complaint further cited introduction of NBC competition in that area and lower program ratings for CBS as additional reasons why the network "should be even more interested in a WQUA affiliation." Mr. Olin said that BMB figures prove that WMT gives only secondary service to Rock Island County, WQUA's immediate service area.

The FCC in December advised WQUA that a "preliminary engineering examination" indicated Moline is within WMT's primary area and that it found no violation as alleged. But WQUA replied that the engineering rules were not absolute on this point.

SEATTLE FM

New Outlet To Open Soon

PLANS for a new FM-only station, to be opened in Seattle within four months, were announced last week by Ellwood W. Lippincott, former chief engineer of KELA Centralia and now with Weyerhaeuser Timber Co. as radio communications engineer. No call letters have been assigned as yet, but Class B permit has been issued to Mr. Lippincott by the FCC [BROADCASTING, March 14].

Operating on Channel 260 (99.9 mc) with 2.1 kw, the station will be on the air from 8 a.m. to 10 p.m. at the start, Mr. Lippincott said. Plans are being made to later extend the broadcasting hours to midnight. Transmitter will be located on Roosevelt Hill, and programming will be directed primarily to residents of the university district.

A Yankee Returns

SPORTSCASTER Jack Lee, a Yankee from Boston, is back at a 250 w North Carolina independent, WGBR Goldsboro — and by public demand, the station reports. At close of the football season last fall, Mr. Lee left WGBR and went back to Massachusetts. With the baseball season coming up, Coleman Scott, WGBR manager, went on the air with an announcement that if enough folks would let him know they wanted Mr. Lee back he'd see what he could do about it. The result: More than 1,500 letters and postal cards requesting Mr. Lee's return.



Mr. Lee

OHIO NETWORK

Standard's Directors Meet

NEWLY elected board of directors of the Standard Network (Ohio) met last week in Cleveland to prepare a comprehensive program plan involving expansion of the network's present broadcast schedule.

The directors are Tom Rogers, WCLT Newark; Gene Trace, WBBW Youngstown, and Bob Beer, WATG (FM) Ashland. J. R. David, WTFM (FM) Tiffin, is alternate director. The directors were elected and arrangements for statewide broadcasts of Cleveland Indians games this season were made at a meeting in Mansfield March 24 attended by 31 representatives of Standard affiliates.

Attending the meeting were: Mr. Rogers; Mr. Trace; Mr. Beer; W. W. Walrath, WICA Ashtabula; Robert Atterholt and Richard Leidy, WATG; Tony Gates and Frank Hoiles, WFAH (FM) Alliance; Gene Ragle, WCLT; E. B. Evans, WWST Wooster; Bernard Morley and James Sigman, WTNS Coshocton; R. W. Mack, WIMA Lima; Earl Hurst and Glen Boyles, WFOB (FM) Fostoria; Arthur W. Davis and S. L. Huffiman, WCMW Canton; E. A. Heiser, WLEC Sandusky; G. T. Cowen and Frank Curtis, WTRF Bellaire; J. W. Kerr and Robert F. Wolfe, WFRO (FM) Fremont; Bert Charles, Bob French and Tom Buchanan, WVKO (FM) Columbus; Wayne Byers and Dick Roll, WTFM; Frank Blumer, G. C. McKelvey, Charles Hunter and C. F. McLaughlin, WJW Cleveland.

RTPC

WILL BE

AT NAB CONVENTION

Come See Us - - Room 530-A

RADIO TELEVISION PUBLICITY CORPORATION

EXECUTIVE OFFICES: 159 EAST CHICAGO AVE. • CHICAGO 11, ILLINOIS

Member National Association of Broadcasters

area 7 hottest spot at the NAB convention

It's in Area 7 that you will find the Collins broadcast equipment display at the NAB show, Stevens Hotel, Chicago, beginning April 6.

As a first hand means of keeping up-to-date on the latest developments in equipment design, plan to make the Collins exhibit your first stop. Included are:

The Collins 21B 5 kilowatt AM transmitter, designed and built as a husky 10 kilowatt job, which can be converted later for 10 kilowatt operation. The conversion is accomplished with a minimum of additional parts, at a minimum of cost, and without loss of 5 kilowatt air time.

Latest version of the highly regarded Collins 20T 1 kilowatt AM transmitter, with the most modern refinements.

Collins 737A 5 kilowatt FM transmitter, which, with a 4 to 12 bay Collins 37M FM antenna, provides by far the most economical way to radiate 20 to 60 kilowatts of FM power. This is the only 5 kw FM transmitter on the market.

Collins 2 bay 37M FM antenna . . . speech equipment . . . accessories.

Collins sales representatives from all parts of the United States, and Collins broadcast equipment engineers, will be on hand to show you around and answer your questions.

Remember Area 7. You will be welcome.

FOR BROADCAST QUALITY, IT'S...

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
New York 18, N. Y.

458 South Spring St.
Los Angeles 13, Calif.

Associated *proudly* *presents...*





"The Stars Sing"



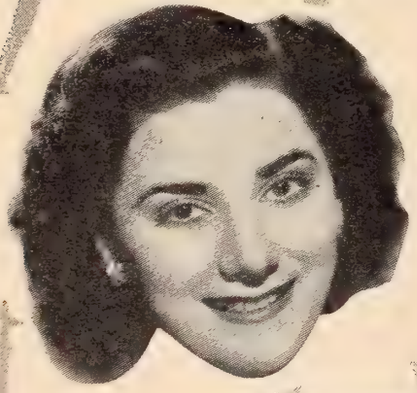
EVELYN KNIGHT

another in

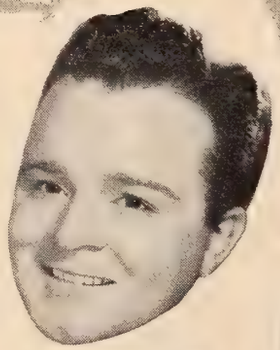
the Series of

Profit-buildin

"Shows that S



KAY ARMEN



PHIL BRITO



MINDY CARSON



"The Stars Sing" is a program for the most discriminating sponsor on your prospect list...a show that is professionally programmed for real sales impact 52 weeks a year...completely flexible for local commercial requirements...and one of many profit-building programs produced for Associated's widespread radio family of more than 700 stations.

The same big-name artists that are heard and enjoyed by millions of faithful radio, television and motion picture fans step out on the Associated "stage" to perform for your local sponsors in this sparkling quarter-hour, five-times-a-week show. Each star has recorded special themes...scripts provide for accurate cue-ins, fades and placement of commercials...a complete sales and audience promotion kit becomes available to Associated subscribers.

"The Stars Sing" is just one of the many valuable program properties in the Associated library... *programs built to sell both advertiser and listener.*

This is Associated...

- **Completely diversified library of more than 5000 selections.**
  More selections by more performers
- **Two full program-hours of new music each month.**
  Talent selection with a "sixth sense"
- **16 hours of planned programming each week.**
  Specially arranged themes for artists
- **Vertically recorded on quality-controlled, cherry-red Vinylite.**
  Wide variety of production aids
- **Modern, streamlined steel cabinet and rapid index system.**
  Across-the-board programming without repetition
- **Complete promotion aids.**

Come up and see the "Shows that Sell" showcase. NAB Convention Headquarters—Suite 509-A



FIRST CHOICE AMONG
AMERICA'S BEST-PROGRAMMED STATIONS

Associated program service

A DIVISION OF MUZAK CORPORATION
151 West 46th Street, New York 19, N. Y.

Editorial

The 'Intellecturers'

OUT OF the frothing seas of these troubled days there has washed upon the world's shores a new and disturbing species—the intellecturers.

These phenomenal mental-migrants found harbor last week in New York under the nominal banner of the "Cultural and Scientific Conference for World Peace." As predicted by our own State Department, the meeting developed into a sales clinic for Communism.

Dr. Harlow Shapley of Harvard U., an astronomer, was chairman. This is the same star-gazer who consistently finds Russia looming at the large end of his telescope each time he scans the astral universe.

In October 1944 Prof. Shapley, doubtless during a lull when the overcast arrested his scientific pursuits, devoted his energies to an attack on American radio—notably the singing commercial. He compared our radio to "yellow journalism" which "has been built on the hypothesis that we should decivilize by way of the instinctive vulgar taste of the mob."

One of the "mob," Harry Bannister of WWJ Detroit, took exception to this intellecturer, and his observations were printed in these pages that year (October 23). Dr. Shapley, as a radio oracle, hasn't been heard from since.

Dr. Shapley now has found a larger amphitheatre for his gargling. He has stepped from media to the world at large.

Heavens, what next?

Antenna Dilemma

THE REQUIREMENT that antenna systems and tower sites be approved by the CAA has always caused headaches. While the approval may be necessary, the headaches are not.

The pending Belleville-East St. Louis case [BROADCASTING, March 28] suggests a remedy for at least one of the aggravating aspects of the problem. One of the questions there, in substance, is whether FCC should refer applications to the CAA for clearance after hearings, as now, or in advance.

We do not presume to approach the question from the standpoint of this pending case, where there may be particular circumstances which control. We do suggest that if FCC procedure had provided for CAA's views to be made known in advance, then the question probably wouldn't be plaguing the proceedings at this point.

As a general policy it seems highly desirable to get CAA's position on the record of any competitive hearing or any case involving a directional antenna. Let FCC refer these applications to CAA when it starts processing. If CAA turns thumbs down, let the applicant be notified. If need be, let the question of site suitability be an issue of the hearing, and let CAA representatives come in and testify.

Such a policy, which FCC once followed, could have many benefits. In competitive cases the coverage an applicant proposes is often a factor in FCC's decision; yet his coverage may be substantially changed if he finds it necessary, afterwards, to find a new antenna site or even rearrange his towers.

Many broadcasters can testify that CAA has seemed unnecessarily arbitrary as well as slow to act. WOR New York, in another pending case, has had the baffling experience of being told that its proposed new directional array was disapproved in Washington after CAA field investigators approved it.

It is in cases of this sort that getting testimony on the record would prove most helpful. Holding up their reasons to public scrutiny — and cross-examination by opposing counsel—should make the CAA brass less likely to say no without good cause. Both applicants and FCC could proceed with greater assurance, and the likelihood of capricious CAA action would be materially reduced.

Slip-Stick Strategists

THIS WEEK, Wednesday-through-Saturday, the second annual engineering conference, under NAB auspices, holds forth at Chicago. It is a sort of technical-business symposium to appraise where the mass radio media have been and where they are headed. There are ponderous matters on the agenda fundamental to the art, because radio begins and ends with engineering—from transmitter to receiver.

In their deliberations, these slip-stick strategists should review the recent past to enable them better to contemplate the future. Radio served as the fourth arm of offense in World War II. The official records are replete with the magnificent contributions made by our laboratories, our manufacturers, our scientists and our engineers in bringing total victory. Radar, radio-guided missiles, sonar, loran are but a few of the war-propelled miracles stemming from radio. Television and the miraculous Ultrafax, which is virtually instantaneous high-speed TV recorded transmission, are among the radio weapons thus far spawned in the post-war era.

There are no radio memories too short to recollect the war-imposed freezes in radio; the rationing of tubes and other equipment; the excruciating manpower shortage; the armed guards at transmitters, and the "no admittance" signs at studios. Yet American radio completed its war service without a single major untoward incident.

FCC Chairman Wayne Coy told Armed Forces Communications Assn., at its third annual convention in Washington last week, that no nation had ever been so well-equipped with civilian communications facilities. He underlined mobile services and the 200,000 motor vehicles equipped with two-way radio. Brig. Gen. David Sarnoff, RCA chairman and retiring president of AFCA, predicted that TV may be the deciding factor in any future war, because the winning side will be that which "sees farther, sooner." And Gen. Sarnoff, who was instrumental in evolving the tactical communications system in the European theatre in World War II, has demonstrated uncanny foresight in predicting electronics destinies.

Today we hear and read about cold war, iron curtain, pseudo-hostility and grimacing across international borders. By whatever name it may be called, mobilization is with us.

The importance of technical radio in this jumpy world is established. In view of this, we propose prompt activation of a plan whereby radio engineers would be enrolled in a communications reserve. They should hold appropriate rank, based upon qualifications. They should undergo active training, periodically, on the nature of their functions in a national emergency. There should be integrated plans for maintenance of broadcast equipment and of stock-piles to keep the transmitters going. Radio's status as the swiftest and most direct means of contact with the populace is established.

We hope the NAB Engineering Conference follows through with an appropriate recommendation to the NAB Convention designed to carry some such program to fruition.

Our Respects To —



ROYAL VARNEY HOWARD

ROYAL V. HOWARD was born to engineering and gadgetry. Grandpa Royal V. Howard I invented threshing machines. Papa Howard II found an outlet for engineering talents in the development of the Far West, including the Natron rail cutoff across Great Salt Lake.

The life of a western engineer a generation ago was a nomadic one. Consequently, the latest edition of the Royal V. Howards had acquired by his early teens a working knowledge of the West and Northwest, an interest in engineering and inventing and a diversified fund of information absorbed in many of the region's public schools. Now he sits in a key industry post—director of the NAB Engineering Dept.—with a versatile background to help direct radio's technical progress.

The first practical evidence that the youngest Howard, then 14, was running true to family tradition became apparent in a sling-borne arm. The broken appendage was the proud relic of a home-made glider that really flew until it suffered structural abuses in a somewhat less than three-point landing.

During his shuttling from city to city young Mr. Howard found time to play football, basketball and baseball, and compete in track meets for a number of schools. A diligent search of the Howard effects might yield five high school football letters, one more than the normal quota.

From his birth in mid-August 1905—the exact date is a matter of historical controversy—Royal Howard applied himself to his studies no matter where he lived, winding up with a BS degree at Polytechnic College of Engineering. He got into radio early in life and he's been there ever since. A licensed amateur at 15, he devised his own equipment and antennas. The setup was so successful that in the early 20s he became the first to transmit a radiotelephone signal across the Pacific, and first to talk to Alaska. At the same time he got interested in broadcasting and built KFAT Eugene, Ore., which later became KORE.

Spanning the Pacific with his voice was the accomplishment that got him into radio for keeps. His persistence in calling Argentina and New Zealand, supported by ingenuity in antenna design, got him into *Who's Who in Amateur Radio, 1923.*

During the mid-20s he built and operated commercial radio telegraph stations in Alaska during summer vacations. That's when he spanned the Bering Sea to send his voice

(Continued on page 105)



"Music," the sage Longfellow remarked, "is the universal language of mankind." And good music, programmed always over WQXR and WQXR-FM, is the language that keeps more than half a million New York families constantly tuned to these stations. So constantly, indeed, no other station can reach them so effectively. These families love good things as they love good music... and can afford to buy them, too. Advertisers regard them as the most inviting segment of this biggest and richest of all markets. Whatever language you speak ...may we help you speak it more profitably through music?

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

Management

HAROLD ESSEX, managing director of WSJS Winston-Salem, N. C., and vice president of Piedmont Publishing Co., licensee of station, has been appointed to board of directors.

JOHN W. KIRKPATRICK, former manager of WORD Spartanburg, S. C., has been appointed manager of Montgomery (Ala.) stations WCOV WCOV-FM, G. W. COVINGTON Jr., owner of four Alabama stations, has announced, ED ESTES manager of Mr. Covington's WGWD Gadsden, has been promoted to general manager of entire chain, which includes WGWC Selma.



Mr. Kirkpatrick

HERBERT STONE and HENRY FRIELINGHAUS III have been appointed vice presidents of WKBS Oyster Bay, L. I., N. Y. Mr. Stone will handle sales and promotion and Mr. Frielinghaus will direct commercial operations. Both men were formerly associated with newspapers.

STERLING W. FISHER, NBC manager of public affairs and education, has been appointed to board of governors of Institute for Democratic Education, New York. Mr. Fisher replaces Dr. James Rowland Angell, deceased [BROADCASTING, March 7]. Mr. Fisher has also been appointed member of education committee of RCA.

RADIO CENSUS
Willard Urges Set Count

PASSAGE of legislation for the 1950 Housing Census was urged last Tuesday by A. D. Willard Jr., NAB executive vice president, in a letter to Chairman Tom Murray (D-Tenn.) of the House Committee on Post Office & Civil Service. Mr. Willard wrote the chairman that the census makes possible the most equitable distribution of goods and services and that it carries the endorsement of NAB and related advertising industries.

A question on radio ownership would appear in this half of the 1950 census should the Census Bureau approve its inclusion. The Population-Agriculture Census for 1950 already has been authorized. Mr. Willard wrote Chairman Murray that a radio set count in 1950 is all the more important since it could provide for the first time a reliable count of television as against radio homes.

D. C. Fast Time

PROPONENTS of daylight saving time appeared last week to have scored their first major victory this year after the House and Senate agreed to a bill permitting the District of Columbia Commissioners to establish fast time in the Washington area from April 24 to Sept. 25 of this year only. The measure (S-135) was sent to President Truman March 29.

1895 Morgan H. Sexton 1949

MORGAN H. SEXTON, 53, general manager of the Clinton Broadcasting Corp. and KROS Clinton, Iowa, died March 27 at his home in Clinton. He had been in ill health for some time. Funeral services were held March 30 at St. Mary's Catholic Church, Clinton, and burial was at Rock Island, Ill.

Associated with radio in the Midwest for about 25 years, Mr. Sexton had been KROS general manager since the station went on the air in September 1941. He entered radio at WOC Davenport, Iowa, and subsequently was connected with WHBF Rock Island, WCCO Minneapolis and WMAM Marinette, Wis.

Mr. Sexton was born in Rock Island April 14, 1895. His father, M. H. (Mike) Sexton, was for many years a chief executive in minor league baseball.

Before turning to radio, Mr. Sexton had been in the advertising department of the Rock Island *Argus*. At one time he was the vaudeville partner of Charles Correll, the Amos of the Amos 'n' Andy radio team.

Recently he had been doing double duty between KROS and KCRI, now being readied for operations at Cedar Rapids, Iowa. There was no immediate announcement as to Mr. Sexton's successor at the stations.

Mr. Sexton is survived by his wife, Mrs. Natalie Holmes Sexton, a son, Robert, of Niagara Falls, N. Y., and a brother, Kenneth, who lives in Florida.



Mr. SEXTON

TBS Affiliates Increase

TRANSCRIPTION Broadcasting System now has 186 station affiliates, according to Raymond R. Green, vice president. He said that when the network started Feb. 15 it had 116.

WBT MAKES A GOOD









WHEN WWL New Orleans received word March 24 of break in main levee of Mississippi River, it chartered a seaplane and sent two of its staffers to scene. John Kent, news commentator, and Jack Halladay, a reporter for the station, landed plane where break occurred and presented description of flood. Break threatened town of Port Allen, La., and rich Louisiana crop lands.

New Business

(Continued from page 15)

MILWAUKEE LAUNDERERS Assn. appoints Loise Mark & Assoc., Milwaukee, Wis., to handle advertising. Radio and TV will be used.

PETERS BRANCH, International Shoe Co., St. Louis, renews contract for 12th year for sponsorship of *Air Adventures of Jimmie Allen,* through Russell C. Comer advertising, Kansas City, Mo. Transcribed series is aired on various stations coast to coast.

Network Accounts • • •

CHESEBROUGH Mfg. Co., New York, appoints Cayton Inc., also New York, to handle its video advertising for Vaseline Cream Hair Tonic. Company will sponsor *Greatest Fights of the Century,* highlights from championship bouts of past, on NBC-TV, Friday nights, following the Gillette-sponsored fights.

A. S. BECK Shoe Corp. sponsoring *Candlelight Revue* on NBC-TV, Thursdays, 10-10:30 p.m. EST [BROADCASTING, March 21]. Agency: Dorland Inc., New York.

Adpeople • • •

ALFRED N. STEELE elected first vice president of Pepsi-Cola Co., Long Island City, N. Y., in charge of sales and operations in United States.

JOHN A. CROWE elected a vice president of American Tobacco Co., New York. He has been with firm since 1912, and has been member of board of directors since 1931.

FREE TIME POLICY

CAB Prepares Questionnaire

ALL APPLICANTS for free time on Canadian stations, members of Canadian Assn. of Broadcasters, must apply to the CAB for such time. A questionnaire has been drawn up by CAB for use by applicants for free time, basis of which is a question on how much advertising is being purchased in other media. CAB points out that "no campaign will be recommended for free time donation by its members when expenditures are being made in other media, including printing other than letterhead, unless a proportionate share of such expense is spent in radio advertising."

This move by the CAB is important in view of the increasing number of free time applications received by Canadian stations, from organizations which spend advertising dollars in other media.

WTOP Washington has added a half-hour to its Sunday broadcast schedule, has shifted time of eight shows, and added six programs for that day. New sign-on time is 7 a.m.

SPEEDWAY CLASSIC

Perfect Circle Again on MBS

MBS WILL ASSIGN seven broadcast crews to cover the annual 500-mile Indianapolis Speedway racing classic May 30, the network announced last week. Perfect Circle Piston Ring Co., Hagerstown, Ind., through Henri, Hurst & McDonald, Chicago, sponsors the annual event over the full Mutual network.

Four broadcast periods, covering critical stages of the race, will be offered by MBS. Time periods will be announced later. It was also indicated, but not confirmed, that radar might be utilized in some fashion this time. Stratovision had been discussed as a possibility last year, but that coverage failed to materialize.

WATV(TV) Newark, N. J., was to present an exhibit of television engineering equipment April 2 in Newark College of Engineering as part of school's annual visitor's day.

IMPRESSION ...*many million times a week!*



When WBT first began serving the Carolinas, 28 years ago, "promotion" was a small boy who used to run through the streets of Charlotte, announcing to a handful of crystal-set owners that the South's pioneer station was on the air.

Since then, 50,000-watt WBT has become a power in the daily lives of almost three-and-a-half million people in 95 counties... and promotion has helped set the pace all the way. Using many different media...

NEWSPAPERS (more than 1,000 lines weekly)
ANNOUNCEMENTS (average of 350 weekly)
POINT OF SALE DISPLAYS (in food and drug stores)
MERCHANDISING MAGAZINE (mailed regularly to retailers).

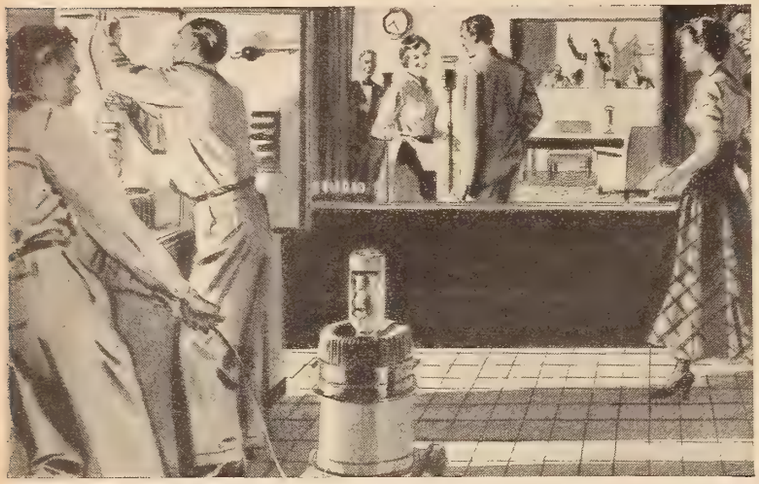
Such impressive promotion—making extra impressions for WBT programs—is one reason why WBT averages a larger audience in Charlotte than *all* other stations combined.* (In the 94 "outside" counties, WBT has virtually *no* Charlotte competition.)

If you want to make a good impression—and an impressive sales record—in the Carolinas, WBT can show you how.

★C. E. Hooper, Dec. 1948—Jan. 1949 (or any other Hooper Survey ever made!)

WBT
Jefferson Standard Broadcasting Company
50,000 watts
Charlotte, N. C.
Represented by
RADIO SALES

$1,500 inventory abolished — at a cost of $4.46!



With more than 700 vacuum tubes needed by industry, a tube distributor would find profits consumed by 100% inventories. But by ordering tubes as needed via Air Express, he holds stocks to 25%. Example: Orders $1,500 tube at 9 A.M. from supplier 900 miles away. Delivered to customer 6 P.M. same day. 16 lbs.: cost, $4.46.



Remember, $4.46 *included* speedy pick-up and delivery service, too. *More* protection, because you get a receipt for every shipment. Air Express is the *world's fastest* shipping service.



Your Air Express shipments go by the Scheduled Airlines direct to 1300 airport cities; fastest air-rail for 22,000 off-airline offices. Shipments keep moving with 'round-the-clock service.

Facts on low Air Express rates

19 lbs. of machine parts goes 600 miles for $3.54.
9-lb. carton of new styles goes 1400 miles for $3.99.
(Every kind of business finds Air Express pays.)

Only Air Express gives you all these advantages: Special pick-up and delivery at no *extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THERE FIRST



Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U.S.

Commercial

WALTER HOLOHAN, member of ABC Central Division AM sales staff for past four years, has been transferred to network TV sales department. **ROBERT BRETHAUER** has been named account executive in network sales, while **ROBERT ATWOOD** succeeds him as sales service manager.

KSYC Yreka, KSUE Susanville and KBLF Red Bluff, all California, have issued a combined rate card. Identical rate has been adopted because of similarity in size and character of markets and power of stations. A discount of 15% is planned in addition to one billing and one representative.

BOB THOMAS, formerly program director, has been appointed assistant commercial manager of WGAI Elizabeth City, N. C.

DAREN McGAVREN has joined sales staff of KXOB Stockton, Calif.

KEITH PINION, KXOB Stockton, Calif., is the father of a boy, George Bryan.

EDDIE FRITZ, former conductor of his own instrumental trio in Chicago, has joined sales staff of WBBM Chicago.

BEVERLY SCOBLE joins KROW Oakland as traffic supervisor.

DORA C. DODSON has been appointed southern representative for WHKY WHKY-FM Hickory, N. C.

LEONARD SCHULTZ, promotion manager of **Branham Co.**, Chicago, station representative, is the father of a boy.

EDWARD LLOYD Jr., sales representative for WEEI Boston, is the father of a boy, Edward Lloyd III.

WMIN BILLING

Firm Buys All-Night Show

TWIN CITY listeners are currently being treated to their first all-night disc show in the Minneapolis-St. Paul area—thanks to WMIN, which now operates 24 hours daily. The program, 12 midnight to 6:30 a.m., is sponsored by Slawik Motors for 52 weeks.

The new round-the-clock service marks the debut in that area of Merle Edwards, who conducts the "wee hour" sessions. Formerly associated with eastern stations, Mr. Edwards began his new show in mid-February with a contest designed to acquire a name for the six and a half-hour segment. Winner will receive prizes from the sponsor. Program already has drawn such response that Western Union installed a special machine to relay telegram requests to studio on tape.

Frank M. Devaney, WMIN general manager, who negotiated the sale, said it represented one of the largest billings ever placed on the station. He declined to reveal the actual figure.

NARND DRIVE

For New Members Launched

PLANS for a nation-wide campaign to triple the National Assn. of Radio News Directors' membership within six months are completed. Joint announcement was made last week by Orrin Melton, KSOO Sioux Falls, S. D., NARND membership committee chairman, and Ben Chatfield, WMAZ Macon, Ga., the association's vice president in charge of membership.

Organized in 1946, NARND now has a membership of 150 radio newsmen. Membership applications and detailed information on NARND may be obtained from the organization's executive secretary, Soren Munkhof, WOW Omaha, or from any of the following area leaders appointed to conduct the drive on a state and regional level:

Region 1 (New England), Ron Cochran, WCOP Boston; Region 2 (New York, Pennsylvania, New Jersey), Bill Tompkins, WROW Albany; Region 3 (Maryland, Virginia, North and South Carolina, Delaware and District of Columbia), F. O. Carver, WSJS Winston-Salem, N. C.; Region 4 (Georgia, Alabama, Florida and Tennessee), Dale Clark, WAGA Atlanta; Region 5 (Indiana, Kentucky, West Virginia and Ohio), Tim O'Sullivan, WGL Fort Wayne; Region 6 (Louisiana, Arkansas, Mississippi and Oklahoma), Lee Coney, WLCS Baton Rouge; Region 7 (Illinois, Michigan, Missouri and Wisconsin), Bob Lyle, WLS Chicago; Region 8 (Iowa, Minnesota, North and South Dakota), Russ VanDyke, KRNT Des Moines; Region 9 (Nebraska, Kansas, Montana, Wyoming and Colorado), Bud Neble, KFAB Omaha; Region 10 (Utah, Washington, Oregon, Idaho and New Mexico), Wayne Kearl, KSL Salt Lake City; Region 11 (Texas), Pat Flaherty, KPRC Houston, and Region 12 (California, Nevada and Arizona), John Beck, KNX Los Angeles.

TRANSIT-WBUZ

72% of Riders Have Home FM

SURVEY completed by Transit Radio and WBUZ (FM) Bradbury Heights, Md., reveals 72% of commuters using radio equipped WM&A busses have FM radios in their homes. Questionnaire cards were distributed to bus line passengers asking for opinions on the service and suggestions for programming. Ninety-five percent of the commuters indicated their approval of "music while you ride."

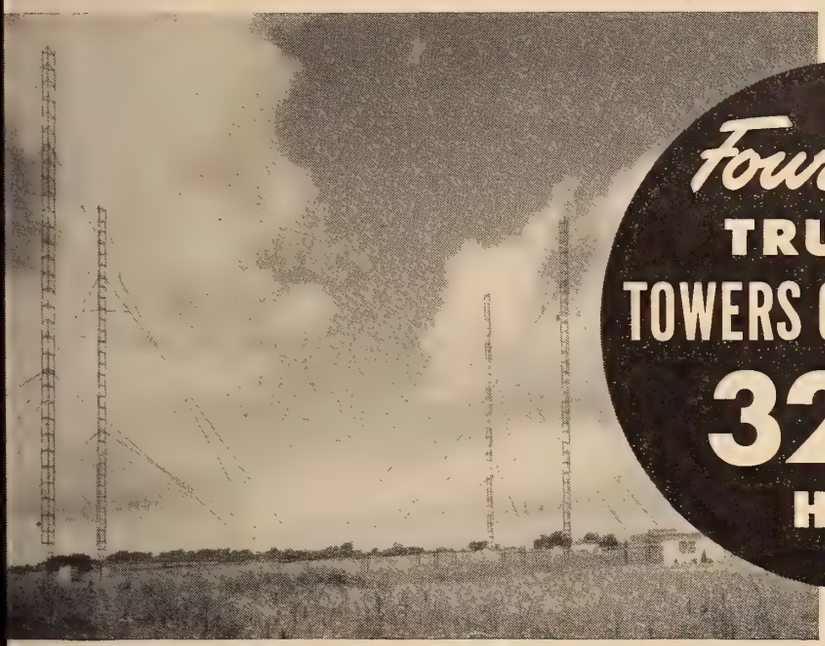
WBUZ has been broadcasting Transit Radio programming to the WM&A busses for approximately 30 days. By April 7, 35 busses will be radio-equipped. Plans are underway to complete installation on the balance of the motor line's vehicles within the next few weeks, the company reports.

Mighty in Massachusetts

WSAR at Fall River

● WSAR's 5000 watt signal delivers Mutual and Yankee Network shows to more than half a million listeners in the busy eastern Massachusetts-Rhode Island market. Its transmitter—located in nearby South Somerset—utilizes four Truscon Guyed Steel Radio Towers, each 329 feet high.

Rigorous Massachusetts winters, with strong off-the-Atlantic winds, presented serious structural problems to The Fall River Broadcasting Company, operators of WSAR. But, to Truscon Radio Tower engineers, here was still another opportunity to design and build the finest pos-



Four More
TRUSCON
TOWERS OF STRENGTH
329 FT.
HIGH

sible tower for the specific location. This installation is typical of the sturdy design, quality materials and skilled workmanship of hundreds of Truscon Radio Towers in the U. S. and foreign lands—towers operating under wide ranges of wind, temperature and humidity conditions.

Truscon Radio Towers are available in guyed or self-supporting types, with tapered or uniform cross-section, for AM, FM and TV. And, Truscon Radio Tower engineers are available for consultation at any time. Call the Truscon office nearest you . . . there is no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED
TOWERS



NARND

Major Issue at Chicago Meet Is Convention Site

NEW YORK was the most likely choice as a site for the National Assn. of Radio News Directors convention next fall as members of the board of directors arrived in Chicago Friday for a week end conference. Major business after selection of a convention city was scheduled to be revision of the constitution.

Twelve board members of the four-year-old organization were to hear and act on 11 committee reports. A preliminary study by the television group on the status of news departments in video stations was expected to be made. Early statistics show that 24 out of 25 stations surveyed have working news directors, 2.6 news writers and 1.2 news photographers. Nine stations operate local newsreels, and 15 use still pictures for telecasts.

The committee conducting a continuing study of press associations will issue a preliminary report on the four major wire services— AP, UP, INS and Transradio—and an overall summary later in the spring. Members analyzed news supplied by the wire services during the week of March 6 to 12, using criteria established by the U. of Denver Journalism School.

Results are being correlated by Richard Oberlin of WHAS Louisville, who supervised the study with Sheldon W. Peterson, KLZ Denver.

Members of the standards committee were to have suggested further NARND action on promoting state privilege legislation for radio newsmen as well as newspaper men. Confidence bills have been passed in Oregon, Indiana and Arkansas, according to Sig Mickelson of WCCO Minneapolis and NARND president.

Details of an extensive award system were to have been outlined, including plans to recognize "outstanding news work in one-man news departments, large independents, networks," and the "outstanding personality who has aided news reporting by radio and the top TV newscaster."

NARND officers are spearheading a campaign to triple membership in the next six months. Twelve division chairmen, for each section of the country, have been delegated to solicit new members (see story, page 62).

Members of the Chicago Radio Correspondents Assn., headed by Charles Ahrens of the United Press, were invited to attend a NARND cocktail party Saturday afternoon.

Board members slated to attend the Chicago meeting were:

Mr. Mickelson; Soren Munkhof, WOW Omaha, executive secretary; Jack Shelley, WHO Des Moines, first vice president; Ben Chatfield, WMAZ Macon, Ga., second vice president; Dave Kessler, WHAM Rochester, N. Y., treasurer; Bruce Barrington, KXOK St. Louis; James Bormann, WMT Cedar Rapids, Iowa; Ed Kirk, WPTF Raleigh, N. C.; Sid Pietzsch, WFAA Dallas; Fred Hinshaw, WLBC Muncie, Ind.; Robert Redeen, WOC Davenport, Iowa; John Hogan, WCSH Portland, Me.

25th Anniversary

THE TWO HENRYS and Gene will celebrate their silver anniversary on WSPD Toledo's *Abele Musicale* April 10. The program, a half-hour show featuring the same format of words and music as when it went on the air 25 years ago, is heard every Sunday. It has been sponsored for 22 years by the Abele Funeral Home, Toledo. In their quarter century on the air the Two Henrys and Gene have missed only one broadcast, WSPD reports.

NEWS PACT

KMPC, 'Mirror' Cooperate

COOPERATIVE news pact between KMPC Hollywood and the Los Angeles *Mirror* was jointly announced March 28 by Frank Mullen, station president, and Virgil Pinkley, newspaper publisher. Agreement takes effect today (April 4) and was kicked-off with an hour dedicatory program last Sunday.

Mirror and KMPC offices are connected by teletype and broadcasting lines. Station's news sources thus will be enlarged by the *Mirror's* reporters, radio cruise cars and special correspondents. Local news bulletins are to come from the *Mirror's* city desk throughout the day.

The *Mirror* already has a news and promotional agreement covering television with NBC's KNBH (TV) Hollywood.

ALFRED STEELE

Joins Pepsi-Cola Co.

ALFRED N. STEELE, former vice president in charge of U.S. sales of Coca-Cola Co., has resigned to join Pepsi-Cola Co., New York. He becomes first vice president in charge of sales and operations for Pepsi-Cola in the U.S.



Mr. Steele

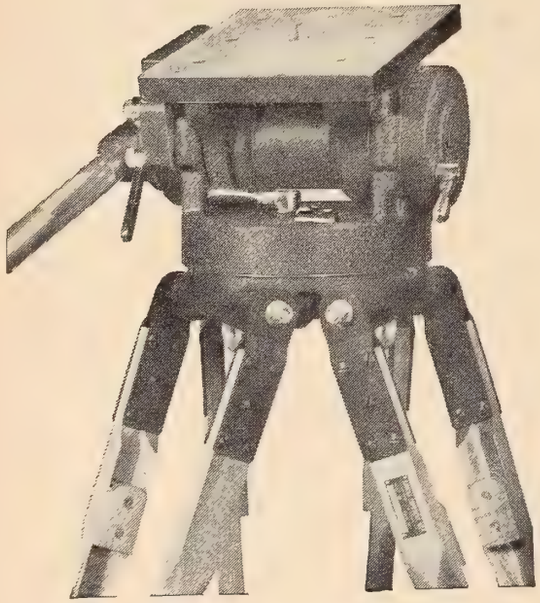
Before joining Coca-Cola four years ago, he was vice president in charge of the New York office of D'Arcy Advertising agency for seven years. In that post he was in charge of the Coca-Cola account.

NOW... *Floating Action!*

The "BALANCED" TV TRIPOD

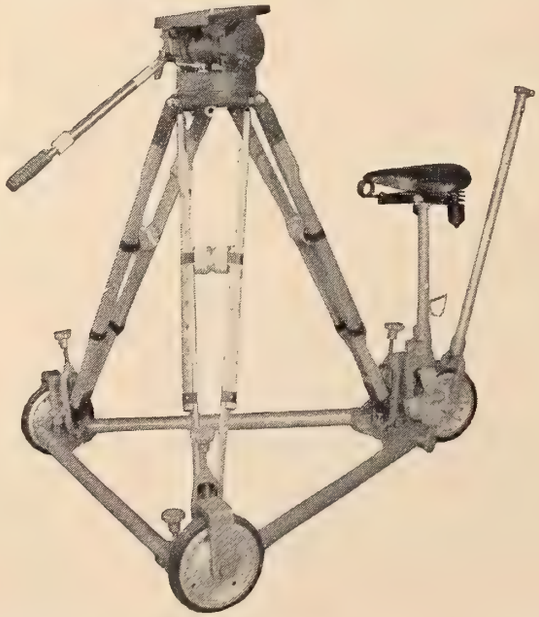
for all TV Cameras

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod. Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Everything Electrical to keep you on the air

—FROM ONE SOURCE:



dependable, convenient, helpful GraybaR

And we do mean *everything*. For Graybar can provide not only the whole gamut of equipment — *from mike to antenna* — for building or maintaining an entire AM or FM station; Graybar also is your best source of everything for *wiring, ventilating, signaling, and lighting* . . . for your entire structure and grounds!

Graybar is a *dependable* source. We've been serving broadcasters ever since 1925. We know the business. We have the nation's outstanding lines of equipment. Our supply service has expanded steadily and rapidly to the all-inclusive operation it is today. Like broadcasting service itself, Graybar service tomorrow will be even greater and better.

Graybar is a *convenient* source. No matter where you are in the U. S. A., one of our more than 100 offices (with warehouses) is near-by.

Graybar is a *helpful* source. Our Broadcast Equipment Representatives are well qualified to assist with technical recommendations. And our business philosophy of extra service to every customer is reinforced by the fact that Graybar is owned entirely by its operating and retired personnel.

Why not discuss *your* needs with the nearest Graybar Representative? *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

4935

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers below)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2, 18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant
(18) Machlett



In the list of Graybar locations below, the names and phone numbers of Graybar Broadcast Equipment Representatives in key cities are included:

LABAMA
irmingham

RIZONA
hoenix

RKANSAS
ttle Rock

ALIFORNIA
esno
ong Beach
os Angeles—R. B. Thompson
Trinity 3321
akland
acramento
an Diego
an Francisco—K. G. Morrison
Market 5131

OLORADO
enver

ONNECTICUT
artford
ew Haven

ELAWARE
ilmington

DISTRICT OF COLUMBIA
Washington

FLORIDA
Jacksonville—W. C. Winfree
Jacksonville 5-7180
Miami
Orlando
Tampa

GEORGIA
Atlanta—E. W. Stone
Cypress 1751
Savannah

IDAHO
Boise

ILLINOIS
Chicago—E. H. Taylor
Canal 4104
Peoria

INDIANA
Evansville
Hammond
Indianapolis

IOWA
Davenport
Des Moines

KANSAS
Wichita

KENTUCKY
Louisville

LOUISIANA
New Orleans
Shreveport

MAINE
Portland

MARYLAND
Baltimore

MASSACHUSETTS
Boston—J. P. Lynch
Kenmore 6-4567
Springfield
Worcester

MICHIGAN
Detroit—P. L. Gundy
Temple 1-5500
Flint
Grand Rapids
Lansing

MINNESOTA
Duluth
Minneapolis—W. G. Pree
Geneva 1621
St. Paul

MISSISSIPPI
Jackson

MISSOURI
Kansas City—R. B. Uhrig
Grand 0324
St. Louis—J. P. Lenkerd
Newstead 4700

MONTANA
Butte

NEBRASKA
Omaha

NEW HAMPSHIRE
Manchester

NEW JERSEY
Newark

NEW YORK
Albany
Binghamton
Buffalo
New York—F. C. Sweeney
Watkins 4-3000
Rochester
Syracuse

NORTH CAROLINA
Asheville
Charlotte
Durham
Winston-Salem

OHIO
Akron
Cincinnati—J. R. Thompson
Main 0600
Cleveland—W. S. Rockwell
Cherry 1360
Columbus
Dayton
Toledo
Youngstown

OKLAHOMA
Oklahoma City
Tulsa

OREGON
Eugene
Portland

PENNSYLVANIA
Allentown
Harrisburg
Philadelphia—G. I. Jones
Walnut 2-5405
Pittsburgh—R. F. Grossett
Court 4000
Reading

RHODE ISLAND
Providence

SOUTH CAROLINA
Columbia

SOUTH DAKOTA
Aberdeen

TENNESSEE
Bristol
Chattanooga
Knoxville
Memphis
Nashville

TEXAS
Amarillo
Austin
Beaumont
Corpus Christi
Dallas—C. C. Ross
Central 6454
Ft. Worth
Houston
San Antonio

UTAH
Salt Lake City

VIRGINIA
Norfolk
Richmond—E. C. Toms
Richmond 2-2833
Roanoke

WASHINGTON
Seattle—D. I. Craig
Main 4635
Spokane
Tacoma

WISCONSIN
Milwaukee

The Sky is the Limit



COMPLETE erection of 10 tons of supporting steel and FM-TV antenna—700 feet above street level.

ERECTION OF FM AND TV ANTENNAS AND TOWERS

B D N
STEEL ERECTING CO.
82 W. WASHINGTON ST.
Phone: FInancial 6-3496
CHICAGO 2, ILLINOIS

Production



BOB ALLEN, announcer at WDGY Minneapolis for past three years, has been appointed program director. Mr. Allen replaces **KEN CRANE**, who has joined WWSW Pittsburgh as operations manager.

BILL GEIB, former announcer and production man at WABF (FM) New York, has been promoted to program supervisor. Prior to joining WABF, he was an assistant director at CBS.

ELINOR LEE, director of women's activities at WTOP Washington since 1938, has been appointed director of community service.

RALPH D. WILLEY, program director of WKTY La Crosse, Wis., has resigned in order to take post of program director at KCRI Cedar Rapids, Iowa now under construction.

DANTON WALKER, Broadway columnist, is emceeing *Show Business, Incorporated*, NBC-TV variety show, which re-creates outstanding stage performances of past.

MARV CONN, formerly with WTCN Minneapolis-St. Paul, has joined WCCO in the Twin Cities, as announcer-sportscaster.

GRANT TURNER joins NBC *Grand Ole Opry* as announcer.

FRANK GOSFIELD, former video switcher at WBKB (TV) Chicago, has been promoted to director.

FRANCES ALEXANDER has joined continuity department of WPTF Raleigh, N. C., replacing **ALICE HOLLIDAY** who resigned to become program director of WCKB Dunn, N. C. **MARY GRAHAM** has joined WPTF's program department.

JACK GLEASON, WCTC New Brunswick, N. J., has received a citation from New Brunswick Exchange Club for valuable contribution to community life.

ANN MEDER PURRINGTON, formerly with WHYN Holyoke, Mass., has joined continuity department of WNOC Norwich, Conn.

TRENT CHRISTMAN, night supervisor of NBC Western Division and Joe Hoover, arranger, have had new song accepted for publication by Patmar Music. Song is entitled "What'll It Getcha?"

JOSEPH TERRY, producer of the *Charlie Starke Music Shoppe* on WINS New York, has been promoted to production manager.

ART JARRETT, former band leader and showman, has joined WCPO Cincinnati, Ohio, where he will conduct a 10 a.m.-12 noon record show. Mr. Jarrett also will be active in television when WCPO's affiliate WCPO-TV takes air next month.



Mr. Jarrett

RICHARD L. RIDER, former video producer at WBKB (TV) Chicago, has joined WLWC(TV) Columbus, Ohio, as production manager.

ARTHUR GODFREY, CBS radio and television star, was awarded a plaque from American Guild of Variety Artists for "invaluable services to the cause of bringing back vaudeville."

DON ROEDER, formerly with KCRC Enid, Okla., has joined announcing staff of WSAZ Huntington, W. Va.

ED BLEIER has joined WFBL Syracuse, N. Y., as producer-writer. Prior to joining WFBL he was with WNEW and ABC New York, and with WSYR-FM WNDR Syracuse.

ROBERT T. WEST, former announcer at WMAL Washington and WMGM New York, has joined WHLI WHLI-FM Hempstead, L. I. in same capaity.

TOM HANSERD has joined WSM Nashville, Tenn., production staff. He was formerly with stations in Columbia, Tenn., and Birmingham, Ala. In addition to his production duties, Mr. Hanserd will serve as relief announcer.

ALLAN KURMAN, former record librarian for KXLW Clayton, Mo., has joined announcing staff of KVER Albuquerque, N. M.

KEN OVENDEN, announcer at WEEI Boston, is the father of a boy, Geoffrey Bruce.

Brumm Joke Book

HOW TO WRITE YOUR OWN JOKES. By Walter Brumm, New York, Comedy World Publishing Co., 104 E. 40th St., New York. $1.

WALTER BRUMM, lecturer at the Gagwriters Institute, has written a new book, *How To Write Your Own Jokes*, which is being published by the Comedy World Publishing Co., New York. Book is the second in a series of *How To*—created by the National Laugh Foundation in cooperation with *Comedy World*, trade journal of humor business. Two others in the series are being planned.

NEWS PREFERENCES

IARNE Hears Swanson Report

PROF. C. E. Swanson, U. of Iowa, reported on his survey of news preferences at annual spring meeting of the Iowa Assn. of Radio News Editors a fortnight ago in Cedar Rapids. Refresher course on libel laws as they apply to newscasts in Iowa also was a feature of the meeting, attended by more than 50 radio newsmen.

Two stations in the host city, WMT and KCRG Cedar Rapids, were co-hosts at a cocktail party for the newsmen. IARNE members and guests attended finals of the Iowa state high school basketball tournament in nearby Iowa City at conclusion of the meeting.

FAR AWAY SPOTS

N. Y. Restaurant Uses WMBM

A FARSIGHTED advertiser is Oscar Lakowitz, owner of Soloway's restaurant on 7th Ave., New York. Not content to praise his fine food and service in the New York area alone, Mr. Lakowitz runs spots on WMBM Miami Beach, Fla. The restaurant does not, nor has it ever, advertised in any other medium, according to WMBM.

Credit for the long-distance sale goes to WMBM's *Dick Stern Show*, a remote broadcast from the Belmar Hotel, Monday through Friday. Mr. Lakowitz heard the show when in Florida and signed up for a series of spot announcements. His theory is to give New Yorkers a little touch of home they will remember upon their return.

Both sponsor and station were slightly startled, however, when they discovered a listener in New York. During one of the broadcasts, Dick Stern received a call from New York City from a listener with an unusually powerful receiver. For a 1 kw independent, WMBM thinks that reception should be reserved for engineer's tales, and will not be noted on its coverage map.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Encore

JUST REMINISCING

On Records: Ray Noble—Col. 38404; Jo Stafford—Cap. 15378; Jack Fina—MGM 10372; Barbara Brown—Varsity 125.

On Transcriptions: Buddy Weed—Associated; Frankie Carl—Lang-Worth; Novatime Trio—NBC Thesaurus; Hal Derwin—Capitol.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD



TUBES

- TRANSMITTING
- RECEIVING
- INDUSTRIAL
- SPECIAL PURPOSE

Guaranteed by WELLS

Brand new, standard make tubes by the thousands are ready for immediate delivery at the lowest prices in our history. Check this list for exceptional values in magnetrons, cathode ray tubes, voltage regulators, transmitting tubes and also neon, pilot and flashlight bulbs. Be sure to order enough for future needs directly from this ad or through your local parts jobber.

TYPE	PRICE
O1A	$ 0.50
OZ4	1.05
1B22	5.55
1R4/1294	.65
1R5	1.12
1S5	1.12
1T4	1.12
2C26	.55
2C26A	.70
2C44	1.25
2J22	14.85
2J31	14.85
2J32	14.85
2J38	18.95
2J48	16.55
2X2/879	.75
3A5	1.10
3B22	3.95
3B25	1.15
3BP1	3.75
3C24/24G	.49
3D6/1299	1.25
3E29/829B	3.95
3FP7	2.95
3HP7	2.95
3Q5	.95
REL-5	19.95
5AP1	3.75
5BP1	2.85
5BP4	3.95
5CP1	3.85
5GP1	6.55
5J23	14.85
5J29	14.85
6AC7	.95
6B7	.99
6C6	.75
6C8G	1.05
6C21	19.95
6D6	.60
6F8G	1.05
6H6	.52
6J5	.52
6L7	.90
6SG7	.95
6SL7	.65
6SN7GT	.85
7A7	.70
7C4/1203	.45
10/VT-25	.52
12A6	.35
12C8	.35
12SG7	.68
12X825, 2 amp. Tungar	2.95
FG-17	2.95
RK20A	4.95
REL-21	3.65

TYPE	PRICE
23D4 Ballast	.35
28D7	.45
30/VT-67 (For Walkie Talkies)	.95
33/VT-33 (For Walkie Talkies)	.95
34	.35
RK-34	.45
36	.55
37	.55
38	.55
39/44	.34
41	.55
45 Spec. VT-52	.55
46	.85
49	.75
EF50/VT-250	.65
RK60/1641	.65
72	1.10
CEQ-72	1.55
76	.55
77	.55
VR-78	.68
80	.41
83	.85
83V	.95
VR-90	.70
VT-90/8011	2.55
VR-92	.65
100R	3.45
FG-105	10.95
VR-105	.90
VT-127 English	.35
VT-127A Triode	2.55
VR-150	.70
VT-158	9.85
211	.65
215A	1.95
218	4.45
249C	2.95
282B	4.35
304TH	6.55
304TL	.90
316A/VT-191	.75
350B	2.55
371B	2.55
388A	6.45
417A	19.85
GL434A	4.95
446A	1.55
446B	1.55
GL471A	2.95
WL-530	24.95
WL-531	19.95
532A	3.55
GL-559	3.75
KU-610	7.45
Hy-615	1.25
WL-681	19.95
700B	9.95

TYPE	PRICE
700C	9.95
700D	9.95
702A	2.95
704A	1.95
705A	2.65
707A	19.50
707B	23.25
710A	2.15
714AY	9.95
RK-715B	7.95
717A	.90
721A	3.95
724B	4.25
725A	19.95
726A	19.95
801	.60
801A	.80
803	7.75
804	10.45
805	5.75
807	1.20
810	7.95
811	2.35
813	7.85
814	3.75
815	2.85
826	.49
829	3.25
829B	3.95
830B	3.75
832A	3.50
837	1.25
838	3.25
841	.55
843	.55
851	39.50
WL-860	2.55
861	34.50
864	.55

TYPE	PRICE
865	2.55
866A	1.40
869B	28.95
872A	2.45
874	2.15
884	1.50
954	.55
955	.55
956	.55
957	.55
1005	.45
1148	.40
1201	.95
1616	1.25
1619	.55
1624	1.25
1625	.45
1626	.45
1629	.45
1636	4.75
2050	.78
2051	.95
7193	.35
8011	2.55
8012	4.35
8020	3.25
9001	.70
9002	.65
9003	.55
9004	.55
9006	.55

Neon Bulbs for Radio Use

NE-2 Price Ea.	$ 0.06
NE-15	.06
NE-48	.24
NE-16	.24
NE-51	.06

Pilot and Flashlight Bulbs

STOCK NO.	MAZDA NO.	VOLTS	WATTS	BULB	BASE	PRICE EA.
350-40	64	6-8	E3 CP	G-6	DC Bay	$0.07
350-50	1820	28	.1 Amp.	T-3½	Min. Bay	.12
350-31	57	12-16	1.5 CP	G-4½	Min. Bay	.08
350-42	Spec.	12	6 Watts	S-6	Cand. Scr.	.13
350-20	1446	12	.2 Amp.	G-3½	Min. Scr.	.07
350-14	49	2	.06	T-3¼	Min. Bay	.06
350-15	3S6	120	3 Watts	S-6	Can. Bay	.11
348-22	PR-10	6	.5 Amp.	B-3½	Min. Flang	.05
350-18	1477	24	.17 Amp.	T-3	Min. Scr.	.16
350-55	323	3	(AIRCRAFT)	T-1½	953	.22
350-19	Proj. Bulb	120	500 Watts	T-20	Med. Pf.	1.45
LB-103	44 (Ruby)	6-8	.25 Amp.	T-3½	Min. Bay	.04
LB-102	1195	12-16	50 CP	RP-11	DC Bay	.14
LB-104	313	28	.17 Amp.	T-3½	Min. Bay	.11
350-24	12A	12	.09 Amp. 11	T-2	Tel Base	.18
LB-107	24-A2 W E	24	.75 Amp. 105	T-2	Tel Base	.18
350-63	S-14 ARGON	105	2½ Watt	Med.	Screw	.22
LB-109	TELEPHON TYPE NEON			T-2		.17
350-41	943	6-8	100 CP	G-16½	S.C. Pref.	.65
350-43	11A/T4C	18	.11 Amp.	T-4	Cand. Scr.	.14

Use This Page for Ready Reference

Manufacturers: We carry thousands of electronic parts in stock. Send us your request for quotations.

Distributors: Our standard jobber arrangement applies. Order directly from this ad.

WELLS SALES, INC.

320 N. LA SALLE ST., DEPT. BR, CHICAGO 10, ILL.

AD WEEK PLAN

Syracuse Observance Attracts Interest

ADVERTISING Week committee of Syracuse, N. Y., reports that it has been swamped with requests for information from other cities about the Syracuse observance of Advertising Week March 21-25. The committee, composed of representatives of the Syracuse Advertising and Sales Club and Syracuse U., carried out an extensive program to impress Syracuse area residents with the meaning of the week's slogan, "Better Living Through Advertising."

Exhibits prepared by Syracuse advertising agencies showing the steps in preparation of advertising were on display in the six Syracuse senior high schools. But the biggest display was in Hotel Syracuse, where entries in the First Annual Syracuse Advertising Award Contest were exhibited.

More than 400 pieces of advertising copy, including radio, newspaper, magazine, direct mail, display card and other types of advertising, were shown. Roy Porteous, promotion manager of NBC, New York, served as judge of the radio entries.

During the week advertising club members appeared before Syracuse service clubs to talk on advertising and explain the purposes of Advertising Week.

Several events on Friday climaxed the week's events. One was a forum at Syracuse U. Medical College in which five of the country's leading advertising and sales personalities discussed problems facing advertising today. Participants included Budd Gore, advertising manager, Marshall Field & Co.; Wesby R. Parker, vice president in charge of sales, General Foods Corp.; Theodore S. Repplier, president, Advertising Council; Harold H. Dobberteen, vice president and director of media, Benton & Bowles, and James A. Peckham, executive vice president, A. C. Nielsen Co.

Week's observance closed with a banquet Friday evening at Hotel Syracuse attended by more than 600 persons, including advertising and sales representatives from all parts of central New York. A feature of the banquet was the presentation of medals by Syracuse U.'s School of Journalism and College of Business Administration to four executives for outstanding service to advertising.

Those honored were Lee H. Bristol, Bristol-Myers Co. president, who was principal speaker at banquet; Neil H. Borden, Harvard Graduate School of Business Administration; Donald Belding, chairman of the board of Foote, Cone & Belding, and Gerald W. Cunningham, general mail order and advertising and sales manager of Sears, Roebuck & Co.

Another banquet feature was the presentation of a picture story of "Advertising's 50 Golden Years." The show, created by Curtis Publishing Co., Philadelphia, dramatized contributions of advertising to the American standard of living. Milo Boulton, NBC announcer, was narrator.

General chairman of Advertising Week in Syracuse was Leslie M. Beals, Carrier Corp. advertising director and sales promotion manager. Mr. Beals is vice president of the city's ad club.

BROTHERHOOD

Radio Donates Over $2 Million

AN ESTIMATED minimum of $2 million worth of broadcast time and talent was donated to the national Brotherhood Week campaign, Edgar Kobak, MBS president and chairman of the radio and television committee for the annual observance, reported last week.

Mr. Kobak's report, delivered by Ted Cott, vice president of WNEW New York and member of the committee, at a meeting in New York, described the observance as "the biggest Brotherhood Week, radio-wise, that has ever been known."

"As a radio man," Mr. Kobak's report said, "I take great pride in what the broadcasting industry has done. No one can tell what its contribution in time, talent, music, script, direction, sound effects, would be worth at commercial rates; but I think I am perfectly safe in giving you a bed-rock, minimum estimate of $2 million."

The meeting was held March 28 with Nelson A. Rockefeller, general chairman of Brotherhood Week, in charge.

DR. ALLEN B. DuMONT was guest of Erie (Pa.) *Dispatch*, licensee of WICU(TV) Erie, on March 29. He addressed local Kiwanis Club and was interviewed on station that evening.

Technical



JOHN TICEN, formerly with WKMO Kokomo, Ind., has joined WSAL Logansport, Ind., as chief engineer. **JOSEPH M. McCLAIN**, formerly of WIKB Iron Mountain, Mich., and WSOY Decatur, Ill., has joined station as assistant engineer.

DRS. C. H. TOWNES and **P. KUSCH** of Columbia U. have been appointed consultants to Microwave Standards Lab of National Bureau of Standards, Washington.

OTTO SEUFER has joined engineering staff of WHLI WHLI-FM Hempstead, L. I.

HOWARD BARRETT, formerly with WLAD Danbury, Conn., has joined technical staff of WNOC Norwich, Conn.

ED PICK has joined engineering staff of KWHK Hutchinson, Kan.

Turntable



CHARLES MICHELSON Inc., New York has announced six new stations have contracted for its *Blackstone, Magic Detective* transcribed show. They are: WLOL Minneapolis; KVOG Ogden, Utah; WSIX Nashville, Tenn.; WJJM Lewisburg, Tenn.; KFJI Klamath Falls, Ore.; and WHAP Hopewell, Va.

HAL TATE PRODUCTIONS, Chicago, has announced six stations have contracted for *Who's Talking*, syndicated feature. They are KSET El Paso, Tex.; WWCO Waterbury, Conn.; WAUX Waukesha, Wis.; WLCS Baton Rouge, La.; WGIV Charlotte, N. C., and WHBQ Memphis. Total of 17 stations now subscribe.

COOPERATIVE BROADCASTING Assn., Washington, has announced production of *Labor and the Nation* transcribed series. The once a week, 15-minute documentary is transcribed in Washington each Friday, and air-expressed to subscribing stations. Cost is set at 10% of Class A one hour national rate (SRDS), f.o.b. Washington. Minimum rate per program is $7.50.

The Answer to a Disc Jockey's Prayer

• • • •

by

DAVEN



It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuator without increasing the overall dimensions.

This switch may be used to:

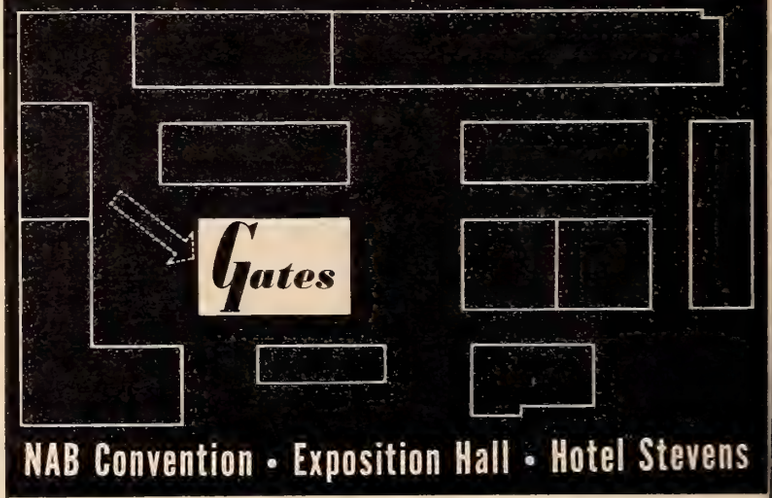
- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts.

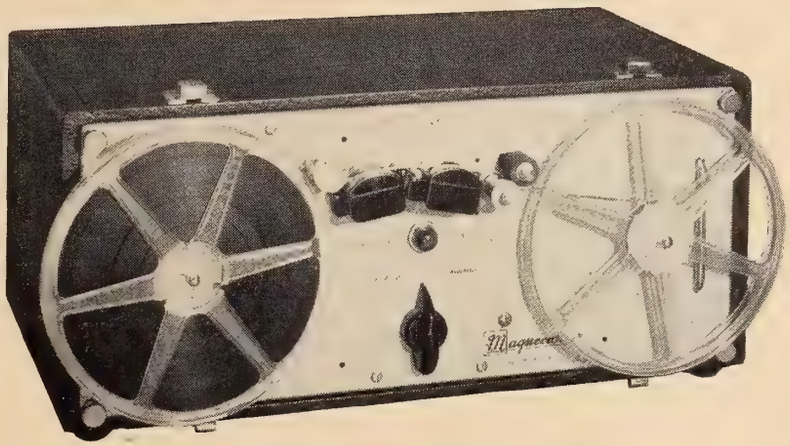
For further information write to Dept. BD-3

* PAT. PEND.





Stand By For Station Identification
of **MAGNECORD** *Equipment . . .*



SEE AND HEAR
THE SENSATIONAL

Magnecord

TAPE RECORDING
AT ITS BEST

NATIONAL ASSN. OF BROADCASTERS
Stevens Hotel Rooms 515A and 517A

MAGNECORD, INC. 360 N. MICHIGAN AVE., CHICAGO 1, ILL.

Allied Arts

J. GILMAN REID has been appointed chief of Engineering Electronics Lab. of National Bureau of Standards, Washington. He will direct research on electronic instrumentation, miniaturization, printed circuit processes and techniques, etc.

HENRY F. MARX, formerly of Lennen & Mitchell, has joined copy department of O'Brien & Dorrance, New York, sales promotion firm.

Equipment

ROY BOSCOW has joined Magnavox Co., Chicago, as general sales manager.

ELLIS L. REDDEN, former director of advertising and sales promotion for appliances, radio and television at Crosley Division, Avco Manufacturing Corp., appointed director of advertising and sales promotion for Motorola Inc., Chicago.

G. F. HESSLER, vice president of Graybar Electric Co., New York, has been named head of all company sales activities. **C. S. POWELL**, vice president, will have charge of appliance and communication lines, and **H. P. LITCHFIELD**, newly appointed general supply manager, will head all supply lines, under Mr. Hessler. Mr. Litchfield and **WILLARD HENGES**, district sales manager at Cleveland, have been elected to company's directorate.

CRESCENT INDUSTRIES Inc., Chicago, has announced production of new 45 rpm record changers.

Television

FILM EQUITIES Corp., New York, has opened an office in Los Angeles for production and distribution of TV film. New office is at 933 N. Seward; telephone, Gladstone 1625. **PAM BLUMENTHAL Jr.**, formerly independent motion picture producer, heads office as West Coast television representative. Firm planning to open branches in Chicago and Dallas. Former expected to be opened this spring; latter in fall.

WOMEN TOP LISTENERS

Audience in Two Illinois Counties Studied

WOMEN listen to the radio more than men—not only during the day but also in the evenings and on Sunday—according to a sampling of two central Illinois counties made by Dr. Charles H. Sandage of the U. of Illinois.

Bureau of Economic and Business Research of the U. of Illinois a fortnight ago released a bulletin in which Dr. Sandage reports on a study of radio listening in Champaign and McLean counties. The bulletin summarizes information gathered in two studies—one made in Champaign County in 1946 and the second conducted in McLean County in 1947. The latter study was supported by a substantial contribution made to the bureau by WJBC Bloomington, Ill.

Participants each recorded in a diary the stations to which their sets were tuned during each 15 minutes of the day for a given one-week period. Emphasis was placed on measuring quality as well as quantity of listening.

Individuals rather than families represent the base used for analysis. The number of listener contacts in Champaign County amounted to 266,112, and in McLean County, 398,160.

Listening by women was consistently higher than men in both counties and in all sections—urban, village and farm. Farm women listened more than urban and village women, having a seven-day average listening of 3.6 hours per day.

In educational listings, women with high school educations listened more than those with college backgrounds or grade school only. Among men, however, those with only grade school educations show the highest listening average.

Four clear channel stations in Chicago—WMAQ WGN WBBM WLS-WENR—and local community stations—WDWS Champaign, WJBC Bloomington and WMMJ Peoria—served as the source of most programs tuned in by those surveyed.

The community stations secured about as great a share of the total audience in their urban areas as was reported for any other single station. Their percentage of the village and farm audience was materially less than their share of urban listeners.

The pattern of listening to Chicago stations showed WMAQ most popular among urban dwellers; WLS - WENR – "overwhelmingly" leading among farm people, and WGN and WBBM relatively stronger among villagers than among either urban or farm residents.

Nearly 100 individual programs received special analysis in the bulletin. These were classified as news, religion, music, drama, audience participation and homemaking, and listeners were classified by education, area of residence, age and sex.

Only women listeners were included in comparing listening by educational groups. Some results in this comparison:

1. Women listeners on the average do not care especially for classical music, preferring semi-classical and popular offerings nearly 2 to 1.

2. Folk music (western and hillbilly) came out on top by 7 to 1 among women listeners having only grade school education.

3. Forum programs, such as ABC's "America's Town Meeting of the Air," found a larger percentage of their listeners in the college group. Two to three times as many college women listened to these programs as grade school women.

4. Commentators drew the greater proportion of their audience from the less educated group.

AMPEX

MANUFACTURERS OF THE WORLD'S

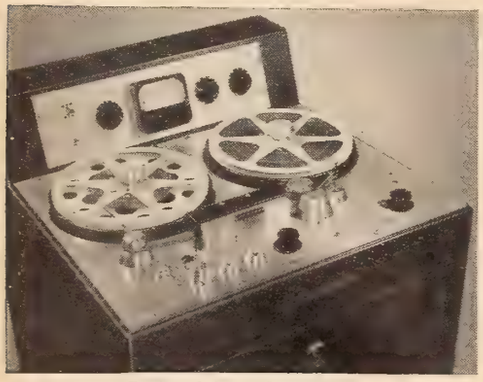
Finest Tape Recorder

PRESENTS

the NEW SERIES '300'

a worthy companion to the Famous Model 200

After 100,000 hours of continuous commercial operation by broadcasters and recording companies, the AMPEX MAGNETIC TAPE RECORDER has conclusively proved its overall superiority. Because of this fine instrument's ability to maintain a unique high-level of fidelity, the AMPEX TAPE RECORDER is now in continuous use by Bing Crosby, numerous other leading entertainers, the major networks and record manufacturers.



Designed for radio stations

Model '200' $3825 F. O. B. San Carlos, Cal.

Model '300' approx. $1500 F. O. B. San Carlos, Cal.



Designed for network and recording companies

THE NEW SERIES '300'

Precision engineered for faithful reproduction and unmatched service.

Speed: Operates at 15-7.5" per sec. from switch on top plate. ½-hour playing time at 15" per sec., hour at 7.5" per sec. New Model '300' betters NAB recommendations for over-all performance.

Frequency Response: Plus or minus 2 db. 50 to 15,000 cycles at 15" per sec., and plus or minus 2 db. from 50 to 7500 cycles at 7.5" per sec.

Range: Better than 60 db. dynamic range and less than 2% total harmonic distortion at operating point.

Models: Basic electronic and drive units available in portable, rack-mount, and console models. Console same dimensions as standard transcription-playback-turntable. A playback only unit available in console form. Write for completely illustrated brochure today!

ATTEND THE EXCITING AMPEX DEMONSTRATION AT THE NAB CONVENTION—April 6-12, Hotel Stevens, Chicago!

Manufactured by the AMPEX ELECTRIC CORPORATION, San Carlos, California

WORLD WIDE DISTRIBUTOR

AUDIO & VIDEO PRODUCTS CORP.

1650 Broadway, New York 19, N. Y. • Telephone PLaza 7-0780

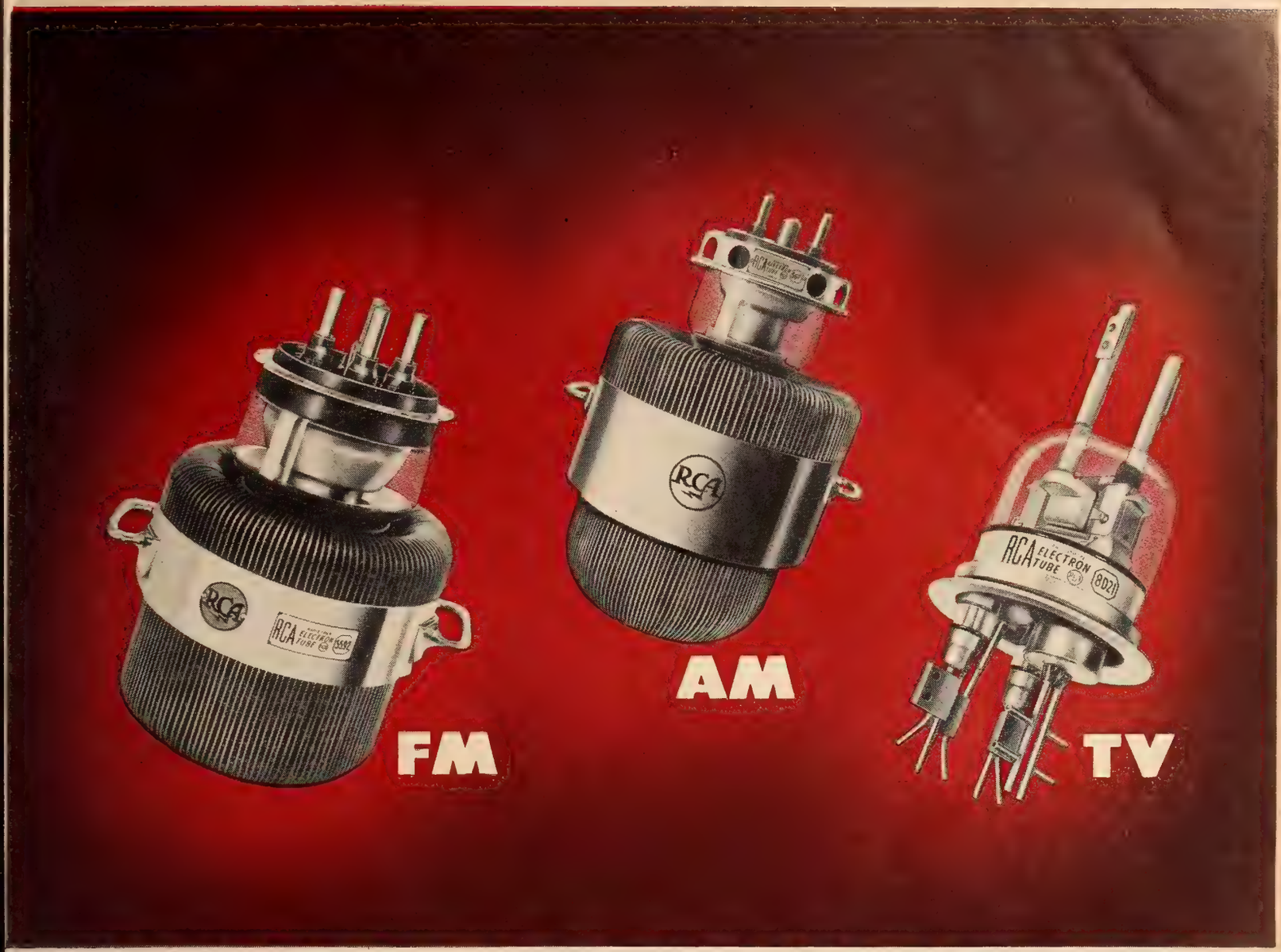
★

CALIFORNIA

BING CROSBY ENTERPRISES, INC.

1028 SUNSET BOULEVARD, HOLLYWOOD 46, CAL.

Telephone CRESTVIEW 11171



RCA-5592, *used in 50-kw FM transmitters*

RCA-5671, *with thoriated filament, used in 50-kw AM transmitters*

RCA-8D21, *used in 5-kw television transmitters*

RCA covers the field

RCA has the most complete and up-to-date line of tubes in the broadcast field.

RCA's years of experience in tube research and development have resulted in new and improved types for AM, FM, and TV broadcasting . . . tubes that have advanced the art of broadcasting in all its phases.

Year after year, RCA tubes have set the pace in quality, performance, and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy. That's why experienced broadcasters buy RCA tubes.

For your convenience, RCA tubes are now available from your local RCA Tube Distributor or directly from RCA. For information on any RCA tube, write RCA, Commercial Engineering, Section 37 DP-1, Harrison, N.J.



The world's most modern tube plant...
RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

HOW TO Save!

ON YOUR PROGRAM SCHEDULE PUBLICATION and MAILING

RADIOTIME

——Puts radio and television station schedules in one standardized easy-to-use publication.

——Eliminates the confusion and necessity of maintaining schedule files. — No lost schedules . . . no time wasted in filing and searching.

——Assures the advertiser and agencyman of current, up-to-date information.

——Gives your clients and prospects all the program facts in a single, complete book, WHEN they want it, and HOW they want it.

——Endorsed by timebuyers, agencymen and advertisers as one of the most valuable of service developments.

WRITE FOR
Sample copy and full particulars.

RADIOTIME, Inc.
53 West Jackson Boulevard
CHICAGO 4, ILLINOIS

Promotion



"SUCCESS story" ads, telling story of successful advertising over WMAR-TV Baltimore, are being placed by station on back page of *Baltimore Sun* every Saturday morning and evening. Reprint appears in Monday's papers as well. Featured in copy are name of advertiser, agency which placed account, and some testimonial by advertiser regarding his account.

'This Is San Antonio'

TO AID in promoting San Antonio and surrounding areas, KTSA San Antonio has distributed large airplane view map of city to agencies and advertisers. On back of map KTSA lists some statistics such as population and number of radio homes, plus statement that "KTSA is in the heart of the nation's 28th largest market. . ." Also included is its network affiliation (CBS), frequency and power.

Promotion Aid

AS PART of its campaign urging dealers to talk about *City Desk*, WTOP Washington is mailing series of 12 cards to Shell (gas and oil) dealers in the Washington area, who sponsor program. Each card urges dealers to "check the water, wipe the windshield, and tell 'em about 'City Desk'" Program is heard Mon.-Sat., 6:40 p.m. In addition card gives some event which WTOP news reporter Gunner Back has covered for Washington listeners.

Stamp Book

WNEW New York, beginning a philatelic program, *Adventures with Stamps* (Fridays 9-9:15 p.m.) March 25 sent books of commemorative stamp issues to radio editors as announcement of program.

The Big Fish

"GET the ones that get away!" is theme of latest WCCO Minneapolis promotion piece. Ad appeared in BROADCASTING, March 7, and has been made up into folder for distribution to agencies and advertisers. Illustration of the "big" fish backs up theme that WCCO covers the vacation listening area of the Northwest.

'Weekend in New York'

NEWEST promotion stunt for WCKY Cincinnati is its "Weekend in New York." Contest is conducted in conjunction with its women's show, *Mary Monroe*. The weekend is all-expense, and includes "hitting the high spots" of New York. First winners were Mr. and Mrs. Condit Brown of Wyoming, Ohio.

Personnel

GEORGE P. HERRO, publicity director at MBS Chicago, has been elected board member, Chicago chapter of Sigma Delta Chi, national journalistic fraternity.

MERCIA LEGERE, with CBS promotion since October 1947, has resigned to join *Life* magazine's "Modern Living" department.

HARRY RENFRO, director of public relations for KXOK St. Louis, has been elected commander of Veterans of Foreign Wars downtown St. Louis Post 6516.

NEAL HATHAWAY, manager of CBS program promotion division, is the father of a girl.

KWRE DEDICATED

Ware Heads New Daytimer

NEW daytime standard station, KWRE Warrenton, Mo., was scheduled to hold formal dedication ceremonies March 27, after being on program tests since March 9. Station operates on 730 kc with 250 w and is licensed to W. T. Zimmerman, operator of the local Vita Theatre.

Les Ware, former director of operations at KXLW Clayton, Mo., is general manager of the new outlet. He has been active in the planning and building of the station since Jan. 1. Station plans include remote studios at Washington, 20 miles south and St. Charles, 30 miles east, Mr. Ware announced. KWRE has contracted for the NBC library service and United Press radio wire. Station will be programmed with news and music and heavy emphasis on local service features and talent.

ANNENBERG CITED

For Radio-TV Advancement

FOR achievements as a publisher and contributions to the advancement of radio and television Walter H. Annenberg, Philadelphia *Inquirer* editor-publisher and owner of that newspaper's WFIL and WFIL-TV, was honored March 26 by the Philadelphia Club of Printing House Craftsmen.

Mr. Annenberg received the club's 1949 Gold Medal "Share Your Knowledge" Award, and his stations were cited for their news, education and entertainment programs in the public service.

Among distinguished guests attending the presentation were Frank M. Folsom, RCA president, and Mark Woods, ABC president. Presentation was made in connection with the club's 39th annual reception and dinner.

ZIV CONTEST

'Story' Winner Announced

WINNER of the $1,000 nationwide "Favorite Story Contest" has been announced by Frederic W. Ziv Co., Cincinnati, contest sponsor and producer of the transcribed package, *Favorite Story*. The cash award and trip to Hollywood as guest of Ronald Colman, show's star, was awarded to Mrs. Kathleen C. Jones of Birmingham, Ala.

The contest also featured competition for station promotion. This prize of $500 was awarded to KOIL Omaha, Neb. Donald Dahlberg is KOIL promotion manager. The Birmingham sponsor of *Favorite Story*, Burger-Phillips Department Store, awarded Mrs. Jones a spring wardrobe for her Hollywood trip. Prizes totaling $30,000 were offered local winners by individual sponsors across the nation.

* * *



Mrs. Jones receives the $1,000 grand prize check from W. R. Jenkins (l), advertising manager of Burger-Phillips. Approving presentation is Henry L. Luhrman of Ziv Co.

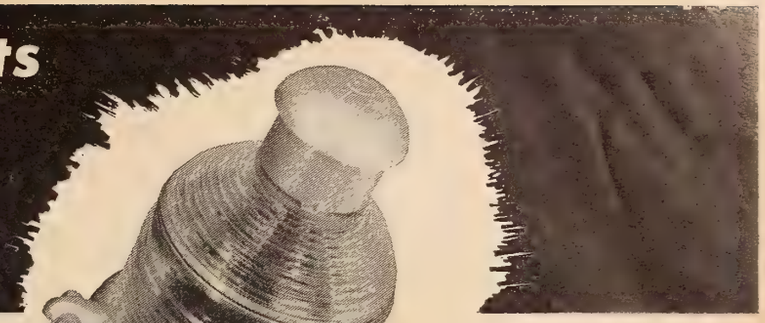
WHFC Cicero, Ill., has received national award given annually by American Legion for its cooperation with Legion activities.

FARMERS

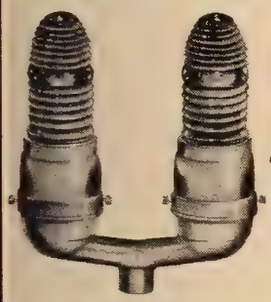
Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Lower Maintenance Costs
WITH H & P
TOWER LIGHTING EQUIPMENT!



For nearly a quarter century, Hughey & Phillips have developed and produced specialized tower lighting equipment. Many exclusive features, designed by H & P engineers, assure easy installation, low maintenance costs and dependable operation under all climatic conditions. That is why H & P tower lighting equipment is consistently specified by outstanding radio engineers and is furnished as standard equipment by most leading tower manufacturers.



OB-11M



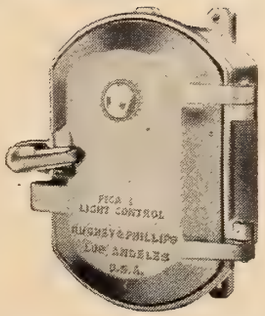
OB-10M

SINGLE and DOUBLE OBSTRUCTION LIGHTS

H & P Obstruction Lights are ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Drain port provides means of escape for condensation moisture. Designed to permit relamping without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.

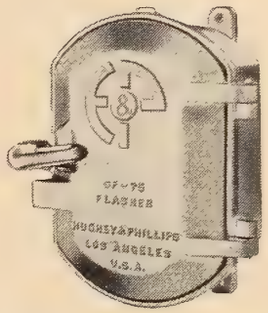
300 MM CODE BEACON

Exclusive rain-proof ventilator dome "circulates" the air, materially reduces internal temperature and prolongs lamp life. Concave base with drainage port at lowest point dissipates condensation moisture; prevents short-circuits. Color screen supports insulated with spun glass shielding for glass-to-glass contact, equalizes reaction to temperature changes and virtually eliminates color screen breakage. All parts readily accessible for adjustment or replacement. Neoprene gaskets used throughout for positive protection against dirt and moisture. CAA approved.



"PEC" Series Photo-Electric TOWER LIGHT CONTROL

Specifically designed for radio tower use. Set at factory to automatically turn lights on at 35 foot-candles; off at 58 foot-candles, as recommended by CAA. Completely self-contained in water-tight heavy cast aluminum housing. Circuits insulated throughout with low-loss insulation. High-wattage industrial type resistors. Tubes operated well below rating to insure long life. Fail-Safe: if any parts fail in service, lights automatically turn on.



SF-75 MERCURY FLASHER

H & P Mercury Flasher has only four moving parts which run in lifetime-lubricated ball bearings. No contact points to wear out. Gears cut from highest quality bronze. 3000 watt Mercury Konnector supplied with unit. Speed adjustment, 14 to 52 flashes per minute. Set at factory to operate 1 second on, ½ second off. Motor separately fused for continuous operation of lights in event of mechanical failure. Corrosion resistant aluminum alloy housing with provision for padlocking. Waterproof neoprene gasketing.

SOLD ONLY THROUGH JOBBERS AND TOWER MANUFACTURERS

WRITE ON YOUR LETTERHEAD FOR CATALOG AND NAME OF YOUR NEAREST H & P DISTRIBUTOR



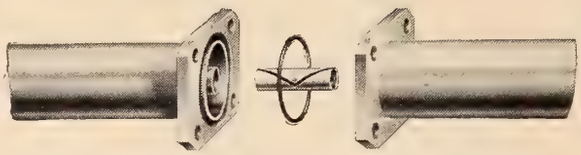
COMPLETE LIGHT KITS FOR A-2, A-3, A-4 and A-5 TOWERS INCLUDE EVERY ITEM ESSENTIAL FOR COMPLETE TOWER INSTALLATION

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION

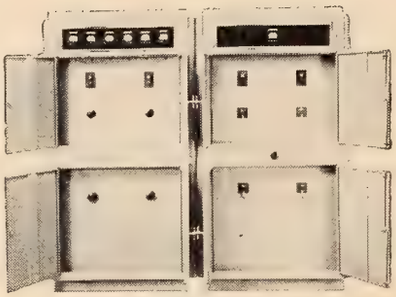
60 EAST 42nd STREET
NEW YORK 17, N.Y.

326 N. LA CIENEGA BLVD.
LOS ANGELES 36, CALIF.

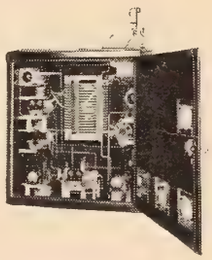
3 Reasons Why....
1455 AM-FM-TV STATIONS PREFER *Andrew* ANTENNA EQUIPMENT!



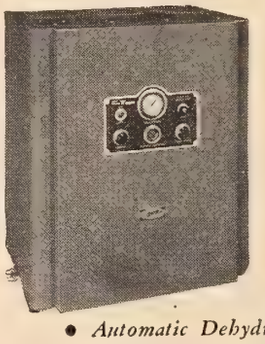
• *Coaxial Transmission Lines for AM-FM-TV*



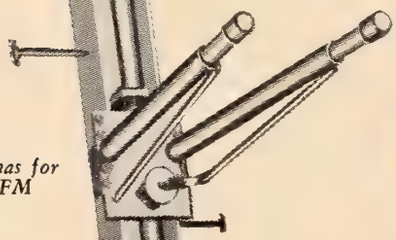
• *Phasing Units*



• *Antenna Tuning Units*



• *Automatic Dehydrators*



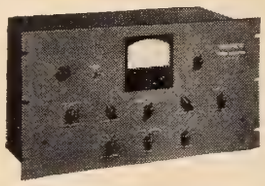
• *Antennas for TV-FM*



• *RF Inductors*



• *Tower Lighting Equipment*



• *Phase Monitors*



• *STL Antennas for TV-FM*

1. Andrew has consistently furnished broadcasters with a complete line of better designed and more efficient antenna equipment. The superiority of Andrew equipment is achieved and maintained by Andrew's great staff of skilled engineers – a larger group of antenna experts than in any similar organization.

2. The advice and experience of Andrew sales engineers are available *at no extra cost* to buyers of Andrew equipment. These engineers assist broadcasters with specific installation problems and give detailed instructions on how to use Andrew equipment most efficiently.

3. In addition, Andrew offers a complete installation service to broadcasters. The Andrew Broadcast Consulting Division will contract for all or any part of the installation of your TV, FM or AM station. This includes preparation of the FCC application, supervision of studio or transmitter building construction, selection and installation of equipment, final engineering adjustments and coverage surveys.

Want the most efficient antenna equipment for your station – plus a complete engineering service? Then take a tip from America's leading broadcasters and write Andrew today.

Write for new 1949 catalog

Andrew CORPORATION
363 EAST 75th STREET · CHICAGO 19

TRANSMISSION LINES FOR AM-FM-TV • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT
CONSULTING ENGINEERING SERVICE

ANDREW

Eastern Office: 421 Seventh Avenue, New York City

4A AGENDA

Over 350 Expected to Attend

FINAL program details for the 949 annual meeting of the Amer-an Assn. of Advertising Agen-ies at White Sulphur Springs, W. a., were announced in New York ast Tuesday.

Advance indications were that ore than 350 would attend the essions at the Greenbrier on April , 7 and 8, making it the largest umber of members and wives to ttend any AAAA resort hotel eeting.

Business sessions on Wednesday ill be for members only and are o include election of new officers, hree new directors-at-large and ix directors representing AAAA's ectional councils. The meeting hen will get on to its theme, "How Vill Advertising Meet the Chal-enge of the Shift from a Sellers' o a Buyers' Market?"

John P. Cunningham of Newell-Emmett Co., New York, and mem-er of the operations committee, ill disclose plans for a series of ew AAAA booklets on "The Fund-mental Truths of Advertising," ntended mainly for use among gency people.

Thursday afternoon will be de-voted to sports activities, includ-ing a golf tournament, with J. Davis Danforth of BBDO, New York, in charge. The annual dinner will be held Thursday evening —with no speaker. Music and dancing will follow.

Ethics in advertising will open the Friday discussions. Henry M. Stevens of J. Walter Thompson Co., New York, and AAAA secretary-treasurer, will first deal with the association's interchange of opinion. The interchange, in effect for more than two years, enables member agencies to register their comments on advertisements which they consider objectionable.

Clarence B. Goshorn of Benton & Bowles, New York, and vice chairman of the AAAA, will speak on "Good Ways Not to Get New Business"—a look at current violations of ethics in agency competition, mainly in solicitation practices.

Also listed for Friday is the joint ANA-AAAA "Freedom Forums" meeting to be conducted by Harding College, Searcy, Ark., at which Harding President George S. Benson will speak.

The final session Friday will unfold new aspects of advertising research. Samuel A. Stouffer, professor of sociology and director of the Laboratory of Social Relations at Harvard U., will speak on "Developments in the Social Sciences—What They May Hold for Advertising in the Future." Marion Harper of McCann-Erickson, New York, will then give "Practical Examples of the Social Sciences in Advertising."

On Friday, too, the closing luncheon will be addressed by Thomas D'A. Brophy of Kenyon & Eckhardt, retiring chairman of the AAAA board, who will deliver a keynote address.

VOICE' STATION

Contracts Awarded

CONTRACT for specifications for new Voice of America station by which the U. S. plans to beam programs over much of Russia, the Balkans and Central and Western Europe has been awarded to Paul F. Godley Co., consulting engineering firm, and Alfred D. Crosett and As-oc., architects and engineers.



Mr. Godley

The complete installation, ex-ected to cost approximately $2.6 illion, will include two 100 kw and our 50 kw transmitters, and a to-al of about 30 transmitting an-ennas. The station will be located Tangier in the International one of Morocco.

The assignment was awarded ointly by the State and National efense Depts. Completion is heduled for the fall of 1950. Paul Godley Jr., and Robert F. Holtz the Godley firm, of Upper Mont-air, N. J., are now en route to angier. Specifications are due by une 5 this year.

The station is to be designed to rovide suitable signals over sub-antially the entire area from the candinavian countries to southern nd southwestern Russia and into e near East.

WEBER NAMED

WMOB Mobile Manager

FRED WEBER, former vice president and first general manager of MBS and until recently a stockholder and manager of WDSU New Orleans, took over April 1 as manager of WMOB WMOB-FM Mobile, Ala. [BROADCASTING, March 28].

Mr. Weber has an option, subject to FCC approval, to buy half or all of the WMOB stock from Nunn Broadcasting Co., which operates WMOB and four other stations—WLAP Lexington, Ky.; WBIR Knoxville, Tenn.; WCMI Ashland, Ky., and KFDA Amarillo, Tex.

Dewey Long, former WMOB manager, has made no announcement concerning his future plans.

Commenting on rumors that the Nunns contemplate disposing of some of their radio properties to concentrate on television, Gilmore N. Nunn, president of the group, said:

"Such reports are purely rumor. We have initiated no such plan and do not anticipate an immediate entrance into the television field of any of the markets we serve. Because the Commission [FCC] is processing no television applications and making no television grants until their final plan of allocation has been promulgated, it would be impossible to develop any complete TV program at this time. . . ."

CHANGES CALL

CBS' KQW Becomes KCBS

ONE of the country's oldest stations, KQW San Francisco, changed its call letters yesterday (April 3). The key CBS station in the Bay Area is now KCBS, providing an unmistakable link in identity with the network.

CBS purchased a 45% interest in the station in August 1947 and acquired full ownership in February of this year. Arthur Hull Hayes, CBS vice president, is in charge of operations. The call letter change is being promoted by the network and station both on the air and in other media.

GEORGES RESIGNS

Leaves Dale Radio Post

BERT GEORGES, managing director of the Dale radio interests in New Hampshire, has announced his resignation effective April 16. Mr. Georges was named general manager of WHEB Portsmouth in May 1941 and was later promoted to vice president and director when the station was purchased by former Gov. Charles M. Dale.



Mr. Georges

Mr. Georges designed and supervised the construction of WKXL Concord and WFMI(FM) Portsmouth, also Dale stations. Prior to joining WHEB he had been in radio in Georgia and West Virginia. Mr. Georges has announced no plans.

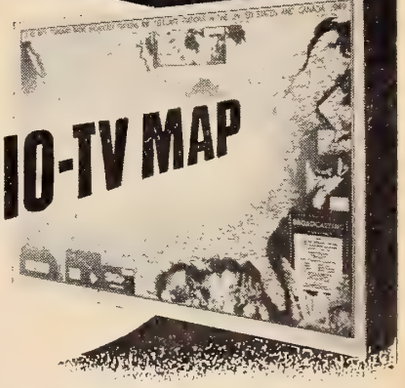
WITA Sale Approved

SALE OF 50% interest in WITA San Juan, P.R., was approved last week by FCC. Bernard and Elizabeth A. Rubeli transfer one-half interest in the 1400 kc, 250 w outlet for $25,000 to Ayuso Valdivieso, managing editor of San Juan's daily *El Imparcial*. Virgle and Gloria Meador retain 50% holding.

AGENCIES • ADVERTISERS • STATIONS

Available In Quantity

1949 RADIO-TV MAP



DESIGNED FOR PLANNING - SELLING

● This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province . . . time zones.

● You'll use these maps all year round to demonstrate coverage . . . plot network and national spot campaigns . . . for translating complex problems into simplified sales pictures.

YOUR 1949 RADIO-TV-PICTURE - 25" x 35"

● *Excellent for presentations - - visualizing markets - - charting sales territories, costs and volume - - ready reference at a glance.*

60¢ PER MAP 25"x35"

50¢ each 10 or more

40¢ each 50 or more

ORDER YOUR MAPS TODAY!

NAB Conventions

(Continued from page 30)

of sales promotion and display, National Retail Dry Goods Assn., will speak on local department store use of radio advertising. Lee Hart, NAB retail coordinator, will discuss "New Techniques for Successful Retail Radio," demonstrating her new copy-checking system designed to produce sales results.

Mr. Mitchell will give a talk on "Management's Responsibility to Radio's Selling Effort." Leo Cherne, of Leo Cherne Assoc., will forecast business developments. Mr. Goldman will discuss "Selling the Small Market Station."

Gordon Gray, WIP Philadelphia, chairman of the All-Radio Presentation, will lead a panel discussion on the film project. With him will be other members of the All-Radio group, including Lewis H. Avery, Avery-Knodel; Victor M. Ratner, CBS; Julian Haas, KARK Little Rock, Ark., and others.

Presiding at the Monday night FM session, a hard-hitting talk period during which all problems of the newer medium are to be discussed, will be Leonard Asch, WBCA Schenectady, chairman of NAB's FM Executive Committee.

Serving on an FM panel with Mr. Asch will be Mr. Willard, Ted Leitzell, sales promotion manager of Zenith Radio Corp.; W. R. G. Baker, General Electric Co. vice president, representing transmitters; Everett Dillard, WASH Washington and Continental FM Network president, representing the FM network viewpoint; Leonard H. Marks, FMA general counsel; William E. Ware, KFMX Council Bluffs, Ia., FMA president; Harold E. Blodgett, WCBA Schenectady; Linnea Nelson, chief timebuyer, J. Walter Thompson Co., representing the agency viewpoint; Sam Lesner, radio editor, Chicago *Daily News*; Paul Walker, member, FCC; Cyril M. Braum, chief of FCC FM Broadcast Division, Engineering Bureau; Frank E. Pellegrin, national sales director of Transit Radio.

FM members may bring up the matter of their status in NAB's administrative setup. With reorganization pending, FM is due to receive greater emphasis as the association shifts to a functional setup based on AM, FM and TV classifications.

Mr. Willard will preside Tuesday morning, with Frank King, WMBR Jacksonville, Fla., as chairman. Mr. King heads the NAB Public Relations Executive Committee. The morning will be devoted to public relations at the management level. Harold Fellows, WEEI Boston and NAB District 1 director, will speak on the topic, "PR in PRograms Means Public Relations."

Next topic is "News: Prestige Through Reliability," with E. R. Vadeboncoeur, WSYR Syracuse, chairman of the NAB News Committee, introducing Sig Mickelson, WCCO Minneapolis, president of the National Assn. of Radio News Directors. Richard P. Doherty, NAB director of employe-employer relations, will speak on "Employe Public Relations." Robert T. Mason, WMRN Marion, Ohio, will discuss the role of the broadcaster in the community with the topic "You and Your Town."

Panel Discussion

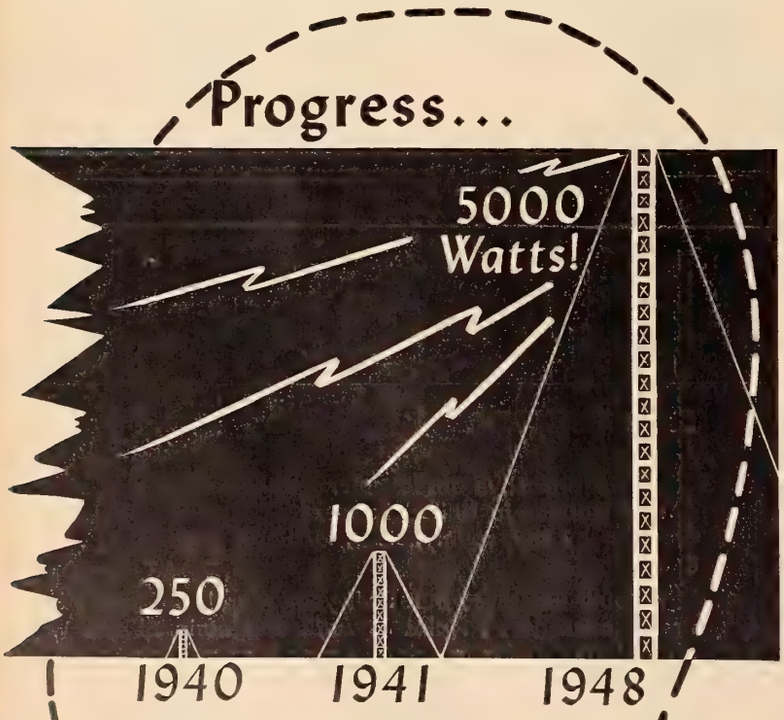
A panel discussion will present all those mentioned as well as Robert K. Richards, NAB director of public relations and publications, and Harold Fair, NAB Program Dept. director.

Judge Miller will preside at the luncheon, with the address to be delivered by Attorney General Tom C. Clark. Judge Miller also will preside at an afternoon business session. Speakers include Jose Ramon Quinones, president, Puerto Rican Broadcasting Assn., discussing "Broadcasting in Puerto Rico"; Carl Haverlin, BMI president, reporting on BMI and a BMB report, probably by Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president. Resolutions will wind up the meeting unless other matters are raised.

The annual banquet will be held Tuesday evening at the Stevens, with entertainment by BMI.

Final event of the convention is the television session Wednesday morning, in which operational problems of television networks and stations will be discussed by a panel of experts.

Presiding will be George B. Storer, president of the Fort Industry stations. Appearing on the program with him will be Terry Clyne, vice president of Biow Co.; Henry Grossman, CBS manager of television operations; E. Y. Flannagan, vice president in charge of operations, WSPD and WSPD-TV Toledo; Elaine Phillips, manager of film procurement for the Fort Industry television department, and Stanley Hubbard, president, KSTP and KSTP-TV St. Paul.



The whole history of KROD has been one of growth and progress—and service. In 1949 our power is 20 times what it was in 1940. There's just no better way to sell the vast El Paso Southwest market than 5000 Watt KROD, key station of the Southwest Network, CBS regional outlet, far-west link of the Lone Star Chain.

KROD
EL PASO, TEXAS

Dorrance D. Roderick
President
Val Lawrence
Vice-Pres. & Gen. Mgr.
Represented Nationally by
Taylor-Borroff & Co., Inc.

JOINS BIOW CO.

Alter Leaves Coca-Cola

SAMUEL A. ALTER, former assistant to the vice president in charge of bottling sales, Coca-Cola Corp., has joined the Biow Co., New York as a vice president. He will head the contact group on the Pepsi Cola account.

Prior to joining Coca-Cola, Mr. Alter was director of sales and advertising at Horlick's Malted Milk Co., and a client service executive for A. C. Nielsen's Chicago office.

WTHI JOINS CBS

Becomes Basic Affiliate

WTHI Terre Haute, Ind., will join CBS as a basic affiliate Sept. 23, it was announced last Monday by William A. Schudt Jr., network's director of station relations. CBS affiliates now total 181.

The station, operating on 1480 kc with 1 kw fulltime, is now an ABC affiliate. ABC said no plans had been made to replace WTHI in the area.

JOY RETIRES

Beeuwkes Is WDAS Manager

RETIREMENT of Leslie W. Joy as general manager of WDAS Philadelphia and the appointment



Mr. Beeuwkes



Mr. Joy

of Lambert B. Beeuwkes as his successor was announced by the station last week. Mr. Beeuwkes has been commercial manager of WDAS, a 250 w independent on 1400 kc, for two years.

In radio for 16 years, Mr. Beeuwkes formerly was with KYW Philadelphia. He also served for a time in the station relations department of MBS, and was formerly associated with *The Lone Ranger*.

Born and raised in Baltimore, Mr. Beeuwkes attended The Johns Hopkins U. and Baltimore Polytechnic Institute.

MILTON RACKMIL

Named Decca President

MILTON R. RACKMIL, executive vice president of Decca Records Inc., was named president of the company at a board meeting Tuesday. He succeeded Jack Kapp who died March 25.



Mr. Rackmil

Mr. Rackmil, one of the organizers of Decca with Mr. Kapp, said the past policies of the company, which have given it a strong economic position, will be continued.

Mr. Kapp's death was sudden. The day he died he reportedly appeared in a most happy frame of mind, one which was attributed to his just having signed Bing Crosby, an old Decca artist, to another long-term contract. At close of work, he entered a taxi and was stricken as the vehicle neared his New York home. He died an hour later in the presence of his wife and two friends, Nate Blumberg, president of Universal Pictures, and Jock Lawrence, vice president of the J. Arthur Rank organization.

NAB Exhibits

(Continued from page 27)

hese days are tape recorders and ranscription playback tables. They ill comprise much of the exhibit pace.

On the production and allied art ide, transcribed library services ill command interest, as will arious size records, including Co-umbia's 12-inch and 10-inch Micro-roove records. Broadcasters will e able to witness playing speeds f the standard 78 rpm, transcribed 3⅓ rpm and also 45 rpm, cur-ently sources of controversy in the ndustry.

Summary of equipment, space umbers assigned in Exposition Hall, and hotel suites taken:

Amperex Electronic Corp.

MPEREX will exhibit its new line f transmitting tubes for AM, FM, V, particularly tubes for tele-ision transmitters. Sam Norris, rm's executive vice president, will e in charge in Suites 560-61.

Andrew Corporation

FOUR new products for TV will be introduced at Exposition Hall by Andrew Corp., which now offers a complete TV antenna equipment package to telecasters. Highlighting the display in Space 2 is a scale model of the new Andrew TV transmitting antenna with single-ended feed system. A single-ended diplexer is also being shown. Other products making up the Andrew TV display include standard RMA flanged transmission line and accessories, tower lighting equipment and automatic dehydrator.

* * *

Collins Radio Co.

COLLINS will display in Space 7 its new 5 and 10 kw AM broadcast transmitter, as well as the latest 20T 1 kw AM transmitter and audio equipment, including the 212C console and a cabinet of amplifiers. FM equipment will be represented by the 737A 5 kw transmitter, 37M ring antenna and new 10 w FM transmitter for educational broadcasting (738A).

At the Collins exhibit will be Max Burrell, general sales manager; Bob Hollister, broadcast sales manager, and Harold Olson, Tommy Moseley, H. S. Killgore, John Stanbery and Carl Service. Technical assistance and advice will be given by John Green, Bob Essig, J. K. Knowles and Verne Mattison, all members of Collins' engineering department. Two Collins men—Messrs. Green and Essig—are scheduled to speak on "Automatic Selection of Broadcast Program Circuits." Collins has Suite 509.

* * *

Daven Co.

IN ADDITION to standard line of attenuators, Daven Co. will show these pieces of equipment in Space 8A: Video attenuators, RF attenuators, miniature attenuators, transmission measuring sets (types 10A and 11A), and knee-action switch. Personnel stationed at the exhibit include Lewis Newman and Edward L. Grayson.

* * *

Allen B. DuMont Laboratories Inc.

DuMONT Labs will occupy Space 9 in Exposition Hall. Attending from its television transmitter division will be Herbert E. Taylor Jr., division manager; Robert E. Kessler, assistant manager; James B. Tharpe, sales manager, and all district salesmen, sales engineers and other engineers scheduled to deliver papers. DuMont exhibit will be a complete model station, and will include several additions to its equipment line. Terminal facilities equipment and flying spot scanner are also included in model station setup with a total dollar value of approximately $130,000. On hand will be $200,000 remote truck, The Televiser.

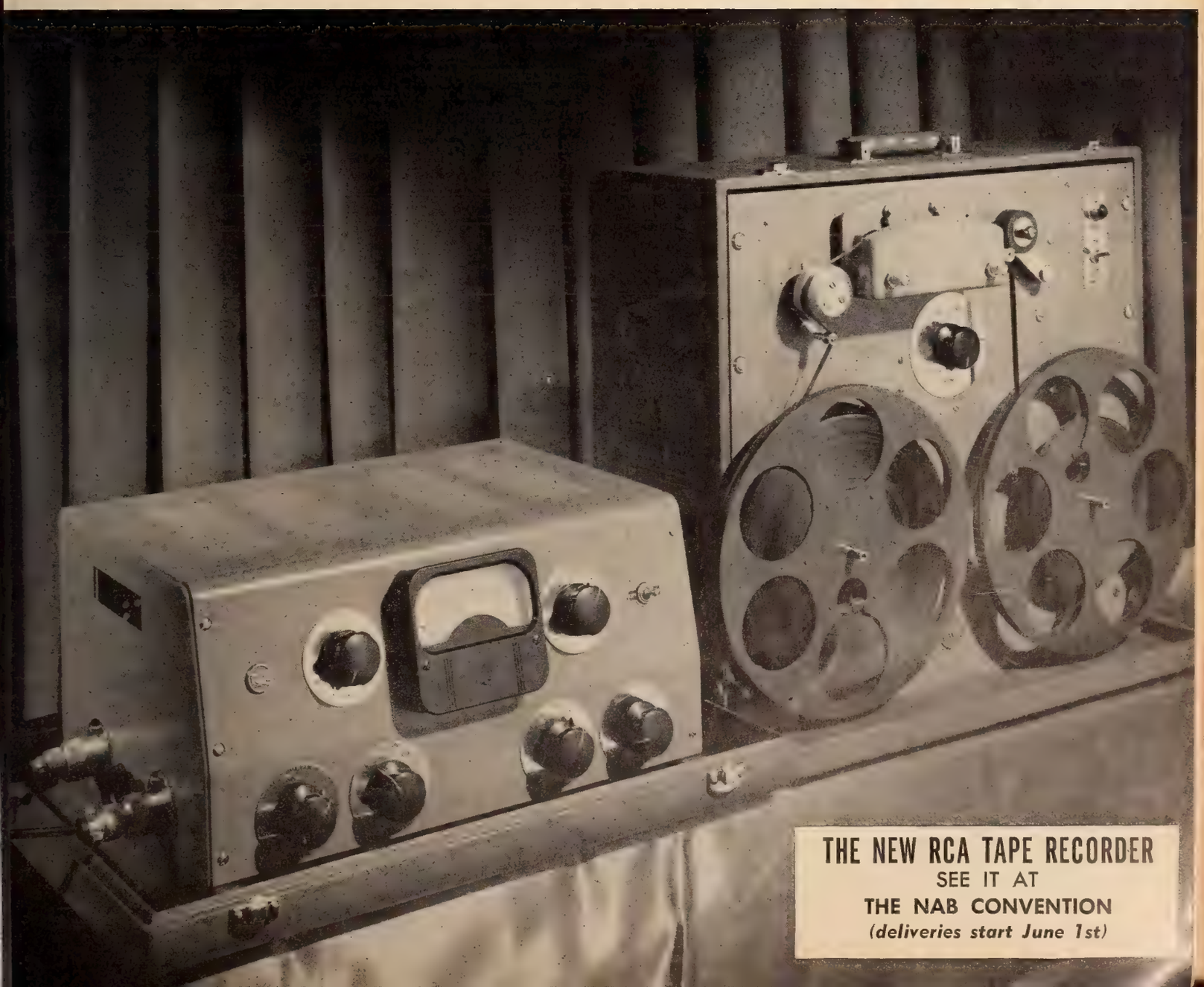
* * *

Fairchild Recording Equipment Corp.

JAY H. QUINN, sales and adver-

(Continued on page 78)

Advertisement



NAB Exhibits

(Continued from page 77)

tising manager of Fairchild, will be on hand to talk with management and engineering personnel in Suite 539A. He will demonstrate the Fairchild professional magnetic tape recorder. Other demonstrations will include disc recorders and synchronous transcription playback tables and lateral dynamic pickups with standard and microgroove cartridges. How synchronous or non-synchronous operation of one or more, or all, of the recorders is selected instantly with a single switch will be demonstrated, as well as the universal preamplifier-equalizer and unitized audio systems. Leon A. Wortman of the firm is also to attend.

Federal Telephone & Radio Corp.

PRODUCTS to be displayed by Federal Telephone & Radio Corp. in Space 8 at the convention will be the following: Television transmitter, TV antenna, flying spot scanner, television STL link, FM STL link, FM dummy antenna, field intensity meter and transmitting and rectifier tubes.

Company's representatives to attend: A. W. Rhinow, C. J. Harrison, E. F. Giguere, H. M. Cole, G. R. Winston, J. C. Giguere, R. P. Lamons, J. J. Kircher, G. G. Scott and Crump Smith. Federal also will maintain Suite 534.

Gates Radio Co.

GATES Radio Co. will occupy Space 6 of the heavy equipment exhibit, directly off the main entrance. For the first time, firm will show its new matched control line of speech input equipment featuring apparatus for AM, FM, TV and new control desks with mountings. Gates also will display its new 10 w FM transmitter designed for educational service (Model BFE-10). Also slated to be introduced are the company's combination 250-1,250 w transmitter and BF-1A 1 kw air-conditioned AM transmitter. Other items include continumatic dynamote portable amplifier for both battery and AC operation and new transcription turntables. Personnel to be stationed at the exhibit include F. W. Wentura, chief engineer in charge; Fred Grimwood, sales manager; L. I. McEwen, executive vice president; Bill Parker, in charge of FM design; Norbert Jochem, audio design; Fred Damm, directional phasing equipment design; Bob Ware, Midwest sales engineer; O. J. McReynolds, Washington zone manager; Bob Kuhl, South Central zone manager.

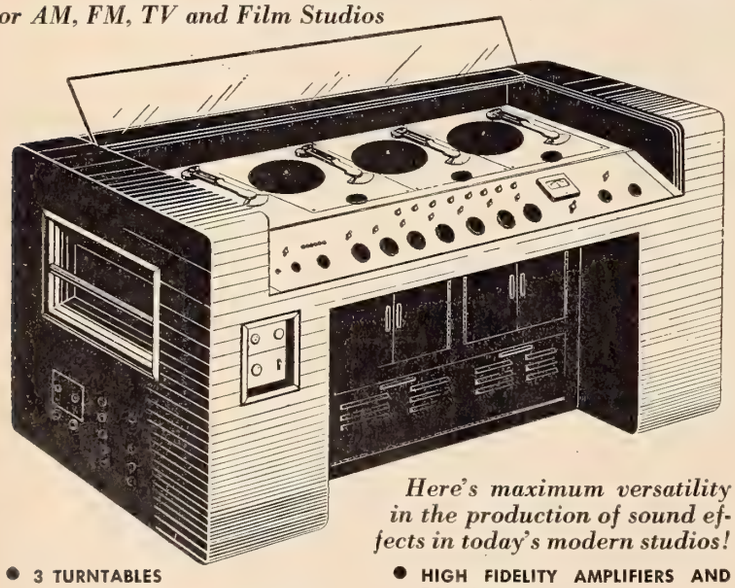
General Electric Co.

Personnel data and plans not available. GE will occupy Space 12.

THE NEW GRAY

SOUND EFFECTS CONSOLE

for AM, FM, TV and Film Studios



Here's maximum versatility in the production of sound effects in today's modern studios!

- 3 TURNTABLES
- CONTINUOUSLY VARIABLE 10 TO 130 RPM
- 4 SPECIAL TONE ARMS
- ACCURATE CONTROL FOR FADING, LAPPING, VU REGULATION AND GAIN
- HIGH FIDELITY AMPLIFIERS AND EQUALIZERS
- TRANSPARENT SCRIPT RACK
- AMPLE STORAGE SPACE
- RUGGED CONSTRUCTION

Please ask for descriptive bulletin 1001

THE GRAY RESEARCH & DEVELOPMENT COMPANY, Inc.
16 ARBOR STREET • HARTFORD 1, CONN.
W. E. Ditmars, President

Gray Research & Development Co. (Div. of Gray Mfgr. Co.)

A TELEVISION optical slide projector—the Telop—will be one of the products to be displayed by Gray Research & Development Co., Hartford, Conn. Used with TV film cameras, the projector (type T-101) can be used for flashes of newsphotos, temperature or time, station and sponsor identification, titles, announcements and aides to lecturers. Motto for product: "Pattern time is revenue time." Firm will also display variable speed sound effects turntable and transcription equipment. Arthur H. Jones, vice president of company, will be in charge of the exhibit in Room 547.

Graybar-Western Electric-Machlett Labs.

WESTERN Electric's complete line of radio broadcast tubes, manufactured by Machlett Labs, will be displayed by Graybar Electric in Space 4 of Exposition Hall. Included in exhibit is a newly-developed high-power thoriated cathode tube for use as single output tube in 25 kw television and 50 kw FM service. New automatic seal water jacket, now available for use with this new tube series, also will be featured. Suites 504A-05A-07A have been assigned to Graybar-Machlett-Western Electric.

Magnecord Inc.

COMPLETE line of magnetic tape recording and reproducing equipment, especially designed for broadcast use, will be displayed in Suite 515A-17A. Equipment is of unit construction and various combinations will be shown. In addition, new models incorporating some suggestions by broadcasters will be demonstrated. R. J. Tinkham, president; C. G. Barker, vice president in charge of sales, and J. S. Boyers, chief engineer, will attend.

Presto Recording

PRESTO's exhibit will occupy Suite 553 in the Stevens. Personnel on hand will include George J. Saliba, president; Thomas B. Oldrich, sales manager, and John Strampfer, production engineer. New products to be displayed and demonstrated, in addition to the usual line, are Presto's new tape recorder and gear-driven turntables for both recording and transcription. Playback equipment comprises 16-inch turntable, 12-inch speaker and 10 w amplifier, all contained in floor cabinets.

Radio Inventions

RADIO INVENTIONS, in cooperation with Stewart-Warner, will occupy Space 5, with the exhibit to show facsimile transmitting and receiving equipment. Typical facsimile programs will be produced by an editorial staff in the exhibit space and will be transmitted by a General Electric dual console facsimile transmitter to one of the local Chicago FM stations. Program then will be multiplexed over FM transmitter by a system which superimposes facsimile signal on the sound signal with no degradation of full 15,000 cycle tonal range, according to firm. Programs thus transmitted will be picked up in exhibit space on recorders manufactured by GE, Bunnell Mfgr. Co. and a new display model to be introduced there by Stewart-Warner Electric Co.

As a further demonstration of facsimile speed, pictures will be taken of broadcasters viewing equipment with the new Polaroid camera. Prints will be taken directly from camera and transmitted by facsimile.

Those who will attend include J. V. L. Hogan, president of Radio Inventions, who will deliver a paper on facsimile before the engineering conference; Elliott Crooks, vice president; Roscoe Kent, special representative; Frank Hester, chief engineer; and John Long, John V. Hogan and John Smith of company's engineering staff.

Radio Corp. of America

RCA will display what it claims to be its greatest broadcast and television display in history, assembling everything from microphones to antennas for AM-FM and TV for the convention. All 21 field representatives of RCA's broadcasting section of the engineering products department, together with chief development engineers and members of firm's Camden sales staff, will attend. RCA display will occupy Space 11 (3,000 square feet) and feature three model studio layouts, including one with TV equipment as part of RCA's new "Basic Buy" package. W. W. Watts, vice president in charge of engineering products department, also may attend.

Exhibits will include new portable and console tape recorders, kinephoto equipment, remote TV switching system, video test equipment, new 5 kw FM transmitter, film projection equipment. Special demonstrations of LC-1A duocone loudspeaker, new 50 kw FM transmitter tank circuit and 45 rpm record-playing system will be highlighted.

RCA-Victor will maintain Suites 504-05-07. The probable list of personnel attending the convention:

T. A. Smith, general sales manager; A. R. Hopkins, products mgr., broadcast section; M. A. Trainer, merchandise mgr., Broadcast and Television Studio Equipment; Dana Pratt, merchandise mgr., Broadcast and Television Transmitters; C. M. Lewis, sales manager of Field Sales Group, and these members of the Field Sales staff: Walter Varnum, Kansas City; W. L. Bittel, Camden; E. W. Bonslett, Chicago; P. H. Clark, Chicago; E. Frost, Los Angeles; L. W. Hasseler, New York; J. E. Hill, New York; A. Josephsen, New York; J. H. Keachie, Cleveland; F. D. Meadows, Indianapolis; P. G. Walters, Atlanta; F. J. Kelley, Dallas; E. Miller, New York; D. E. Newborg, Cleveland; R. J. Newman, San Francisco; J. L. Nickels, New York; M. R. Paglee, Dallas; R. J. Palmisano, Atlanta; J. P. Riley, Atlanta; E. C. Tracy, Chicago; E. J. Meehan, Camden; J. P. Taylor, manager, Advertising and Sales Promotion; W. O. Hadlock, advertising; M. L. Gaskill, advertising; V. E. Trouant, broadcasting engineering; J. E. Young, broadcasting engineering; J. H. Roe, television engineering; R. V. Little Jr., sound engineering; E. S. Clammer, broadcast sales; F. E. Cone, television engineering; L. E. Anderson, television engineering; H. E. Gihring, television engineering; W. E. Stewart, audio engineering; W. J. Poch, television engineering; P. B. Reed, sales administration; H. S. Walker, RCA, Canada; R. J. Smith, television and broadcast engineering; O. O. Fiet, broadcasting engineering; T. U. Foley, broadcasting engineering; and others.

Raytheon Mfg. Co.

RAYTHEON Mfg. Co. will occupy xhibit Space 3 (on center aisle). ttending will be Ray C. Ellis, vice resident; James J. Tynan, sales anager, and Leonard A. Rooney, ohn S. Spargo and William E. eill. Firm will display "rack" ems, to be installed in a closed ack cabinet to show equipment as ctually used. Firm plans to show or first time a brand new item to roadcast line, in addition to fol- owing equipment: RTR-1A trans- itter and receiver (television re- ay), TV camera chain, a Raytheon ransmitter, RFW-B sectional FM ntenna, RC-11 studio console, PC-40 consolette, RL-10 limiting mplifier, RM-10 monitoring am- lifier, RP-10 program amplifier, Z-10 four channel (plug-in type) reamplifier, RPL-10 line amplifier, oltage stabilizers, mobile equip- ent, and television receivers.

Stewart-Warner Electric Div. Stewart-Warner Corp.

IRST commercial display-type acsimile receiver will be exhibited y Stewart-Warner in cooperation ith Radio Inventions Inc. Re- eiver will consist of a recorder, acsimile amplifier and multiplexer, M receiver and loudspeaker built to a display-type cabinet, and be pable of completely unattended peration during a period of a week more. Programs will be origi- ated from Radio Inventions fac- mile console in the exhibit, and ansmitted via telephone lines to local station (WMAQ-FM). Mul- plexed combined facsimile and und program will be received back Exposition Hall booth. Space 5 site of S-W exhibit.

Westinghouse Electric Corp.

ESTINGHOUSE will exhibit its ew 50 kw AM transmitter in Space) at Exposition Hall through its ndustrial Electronics Division. edesigned to include late engi- eering developments, new trans- itter makes operation easy and ccurate by installation of complete otor-driven controls and indica- rs on front panels of cubicles for details see transmitter story). Company's representatives at nvention are headed by F. W. ischer, supervisor of communi- tion sales; Irving Mager and W. . Crawford, sales department per- nnel; and such district electronics gineers as A. D. Massey, St. ouis; G. B. Saviers, Pittsburgh; . Brasseur, Chicago; M. R. riggs, division engineer; T. M. oomer, section engineer; and . B. Tharp, C. K. Hooper, and . F. Williams, all engineers. ites: 556-A-57-A.

Wincharger Corp.

INCHARGER CORP.'s display ill consist of a radio tower, FM ntenna and exhibition of lighting uipment. Attending will be M. . Lasensky, sales manager; Al ilton, assistant sales manager, d other sales staff members in- uding Ben Farmer, Warren Coz- ns, Henry Geist, William Taylor d Hollis Joy.

Production & Other Allied Exhibits

Associated Program Service (Div. of Muzak Corp.)

ASSOCIATED is basing its exhibit presentation in Suite 509A on the "platform that transcribed library service should provide . . . stations' clients with musical material designed expressly for radio broadcasting and for commercial radio programming." To emphasize this purpose dramatically, Associated has prepared an eight by ten feet display (along the wall). In center section will be a station log covering full seven-day week and hourly periods from 6 a. m. to 12 midnight. Each of company's shows that deal with script features will be inserted in log. Entire center will be lighted fluorescently. Two side sections will contain a listing of major classifications of Associated music, each coupled with names and silhouette picture of one of the artists in classified groups. On opposite wall, a similar display will show pictures of key artists and appropriate caption.

Associated will have playback, sample discs, promotion literature, and special brochures introducing latest script feature, *The Stars Sing*. A hostess will receive and register guests, also pinning gift corsages on women visitors. Personnel will comprise Bert Lown, vice president in charge of station relations; Richard S. Testut, vice president and general manager; John J. O'Connell, account executive; Leslie Biebl, continuity director.

* * *

Broadcast Music Inc.

BMI will occupy the main foyer of Exposition Hall, with headquarters in Suites 537A, 536A, 535A. Exhibit will include the actual presentation of BMI's logging department, entitled "Operation Log." Complete exhibit shows overall scope of BMI's position in the broadcasting industry, with display emphasizing in the form of charts and graphs the steps involved in BMI activities. Steps are (1) breakdown of music catalogue, (2) specific services as programming aids to broadcasters, (3) number and type of broadcasters licensed by BMI, (4) manner in which BMI selects its monthly sample for logging and (5) actual logging process, employing use of latest electronic accounting and tabulating machines. This exhibit will be located in the main foyer, adjacent to the Stevens Hotel's Exposition Hall.

Representatives at convention: Carl Haverlin, president; Sydney M. Kaye, co-chairman of the board, executive vice president; Robert J. Burton, vice president in charge of publisher relations; Roy Harlow, director of station relations; M. E. Tompkins, president, Associated Music Publishers; Ralph Wentworth, Glenn Dolberg, James Cox, Al Marlin, Lin Pattee, Ken Sparnon, Dorsey Owings, Israel Diamond, M. H. Shapiro, Hy Reiter, Harold Orenstein, Miss C. Brewster, Miss V. Hanover.

* * *

Capitol Transcriptions (Div. of Capitol Recorders Inc.)

ATTENDING Capitol's exhibit in Suite 502 will be Walter B. Davison, manager; Bill Young, East Coast; Jack Barton, Midwest, and Cliff Ogden, Pacific Coast. Space and spread of exhibit will be reduced at convention compared with last year's, according to Mr. Davison.

* * *

Columbia Records Inc. (Subsidiary of Columbia Broadcasting System Inc.)

HIGHLIGHT of Columbia Records' exhibit in Room 548A will be the new Long-Playing Microgroove transcription. The 12 inch record offers 20 minutes of program on each side. Several samples of quarter-hour shows and spot announcements will be offered, too, to demonstrate transcriptions of commercial programs. Columbia's 10-inch Microgroove record (13 minutes on each side) also will be exhibited.

Columbia representatives attending the convention include Robert J. Clarkson, general manager; Girard D. Ellis, Chicago office manager; William H. Wheeler, Hollywood office manager, and William S. Bachman, director of engineering research and development.

* * *

Encyclopedia Britannica

OFFICIALS of the firm have indicated they would maintain exhibit space (4A) at the convention, "because of the consistently increasing use of (the encyclopedia) and the accompanying services by the broadcasting industry." No details were furnished.

* * *

Harry S. Goodman Radio Productions

IN CONNECTION with its new program, *Jump Jump of Holiday House*, Goodman Productions will distribute more than 1,000 hand-dressed, hand-painted dolls to convention delegates. In addition, two professional models dressed as "Jump Jump" will assist with display, parading through Convention Hall. Also slated for introduction are Goodman's new Cole Musical Library and TV film spots. Firm will have a projection machine and complete series of 51 *Weather Forecast Jingles* which have been reproduced on 16mm film in Kodachrome. Other television features will be shown, as will the new series, *Rendezvous with David Ross*. Jim Ameche will be on hand to greet station men in connection with new

(Continued on page 80)

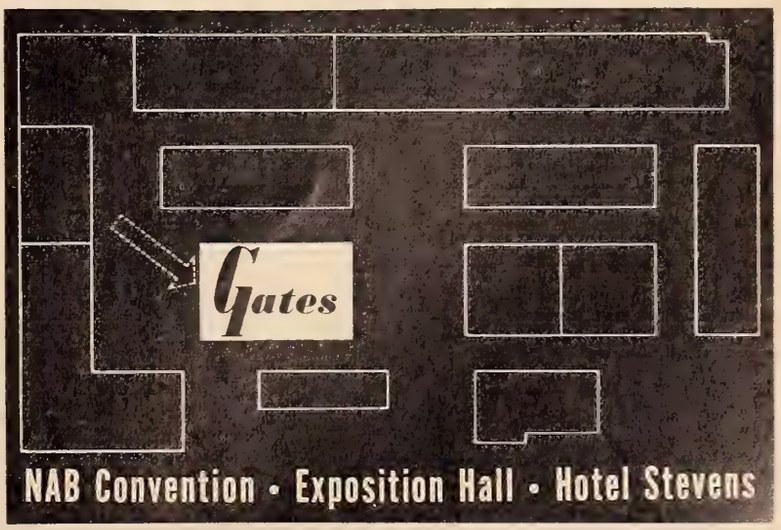
'KEEPING WELL'
WFBR Series Marks 10th Year

TEN YEARS of health education through radio service have been observed by WFBR Baltimore in the City Health Department. Weekly drama series, *Keeping Well*, prepared and aired on the station by Health Department officials, last month marked its 500th broadcast. Dr. Huntington Williams, commissioner of the Health Department, supervises the programs and Dr. M. Alexander Novey, director of the Bureau of Child Hygiene, plays the central character in the dramas.



Rehearsing the 500th broadcast of Keeping Well *are (l to r) Dr. Williams; W. Bertram Hanauer, WFBR program director, and Dr. Novey*

During the past ten years WFBR has furnished all times, facilities, actors and directors as a public service. On the 500th broadcast of *Keeping Well*, Dr. Williams indicated statistics point to many direct achievements from the weekly radio programs, including passing of an occupational disease law, an ordinance on the hygiene of housing, and a loan for health district building and a tuberculosis hospital.



Allied Exhibits

(Continued from page 79)

production series, *Jim Ameche Storyteller*, also to be introduced.

Attending the convention will be Harry S. Goodman, president; his son Everett, vice president; Hal Willis and William Whitlock, district managers, and Jack Slatter, Canadian representative. Goodman has taken Suites 512-13.

* * *

International News Service-International News Photos

THE INS-INP television department will have a display in Suite 539, with department fully represented. All types of TV news programming (from newsreels to still photos) will be displayed. Highlight will be INS video news tape, and adaptability to telecasting, in which INS pioneered more than two years ago. Sponsors and station clients, as well as market areas served by Telenews-INS-INP programs, will be illustrated through use of easel display and other visual aids.

Robert H. Reid, television department manager, will head representatives to include Charles N. Burris, sales manager, Telenews Productions Inc.; John Cooper, INS radio director; William Stewart Jr., INS West Coast business representative; A. W. Stark, Midwest business representative, and Gerald Healey, managing editor, INS Central Division (Chicago).

Keystone Broadcasting System

LITERATURE explaining the background of its transcription network (comprising 385 stations, 300 of them in single station markets) will be made available by Keystone Broadcasting in Suite 524A. Attending will be Naylor Rogers, executive vice president; Arthur Wolf, vice president; Sidney J. Wolf, secretary-treasurer; Elizabeth M. Mueller, in charge of traffic, and Emma G. Rogers, station relations director.

* * *

Lang-Worth Feature Programs Inc.

ENTIRE Lang-Worth Program Service of over 600 individual selections and high-fidelity equipment for audition purposes will be on exhibit in Suite 512A-13A. Theme of its exhibit will be "Network Calibre Programs at Local Station Cost" and will feature special production programs. Lang-Worth plans also to unveil its "Mystery Record," which measures only eight inches in diameter. Full 15-minute program may be recorded on one side and reproduced with high-fidelity. Latter equipment will be available to engineers who desire to audition and test, with demonstrations given at appointed hours.

Personnel attending Lang-Worth exhibit will be headed by C. O. (Cy) Langlois, president, and Pierre Weis, vice president in charge of sales. Others are John D. Langlois, secretary; Cy Langlois Jr., treasurer; Ralph S. Hatcher, station relations; J. A. Miller, research and engineering director; W. O'Keefe, vice president in charge of talent.

* * *

London Library Service (Div. of London Gramophone Corp.)

LONDON Library Service will introduce its transcription library available on 10-inch 78 rpm discs, and an album of standard calibrated frequency test discs. Transcription library contains instrumental selections only. Joseph F. Hards, manager, and Richard Paganelli will be available at London's exhibit rooms, 519-A and 520-A.

* * *

C. P. MacGregor Electrical Transcriptions

SUITE 542A has been assigned to C. P. MacGregor. Display, though slightly smaller than last year, will run about the same, according to firm. Firm will exhibit recording artists for its syndicated features and music library service, as well as multi-colored transcriptions, playback for auditioning purposes and pamphlets. For first time exhibit will show entry into record business with specialized albums of different selections of square dancing. Personnel attending convention will be Rudy Rudolph, sales manager, and Nat V. Donato, eastern manager.

* * *

Charles Michelson Inc. Radio Transcriptions

VARIOUS transcribed program series, including new features for local sponsorship, will be exhibited in Suite 520 by Charles Michelson Inc. Company will display its complete Speedy-Q and Gennett sound effect record libraries, and give instructions on their use. Also slated for exhibit are the Michelson Porto-Playback machines—portable transcription players, for use of sales staffs in station auditions. Personnel attending include Charles Michelson, president, and Sidney Guber of program department.

* * *

NBC Radio Recording Division (Thesaurus & Syndicated Programs)

PERSONNEL of NBC Radio Recording, to be stationed in Suite 516, will be headed by Donald J. Mercer, director, and Wade Barnes, manager of Thesaurus & Syndication sales. Others include Addison Amor, eastern representative; William Reilly, central representative, and William Gartland, western representative. Exhibit will be built around two long-established station services: NBC's Thesaurus and Syndicated Programs. Latest news and developments, plans and progress of these sources of transcribed programming will be outlined by the above representatives.

* * *

Radiotime Inc.

RADIOTIME will maintain headquarters in Suite 521A, displaying large blowups of sample pages of Radiotime, as well as advertiser and agency comment on the service and a montage of enlarged ad strips. Following are the officers of firm who may attend: Charles T. Stuart, president; Horace N. Stovin, vice president; Walter E. Elliott, secretary; Hugh Feltis, treasurer, and George S. Dietrich and Ross Merritt.



MAKING a point at recent session of "Advertising in Industry" conference series, sponsored by Los Angeles Advertising Women at KMPC Hollywood, is Russ Eller (r), advertising manager of California Fruit Growers Exchange. Frank Rice, publicity director of Bullock's Inc., department stores, and Alice Belding, wife of Foote, Cone & Belding board chairman, Don Belding, wait for their rebuttal period. Messrs. Rice and Eller were speakers during the session and Mrs. Belding was hostess.

* * *

Radio Television Publicity Corp.

SUITES 528A-30A will be occupied by Radio Television Publicity Corp. "Merchandising, publicity and promotion plans for AM-FM-TV stations will be outlined in detail to visitors," according to the firm. Booklets on their various promotional devices also will be available. Stationed at headquarters will be I. P. Mattaway, E. W. (Bill) Malone, A. A. Graves and Ray T. Gilley.

* * *

SESAC Inc.

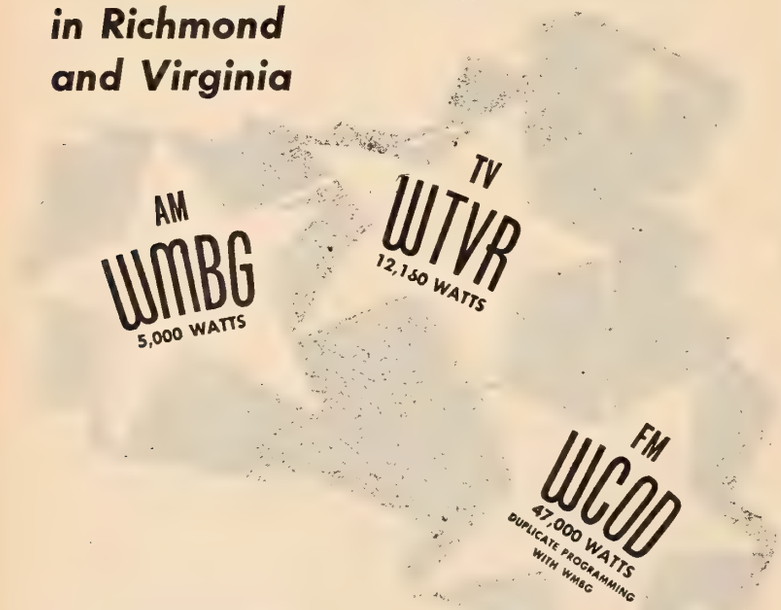
SESAC headquarters will be in Suite 553A. On display will be promotion material, music samples of its publishers, and transcribed library service, including new recordings. Convention representatives will be the following: Kolin Hager, assistant to president; R. C. Heinecke, treasurer; K. A. Jadassohn, general manager; Robert Stone, program service; W. F. Myers, station relations, and M. K. Vickery, Peter J. S. King and George W. Johnston, field representatives.

* * *

Standard Radio Transcription Service Inc.

STANDARD plans to announce a new service to its program library subscribers at the convention. Service will take the form of five new "Star Shows"—each a series of commercially-designed programs built within the service and tailored for local sponsorship (see production availabilities for details). Firm will offer the presentation in Suite 556-57 at the Stevens Hotel. Other exhibits include new talent additions, Standard's Sound Effects Library, and Mood Music Library. On hand in Suites 556-57 will be

The Outstanding Stations in Richmond and Virginia



WMBG-23 years of Broadcasting

WTVR- The South's First TV Station

WCOD- Richmond's First FM Station

FOR RESULTS USE

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

HAVENS & MARTIN, Inc., RICHMOND, VA.
John Blair & Co., National Representatives

AFFILIATES OF NBC

erry King, Milt Blink, Alex Sherwood, Gus Hagenah, Lewis Teegarden, John Devine, and Dave Williams.

* * *

Transcription Broadcasting System

NO advance exhibit data submitted by firm. For current line, ee availabilities story.)

* * *

World Broadcasting System

WORLD's half-hour musical, *The yn Murray Show*, will be preented by Ziv Productions in Rooms 00 and 501 at the convention. VBS' exhibit is expected to reflect he new commercial policies that ow characterize the presentation nd usage of the World Program ervice Library.

* * *

rederic W. Ziv Radio Productions

T THE Ziv exhibit in Suites 00-1-1A, a detailed presentation f typical success stories from sponors of Ziv shows will be presented. resentation will include various ponsor classifications, their reewal history and Hooperatings. xhibit is also expected to show olume of business done by departnent stores and bakeries. Other lassifications include drug chains nd products, breweries, furniture nd appliance stores, public utilies, bands and grocery and food hains. Ziv's new half-hour westrn, *The Cisco Kid*, will be promiently displayed at the exhibit.

ROPOSAL DEADLINE
Extended by FCC

EADLINE for protests or sugestions on FCC's proposed new dvertising and cutoff procedure or broadcast applications [BROADASTING, Feb. 28] was extended by he Commission last Thursday om April 4 to May 4.

The extension came in a partial rant of a petition by the Federal ommunications Bar Assn. asking r 90 days additional time in view the complexity of the proposed w rules [BROADCASTING, March]. The proposal would eliminate e competitive bidding now peritted in station sales but would quire local advertising of all ajor broadcast applications and tablish 90-day cutoff dates for utually exclusive applications.

lennock To Speak

CC COMR. Frieda B. Hennock ill address the May 3 Women's uncheon of the 37th annual meetg of the U. S. Chamber of Comerce on "What of the Future in ur Domestic Affairs?". She will are the speaking honors with n. Margaret Chase Smith -Me.), who will discuss the future international relations. Sen. dwin C. Johnson (D-Col.), chairan of the Senate Interstate & oreign Commerce Committee, will dress a luncheon session May 4 "Can Congress Cure Transporta-n Ills?" The meeting will be ld in Washington, May 2-5.

FIRST 15 PROGRAM HOOPERS—March 30 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell	268	Kaiser-Frazer (Weintraub)	27.5	29.0	—1.5	1
Original broadcast	25.2					
Added by 2nd broadcast	2.3*					
Radio Theatre	149	Lever Bros. (JWT)	24.7	26.1	—1.4	3
McGee & Molly	165	S. C. Johnson & Son (NL&B)	23.4	26.8	—3.4	2
Godfrey's Talent Scouts	155	Lipton Div.-Lever Bros. (Y&R)	23.4	19.1	+4.3	13
Jack Benny	174	American Tobacco (BBDO)	22.3	25.5	—3.2	4
Original broadcast	19.7					
Added by 2nd broadcast	2.6*					
My Friend Irma	153	Pepsodent Div.-Lever (FC&B)	21.6	20.9	+0.7	10
Bob Hope	151	Lever Bros. (Y&R)	21.5	23.4	—1.9	6
Stop the Music (avg.)	175	Smith Bros. (SSC&B), Eversharp (Biow), Speidel Co. (C&P), P. Lorillard (L&M)	20.2	—	—	—
Duffy's Tavern	160	Bristol-Myers (Y&R)	18.3	18.1	+0.2	15
People Are Funny	163	B & W Tobacco (Seeds)	17.8	14.5	+3.3	25
Inner Sanctum	154	Emerson Drug (BBDO)	16.8	13.1	+3.7	36
Mr. District Attorney	160	Bristol-Myers (DC&S)	16.2	18.5	—2.3	14
Amos 'n' Andy	149	Lever Bros. (R&R)	16.2	23.3	—7.1	8
Crime Photographer	163	Toni Div.-Gillette (FC&B)	16.0	11.5	+4.5	45
Bing Crosby	235	Philco (Hutchins)	15.7	15.9	—0.2	20
Suspense	164	Electric Auto-Lite (Newell-Emmett)	15.7	—	—	—

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

NARBA Expires

(Continued from page 23)

Chairman Wayne Coy. Under the current timetable, NARBA nations must submit their NARBA proposals by May 2.

Expiration of NARBA came March 29—eight years to the day from the time it became effective in 1941.

There was considerable speculation among industry observers, however, as to the actual effects of the expiration.

Since all of the signatory nations except Cuba had indicated in advance that they would agree to an extension of NARBA terms, many observers felt defections would be few if they occurred at all. They thought it should not be difficult to get the signatures of representatives of these nations on a new copy of the old NARBA.

They conceded, however, that previous statements of willingness to abide by the treaty would not bind any nation to do so.

Cuba's refusal to agree to an extension was attributed by her spokesmen—unofficially—to a dislike for "certain portions" of the NARBA heretofore in effect. Officials confided informally that they would indulge in no frequency-jumping, but that they didn't want to be tied down to all the terms of the old agreement.

Other sources thought Cuba's main motivation was a desire to protest the number of new stations granted in the U. S. since the war, particularly in the Southeast and in Puerto Rico.

Cuba's desires, as indicated by her earlier NARBA proposals, center on additional clear-channel rights, although principally for Class 1-B rather than 1-A use.

In indicating their desire for a postponement or limitation of the scheduled September NARBA conference, Mexican spokesmen cited continuing and conflicting international conferences which would occupy her communications experts.

Unofficial quarters in the U. S. felt, however, that the move might be a stall to permit Mexican use of the new 540 kc broadcasting frequency to become firmly implanted. Despite U. S. protests that 540 kc should not be put into use pending international agreement, Mexico has authorized a 150 kw station on 540 kc at San Luis Potosi, 350 miles below the U. S. border, and according to NAB has already got the station's power up to 50 kw. The U. S. is continuing its protests.

Meanwhile, Canadian and U. S. authorities were closeted Wednesday for lengthy conferences on the outlook in view of NARBA's expiration. It was known also that FCC Comr. George E. Sterling, alternate chairman of the U. S. delegation to the Mexico City International High-Frequency Broadcasting Conference, conferred with Mexican and Cuban representatives at Mexico City. Results were not available immediately.

In the Washington conference, held at the State Dept., Canada was represented by G. C. W. Brown, her comptroller of radio. Washington authorities reportedly signified their intention to continue to abide by NARBA even though it has expired, and it was felt that Canada would take the same course.

The NARBA problem is expected to be canvassed in detail at the Saturday (April 9) roundtable session of the NAB Engineering Conference in Chicago.

The original NARBA was negotiated in 1937 and became effective March 29, 1941. It was due to expire in 1946 but a three-year Interim Agreement was worked out and signed in February of that year. The further extension contemplated by recent correspondence between the nations—and to which all the nations but Cuba signified agreement—would have been for two years.



Heavy Equipment

(Continued from page 27)

also noteworthy, in view of the Symmetron, devised by Westinghouse Electric Corp. The system, which calls for tubes to operate in parallel, has implications and applications for FM broadcasting, as well as in both black-and-white and color television. Symmetron may be applied on varied radio frequency power levels.

Also available are transmission sets for measuring characteristics of audio systems and their components. They are suggested for use by AM-FM stations in checking FCC requirements. Manufacturer is the Daven Co.

Following are brief descriptions of transmitting equipment now available to AM, FM, TV stations, as reported to BROADCASTING (firms are listed alphabetically):

* * *

Andrew Corp.

FOUR new products for television, including a new TV transmitting antenna with single-ended feed system and diplexer, comprise Andrew Corp's (of Chicago) latest developments. Feed system utilizes new principle for broadcasting, while design is offered to provide savings in cost of antenna and transmission line to energize it. Diplexer consists of simple sections of line interconnected and spaced to achieve necessary frequency discrimination with minimum of physical material. Other products available are a high-efficiency, solderless, gas-tight transmission line for TV, and a new 2,000 mc high gain parabolic relay antenna. Line comes in two diameters: 1⅝ inches and 3⅛ inches. Loss in the 3⅛ inch line, expressed in decibels, is 35% less than corresponding loss in RMA standard line.

* * *

Blaw-Knox Co.

SPECIALIZING in transmission towers, Blaw-Knox Div. of Blaw-Knox Co. offers an LT triangular-guyed tower, economically designed to be used as an AM vertical radiator, or to support lighter types of FM or TV antennas. Structure incorporates many features not ordinarily found in low-priced towers, according to firm. Another is heavy-duty self-supporting tower—types H-21 and H-40—towering 500 feet, designed to take loads imposed by the largest FM and TV antennas or combinations. Provision is made for inside climbing ladder and also for attaching transmission lines which feed antenna. Another tower is type CFN, with similar purposes. Taller Blaw-Knox towers include DGN, available in heights up to 600 feet, and DGH, up to 1,000 feet. Most popular types are H-21 and H-40, which the company feels are well-adapted to congested areas.

Collins Radio Co.

A NEW 5/10 kw AM broadcast transmitter is currently being made available by Collins Radio Co., Cedar Rapids, Iowa. The 5 kw version, known as 21B, features easy modification to future 10 kw operation with minor circuit revisions and component additions. Other features are triple recycling, localized control and improved tube connector. Another feature is differential relay protection which assures longer tube life. Also offered is the latest 20T 1 kw AM transmitter which requires only 4.75 kw of power at 100% modulation. Entire transmitter uses only nine different tube types including rectifiers and voltage regulators. New 5 kw FM transmitter for educational broadcasting, type 737A, obtains 2 to 60 kw radiated power economically. Type 738A 10 w FM transmitter contains microphone level audio input channels and a complete control system.

* * *

The Daven Co.

TRANSMISSION measuring sets (Types 10A, 11A), designed to measure characteristics of audio systems and their components, is offered by the Daven Co., Newark, N. J. Former is direct reading instrument which eliminates laborious calculations and is arranged so that two meters and range controls can be used independently as VU meters in program monitoring. Latter is also simplified gain set, suggested for use by AM-FM stations in checking FCC requirements.

* * *

Allen B. DuMont Laboratories Inc.

DuMONT LABS has available a new Acorn transmitter (for other equipment, see separate story).

* * *

Federal Telephone & Radio Corp.

WHOLLY-AIR-COOLED television transmitter is among the new products currently available from Federal Telephone & Radio Corp. According to firm, transmitter achieves major advantages of high and low level modulation, and provides reliable, economical performance with tubes of proven merit, simplified maintenance and flexible installation arrangement. A high-gain "Triangular Loop" coaxially-fed TV broadcast antenna, TV counterpart of Federal's FM Square Loop antenna, is another product. Eight stacked loops provide a power gain of 8.3 over a half-wave dipole. Also available is an all-metal dummy antenna for tuning and testing high power transmitters in the FM broadcast band. All-metal dissipating elements eliminate the conventional resistors and insulators subject to cracking and burn-out. Federal offers TV, AM, FM transmitters.

* * *

Gates Radio Co.

GATES RADIO Co., Quincy, Ill., offers a new 10 w FM transmitter (BFE-10) designed for educational service, in addition to low-cost FM antenna to match transmitter. Complete transmitter is housed in steel cabinet 36 inches high, 34 inches wide and 24 inches deep. Five 3-inch meters are placed along top. RF output impedance is 40 to 80 ohms, with power output of 10 w. For high power, firm has combination 250-1250 w transmitter, covering entire wattage range with flip of switch. Innovations in FM are also provided. The BF-IA 1 kw air-conditioned AM transmitter features new system of air-circulation, and is massive in size. Gates also has new Continumatic Dynamote Portable amplifier for both battery and AC operation.

* * *

General Electric

GENERAL ELECTRIC, Syracuse, N. Y., offers as two of its latest pieces of equipment a new utility video amplifier (4TV17A1) and stabilizing amplifier. Former is for two-channel general purpose use as a line or monitoring amplifier, and is useful in raising remote programs as low as 1.2 v up to standard 2.0 v for transmission. Either channel can be used with 75-ohm matched input, or with high impedence bridging input. Stabilizing amplifier is designed to improve TV picture signals, and is usable in studios and at transmitters as a picture line amplifier or for remote line and radio relay links. Equipment can raise a signal as small as 0.2 v, peak to peak, to a standard picture line signal of 2 v. Some specifications: Frequency response, flat within 5% from 0 to 5 mc; input voltage range 0.2 v to 3 v, peak to peak, composite video . . . output voltage range, 1.5 to 2.5 v, peak to peak adjustable, also 0.3 to 0.5 v, monitor output.

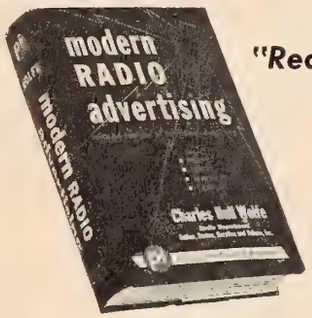
GE also has 10 w educational FM transmitter (type BT-11-B). Amplifier is mounted in a simple and practical cabinet, and transmitter has fewer tubes, components and adjustments, GE claims. Carrier power output, 10 w; carrier frequency range 88 to 109 mc. Heart of transmitter is GE phasitron tube, applying single-crystal direct frequency control, with no conversions needed. Modulator has 10 r-f tubes, 9 tuned circuits and 1 crystal.

* * *

Gray Research & Development Co. (Div. of Gray Mfg. Co.)

USING the motto "pattern time is revenue time," Gray Co. offers television optical projector for use with TV film cameras. Called the Telop, the dual projector consists of opaque cards 3¼ inches by 4 inches, for announcements, titles and programs; glass slides, sans measurements, for transparencies, small objects and strip material. One object can be faded to another instantly or by lap dissolve or superimposing to obtain special effects. With use of a diplexer, one TV camera can be used for two fil-

A PRINTERS' INK BUSINESS BOOK



"Required Reading for everyone in the radio field." says EDGAR KOBAK

President of Mutual Broadcasting System

PACKED with up-to-date facts, ideas and techniques, this new book has the practical, detailed information advertisers, admen and broadcasters want to know about: planning radio campaigns, buying radio time, writing radio commercials, and testing radio advertising for better results. In addition, it gives a complete, current analysis of television advertising, its impact, circulation, techniques, costs and potentials.

Among the specific information it gives 38 uses and advantages of spot radio, 16 steps in a radio campaign, advantages and disadvantages of 18 types of commercials, etc. "Not only the newest and largest but the most useful book ever written on how to get better advertising results from radio and television."—*John Caples, Vice Pres.*, BBD&O.

"Congratulations on the best and most comprehensive book so far ever written on RADIO ADVERTISING."—*H. V. Kaltenborn*

43 CHAPTERS COVERING:

Fundamentals
Techniques
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Commercial Announcements
Past, Present and Future Opportunities

modern RADIO advertising

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By Charles Hull Wolfe

Director of the Radio & Television Testing Bureau, BBD&O

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153 East 24th St., New York 10, N. Y.

Send me MODERN RADIO ADVERTISING. After ten days I will send $7.50 plus a few cents postage or return the book postpaid.
If remittance is enclosed, we pay the postage. Same return privilege.

Name .....
Address .....
City ..... Zone...
State .....
Position .....
Company .....

rojectors and the Telop. Thus se of one camera chain is not ed up exclusively by one slide rojector. Other advantages are rogram flexibility and long, re- able operation, firm claims. Choice f four slide openings permits mir- or or direct image on mosaic. pecifications (for controls): Two kw Variacs operated by single evers, two switches with pilot ghts, two lamp selector switches nd one master power switch with ilot light; (for power) 115 v 60 ycles, four 100 w and two 1 kw mps, and two blower motors. ens has 4 inch diameter, 18 inch ocal length projection lens, light tensity between 12 and 15 foot ndles.

Other equipment available rough Gray Co. includes a vari- ble speed sound effects turntable nd transcription equipment. Com- onents include transcription and LP" tone arms, equalizers, pre- mplifiers and high-speed electro- echanical devices.

* * *

International Derrick & Equipment Co.

NTERNATIONAL DERRICK (deco) Columbus, Ohio, claims it an erect a television tower within 0 hours after beginning construc- on. Firm deals with antenna owers and vertical radiators. Tri- ngular, self-supporting radiators re built in heights of 150 to 800 eet, with base width held to mini- um practical width (about 6% f height). Company claims tri- ngular design prevents distortion nd assures retention of shape rough severe storms. Pre-assem- y of units reduces assembly time minimum, according to company. deco cross-section radiators, in- ead of tapering at top, are uni- orm throughout their height, ounted on a single insulator and pported by insulated guy cables xtending from each of three cor- ers. Cross-section, half-wave owers vary from 150 to 1,000 feet, r frequencies from 500 to 1,600 kc.

* * *

Lehigh Structural Steel Co.

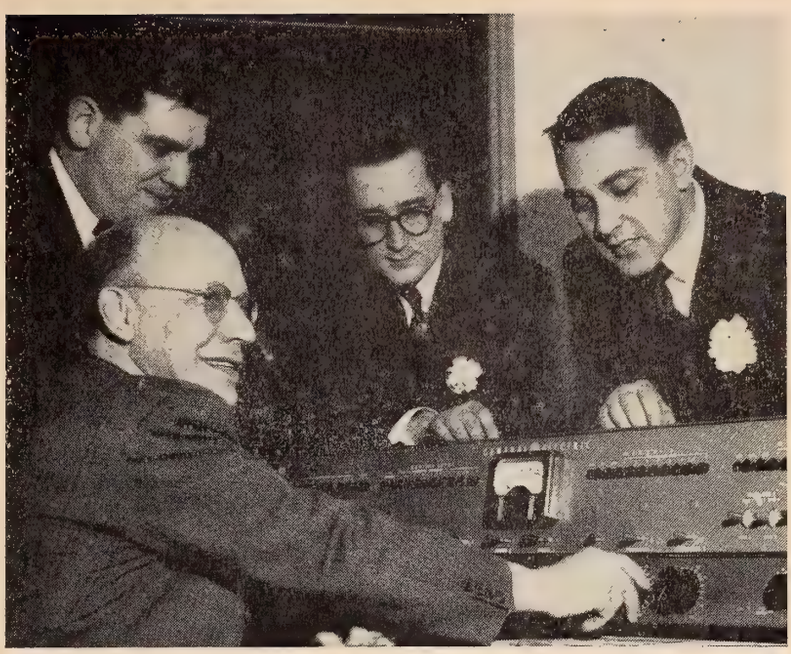
EHIGH offers self-supporting owers in such feet measurements s 327, 256 and 300.

* * *

Radio Eng. Laboratories

HE REL line of transmitters eatures the Serrasoid modulator, simplified method of obtaining requency modulation with four mple receiving tubes taking the ace of the complex gadgets nor- ally used.

REL produces FM broadcast ansmitters ranging from 250 w 50 kw, as well as 10 w non- mmercial FM transmitters. Other oducts include studio transmitter nks operating at 900 mc; relay, s and store professional re- ivers; specialized communica- n systems for FM up to 2000 mc.



VOLUME for initial test pattern of WMOR (FM) Chicago is turned up by Dario L. Toffenetti, Chicago restaurateur and honorary chairman of the board, as the station took the air March 13. Official opening, with a two-hour show, took place March 20. Standing, l to r: Chief Engineer David Pivan, Station Manager Ralph Wood Jr. and Program Director Jules Pewowar.

Raytheon Mfg. Co.

TRANSMITTER products currently offered by Raytheon include FM broadcast transmitters in 250 w, 1, 3, and 10 kw class; AM broadcast transmitters in 250 w, 1, 5, and 10 kw; 10 w educational transmitter; directional antenna phasing systems and tuning units; FM sectional antenna (no sepcifications available; for other equipment, see allied equipment summary). RTR-1A (TV relay) transmitter is complete with dish antenna, while RFW-B sectional FM antenna features flashing beacon.

* * *

Skyline Tower Co.

PASSIVE REPEATER type of tower has been developed by Skyline Tower Co., Chicago. With this type, all relay equipment is on the ground at base of the tower, simplifying maintenance problems on radio equipment. At top are two 12 by 12 foot screens which act as reflectors. Two standard type towers are HT and LT, both triangular in shape and uniform in cross section. They are fabricated in 5, 10 and 20 foot sections. LT is 18 inches across one face of cross section and can be used for AM antennae, or to support some VHF and UHF antennae. Tower is designed to maximum height of 350 feet. HT is 24 inches across one face, and can be used for AM antennae to support most standard FM and TV antennae, or to support UHF and VHF antennae to maximum of 600 feet. All Skyline towers are built to withstand 30 pounds per square foot, comparable to a wind of 110 miles per hour.

* * *

Truscon Steel Co.

ONE of Truscon Steel Co.'s structures is a 290-foot self-supporting steel radio tower, with antenna height reaching 332 feet above ground level. Others include a 450-foot Truscon Guyed Radio Tower, tower Types H-30 mounting 500 feet and 440 feet, Type A self-supporting tower, each 210 feet high, and one 849 feet. Towers manufactured for AM-TV-FM.

Westinghouse Electric Corp.

A NEW 50 kw AM transmitter, specifically designed to use fewer tubes and tube types, is Westinghouse's latest contribution to the radio engineering field. Operation is simplified by installation of complete motor-driven controls and indicators on front panels of cubicles. Transmitter uses 20 operating tubes (seven types), including three diodes for RF rectification and a voltage regulator tube. Unit also features a supervisory control system, coordinated with sequential interlock system and with overload and safety protection systems. Included are a complete spare crystal oscillator unit, spare blower and motor unit and provisions for a spare tube for each power and amplifier and modulator tube. Transmitter proper consists of six individual uniform cubicles minimizing floor space requirements and simplifying installation.

In addition, Westinghouse has developed a new amplifier, the Symmetron [BROADCASTING, March 14], for application in FM broadcasting, as well as in black-and-white and color television fields. Design is used in company's new 50 kw FM transmitter and assures balanced operation on tube loading, according to its engineers. Symmetron may be applied on varied radio frequency power levels for 50 mc to 1,000 mc region. Tubes operate in parallel and are

(Continued on page 84)

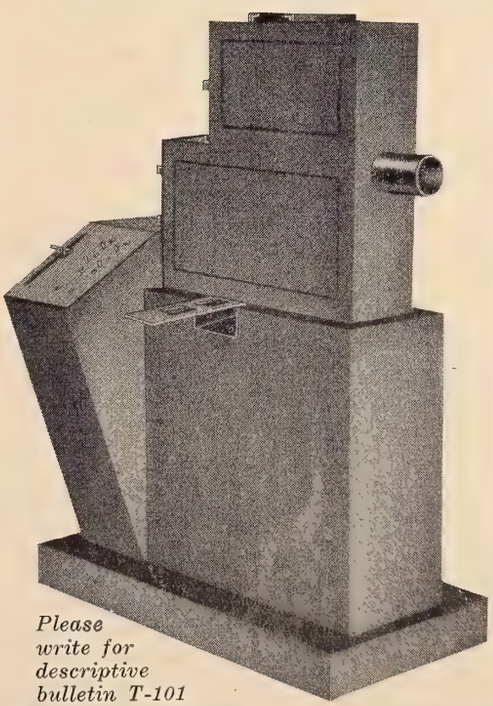
GRAY

NEW TV REVENUE FROM PATTERN TIME!

with the NEW

TELOP

(TV Optical Slide Projector)



Please write for descriptive bulletin T-101

Dual projection capable of any desired optical dissolve with exact density control.

For advertising, photos, titles, programs, glass slides, transparencies or small physical objects.

The TELOP is a TELevision Optical Projector for use with TV Film Cameras. Great flexibility permits instant fading of one object to another, change by lap dissolve or by superimposing with exact density control of each object for unique effects. The widest latitude is given the program director for maximum interest and added station income.

THE GRAY RESEARCH & DEVELOPMENT COMPANY, Inc.
16 ARBOR STREET • HARTFORD 1, CONN.
W. E. Ditmars, President

Heavy Equipment

(Continued from page 83)

symmetrically inserted into coaxial tanks around the common axis. From two to ten or more tubes may be operated without affecting circuit symmetry, firm claims. Only three adjustable tuning controls are required. Power levels affected: For FM, 75 kw in the 88 mc to 108 mc; for black-and-white television, 25 kw in the 54 mc to 88 mc band, and 10 kw in the 174 mc to 216 mc band; for black-and-white or color TV, 1 to 2 kw in the 500 mc to 1,000 mc spectrum.

FARNSWORTH

Suit Started to Stop Sale

ROBERT W. KENNY, former Attorney General of the State of California, started an action Tuesday in New York Supreme Court to stop the sale of Farnsworth Television & Radio Corp. to International Telephone & Telegraph Corp.

Mr. Kenny, holder of 1,600 shares of Farnsworth common, sought to enjoin the officers and directors of the corporation from holding any meeting to consider or vote on the proposed sale. He charged that the two corporations entered into a "conspiracy program to cause Farnsworth to go out of business contrary to the interests of Farnsworth's stockholders." He also charged that the amount Farnsworth would get in the sale for distribution to stockholders would be less than the fair value of the assets. The Farnsworth stockholders' meeting is scheduled for April 14.

Alabama Sales Clinic

FRED A. PALMER, radio consultant at Columbus, Ohio, last month spoke at the Mobile meeting of the Alabama Broadcasters Assn. on the subject, "How to Sell Radio Advertising." Following the address he conducted a quiz on sales. Henry P. Johnston of WSGN Birmingham, association president, arranged the special sales clinic.

FM ACTIONS

Two CPs for Class A Outlets, One for B

THREE FM construction permits were issued by the FCC last week, two for new Class A stations and one for a new Class B outlet which held a conditional grant. Six outlets received new CPs to replace permits which had expired and 11 other stations received permits for technical changes.

Madisonville Broadcasting Co., Madisonville, Ky., licensee of WCIF there, was granted permit for a Class A station on Channel 285, (104.9 mc) with effective radiated power of 420 w and antenna 370 ft. above average terrain.

Yadkin Valley Broadcasting Co., Elkin, N. C., was granted a new Class A station on Channel 265 (100.9 mc) with ERP 325 w and antenna minus 47 ft.

KTIS-FM Minneapolis, formerly holder of conditional grant, was given a Class B permit for Channal 290 (105.9 mc) with ERP 5.3 kw and antenna 520 ft. Owner of KTIS-AM-FM is Northwestern Theological Seminary & Bible Training School.

FM DELETIONS

Eight More Quit

EIGHT more FM authorizations were deleted by FCC last week, including seven construction permits and one conditional grant. Total FM dropouts to date this year is increased to 54 [BROADCASTING, March 28].

Five of the new cancellations cited economic factors as reasons for the withdrawals. Newest deletions and reasons:

WLOX-FM Biloxi, Miss. — WLOX Broadcasting co., CP. Economic; will utilize funds to improve AM facilities.

WISL-FM Shamokin, Pa.—Radio Anthracite Inc., CP. Economic; survey shows little interest in FM reception in area.

WEAN-FM Providence, R. I.—The Yankee Network, CP. No reason.

WHWL-FM Scranton, Pa.—Radio Anthracite Inc., CP. Economic; lack of public interest in FM.

KID-FM Idaho Falls, Ida.—Idaho Radio Corp., CP. Economic; desire to improve AM facilities.

WREN-FM Topeka, Kan. — WREN Broadcasting Co. Inc., CP. No reason.

WGAZ (FM) Charleston, W. Va.—Daily Gazette Co., CP. Economic; will ultimately file TV application; unable to locate dual TV-FM site.

WOYO (FM) Cincinnati, Ohio — Cinnco Broadcasting Co., CG Firm's principals have FM and television interests in Richmond, Va., and will devote time to successful prosecution of these operations.

★

New CPs to replace expired permits were granted to WRMV Richmond, Va.; WRNY-FM Rochester, N. Y.; WARD-FM Johnstown, Pa.; WGNR New Rochelle, N. Y.; Record Pub. Co., Ravenna, Ohio; WQQW-FM Washington, D. C. Construction must be completed in six months, FCC said.

Notice of proposed change in allocation plan also was made by the Commission to delete Channel 274 (102.7 mc) from Ann Arbor, Mich., and add it to Adrian, Mich. Comments were invited by April 29.

CPs in lieu of previous conditions were awarded the following:

WCNR-FM Bloomsburg, Pa. — To change ERP from 1 kw to 680 w; antenna from 143 ft. to 160 ft.

WBLK-FM Clarksburg, W. Va.—To change ERP from 12 kw to 11 kw.

WSFA-FM Montgomery, Ala.—To change ERP from 29.7 kw to 10.5 kw; antenna from 760 ft. to 160 ft.

KBTR Minneapolis—To change ERP from 2.1 kw to 4.7 kw; antenna from 340 ft. to 240 ft.

WDBO-FM Orlando, Fla.—To change ERP from 25 kw to 34 kw; antenna from 330 ft. to 340 ft.

WJOE Hillsdale, Mich.—To change ERP from 2 kw to 2.5 kw.

KVNJ-FM Fargo, N. D.—To change ERP from 63 kw to 19 kw.

KTUL-FM Tulsa—To change ERP from 170 kw to 2.6 kw; antenna from 630 ft. to 270 ft.

WNAM-FM Neenah, Wis.—To change ERP from 9.4 kw to 3.2 kw; antenna from 300 ft. to 290 ft.

KXLW-FM Clayton, Mo.—To change ERP from 11 kw to 12.5 kw; antenna from 295 ft. to 280 ft.

KFDX-FM Wichita Falls, Tex.—To change ERP from 54 kw to 14 kw; antenna from 330 ft. to 510 ft.

FM EXTENSIONS

Granted WINX-FM KURV-FM

TWO FM stations — WINX-FM Washington and KURV-FM Edinburg, Tex.—were extended on temporary licenses by FCC last week until July 1 pending receipt of information on their respective program policies.

Both stations have been sent letters by the Commission inquiring into program plans for the future after the program logs which accompanied their renewal applications were analyzed. FCC pointed out to KURV-FM that only 0.2% of its programs were shown to be local live originations.

In the case of WINX-FM, which has been granted transfer from the *Washington Post* to the *Post* controlled WTOP Washington [BROADCASTING, March 28], the Commission stated that local live originations were found to be only 4.8% and total commercial time to be 87.2%. The 1948 composite week was reported to contain 719 spot announcements.

FCC said the application indicated no changes were proposed in program policy and hence it was inquiring about WINX-FM's efforts to achieve "balanced programming."

Agenda

(Continued from page 24)

quency Operation," Dr. Howard Doolittle, development engineer, Machlett Labs, Springdale, Conn.

10:45 a.m. "Development, Design & Application of Superpower Frequency Modulation," J. E. Young, manager, broadcast transmitter engineering group, RCA-Victor, Camden, N. J.

11:15 a.m. "Automatic Selection of Broadcast Program Circuits," John A Green, head, Robert D. Essig, engineer, Broadcast Engineering Dept., both of Collins Radio Co., Cedar Rapids, Iowa.

11:45 a.m. "High-Voltage Metallic Rectifiers Applied to Broadcast Transmitters," Charles K. Hooper, advisory engineer, and Nelson B. Tharp, design engineer, both of Westinghouse Electric, Baltimore.

LUNCHEON, 12:30 p.m.

Presiding: Neal McNaughten, Assistant Director, NAB Dept. of Engineering.
"NAB's Broadcast Engineering Conference," Remarks by A. D. Willard Jr., executive vice president, NAB.
"Atomic Energy Is Here for Good," illustrated, Dr. Lincoln R. Thiesmeyer, executive assistant to the director, Brookhaven National Lab, Patchogue, Long Island, N. Y.

2:15 p.m. Presiding: J. R. Poppele, member, NAB engineering executive committee, vice president and chief engineer, WOR New York.
"Iconoscope Film Pickup Systems," Harry R. Smith, head of special projects group, TV transmitting equipment division, Allen B. DuMont Labs, Clifton, N. J.

2:45 p.m. "The Improved 16mm Synchrolite Projector." H. B. Fancher, television engineer, TV engineering section, General Electric Co., Syracuse.

3:15 p.m. "Kinescope Recording," Ralph V. Little Jr., supervisor, theatre TV engineering section, RCA-Victor, Camden, N. J.

4 p.m. "A Cathode Ray Tube Video Scanner," Roger D. Thompson project engineer, transmitter division, Allen B. DuMont Labs. Clifton, N. J.

4:30 p.m. "General Purpose Television Studio Lighting," Richard Blount, engineer, Lamp Dept., General Electric Co., Cleveland.

5 p.m. "Television Receiving Antenna Design and Installation," Lewis Winner, editorial director, Bryan Davis Publishing Co., New York.

SATURDAY, APRIL 9
MORNING SESSION—9 a.m.
East End Grand Ballroom,
Hotel Stevens

9 a.m. Presiding: Oscar C. Hirsch, member, NAB engineering executive committee, KFVS Cape Girardeau, Mo.
"Training of AM & FM Engineering Personnel for TV Operations," Whitney M. Baston, technical training director, NBC, New York.

9:30 a.m. "Recent Advances in Broadcast Facsimile," John V. L. Hogan, president, Radio Inventions, New York.

10 a.m. "A Progress Report on Ultra High Frequency Television," Dr. Thomas T. Goldsmith Jr., director of research, Allen B. DuMont Labs, Passaic, N. J.

10:45 a.m. FCC—Industry Roundtable, Royal V. Howard, NAB, moderator. For the Commission: John A. Willoughby, acting chief engineer; Edward W. Allen Jr., chief, technical information division; James E. Barr, chief, standard broadcast division; Cyril M. Braum, chief, FM broadcast division; Edward W. Chapin, chief, laboratory division; Curtis B. Plummer, chief, TV broadcast division. For Industry: A. James Ebel, WMBD Peoria, chairman, NAB engineering executive committee; E. K. Jett, WMAR Baltimore; K. W. Pyle, KFBI Wichita; O. W. Towner, WHAS Louisville; E. M. Johnson, MBS; Frank Marx, ABC.

3 p.m. Tour of ABC and NBC Chicago Television Stations.

3 p.m. Open Meeting, NAB Recording & Reproducing Standards Committee.

NEW INSTITUTE of Film & Television, 29 Flatbush Ave., Brooklyn, has a limited number of registrations still open for its spring session, beginning April 6. Courses for beginners and advanced students.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

MUSIC COMMITTEE
Industry Group Disbanded

NDUSTRY Music Committee, a eminder of stormier days on the llied industry-AFM music front, as officially disbanded at an ecutive committee meeting in New ork last Thursday.

The committee also authorized isbursement of remaining funds IMC members after accepting report from Richard Doherty, AB director of employer-employe elations and secretary of the comittee. The disbursement amounted $19,000, which represented a 5.6% return on the $75,000 origally raised to fight AFM Presient James C. Petrillo, according A. D. Willard, NAB executive ice president. Detailed financial tatements will be sent to each ember.

Mr. Willard stated that there longer appeared to be any need r the committee, in view of elative tranquillity on the radiousic front. Network contracts rrently are in effect, and while M-TV arrangements are temorary, they concern only wages, r. Willard pointed out.

Executive members attending, addition to Messrs. Willard and oherty, were Charles Denny, NBC etworks); Richard Testut, Asociated Program Service (tranriptions); Edward Wallerstein, olumbia Records (recording rms); Max Balcom (RMA), and dney Kaye, general counsel. verett Dillard, FMA representave on the committee, did not tend.

CBS Salaries

(Continued from page 30)

stock. Class A stockholders and ass B stockholders vote separatefor directors. Upon election of ass A directors, the holders of ass A stock then vote cumulavely, but Class B shares do not ve cumulative rights.

Management of the corporation s nominated the following for rectors but has yet to select the venth Class B director:

AME	PRINCIPAL OCCUPATION	DIRECTOR SINCE	NO. SHARES OWNED BENEFICIALLY CLASS A	CLASS B
ass A Directors				
escott S. Bush	Partner, Brown Bros. Harriman & Co. (private bankers)	1932	10	NONE
A. W. Iglehart	Member firm W. E. Hutton & Co. (investment bankers)	1932	2,600	NONE
muel Paley	Retired	1932	7,000	21,000
seph H. Ream	CBS Executive Vice President	1945	100	100
rsey Richardson	Vice President, Lehman Corp. (investment company)	1934	10	NONE
rbert Bayard Swope	Policy consultant	1932	NONE	NONE
ward Wallerstein	Board Chairman, Columbia Records Inc.	1947	100	NONE
ss B Directors				
lph F. Colin	Atty., member firm of Rosenman, Goldmark, Colin & Kaye	1937	1,028	NONE
ac D. Levy	Attorney	1927	31,826	21,030
n Levy	President, Director, WCAU Inc. (broadcasting)	1927	14,100	40,900
lliam S. Paley	CBS Board Chairman	1928	88,510	223,500
nk Stanton	CBS President	1945	810	3,025
nk K. White	President, Columbia Records Inc.	1945	NONE	100

KTSA DEAL
Heard Joins Gene Autry In Proposed Purchase

CYRUS L. HEARD, San Antonio millionaire businessman, last week joined Cowboy Star Gene Autry in his proposed $450,000 purchase of KTSA San Antonio [BROADCASTING, Dec. 27, 1948].

He would acquire 45% interest from Mr. Autry for $202,500 when and if the transfer to the radio and film actor is approved by FCC. Mr. Autry would retain 55%. His net outlay for that controlling interest would thus be $247,500.

The Autry application is being contested by Express Publishing Co. of San Antonio through a competing $450,000 offer, filed under FCC's Avco Rule [BROADCASTING, Feb. 21]. Express is licensee of KYFM (FM) San Antonio and publishes the local *Express* and *News*.

Mr. Heard's plan to join Mr. Autry in ownership of the 5 kw CBS affiliate (550 kc) was disclosed in an amendment to the Autry application. The amendment was filed Monday by John P. Carr of the Washington law firm of Dow, Lohnes & Albertson, counsel for Mr. Autry.

Other Interests

Mr. Heard's net worth was given as $1,696,625. He owns half interest in the Mason (Tex.) Finance Co. and also owns other businesses dealing in oil and gas royalties, ranching, and business property rentals in San Antonio, and farm and ranch lands at Doss, Tex. Mr. Autry owns KOOL Phoenix and has a minority interest in KOWL Santa Monica.

KTSA is one of three stations involved in pending transfers by which O. L. (Ted) Taylor, Gene Howe and T. E. Snowden will dissolve a 15-year association in station ownership. The others are KRGV Weslaco and KANS Wichita.

It also was explained that the shares of Class A and Class B stock set forth below as owned beneficially by Mr. Paley represent 9.23% and 29.45%, respectively, of the Class A and Class B stock, and in the aggregate, 18.17% of all outstanding shares of the corporation.

It further was said that the aggregate number of shares owned beneficially by Mr. Paley and his "associates" was 98,510 shares of Class A stock and 249,056 shares of Class B stock. The "associates," whose holdings are substantial, were listed as the Park Corp., Mrs. William S. Paley, two trusts created by trust agreements dated Dec. 10, 1938, and June 24, 1940, respectively, under which Tradesmen's National Bank & Trust Co., Sidney L. Krauss and Ralph F. Colin are trustees, and two trusts created by two agreements, both dated Dec. 30, 1941, under which Guaranty Trust Co. of New York and Ralph F. Colin are trustees.

Further business before the stockholders will be the election of independent public accountants to serve as auditors for the coming year. A committee of the CBS board already has nominated Lybrand, Ross Bros. & Montgomery to so serve.

* * *

THREE TO K&E
Radio-TV Dept. Expands

EXPANDING its radio and television department, Kenyon & Eckhardt, New York, last week announced three staff additions, two of them to fill newly-created posts. New appointments are John Bates, supervisor of radio production; C. G. Alexander, business manager, and Gordon A. Hellman.

Mr. Bates formerly was radio director at J. M. Mathes Inc., New York, and before that was with Ruthrauff & Ryan. He is expected to supervise such shows as *Ford Theatre, County Fair* and other K&E shows.

Mr. Alexander, who joined NBC's radio department in 1936, was business manager and personnel coordinator of the network's TV department, which he helped form and whose operations he later headed. After service in the Air Corps, Mr. Alexander returned to NBC in 1946 to become administrative assistant to Nick Kersta, then TV manager.

Mr. Hellman, who joins K&E today (April 4), was formerly TV sales presentation and promotion writer at ABC-TV which he joined last September. Previously he was advertising manager of Cannon Shoe Co., Baltimore, Md., and account executive at WITH Baltimore.



Telestatus

(Continued from page 36)

GAROD ELECTRONICS CORP.

(All models have "Tele-Zoom" with remote control)

Model No.	Screen Size	Retail Price	Description
Chelsea (10TZ1)	10"	$385.00	table, AM/FM, mahog.
Nassau (10TZ2)	10"	395.00	table, AM/FM, blonde
Bristol (12TZ1)	12"	445.00	table, AM/FM, mahog.
Essex (12TZ2)	12"	455.00	table, AM/FM, blonde
Grand (15TZ8)	15"	525.00	consolette, AM/FM, mahog.
Moderne (15TZ9)	15"	545.00	(same in blonde)
Brighton (10TZ3)	10"	495.00	console, AM/FM, 2-speed phon., mahog.
Hampden (12TZ3)	12"	575.00	console, AM/FM, 2-speed phon., mahog.
Norwich (10TZ4)	10"	599.50	console, AM/FM, 2-speed phon., mahog.
Saybrook (10TZ5)	10"	639.50	console. AM/FM, 2-speed phon., blonde
Plymouth (12TZ4)	12"	695.00	console, AM/FM, 2-speed phon., mahog.
Berkshire (12TZ5)	12"	735.00	console. AM/FM, 2-speed phon., blonde
Regal (12TZ6)	12"	850.00	console, AM/FM, 2-speed phon., mahog.
Windsor (12TZ7)	12"	895.00	console, AM/FM, 2-speed phon., blonde
Sherman (15TZ6)	15"	995.00	console, AM/FM, 2-speed phon., mahog.
Bedford (15TZ7)	15"	1,040.00	console, AM/FM, 2-speed phon., blonde

GENERAL ELECTRIC CO.

805	10"	$239.95	table, plastic
806	10"	279.95	table, mahog.
807	10"	289.95	table, blonde oak
835	10"	325.00	table, mahog.
830	12½"	399.95	table, mahog.
809	10"	329.95	consolette, mahog.
811	10"	359.95	consolette, mahog.
820	12½"	695.00	console, AM/FM, 2-speed phon., mahog.
840	12½"	995.00	console, AM/FM/SW, 2-speed phon., mahog.

HALLICRAFTERS CO.

T-54	7"	$139.50	metal cabinet
506	7"	149.50	mahog. cabinet
T-64	10" or 12"	169.50; 174.00	basic chassis for custom install., sold less tube, "dual focus" switch
510	10"	249.50	plastic cabinet, "dual focus" switch
509	10"	269.50	mahog. cabinet, "dual focus" switch
T-60	192 sq."	595.00	projection rack for custom install.
T-68	192 sq."	695.00	projection console, mahog.

HOFFMAN RADIO CORP.

CT800	52 sq."	$445.00	console, modern, blonde, walnut or mahog.
CT800	72 sq."	495.00	(same)
CT801	52 sq."	445.00	console, 18th Cen., mahog.
CT801	72 sq."	495.00	(same)
CT802	52 sq."	445.00	console, early Amer., maple
CT802	72 sq."	495.00	(same)
CT900	72 sq."	845.00	console, AM/FM, phon., modern, blonde oak
CT901	72 sq."	845.00	(same in 18th Cen., mahog.)
902	126 sq."	945.00	console, AM/FM, 2-speed phon., modern, blonde oak, metal tube

FOR $ALES

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.



It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

Represented by Hollingbery

Model No.	Screen Size	Retail Price	Description
610	52 sq."	299.50	table, blonde or mahog.
612	72 sq."	385.00	(same)

HOWARD RADIO CO.

481-475TV	10"	$665.00	console, AM/FM, 2-speed phon., mahog.
481-475TV	10"	675.00	(same in blonde)
481-475TV	12"	715.00	(same in mahog.)
481-475TV	12"	725.00	(same in blonde)

MAGNAVOX CO.

Metropolitan	10"	$299.50	table, mahog.
Modular	10"	345.00	table, mahog. or oak
Modern Sym.	10"	395.00	consolette, mahog. or oak
Berkeley	12½"	420.00	console, mahog.
Chinese Chip.	12½"	445.00	console, mahog. or ebony
Chinese Chip.	12½"	545.00	console, AM/FM, mahog. or ebony
Greenbriar	12½"	475.00	consolette, mahog. or oak
Amer. Trad.	10"	595.00	console, AM/FM, duomatic, mahog. or maple
Amer. Trad.	12½"	645.00	(same)
Hepplewhite	12½"	695.00	(same in mahog.)
Amer. Modern	12½"	735.00	(same in mahog. or oak)
French Provincial	12½"	750.00	(same in natural)
Embassy	12½"	950.00	console, AM/FM/SW, duomatic, mahog.
Windsor Bookcase	12½"	750.00	matches Imperial Windsor AM model

MOTOROLA INC.

VT73	7"	$199.95	portable, tan leatherette
VT71	7"	189.95	table, walnut
VT71B (same in blonde)			
VT71M (same in red mahog.)			
VT71MB (same in brn. mahog.)			
VK106	10"	349.95	consolette, brn. mahog.
VK106M (same in red mahog.)			
VK106B (same in limed oak)			
VT105	10"	299.95	table, brn. mahog.
VT105M (same in red mahog.)			
VF103	10"	575.00	console, AM/FM, phon., brn. mahog.
VF103M (same in red mahog.)			
VF102	10"	595.00	console, AM/FM phon., red mahog.
VF102A	10"	595.00	(same with front switches omitted)
VF102C	10"	595.00	(same plus 2 album cabinets)
VT107	10"	299.95	table, brn. mahog.
VT107M (same in red mahog.)			
VT107D (same in limed oak)			
VT121	12"	369.95	table, brn. mahog.
VT121R (same in red mahog.)			

NIELSEN TELEVISION CORP.

1018-B	10"	$395.00	console, Georgian style, mahog.
1218-B	12½"	449.00	(same)
1618-C	16"	575.00	console, traditional style, mahog., metal tube

OLYMPIC RADIO & TELEVISION INC.

Cruzair (TV-104)	52 sq."	$229.95	table, mahog.
Duplicator (RTU-3)	10"	249.50	table, mahog.
Deluxe-Ten (TV-922)	52 sq."	299.50	table, mahog.
Deluxe-Ten (TV-922)	52 sq."	309.50	(same in blonde)
Giant-Ten (TV-923)	64 sq." circular	329.50	table, mahog.
Beverly (TV-944)	90 sq."	369.95	table, mahog.
Beverly (TV944B)	90 sq."	379.95	table, blonde
Plaza (TV-945)	90 sq."	399.95	console, mahog.
Plaza (TV-945)	90 sq."	419.95	console, blonde

PHILCO CORP.

702	7"	$189.50	table, mahog.
1150	61 sq."	349.50	consolette, mahog.
1175	61 sq."	599.50	console, AM/FM, 2-speed phon.
1450	90 sq."	439.50	consolette, mahog.
1475	90 sq."	699.50	console, AM/FM, 2-speed phon., mahog., Georgian styl
1480	90 sq."	850.00	console, AM/FM, 2-speed phon.
2500	20" x 15"	795.00	projection console, mahog.

PILOT RADIO CORP.

TV-37	3" x 2"	$99.50	portable, mahog.
TV-42	192 sq."	795.00	console, mahog.
TV-952	192 sq."	1,195.00	console, mahog., record album racks

RCA VICTOR

Bystander (8-T-241)	10"	$325.00	table, various finishes
Onlooker (8-T-243)	10"	349.50	table, various finishes
8-T-270	16"	495.00	table, various finishes
8-TR-29	10"	375.00	table, AM/FM. matching table various finishes
8-TC-270	16"	550.00	consolette, various finishes
8-TC-271	16"	595.00	consolette, Queen Anne style
8-TK-29	10"	425.00	console, AM/FM, attachmen for phono., various finishes
Harrison (8-TV-321)	10"	550.00	console, AM/FM, phon., various finishes

Model No.	Screen Size	Retail Price	Description
Monticello (8-TV-323)	10"	595.00	console, AM/FM, phon., record storage, mahog. or blonde
8PCS41	15" x 20"	895.00	console, screen folds away, Lowboy chest, various finishes
648-PV	15" x 20"	1,550.00	console, AM/FM, phon., folding screen, record storage, mahog. or walnut
741PCS	15" x 20"	1,250.00	commercial console, lacquer finish

AYTHEON-BELMONT

Voyager (7DX22P)	7" (circular)	not annc.	portable, two-tone case
Visionette (7DX21)	7"	189.95	table, mahog.
Coronet (10DX24)	70 sq."(circular)	299.95	table, mahog.
Observer (B-10DX22)	70 sq."(circular)	349.50	consolette, tilted screen folds away automatically turning off receiver, matches AM console 7AF21, mahog.
Belmont (10AXF43)	not annc.	not annc.	console, AM/FM, phon., circular screen

COTT RADIO LABS INC.

300	62 sq."	$345.00	
400A	192 sq."	695.00	projection
800BT	192 sq."	1,975.00	projection, AM/FM, phon.

ENTINEL RADIO CORP.

400-TV	7"	$199.95	portable, leather grain case
405-TVM	7"	199.95	table, mahog.
402-CVM	10"	319.95	console, mahog.
406-TVM	12"	369.95	table, mahog.
406-TVB	12"	379.95	table, mahog.

IGHTMASTER CORP.

Living Stage	10"	$395.00	table, magnifier, walnut
Pandora	15"	675.00	table, all-mirror cabinet, remote control, Sightmirror
Americana	15"	995.00	table, custom built, FM, Sightmirror, mahog. or blonde
Century	15"	495.00	table, mahog.
Croydon	15"	615.00	table, remote control, Sightmirror, mahog.
Manhattan	15"	595.00	table, Sightmirror, mahog. or walnut
Manhattan	12½"	445.00	(same in mahog.)
Manhattan	12½"	455.00	(same in blonde)
Custom-Built	20"	1,150.00	installed in wall, Sightmirror, remote control, 25-ft. cable

ONORA RADIO & TELEVISION CORP.

700	10"	$325.00	table, mahog.

PARTON RADIO-TELEVISION

4952	54 sq."	$269.95	table, mahog. bisque
4951 (same in mahog.)			
4940	54 sq."	349.95	console, mahog.
4941 (same in blonde)			
4916	54 sq."	399.95	console, AM/FM, 2-speed phon., mahog.
4917	54 sq."	419.95	(same with connection for 45 rpm phon.)
4918	54 sq."	439.95	(same as 4917 in mahog. bisque)
4900	72 sq."	650.00	console, AM/FM, 2-speed phon., mahog. credenza
4901 (same in blonde)			

TEWART-WARNER CORP.

Washington (AVT-1)	58 sq."	$369.95	table, matching stand, mahog.
Wakefield (AVC-2)	58 to 73 sq."	399.95	console, optional magnification, photo mirror screen, African mahog.
New Yorker (same in modern style)			

TROMBERG-CARLSON CO.

Rochester	12½"	$479.50	table, FM, mahog.
Rochester	12½"	489.50	(same in avodire)
Manchester	12½"	549.50	consolette, FM, mahog.
Lanchester	12½"	879.50	console, AM/FM/SW, 2-speed phon., mahog.
Lanchester	12½"	985.00	(same in Chinese motif)
Yarmouth	16"	775.00	consolette, AM/FM, mahog.
Monmouth	16"	940.00	console, AM/FM, 2-speed phon., mahog.

ELE-TONE NATIONAL CORP.

208	7"	$149.95	portable, tan leatherette case
149	7"	169.95	table, veneer
209	62 sq."	219.95	table, maple
249	52 sq."	249.95	table, mahog.
259	52 sq."	259.95	table, blonde
282	12½"	349.95	console, mahog.

TEMPLETONE RADIO MFG. CORP.

Model No.	Screen Size	Retail Price	Description
TV-1776	7"	$199.50	table, built-in filtered magnifier lens, mahog.

TRAV-LER RADIO CORP.

.....	10"	249.95	console, mahog.
.....	10"	279.95	(same in blonde)
.....	12"	329.95	console, mahog.
.....	12"	349.95	(same in blonde)

UNITED STATES TELEVISION MFG. CORP.

T-10823P	10"	$325.00	table
CFM-12823P	12"	449.50	consolette, FM
CFM-15925P	15"	625.00	consolette, FM
CFM-16925P	16"	625.00	consolette, FM, metal tube
KRV-12831P	12"	795.00	console, AM/FM, phon.
KRV-15933P	15"	895.00	console, AM/FM, phon.
KFM-25836	19" x 25"	1,595.00	commercial set, projection
KFM-30836	30" x 22½"	1,795.00	commercial set, projection

WESTINGHOUSE ELECTRIC CORP.

223	10"	$269.95	table
196-DX	10"	325.00	table
207	10"	625.00	console, AM/FM, 2-speed phon.
217	12"	725.00	console, AM/FM, 2-speed phon.
225	10"	not annc.	consolette
226	12"	not annc.	consolette

WILCOX-GAY CORP.

Continental (9T400G)	10"	$349.50	mahog. or blonde

ZENITH RADIO CORP.

Mayflower	10"	$389.95	table, mahog.
Biltmore	10"	389.95	table, blonde
Newport	10"	439.95	console, mahog.
Wilshire	10"	449.95	console, blonde
Warwick	12"	479.95	console, mahog.
Waldorf	12"	489.95	console, blonde
Gotham	12"	695.00	console, AM/FM, phon., mahog.
28-T964-R	16" circle	545.00	console, mahog.
37-T996-RLP	16" circle	795.00	console, AM/FM, phon., mahog.
Riviera	12"	1,075.00	(same)
Marlborough	16"	1,150.00	(same)



IT'S BRAND NEW!

(A REGIONAL STATION)

WTTS

BLOOMINGTON, INDIANA

(The Home of Indiana University)

NOW SERVING SOUTHERN AND CENTRAL INDIANA

1000 WATTS DAY • 500 WATTS NIGHT

1370 K. C.

GLENN VAN HORN, General Manager

And coming soon STATION WTTV Television

Until our National Representative is announced write direct for rates and furthur information

WTTS RADIO & TELEVISION CENTER BLOOMINGTON, INDIANA

OWNED AND OPERATED BY SARKES and MARY TARZIAN

Kobak FM Views

(Continued from page 25)

2 hours and 3 minutes listening to FM on an average day. Where FM and TV both were available, listeners tuned FM 1 hour and 23 minutes in addition to time spent viewing TV. He said he believed the overall time spent by the listener-viewer in FM-TV homes is greater than in the case where only one broadcast service is available.

'FM Era'

Sound broadcasting is now entering the "FM era," with 721 FM stations now covering 100 million people living in 450 major markets, Mr. Ware told his audience. He cited mounting FM set production and what he termed a sharp drop-off in production and selling of "obsolete" AM receivers.

At a luncheon meeting, Maj. Armstrong discussed growth of FM and contrasted current table models, on exhibit at the clinic, with one of his first experimental sets. He also demonstrated tape records of broadcasts from New York AM and FM stations.

Reports on storecasting and Transit Radio were given by Mr. Ensign. He said that Transit Radio is operating in 15 cities, will be in 40 to 50 by year's end, and predicted its use on a national scale by the end of 1950. Mr. Ensign reported that 207 advertisers were using Transit Radio in only seven cities, but they represented 221 categories of business. Its strength lay in the fact, he said, that in urban centers 80% of the population over 15 years of age are regular transit riders.

Miss Nelson took FM broadcasters to task for lack of available facts on FM as a possible advertising medium for agency clients.

Dr. Millard Faught, The Faught Co., New York, pointed out that, while radio is a vital communication medium today, it has yet to become a community communications service. Less than 1% of America's four million enterprises uses radio advertising and only one out of 20,000 is a network sponsor. Because of this situation, he declared, radio has not yet come anywhere near its great potentialities as an advertising medium.

Mr. Leitzell reported to the meeting on results of a promotion campaign undertaken in cooperation with dealers and broadcasters throughout the country. The public demand for FM has been such that Zenith Radio Corp. has had to increase its production since last January, he said.

"Any advertiser who buys network time without valuing above AM the FM outlets that he gets for little or nothing is just as crazy as a silver miner who throws away his by-products of gold and platinum," Mr. Leitzell declared.

He said there were areas in the U. S. where FM stations with "alert, promotion-minded management represent a better buy for advertisers, and will do a better job for them, than AM stations in the same city."

Referring to Zenith's ad campaign on its FM sets, Mr. Leitzell explained that "we proceeded on the basic proposition that it was just as much in the broadcasters' interest to promote the sale of our sets as it was in our interest to promote the various FM stations." Letters sent to FM stations, he remarked, "brought a howl from NAB and from a small group of broadcasters who insisted that radio manufacturers owed them a living."

Other speakers and subjects:

"No Fooling About FM"—Edward Sellers, FMA executive director.

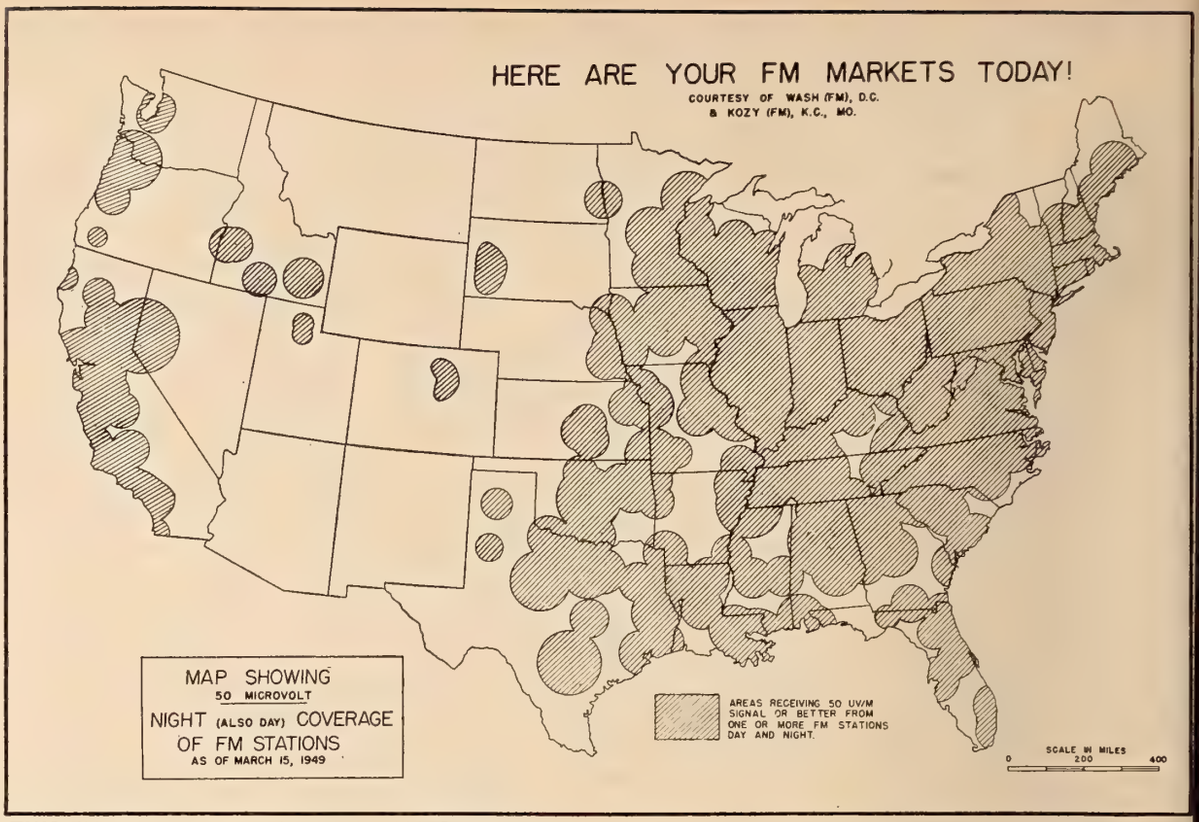
"Why Our Town Buys FM"—Herbert Georges, vice president and general manager, WHEB WFMI-FM Portsmouth, N. H.

"Indiana, the FM State"—Irving Herriot Jr.

"The Midwest Belongs to FM"—Mr. Ware.

"How We Sell FM and How FM Sells Products"—Richard Evans, president, WIZZ-FM Wilkes-Barre, Pa.

"Fremont, An All FM Town"—Robert Wolfe, WFRO Fremont, Ohio.



THIS FM coverage map released by FMA [BROADCASTING, March 28], showing up-to-date FM day and nighttime coverage, is of particular interest to FM set manufacturers, agencies, advertisers, and broadcasters. As of March 31, 1949, a total of 755 FM stations were in operation, consisting of 725 commercial FM stations and an additional 31 educational FM stations. The map shown did not take into account services rendered by educational stations. The cross-hatched areas indicate reception available from at least one FM station with a signal strength of 50 uv/m or greater. Since FM signals cover the same areas day and night, the map shows both primary day and night coverage. The coverage map clearly shows, despite opinion to the contrary, that FM covers considerable rich rural and agricultural area in addition to the more densely populated rural areas. More than 100 million persons, better than two-thirds of the population of the U. S., live within the cross-hatched areas shown on the FM coverage map. Through an oversight, the map does not include present FM service in the lower Rio Grande Valley where KURV-FM Edinburg and KGBS-FM Harlingen, Tex., are in operation.

FRANK SCOTT

Returns to Radio Law

FRANK D. SCOTT, pioneer Washington radio attorney and a co-author of the Radio Act of 1927, has become associated with the Washington law firm of Dow, Lohnes & Albertson.



Mr. Scott

Mr. Scott practiced radio law in Washington from 1927 to 1947, but since then has spent most of his time on non-radio matters outside the Capital. In returning to radio law in his new association, he explained that this field has held his primary interest since his early work on communications legislation.

Mr. Scott was a member of Congress from Michigan between 1915 and 1927. As chairman of the Committee on Merchant Marine and Fisheries, he assisted in drafting the original radio act and handled that legislation in the House prior to its adoption. He has been characterized as the first lawyer in the U.S. to specialize in radio law. During his career he has represented NAB, RMA, and numerous stations.

NEVER TRUST A BOY TO DO A MAN'S JOB . . .

In Memphis, It's

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
68 ON YOUR RADIO

Represented by
RADIO REPRESENTATIVES, INC.

540 KC

(Continued from page 29)

nternational agreement to be eached on the classification of 540 c before it is put into use. This s booked for consideration at the onference scheduled to be held n Canada in September to nego- iate a new North American Re- ional Broadcasting Agreement (NARBA), although there has een a suggestion that the NARBA onference be postponed for a year *story, page 23).*

"It was contemplated," NAB aid, "that [540 kc] would be clas- ified by the interested nations on r after Jan. 1, 1949. The im- obilization of the frequency as roposed in this proceeding prior NARBA would violate the prin- iples of the Atlantic City Conven- on."

The limitations proposed by FCC —"in general," no use of 540 kc ith more than 1 kw, and no use t all within 25 miles of some 224 ilitary installations—were an- ounced in connection with the rthcoming Fourth Inter-Ameri- an Radio Conference, tentatively heduled to open in Washington bout April 25. FCC invited com- ents but made clear that use of 40 kc is a subject for NARBA nd that FIAR 540 kc discussions ould be devoted to protection to nd from the sub-adjacent fre- uencies.

NAB's petition filed by General ounsel Don Petty, was an exten- on of an earlier NAB protest gainst FCC's proposal [BROAD- ASTING, March 21]. It claimed the mitations would prejudge the ARBA disposition of the channel.

Maps accompanying the petition owed the locations of the military stallations which FCC proposed protect, the effects of proposed astline protection, limitations ising out of Canadian and Mexi- n use of 540 kc, and the area hich would be left available for 0 kc use in this country.

The restrictions, NAB said, ould overlap to such an extent at a narrow stretch not more an 800 miles long would be the ly area where the channel could used for broadcasting purposes.

Mexico has authorized a 150 kw ation on 540 kc at San Luis Po- si, 350 miles south of the U.S. rder and already is operating it th 50 kw despite U. S. protests at the channel should not be used nding international agreement, AB pointed out. CBK Watrous, sk., has been using the channel nce pre-NARBA days and cur- ntly is operating with 50 kw.

ANK GRANT, emcee of *Let's Have n* (five-a-week, 12 to 12:30 p.m. T) on WGN Chicago, has been med most popular Chicago radio t. by U. of Illinois' Studio Crafts- n Club, a radio workshop group nprised of journalism students. Don Neill of the *Breakfast Club* and mmy Bartlett of *Welcome Travelers* ced second and third.

RADIO CENTER

WRNL Building Opens; Costs $1,125,000

RADIO CENTER, new home for WRNL and WNRL-FM Richmond, Va., was formally opened last Thursday (March 31). Paul Walker, FCC vice chairman, participated in the ceremony. The modern, four-story structure was constructed at a cost of $1,125,000. WRNL, a 5 kw ABC affiliate, and WRNL-FM are owned by the Richmond Radio Corp. E. S. Whitlock is general manager.

D. Tennant Bryan, president of WRNL and of the Richmond *Times-Dispatch* and *News-Leader*, was host to a score of out-of-town guests preceding the dedicatory ceremonies. Honor guest was Virginia's Governor Tuck.

Designed by Carneal and Johnston of Richmond, the building has provision for adding extra floors when needed. Radio City is constructed of cream brick, faced on the ground level with polished agate granite and trimmed with coral-colored Briar Hill sandstone.

Ground floor contains a 250-seat auditorium with raised stage which will accommodate a 30-piece orchestra. In addition to use for broadcasting and telecasting, the auditorium will be available to civic groups, WNRL officials stated. A projection room at the rear can be used for movies or slides and has a control panel for stage lighting.

Production offices, a master control room, five studios and three individual control rooms are located on the ground floor. Studio A, 42 x 27 feet, with a two-story ceiling, has not been completed. It will be finished in accordance with latest developments when WRNL enters the television field. All studios and the auditorium are completely insulated for sound and vibration.

Business and executive offices are located on the third floor. On the top floor is WRNL's FM transmitter, installed in an especially shielded section beneath the tower which rises 372 feet above street level.



WRNL's new Radio Center as it appears in the architect's drawing.

JOINS GAG FIGHT

Abell Co. to Participate

A. S. ABELL Co., publishing the Baltimore *Sunpapers* and operating WMAR (FM) and WMAR-TV, has joined the fight against the Baltimore Gag rule under which broadcasters and newspapers must operate under close court sponsorship in publishing news about persons held on crime charges.

The Abell company asked to participate as a friend of the court in the appeal of four stations convicted of contempt of court because they published news stories about the confession of a criminal, based on official police information. The stations, WITH WFBR WCBM and WBAL, have appealed to the Maryland Court of Appeals. Judge John B. Gray Jr., of Baltimore criminal court, had fined the stations from $100 to $500 after trial [BROADCASTING, Jan. 31, March 14].

NEW AGENCY

Formed by St. Louis Group

NEW ST. LOUIS advertising agency, Warner, Schulenburg, Todd & Assoc., was formed last week. All three principals in the firm, Josephus M. Todd Jr., Ralph E. Schulenburg and D. E. Todd, formerly were associated with other St. Louis agencies.

Mr. Schulenburg and D. E. Todd were with Warner & Assoc., and Josephus M. Todd Jr. was with the Ridgway Co.

Offices of the new firm are at 1415 North and South Blvd., St. Louis.

AFCA

(Continued from page 29)

work and counter-espionage activities during World War II. He credited broadcasting with a "stellar" performance in "rallying the homefront."

Mr. Coy saw a movement toward "standardization of radio equipments," particularly components, as "one of the most hopeful possibilities of cooperation between the military and industry." He pledged FCC assistance wherever "feasible and appropriate" and invited "more consultation on this subject."

Mr. Peebles told members that experts had estimated that in any future war 20% of the cost of production would be for electronics equipment.

Vice Admiral John D. Price, deputy chief of naval operations, spoke in behalf of Admiral Louis E. Denfield who was unable to attend.

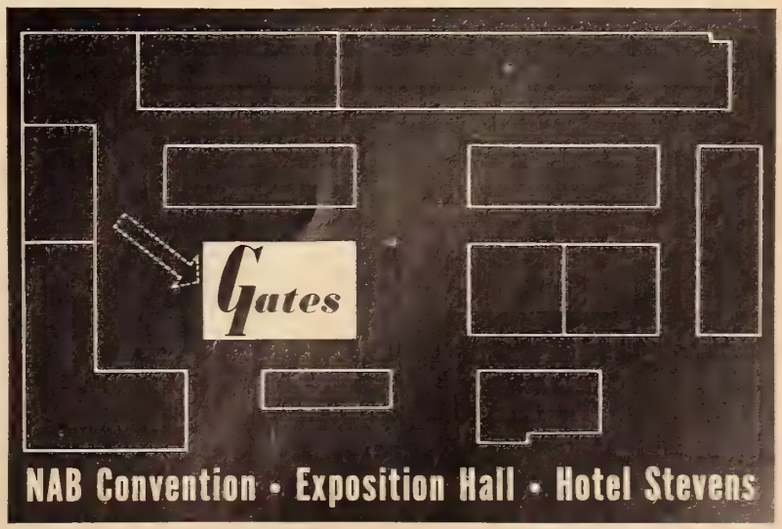
The Navy's experimental educational television station at the Special Devices Center of the Office of Naval Research at Sands Point, Long Island, N. Y., was the origination point for 30 minutes of a special 45 minute telecast March 29.

On WMAL-TV

Although directed primarily to delegates at the AFCA meeting it could be viewed by all television viewers in the Washington area over WMAL-TV Washington.

The first 15 minutes, originating in Washington, featured a discussion of the significance and purpose of the Navy's television experiments. The program was then switched to Sands Point and a practical demonstration of the educational use of television within the Navy.

The two-day meeting was concluded with a Navy-sponsored tour. Members saw ground and air demonstrations at the Anacostia Naval Air Station and exhibits at the Naval Research Laboratory. They also inspected the submarine *Requin* and the *USS Adirondack*, both carrying extensive communications systems, at the Naval Gun Factory.



WCAU BOARD

Levys Remain; Three V.P.s Named



Mr. CONNOLLY



Mr. LEITCH



Mr. ROSENMAN

* * *

DR. LEON LEVY, president and general manager of WCAU Inc., Philadelphia, and his brother, Isaac D. Levy, vice president and general counsel, will continue in those positions until successors are named, probably in mid-April. The Levys last January announced their resignations from active management of the WCAU stations, effective April 1 [BROADCASTING, Jan. 31].

The announcement that they would continue in the posts temporarily came after a meeting of the board of directors of WCAU Inc. on March 28. Both Dr. Levy and Isaac D. Levy are members of the board and will continue to hold membership after releasing their active management positions at WCAU.

The board also announced that three WCAU department heads had been elected vice presidents of the company: Alex Rosenman, vice president in charge of sales; John G. Leitch, vice president in charge of engineering, and Joseph T. Connolly, vice president in charge of radio programs.

Re-elected to their posts were Joseph L. Tinney Sr., vice president and assistant general manager; G. Bennett Larson, vice president in charge of television; William L. McLean Jr., treasurer, and Richard W. Slocum, secretary.

In addition to the Levys, members re-elected to the board of directors were Robert McLean, chairman; Mr. Slocum, vice chairman; Mr. McLean Jr., and John S. Williams.

Elevation of Messrs. Roseman, Leitch and Connolly to the rank of officers of WCAU Inc. was in recognition of the three men whose aggregate time with the station totals 50 years.

Mr. Rosenman will continue to direct sales of all WCAU media, AM, FM and TV. Associated with the station since 1927, he has been commercial manager since 1940.

Mr. Leitch, with the station since 1929, has been the technical director since 1932. Both the WCAU building at 1622 Chestnut St., built in 1932, and the television station, WCAU-TV, completed in 1948, were constructed under his direction. He is a senior member of the Institute of Radio Engineers.

Mr. Connolly, a veteran of 15 years in the radio industry, has been station program director since 1946. He joined WCAU in 1940, specializing in news and special events. At various times he headed the personnel, publicity, special events and news departments. Under his direction the WCAU news room was expanded to its present capacity, ranking it among the most complete in the country.

NEW NBC CLAIMS

Dominant in TV, Kopf Says

CONTINUING the CBS-NBC claims and counter-claims to dominance, Harry C. Kopf, NBC administrative vice president, last Thursday sent a letter to advertisers and agencies asserting that NBC now "dominates the field of television on all counts."

Mr. Kopf, declaring that NBC had pioneered for a decade in both facilities and programming for television, said:

"NBC offers advertisers television's biggest audiences with:

". . . the top-rated program in virtually every major category—variety, drama, sports, news, forum, juvenile, art, feature film.

". . . the top-rated program of all —*Texaco Star Theatre.*

". . . nine of the top 15 sponsored programs

". . . the highest average rating —day and night."

All those claims, he said, were substantiated by both Hooper and Pulse ratings for March.

"With the majority of popular programs on NBC," wrote Mr. Kopf, "it's only natural to find most of the network advertisers there too. The Rorabaugh report tells this story for last month:

". . . 29 network advertisers on NBC—twice as many as on the second network—more than all other networks combined.

". . . NBC advertisers using, on the average, double the number of stations—14 compared to the seven used on the network with the next largest number of sponsors.

". . . nearly three times more commercial hours on NBC."

WNCA Bows Out

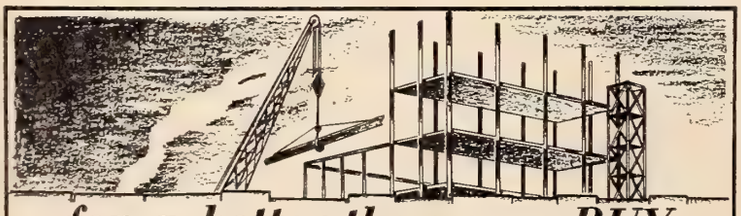
WNCA Asheville, N. C., presented a three-hour program to mark its departure from the airwaves last Thursday night (March 31). The show, which traced the history of WNCA as Asheville's "Community Station," included music, news, sports and other features presented by staffers who had been with the station since it was established in May 1946. WNCA operated with 250 w on 1340 kc as an ABC affiliate. It surrendered its license voluntarily [BROADCASTING, March 7].

KMED Sale Dismissed

APPLICATION of KMED Medford, Ore., for FCC consent to sell station to Gibson Broadcasting was reported by the Commission last week to have been dismissed. Earlier FCC had been informed by Mrs. W. J. Virgin, KMED licensee that the long pending transfer had been called off [BROADCASTING Jan. 31]. The sale pact has expired. Luther E. Gibson, owner of the proposed assignee, was reported to have suffered-out-of-pocket expenses of $40,000 in the long proceeding, complicated by the Avco rule and FCC's decision to approve the sale to a competitive bidder, Medford Radio Corp. Original consideration for KMED had been $250,000 plus.

FCBA Contest

FEDERAL Communications Bar Assn's essay contest on communications law will be held open until June 15, Publications Committee Chairman Arthur W. Scharfeld announced last week. A $200 first and $100 second price will be awarded for the best essays (3,000 words maximum) on either "Property Rights in Television Broadcasts," or "The Right to a Hearing With Particular Reference to FCC." Law students and bar members are eligible, whether identified with FCBA and FCC practice or not. Manuscripts should be sent to Publications Committee, FCBA 1130 DuPont Circle Bldg., Washington 6, D. C.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

KSDN

1000 Watts Day and Night—
930 Kilocycles

Aberdeen, South Dakota

announces its affiliation with the

MUTUAL BROADCASTING SYSTEM

Effective April 1

NOTE:

On that date KABR left the air leaving KSDN alone in the radio field in Aberdeen, South Dakota's second largest city. Aberdeen's primary and secondary market embracing 208,578 persons is effectively covered by KSDN, Mutual's Giant of the Dakotas.

LINIC for crippled children was telecast by WMAL-TV Washington on March 31, in cooperation ith Easter Seal Drive of D. C. Soety for Crippled Children. Dr. Winrop M. Phelps of Baltimore, author- on study and treatment of cereal palsy, examined five children in e studio for the program and diagsed treatment. Therapists then monstrated a portion of treatment eeded by patients. WMAL-TV reorts that this was first time such a ogram had been telecast "live," alough films on clinical treatment of ippled children have been shown on levision. Van Beuren W. De Vries, MAL-TV senior director-producer, oduced show.

American-British Exchange

XCHANGE programs during which nerican and British teen-agers comre notes will be featured as part of DKA Pittsburgh's *Youth Looks at e News* show. New feature will be n April 16, and will be heard every ird Saturday of each month. Spel series will be recorded at BBC ndon. BBC's participation will have ent Wood as moderator, and two nglish students who will discuss itish views and comments. Jack rift, KDKA news editor, moderates gular *Youth* programs, with two ttsburgh students on discussion end.

Boy Scouts on the Air

ACH Saturday from 1:10-1:30 p.m. MRN Marion, Ohio, airs its *Troop 90* (taken from WMRN's frequency 90 kc), Boy Scout troop of the air ogram. Show is designed for all y Scouts, but particularly for he scouts without a troop. Each oadcast features Scout Master of eek, Scout of Week and Scout Song Week. Material is provided by rding Area Council of Boy Scouts America and is presented by WMRN ffers. Dugan Clothing Store of rion, local scout equipment headarters, sponsors program.

'Preview Show'

REVIEW of things to come on teleion is being featured by WHEN

urgman Indicted

ERBERT JOHN BURGMAN, rmer employe of the United ates Embassy in Berlin, was inted March 29 by a Federal grand y in Washington on charges of ason. He is charged with broadsting Nazi propaganda during orld War II. He is the thirteenth nerican indicted for assisting in emy propaganda broadcasts.

Programs



(TV) Syracuse, N. Y. *Preview Show* gives televiewers an insight on what they'll see on Channel 8 for week to follow. Program is aired each Sunday at 10 p.m., and uses combination of live talent, films, and still pictures to highlight portions of programs to come.

Program by Accident

"GIMMICK" invented by accident now satisfies listeners' desires to have requests played during a non-request disc show on WTOB Winston-Salem, N. C. Recently, Russ Reardon, disc jockey, on daily *Platter Shop* show, accidently committed an error in reading commercial copy. Quickly he ad libbed that first person phoning station and correctly identifying the fluff would get their favorite number played. The "gimmick" caught and now "Catch Your Announcers Error" is format for *Platter Shop*.

Cafe Society Show

CAFE society variety program, originating from Jackie Heller's Carousel, Pittsburgh night spot, was introduced on March 29 at midnight by KDKA Pittsburgh. A Monday through Saturday program, aired from midnight to 1 a.m., *The Spotlight Show*, is emceed by Ed King, KDKA producer-writer-actor, with Mr. Heller as featured star. Top headliners playing at Carousel will be presented regularly on show. In addition Mr. King will interview visiting celebrities and will present recorded music. Show originates in Carousel's new "Spotlight Room," which was opened to public night of first broadcast.

'Bible Quiz of the Air'

MAKING study of the Bible interesting is object of *Bible Quiz of the Air* heard on WAMS WAMS-FM Wilmington, Del., in cooperation with Rev. L. E. Werner, radio chairman of Wilmington Council of Churches. Teams representing fourteen churches affiliated with the council, an organization of all Protestant denominations in Wilmington, are competing. Each Saturday at 11 a.m. two teams line up in WAMS' studio, with winners returning at later date for final competition. Each boy and girl receives religious books for participating. Grand prize for final winners is an all-expense paid trip to an intermediate summer camp of their denominational choice.

'Talent, Incorporated'

STARRING in role of talent agent, Bill Packham of WSB-TV Atlanta auditions prospective entertainers on that station's newest program, *Talent, Incorporated.* As each candidate proceeds to go into his act, picture dissolves into an appropriate setting, different for each act. Talent is from Atlanta area.

Get Acquainted Quiz

RADIO-telephone quiz which enables listener to familiarize himself with sponsors product is being backed by Crosse & Blackwell Co., Baltimore, on WFBR that city. On *How Well Do You Know Me* listeners are telephoned and asked a question about C & B line. Correct answers, which are contained on an answer list furnished free by grocers, win $25. Listeners are then given choice of two questions. For $50 they can name "mystery host" or answer question about sponsor's "product of the week." If product is on listeners' shelves, $50 is theirs since question is answered on product label. "Product of the week" is announced on preceding broadcast, as well as in newspaper ads. "Mystery host" is well known Baltimorean, who is identified by clues heard on program. Agency for C & B is VanSant, Dugdale & Co., Baltimore.

'Coffee With Chuck'

FREE coffee and cake, plus valuable prizes, are given on WMBM Miami Beach's newest program *Coffee With Chuck*. Program is sponsored by Food Fair Stores, grocery chain, and emanates from mezzanine of company's store in downtown Miami. In addition to daily prizes, participants vie for weekly prizes of round-trips to New York and Cuba. Saturdays are reserved exclusively for children, and special guests from local orphans' homes and other South Florida institutions are invited to participate. Arnold "Chuck" Kaufman is m. c.

'Talent Hour'

WEAM Arlington, Va., has inaugurated a talent program to encourage local stars and would-be stars. Jerry Toronto, protege of late Major Bowes, acts as master of ceremonies. Auditionees are invited to write station, and auditions are held each Thursday, 7-9 p.m.

Song Writers—Upcoming

HUB orchestra leader and WCOP Boston disc jockey Ranny Weeks is offering time on his noontime *Record Rack* show for submission of original songs written by his listeners, which he will play on piano during his daily program. Outstanding song of week will be repeated on Friday, with an interview with writer. Record of "song of the month" will be presented to writer of song judged best in that period. On May 30 best of all songs will be selected, and will be published by BMI.



Just Out!
New RCA Victor hits for your turntables*


WAYNE KING
When You're In Love Everywhere You Go
DJ-670


PERRY COMO
2 "South Pacific" hits!
Some Enchanted Evening
Bali Ha'i
DJ-671


PHIL HARRIS
The Mountaineer and the Jabberwock
Elmer and the Bear
DJ-672


FRAN WARREN
2 more from "South Pacific"!
A Wonderful Guy
I'm Gonna Wash That Man
DJ-673


CHARLIE VENTURA
Whatta Ya Say We Go
Body and Soul
DJ-674


THE THREE SUNS
Hurry! Hurry! Hurry!
Ballin' the Jack
DJ-676

*"DJ" records are special pressings—for radio station use only!

RCA VICTOR RECORDS

ACTIONS OF THE FCC

MARCH 25 to MARCH 31

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
SSA-special service authorization | CG-conditional grant

March 25 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

L. W. Andrews Inc., Davenport, Iowa—Designated for hearing application for new station 1580 kc 250 w D.

Petition Denied

KOB Albuquerque and WJZ New York—Adopted memorandum opinion and order denying various petitions by KOB and WJZ in proceeding on application of KOB for mod. CP and license 770 kc 50 kw unl. ordered that application of KOB for SSA be granted in part, and SSA for KOB 770 kc 50 kw-D 25 kw-N was extended for period ending June 1 or until Commission issues final decision, whichever shall sooner occur.

KARO Riverside, Calif. — Affirmed cancellation of CP, as result of deletion of TV Channel 1 and in consequence denied application for extension of completion date, dismissed application for STA to construct and operate TV station on Channel 6 in San Bernardino and requested KARO to advise Commission within 30 days if it desires hearing on application for Channel 13 in Los Angeles.

Extension Granted

WNYC New York—Granted extension of SSA for period of 6 mo. from March 2, to operate between 6 a.m. (EST) and sunrise at New York and between sunset at Minneapolis and 10 p.m. (EST) using DA with 1 kw on 830 kc.

Hearing Designated

WOR New York and WDSM Superior, Wis.—Designated for hearing in consolidated proceeding application of WOR to install new DA, and application of WDSM to change frequency from 1230 kc to 710 kc, power from 250 w to 5 kw, change trans. location, and install DA, and made WKRG Mobile, WHB Kansas City, WGBS Miami and KGNC Amarillo parties to proceeding.

WTMV E. St. Louis, Ill., and Belleville News-Democrat, Belleville, Ill.—Denied petition of WTMV to continue oral argument now scheduled March 25 in re proposed decision; ordered that WTMV's petition to set aside proposed decision and to reopen record, and petition of Belleville News-Democrat to dismiss petition, be scheduled for oral argument March 25 together with exceptions filed in this proceeding, and that parties are afforded opportunity to address themselves not only to proposed decision and exceptions filed, but to issues raised in petitions.

ACTIONS ON MOTIONS

(By Commissioner Jones)

Radio Anthracite Inc. Nanticoke, Pa.—Granted petition to dismiss without prejudice application.

WSPD Toledo, Ohio, and WKJG Ft. Wayne, Ind.—Granted joint petition for continuance of hearing presently scheduled April 6 to June 13 at Washington.

Redlands Bcstg. Co., Redlands, Calif.—Granted petition to dismiss without prejudice application.

George F. Haddican, Delano, Calif.—Granted petition for leave to amend application, to submit revised engineering exhibit.

WTPS New Orleans—Granted petition for continuance of hearing scheduled March 31 to May 2 at Washington.

Olney Bcstg. Co., Olney, Tex.—Granted petition to amend application to specify 1590 kc in lieu 1410 kc, and application as amended was removed from hearing docket.

Radio Fitchburg Inc., Fitchburg, Mass—Granted petition for leave to amend application to show use of 1 kw unl. DA, in lieu of 500 w D.

Radio Lakewood Inc., Lakewood, Ohio—Granted petition for continuance of hearing scheduled April 7 to June 13 at Washington.

Charles Wilbur Lamar Jr., Morgan City, La.—Commission on own motion continued indefinitely hearing scheduled March 28, pending action on petition to reconsider and grant.

The Greenwich Bcstg. Corp., Greenwich, Conn.—Commission on own motion continued hearing from March 31 to April 28 at Greenwich, Conn.

Atlas Bcstg. Co., Hamtramck, Mich.—Denied petition for leave to amend application to specify DA in lieu of non-DA.

Pioneer Bcstrs. Inc., Pleasantville, N. J.—Granted petition for continuance of hearing scheduled March 29 to April 4 at Washington.

WTEL and WHAT Philadelphia—Granted petition of WTEL for continuance without date of oral argument scheduled for March 25.

WMEX Boston—Commission on own motion extended to April 1 time within which to file proposed findings.

WUTV Indianapolis—Granted petition to dismiss application, for additional time to complete construction of TV station.

Atlas Bcstg. Co., Hamtramck, Mich.—Granted order to take depositions in re its application and that of Hamtramck Radio Corp. et al.

Atlas Bcstg. Co. and Motor City Bcstg. Corp., Hamtramck, Mich.—Denied petition requesting hearing scheduled March 28 be held in Hamtramck in lieu of Washington.

March 25 Applications . . .

ACCEPTED FOR FILING

License for CP

KSPT Sandpoint, Ida.—License to cover CP new AM station.

Modification of License

WADC Tallmadge, Ohio—Mod. license change main studio location to Akron.

Modification of CP

WKYC Paducah, Ky.—Mod. CP new FM station change ERP.

WNAC-FM Boston—Mod. CP new FM station for extension completion date.

KTTS-FM Springfield, Mo.—Same.

WOW Omaha—Same.

TENDERED FOR FILING

SSA—660 kc

KFAR Fairbanks, Alaska — SSA to operate on 660 kc 10 kw unl. to May 1, 1950.

APPLICATION DISMISSED

AM—1470 kc

WMBD Peoria, Ill. — DISMISSED March 23 application for license to cover CP increase power etc.

AM—1490 kc

Colorado City Bcstg. Co., Colorado City, Tex.—DISMISSED March 21 application for CP new AM station 1490 kc 250 w unl.

APPLICATION RETURNED

KWEW Hobbs, N. M.—RETURNED March 10 application CP to increase power.

WNEW New York — RETURNED March 23 application for CP changes in DA.

March 28 Decisions . . .

DOCKET CASE ACTIONS

AM—1090 kc

Commission adopted order denying petition of W. Wright Esch, WMFJ Daytona Beach, Fla., for severance and grant of application from consolidated proceeding in re application and KTHS, et al. At same time Commission announced proposed decision looking towards grant of application Radio Bcstg. Inc. to move KTHS from Hot Springs, Ark. to West Memphis, Ark., and operate on 1090 kc 50 kw-D, 25 kw-N; and grant of application Radio Bcstg. Inc., for station at Hot Springs to replace KTHS, to operate on 550 kc 1 kw-N 5 kw-D; and denial of application of W. Wright Esch to change operating assignment WMFJ Daytona Beach, Fla., from 1450 kc 250 w unl. to 1090 kc 1 kw unl., denial of application Hot Springs Bcstg. Co. new station at Hot Springs 1090 kc 50 kw unl.

AM—580 kc

Adopted order granting petition WHP Inc., Harrisburg, Pa., to sever application from consolidated proceeding; said application was severed from proceeding and ordered retained in hearing status. At same time announced proposed decision looking towards grant of WHP Inc. change facilities WHP Harrisburg, Pa., from 1460 kc 1 kw-N 5 kw-D DA-N unl. to 580 kc 5 kw unl. DA; engineering cond.

AM—590 kc

Announced proposed decision looking towards grant of Union Bcstg. Co. to change facilities WARM Scranton, Pa., from 1400 kc 250 w unl. to 590 kc 5 kw unl. DA; engineering cond.; denial of application John H. Stenger Jr. to change facilities of WBAX Wilkes-Barre, Pa., from 1240 kc 250 w unl. to 590 kc 1 kw unl. DA.

March 29 Decisions . . .

BY THE SECRETARY

The following were granted licenses for new FM stations:

WFBR-FM Baltimore; KFMY Ft. Dodge, Iowa; WBEC-FM Pittsfield, Mass.; KWRN-FM Reno, Nev.

WNDB-FM Daytona Beach, Fla. — Granted license changes in FM station.

KQW and KQW-FM San Jose, Calif.—Granted mod. license KQW and CP KQW-FM change name to Columbia Bcstg. System Inc. of Calif.; change call letters to KCBS and KCBS-FM effective 4-3-49.

WWPA Williamsport, Pa.—Granted assignment of CP to Williamsport Radio Bcstg. Assoc. Inc.

WLOX-FM WLOX Bcstg. Co., Biloxi, Miss.—Granted request to cancel CP new FM station.

WTNC-FM Thomasville, N. C.—Granted mod. CP change type trans.

Following were granted extension of completion dates as shown: KWOE Clinton, Okla., to 4-14-49; KOB-TV Albuquerque, N. M., to 7-1-49; KVNJ-FM Fargo, N. D., to 5-6-49; WCOV-FM Montgomery, Ala., to 9-19-49; WFMI Portsmouth, N. H., to 7-1-49; KOA-FM Denver, to 10-13-49; KERN-FM Bakersfield, Calif., to 7-15-49; WGBS-FM Miami, Fla., to 10-12-49; WCFC Beckley, W. Va., to 6-18-49; KRE-FM Berkeley, Calif., to 4-30-49; WOAI-FM San Antonio, to 7-7-49.

WBIW Bedford, Ind.—Granted license new standard station; 1340 kc 250 w unl.

WFMU Crawfordsville, Ind.—Granted license new FM station; Chan. 275 (102.9 mc), ERP 13 kw; 230 ft.

Radio Electronic Television School—FM Division, Detroit—Granted CP new exp. TV station KG2XBB.

WISL-FM Radio Anthracite Inc., Shamokin, Pa.—Granted request cancel CP new FM station.

WEAN-FM The Yankee Network, Providence, R. I.—Same.

WHWL-FM Radio Anthracite Inc., Scranton, Pa.—Same.

KID-FM Idaho Radio Corp., Idaho Falls, Ida.—Same.

WREN-FM The WREN Bcstg. Co. Inc., Topeka, Kan.—Same.

WGAZ Daily Gazette Co., Charleston, W. Va.—Same.

WOYO Cinnco Bcstg. Co., Cincinnati—Granted request cancel CG new FM station.

Following were granted extension of completion dates as shown: WMFD Wilmington, N. C., to 6-1-49; WDAR-FM Savannah, Ga., to 9-23-49 on cond. that construction be completed or interim FM service provided by that date; WSVS-FM Crewe, Va., to 7-18-49; KSD-FM St. Louis to 6-16-49; WTCN-FM Minneapolis, to 10-5-49; WISE-FM Asheville, N. C., to 7-1-49; WEOL-FM Elyria, Ohio, to 6-16-49.

WLYN Lynn, Mass.—Granted license new standard station; 1360 kc 500 w D.

WKNK Muskegon, Mich.—Same—1600 kc 1 kw D.

KWIE Kennewick, Wash.—Same—1230 kc 250 w unl.

WTTS Bloomington, Ind.—Same—1370 kc. 500 w-N 1 kw-D DA-N.

WHAP Hopewell, Va.—Same—1340 kc. 250 w unl.

Following were granted licenses for new FM stations: WEAU-FM Eau Claire, Wis.; WLWA Cincinnati; WSAU-FM Wausau, Wis.; WERE-FM Cleveland; WITH-FM Baltimore; WPPA-FM Pottsville, Pa.

WIRB Enterprise, Ala.—Granted license install new trans.

WENT Gloversville, N. Y.—Same.

WBEZ Chicago, Ill.—Granted license changes in noncommercial educational station.

WCSH Portland, Me.—Granted license install new trans. to be used as alternate main trans.

KEPW Fort Smith, Ark.—Granted license install new vertical ant. mount FM ant. on top.

KTRB Modesto, Calif.—Granted license changes DA, mount FM ant. on AM tower.

KTW Seattle, Wash.—Granted license changes in trans. equipment.

WHDH Boston—Granted license increase power, etc.

KRKD Los Angeles—Granted license change power, etc.

WDBO Orlando, Fla.—Granted license change ant. and mount FM ant. on top AM tower.

WKAR East Lansing, Mich.—Granted license install new trans., make changes in vertical ant. and mount FM ant. on AM tower and change trans. location.

WMBL Morehead City, N. C.—Granted license install new vertical ant.

WMOX Meridian, Miss.—Granted CP make changes in vertical ant. and mount FM ant. on side of AM tower.

WCNR Bloomsburg, Pa.—Granted CP make change in vertical ant. and mount FM ant. on AM tower. (BP-7101).

WDMG Douglas, Ga.—Granted CP mount FM ant. on AM tower.

WNBC-FM New York—Granted CP change ant. system, transmission line and trans. power output.

WBRM Brevard, N. C.—Granted mod. CP for approval of ant. trans. and studio locations, and change type trans.

KTFY Brownfield, Tex. — Granted mod. CP for approval of ant. trans. and studio locations.

WMLL Evansville, Ind. — Granted mod. CP to change ant.

WGN-TV Chicago—Granted in part mod. CP change ERP—Power reduced from vis. 18.4 kw to 11.2 kw; aur. 9.4 kw to 7.3 kw, so as to obtain same coverage as proposed under outstanding CP; ant. height change from 496 ft. to 585 ft.

WONW Defiance, Ohio—Granted mod. CP to specify studio location.

WONN Lakeland, Fla.—Granted mod. CP for approval ant. and trans. location, specify studio location, change type trans.

Following were granted extension of completion dates as shown: WBAB Atlantic City, N. J., to 6-15-49; WCBT Roanoke Rapids, N. C., to 6-20-49; KRSC-TV Seattle, Wash., to 6-15-49; KDYL-TV Salt Lake City, to 10-1-49; WCBS-TV New York, to 10-13-49.

KDET Center, Tex.—Granted license new standard station; 930 kc 1 kw.

WHIZ Zanesville, Ohio—Granted license in part install new trans.

(Continued on page 106)

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Lighter Equipment

(Continued from page 26)

action pickup arm with two needles on a reversible head. Firm claims its micro-grip turntable prevents slippage and rumble. Another highlight as "fool-proof" speed changer for both 33⅓ and 78 rpm recordings. Califone handles up to 16-inch transcriptions, and entire unit is housed in a hardwood carrying case with reinforced corners and scuff-proof leather coating. Prices: Universal (Model 6U), $64.95; model 6UJ (for use with projector amplifier), $67.50.

* * *

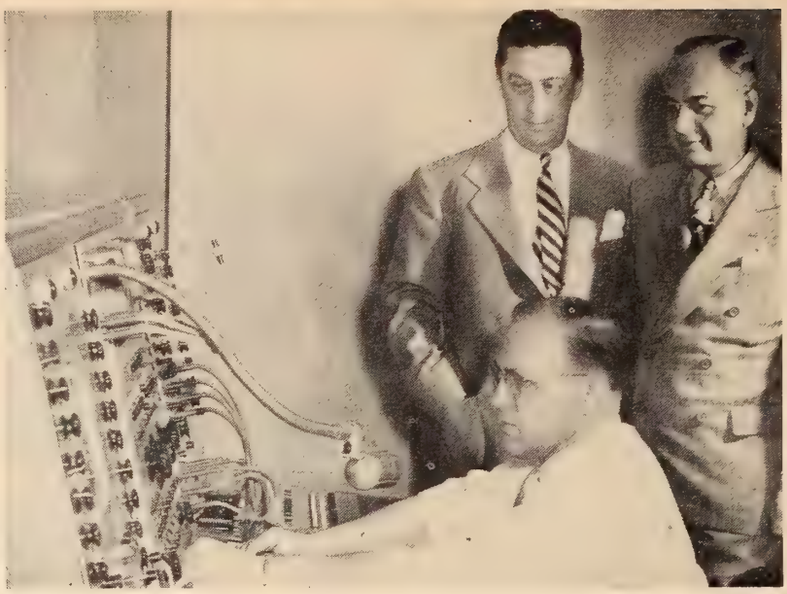
Collins Radio Co.

COLLINS RADIO Co. has introduced a new system for performing all switching and control functions on up to 50 broadcast program loops and 50 associated order wire (or engineering) pairs from remote point up to ten miles distant. Its primary purpose is to save wire. Relatively few control wires replace a large number of telephone line loops, looking toward reduced line charges. Heart of the system is a new device, the "autopositioner." Equipment utilizes special rotary switches developed by Davan Co., with all lines terminating at this switch assembly. Whenever control circuit is actuated, the switch rotor is set up to a pre-determined position by the autopositioner control head. An electric motor provides the driving force. At the studio end of the system a control panel mounts a pre-set dial and an operate button. Uses of equipment are not restricted to the broadcasting field alone, but can be utilized to full advantage, in many instances, where remote control of industrial equipment is needed, Collins points out.

* * *

Daven Co.

NEW equipment offered by Daven Co. includes video attenuators, RF attenuators, miniature attenuators and knee-action switches. Impedance of video attenuator (fixed or variable) is 75 ohms; of RF attenuators (fixed or variable), 50 ohms. Firm has developed a complete line designed to provide maximum attenuation in minimum of space.



MASTER control switch is thrown by Engineer Ray Mallon to open broadcasts in the new home for WJBK and WJBK-TV Detroit, in Masonic Temple. Watching the operation are George B. Storer (r), owner and operator of the Fort Industry Co., and Richard E. Jones, WJBK-TV general manager. Formal opening was attended by over 500 advertising and trade executives.

It is possible to obtain a 30-step Ladder Network in a 1¾ inch diameter unit, a 30-step "T" Network in a 2¾ inch diameter unit, and a 45-step "T" Network in a 2¾ inch diameter unit. Attenuators embody features of workmanship, design and performance. Daven attenuators and switches feature a patented rotor.

* * *

Allen B. DuMont Laboratories Inc.

DUMONT LABS' newest commercial availablities are its Telecruiser, a television studio control room on wheels, and flying spot scanner. Other additions to DuMont equipment include a dual image orthicon camera chain; single film chain with new sprocket pull-down 16mm projector; master control console and associated rack-mounted equipment; studio sync generator and sync distribution system, as well as new DuMont microwave relay system.

* * *

Electro-Voice Inc.

ELECTRO-VOICE Inc., Buchanan, Mich., has two new broadcast microphones—Models 650 and 645—with relative outputs of 46 db and 50 db, respectively. Features include new dual-type external shock mount, new impedance selector, built-in XL-3 connector, magnetic circuit and exclusive acoustalloy diaphragm. Latter permits wide response and uniformity. Net weight of models: 650, 2¾ pounds; 645, 2¼ pounds. List prices: Model 650, $150; Model 645, $100.

* * *

Fairchild Recording Equipment Corp.

PROFESSIONAL magnetic tape recorder is being offered by Fairchild Recording Equipment Corp., Whitestone, N. Y. Recorder achieves performance at a forward speed of 15 inches per second, affording twice the playing time for a given tape roll size as recorders operating at 30 inches per second. Additional speeds of 7.5 and 30 inches per second are optional. Frequency response is flat, within one decibel from 50 to 15,000 cps at 15 inches, with 60 db signal to noise ratio. Separate erase, record and play-back heads are assembled on a kinematic mount. Play-back amplifier operates at all times and permits simultaneous monitoring of recording. Tape travel direction can be instantly reversed without coming to stop.

A studio recorder (Unit 523) enables lateral recording on acetate or wax masters up to 18 inches in diameter at 33⅓ and 78 rpm. A planetary fed mechanism eliminates the need for numerous feed screws. Continuous and instantaneous variation of cutting pitch from 80 to over 500 lines per inch is achieved by the easily accessible knurled knob. 78 rpm speed is obtained through precision friction-ball-race setup. Any number of disc recorders can be operated synchronously through compact unit attached to studio recorder. Unit 539 recorder, another model, enables recording on discs up to 17¼ inches in size for 33⅓ and 78 rpm speeds, and is applicable to AM-FM broadcasting, synchronization of sound-on-disc with film, recording of facsmile on disc and other uses.

Fairchild transcription turntable, Unit 524, is designed for FM, offering "wow-free performance at 33⅓ or 78 rpms without turntable noise, rumble or vibration for either FM or AM recorded broadcasts, for dubbing, and for laboratory uses. Turntable diameter measures 16 inches.

* * *

Federal Telephone & Radio Corp.

NEW allied equipment currently offered by Federal Telephone & Radio Corp. includes a flying spot scanner, television STL link, FM STL link, field intensity meter, and transmitting and rectifier tubes. *(For transmitter and antenna equipment, see transmitter story.)*

Scanner generates a video signal from slides and films with true picture fidelity and signal-to-noise ratio characteristics. Television STL link is a versatile TV broadcast microwave radio link for studio-to-transmitter program transmission, intercity relaying, or portable, remote pickup. Link features a long antenna cable feed, which can reduce installation at "permanent" remote pickup points to simple "plug-in" operation at ground level. FM link is designed for relaying high-fidelity program material from studio to transmitter site. Transmitter utilizes reflex klystron power oscillator; receiver utilizes reflex klystron local oscillator. Field intensity meter is a compact, lightweight portable instrument for accurate measurements of field intensities. Built-in coils cover entire frequency range including AM broadcast band. Also included are complete lines of TV, AM, FM transmitting and rectifier tubes.

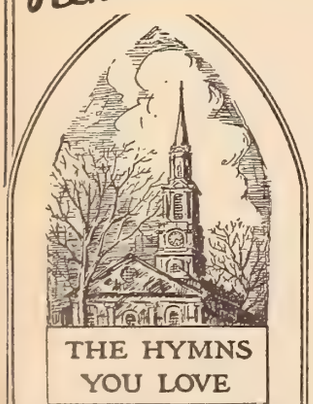
Other principal Federal products include high frequency cables, broad band oscilloscope, monitor speakers, transcription tables, TV and AM monitors, studio and transmitter monitors.

* * *

Gates Radio Co.

GATES RADIO offers a new matched control line of speech input apparatus for AM, FM and TV, as well as new control desks and other items for control room

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nd studio. Control system is a esign wherein all apparatus is atched for symmetry, size and lor. Line is complete, including py racks, record slots, recording, py and typewriter desks.

Gates also has an SA-50 console ith "Programaster" dual channel ntrol for speech input system. arious amplifiers are mounted on rigid frame attached to cast uminum "tilt back" type cabet. Console consists of SA-70 e-amplifiers with quad shielded put and output transformers, a w design four-stage program amifier, plug-in type relays of telone type, and assembly and wirg job. Use of power components ables maximum temperature rise 40 degrees centigrade. Each icrophone circuit feeds directly to the input of one of the five preplifiers, then into ladder mixers, en to channel selector switches at govern whether program will to amplifier 1 or 2.

* * *

General Electric Co.

ENERAL ELECTRIC has dened PC-3-A image orthicon stu camera to provide high quality evision pictures at relatively low ntrolled light intensities. Provin has been made to correct over- response of camera to that of human eye. These features are luded: Optical viewfinder, with ver tubes, less heat dissipation d simplified circuit design; bayet base lens adapters, for quick d easy lens change; built-in ht filters, with less danger of akage; natural color viewing ge, providing easy watching on wfinder screen; and minimum intenance, with complete accessity of all components.

nstrument weighs only 72 nds including viewfinder, is 22 hes long, 12½ inches wide and ¼ inches deep. Viewing image about equivalent to that of 10h picture tube, while field of w exceeds transmitted picture 20% on all sides. No separate us control is required for viewer. Also included is a dualkback telephone jack with a vole control to provide one-way mmunication from program dior to camera and dolly opers, for cueing during rehearsal program. Input circuit power: v 50/60 cycles 0.3 amperes.

* * *

Presto Recording Corp.

WEST product in the Presto rding line is its magnetic tape rder with speeds of 7½ and 15 es per second. Selection is done simple mechanical shift. Speed 0 inches per second can also be vided. Provision also is made to rate all sizes of reels up to and uding 14 inches diameter (5,400 feet of tape). Operating controls and associated devices for mechanical section of recorder consist of push-button switches to record, playback, rewind, fast forward and stop. "Record" button cannot be pushed until safety button is simultaneously depressed. Two pilot lights indicate when unit is set for record and when power is on entire unit. Amplifier section consists of two separate units and common regulated power supply. Input and output impedances are both 600 ohms. Adjustable low and high frequency equalizers are incorporated in both recording and playback amplifiers. Full-size VU meter mounted on top panel of recorder indicates recording level, playback amplifier output level, bias current and erase current. Price will be "in neighborhood of $1,500," according to firm.

Another addition is new Presto 66-G recorder combining features of dual motor gear drive with overhead mechanism and turntable of Presto 6-N. Instrument is designed for standard and Microgroove recording. List price is $996 ($70 additional for Microgroove). Other additions to Presto's line include transcription playback equipment made up of a 16 inch turntable, 12 inch speaker and 10 w amplifier, all contained in floor cabinets. Unit is ready to operate when plugged into a 110 v AC outlet. New player is similar to firm's 62-A except for provision of a speaker grill in front of cabinet, and installation of amplifier in rear.

* * *

Machlett Laboratories

NEWLY-DEVELOPED high-power thoriated cathode tube, manufactured by Machlett Laboratories, Springdale, Conn., can be used as a single output tube in 25 kw television and 50 kw FM service. Tube has large coaxial leads on all electrode connections and has maximum frequency of 110 mc per second at full power. It may be used with new Machlett automatic seal water jacket.

* * *

Meletron Corp.

MELETRON Corp., Los Angeles, offers George A. Starbird microphone booms and stands. Specifications: Horizontal extension, four feet minimum, eight feet maximum; vertical, five feet minimum, nine feet maximum. Booms and stands are designed to provide flexible microphone arrangement; rubber tired, three-inch double-ball bearing casters provide silent change of location. They are also equipped with adapters, while balancing counter-weight prevents tipping under loads—in addition to heavy cast iron base to insure steadiness, according to firm.

* * *

Otto K. Olesen Co.

MERCURY vapor arc lamps for studio television lighting are now being introduced by Otto K. Olesen Co., Hollywood, Calif. New lamp enables blending of color corrected mercury and incandescent light sources to provide absolute color characteristics for any type camera tube. Color correction is obtained through use of high temperature phosphors coated on inner surface of lamp's outer envelope. Watt for watt, lamp delivers from two to three times the light output of conventional incandescent lamp, firm's engineers claim. Recently on West Coast, in a remote broadcast, only 12 1 kw mercury units were needed to provide adequate lighting. Fundamental advantages are longer lamp life, lower operating temperature and high light output per unit. The company claims that working under these lamps is much cooler because of absence of infrared radiation. Fixtures are now being developed that will utilize a new 400 w color corrected mercury vapor arc lamp. Efficiency of lamps is reported at approximately 63 lumens per watt. Relatively low cost, light weight and flexibility should prove valuable in all TV studios, and especially for field pickups, company feels.



ROBERT PATT (l), newly appointed director of advertising and sales promotion for WCBS New York [BROADCASTING, March 28], receives congratulations from his predecessor in that post, Jules Dundes. Mr. Dundes becomes director of sales and sales promotion for KCBS (formerly KQW), CBS-owned San Francisco station.

* * *

Radio Corp. of America

RCA has a number of new broadcast and television units, among them portable and console tape recorders, kinephoto equipment, remote TV switching system, video test equipment, and film projection equipment, in addition to new 5 kw FM transmitter (see separate story). Marking its entrance into magnetic tape recording field, RCA has developed portable and console recorders having a flat frequency response of 50 to 15,000 cycles.

For TV, remote control switching system provides central position for switching and, permits use of all programming techniques such as fading or lap-dissolving between signals. Equipment provides relays for video switching which simplify control room cabling system, thus allowing greater flexibility in room layouts. It comprises two major units, a program director's console and associated rack-mounted relays, amplifiers and power supplies.

A kinephoto system, already in operation in several of the nation's network stations, records TV images on motion picture film for subsequent use as video material.

* * *

Raytheon Mfg. Co.

COMPLETE stock of technical equipment and accessories (in addition to transmitter and allied equipment) is available to broadcasters. Line includes speech equipment, preamplifier, line amplifier, program amplifier, remote amplifiers, volume limiters and VU meter panels. Television microwave relay systems (50 w) are also manufactured by Raytheon. New products include consoles and consolettes, voltage stabilizers, mobile equipment and TV receivers, as well as TV camera chain, with view-finder, tripod and complete control and monitoring equipment. TV Relay receiver—RTR-1A—is complete with dish antenna.

* * *

Western Electric Co.

WESTERN Electric has a complete line of radio broadcast tubes, including a newly-developed high power thoriated tube for use as a single output tube in 25 kw television and 50 kw FM service.

WGST Atlanta, Ga., has received a commendatory letter from U. S. Marine Corps, Southeastern Recruiting Division, for its cooperation and service to the Marine Corps.

hake a date
with a steak, tonight!"
ONDON House
the bridge...
igan Ave. and Wacker Dr., Chicago

It's No Bull!

. . . when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Meadville alone.) And too, don't forget for one minute: We not only broadcast your shows . . . we promote them.

WMGW

Studios & Offices—First Nat'l Bank Bldg.
Meadville, Pa.

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—Manager for new 250 watt station daytime only, population about 10,000. Apply to W. A. Smith, 203 West Alsobrook St., Plant City, Fla.

Salesmen

Salesman with idea presentations for Texas ABC station. Salary, commission. Box 509a, BROADCASTING.

Salesmen, program director, chief engineer, combination announcer-engineers for new 250 watt fulltime station in beautiful, prosperous, Florida city. Ability and character worth more than experience. Starting salaries of $40.00 and $50.00 weekly. Commission for salesmen. Monthly bonus and stock available for right people. Box 576a, BROADCASTING.

Salesman—If you have sold daytime stations in competitive market, then unusual opportunity awaits you, leading to management of station. Give complete details. Midwest. Box 583a, BROADCASTING.

If now selling-servicing stations-agencies; have profitable openings in New England-West Coast. Box 593a, BROADCASTING.

Good opportunity for experienced salesman with 1000 watt independent near Chicago. Send photo, qualifications, experience, salary desired. Box 615a, BROADCASTING.

Wanted—Experienced salesman with excellent chance for advancement in a prosperous, southwest market. Send full information, references and photo first letter. KSCB, Liberal, Kansas.

Salesman — Experienced advertising salesman. Must be able announce if desired, sober, on the job. Permanent berth to right man. Installing FM now. Write full details Station WBUY, Lexington, N. C.

If you have had several years radio time sales experience and want to make from $8000 to $15,000 per year, send complete information and photo to Earl Harper, WNOR, Norfolk, Virginia. Top drawing account to men we select.

Announcers

General announcer for Texas station, tell all. Box 527a, BROADCASTING.

Announcer—Must have good voice and be able to do a job on disc jockey, adlib shows and commercials that sell. High rated, midwest regional. Give complete personal resume, including experience, salary expected, availability. Confidential. Box 555a, BROADCASTING.

Wanted—Announcer experienced play-by-play and disc. Show by eastern Pennsylvania FM station. Send full details and disc. Reply Box 572a, BROADCASTING.

Experienced commercial announcers with ability to handle sound saleable news shows. Progressive midsouth 5 kw network affiliate. Fair starting salary, pleasant surroundings. Send complete background, salary requirements, photo to Box 574a, BROADCASTING.

Announcing—If you have first class telephone license and do announcing, control board, then contact me for unusual opportunity, midwest. Box 584a, BROADCASTING.

Can't pay a big price—But we need a special events man, an announcer who can do a good morning show, get up on the high school stage and make the kids laugh, do a good man on the street, and who can adlib freely, without "trying." Write Box 602a, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Two combination men, also commercial manager, new station, opening in about six weeks. Write fully Station WEAB, Greer, S. C.

1000 Watt Mutual daytime affiliate desires experienced announcer. Apply in person to WTOB, Winston-Salem, N. C.

Technical

Have opening available April 1st for experienced transmitter operator—5 kw directional. Send photo and general qualifications first letter. Radio KOOL, Adams Hotel, Phoenix, Arizona.

Experienced, qualified combination man with first class ticket wanted. Send audition disc of voice and full record of abilities. Single man preferred. Salary $200.00 per month for forty hour week. Write or wire Chief Engineer, KVOC, Casper, Wyoming.

Production-Programming, others

Continuity writer, free lance, for spot commercials on assignments handled by mail. Write, giving full information and samples. Box 539a, BROADCASTING.

Experienced copywriter. Prefer one who can also announce. Prefer southerner. KTRY, Bastrop, Louisiana.

Situations Wanted

Managerial

12 years experience in rural, urban and mixed markets. Veteran, three college degrees, 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successfully tested direct air sale plan. Prefer station that is in red or one in tough market. Box 267a, BROADCASTING.

Manager or sales manager. Highly succesful record major and secondary market station operation. Actual experience several years each department, sales, programming, production, public and employee relations both new and going stations. Presently employed. Your interest held strict confidence. Box 471a, BROADCASTING.

Salesmanager available in April. Wants to arrange personal interviews April 8, 9, 10, 11 & 12 at Chicago Convention. If you need producer with 20 years network & independent stations experience, well known and highly recommended for results in sales, merchandising, advertising, promotion and management, advise immediately where & when you can be reached in Chicago. Box 561a, BROADCASTING.

Man, 47, exceptionally qualified to manage radio station seeks that position with station in town not less than 30,000. Need $150 weekly plus opportunity earn considerable more through bonus plan or profit sharing arrangement. If interested please address Box 563a, BROADCASTING.

Manager or commercial manager. Eight years experience in sales, promotion and supervision. Understands successful station operation. Excellent references. Midwest preferred. Box 587a, BROADCASTING.

Proven manager looking for larger opportunities. Presently employed 1000 watt network affiliate, whose earnings I have substantially increased during the past six years. Familiar all phases; AM, FM, including FCC. Sales a specialty. Prefer east or southeast. Available for interview at NAB Convention. Box 594a, BROADCASTING.

Situations Wanted (Cont'd)

Manager 15 years radio and newspaper, experienced all departments, strong on sales, capable executive, management and ownership experience, network and independent, metropolitan and small market. Solid family man, 2 children. Excellent references. Contact at NAB Convention through Broadcasting Chicago office or write Box 619a, BROADCASTING.

Station manager—program director—sales manager. Three well-experienced ex-GI's now separately employed desire to work together. We know radio and like black ink. 41 years of combined radio experience. Let's talk about your station. Available for interview. Box 603a, BROADCASTING.

Sucessful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Commercial manager 16 years radio and newspaper sales and management qualifies me for commercial manager's position with large regional or clear channel station. Excellent references. Contact at NAB convention through Broadcasting Chicago office or write Box 620a, BROADCASTING.

Salesmen

Young family man with eighteen months experience, selling, programming and announcing, now employed selling in highly competitive market desires change. Write Box 542a, BROADCASTING.

Time salesman presently employed eastern 500 watt station. Prefer midwest or western Penna. Consider all offers. Box 549a, BROADCASTING.

Capable sales manager, 12 years experience desires position midwestern states. Com. salary. Box 596a, BROADCASTING.

Sales need transfusion of ambitious young blood? Successful operations: copywriter, traffic manager, salesman, in regional operating room. Prefer hospital in midwest or eastern market. Box 598a, BROADCASTING.

Announcers

Sports director now—second year announcing basketball; football, three-I League baseball and all general announcing. Want permanent job—full shift announcing and guarantee top sports coverage. Married, 26, family. April 1st. Box 277a, BROADCASTING.

Florida stations only! Announcer-writer-producer 5 years top experience. Box 399a, BROADCASTING.

Announcer, 22, single. Experience with network, double on continuity. Know board. Prefer Texas station. Box 510a, BROADCASTING.

Experienced sports director now at Pennsylvania 1000 watt will travel in 250 mile radius for audition and interview. Box 512a, BROADCASTING.

Announcer—Handle all types of shows, console work, network and independent operation. Know programming. 16 months experience. Specialize disc jockey and news. Prefer northwest. Box 540a, BROADCASTING.

Morning man—Attention major markets. Top personality man, best references. 8 years experience, can build your audiences in strongest competition. Want $8000 or percentage deal. Box 552a, BROADCASTING

Experienced — News, staff, specialized college sports, Class B baseball, college education, family, consider all, Texas or coastal preferred. Box 558a, BROADCASTING.

Experienced announcer, married, desires position, preferably midwest. Modest requirements. Box 560a, BROADCASTING.

Announcer — Two years experience. Now at one kilowatt independent, previously CBS station, desires change. University graduate, young, married, knows and does news, music, special events. Disc, full information on request. Will travel. Box 575a, BROADCASTING.

Newsman-announcer seeking location in midwest. Journalism graduate. Can write, edit and deliver well-integrated newscast. Experienced in other phases of announcing. Presently employed 5000 watt Mutual outlet. Disc on request. Box 579a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-continuity writer, immediate availability, experience 3 years. Independents, Mutual-Columbia affiliates. All phases of staff announcing and writing. Music-sports continuity. Excelling in play-by-play, disc jockey work and commercial writing. Script own music and sport shows. Well known throughout east, south and midwest. Will work only for a productive, progressive station. Anywhere, highest references, wire or write now. I will produce for you. Will answer all offers. Box 577a, BROADCASTING.

Two announcers, single, desire staff jobs, preferably midwest. Will consider others. Write, produce own shows. Experienced working together, both writing and announcing. Box 585a, BROADCASTING.

Announcer, producer, DJ, newsman with 8 years experience desires Great Lakes area. $80 plus talent. AFRA. Available April 15th. Box 586a, BROADCASTING.

Two announcers, anywhere. Prefer midwest. School experience. Singly-together. Discs. Details. Box 605a, BROADCASTING.

Morning man—Versatile announcer, audience participation a specialty, experienced, high mail count, own car, seeks better position. Box 607a, BROADCASTING.

Experienced announcer, scriptwriter. Specialize in adlib. Disc shows, audience participation, sports, comics, etc. Available immediately. Transcription, photos, scripts and references upon request. Box 609a, BROADCASTING.

Combination announcer-engineer with first phone wants change to Kentucky, Missouri area. Presently employed, married, Disc on request. $65.00 minimum. Box 610a, BROADCASTING.

Experience—Six months, ambitious announcer, 23, single. College education, language major. Operate console, production sense. Experienced in amateur theatrical productions, speech projects. Mature delivery, excellent voice. Upon request, will supply excellent references, and other details asked for. Box 611a, BROADCASTING.

¼Godfrey, ¼Poole, ½Me. Jockey, announcer, news, worker, anywhere. Box 612a, BROADCASTING.

Announcer-engineer desires combination position in progressive station. Emphasis on announcing. I'm 25, have license and married. For full particulars on experience, etc. contact: Engineer, 1147 North Main, Tulsa, Oklahoma.

Announcer — Versatile, understands languages. Inexperienced. Active experience. Telephone Michigan 7077, Joseph Dumont, 440 W. Schiller, Chicago.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15. Atlantic 5-0516.

Announcer, single, 23 with year in all phases broadcasting emphasis commercials and deejay. Want position with opportunities for advancement. REANO. 1329 Oak St., K. C., Mo. HA. 0473.

Technical

Engineer, 1st phone, employed, married. Desire above Maryland. Require notice. Box 530a, BROADCASTING.

Experienced engineer. Florida stations notice. Offer, please. Box 573a, BROADCASTING.

Transmitter engineer, first phone, now employed 1 kw network station using directional antennas, active amateur, will travel for permanent job. Box 578a, BROADCASTING.

Engineer—First phone, single veteran, have car, experienced, southern states preferably Georgia or Alabama. Box 580a, BROADCASTING.

Broadcast engineer desires position with station within commuting distance of New York City. Graduate radio communications. No experience, hold 1st class phone, class A amateur (WRSDH). Box 588a, BROADCASTING.

Situations Wanted (Cont'd)

rst class phone license, young, any sition considered. Box 589a, BROAD-ASTING.

old first telephone, second telegraph nateur licenses. Any position con-ered. Box 590a, BROADCASTING.

ung man with first class telephone ense, desires position in broad-sting. Box 591a, BROADCASTING.

older, 1st class radio telephone, good eaking voice, single, will accept sonable offer. Box 592a, BROAD-ASTING.

gineer-1st phone, 2nd telegraph, nateur licenses. No broadcast ex-rience, but desires opportunity. gle, will travel. Box 600a, BROAD-ASTING.

gineer now working desires change years broadcast experience plus vy. Southern New England pre-red. Box 604a, BROADCASTING.

rst phone, 23, married, desires posi-n as operator in Virginia area. ferences. Box 225, Rocky Mount, Va.

gineer-announcer. Business, sales ckground. College, first phone. Write wire John Gronert, 5316 York Ave-e S., Minneapolis, Minn. for disc, ther qualifications.

roduction-Programming, others

allocations are now being made. your application being considered will it ever be? Let us do it now. W. Andrews, Inc., 219 Whitaker g., Davenport, Iowa.

gram director - announcer. Four rs experience, college background, ires midwest. Box 488a, BROAD-STING.

man commentator, 4 years experi-e New York City market, available h for radio and television, seeks gressive station in competitive mar-. College grad, videogenic, young. owledge production, promotion, sic. Box 565a, BROADCASTING.

vs plus! Experienced director of s and special events plus promo-, publicity, public relations. Script for newscasts, documentaries. Em-sis on local angle. Family man, able, industrious. Excellent refer-es. Box 622a, BROADCASTING.

ng, experienced, traffic-manager-ywriter desires position. New Eng-d-New York area. Disc jockey and erviewing experience. Box 595a, OADCASTING.

tinuity writer available — Well ned and experienced advertising ywriter and staff announcer. Col-e graduate. Photo, continuity, disc ilable on request. Box 597a, OADCASTING.

pter bulging with inexpensive ideas small station. Salary secondary. 606a, BROADCASTING.

ll station want listeners? I want somewhere. Box 613a, BROAD-STING.

lan knows — I know — Do you d a good newsman? Box 614a, OADCASTING.

gram or operations manager — sual qualifications. Twenty years erience all departments including nagement. Well worth an inquiry. 617a, BROADCASTING.

gram director — announcer back-nd. Employed metropolitan station, nging because of ownership conflict, ound experience, full knowledge gramming from both sales and en-ainment angle. Family, 30 years 13 years in radio. Box 621a, OADCASTING.

n the idea to the complete station. furnish the idea and the location. do the rest. Let us tell you how. W. Andrews, Inc., 219 Whitaker . Davenport, Iowa.

gram director-announcer. College uate, 28. Four years successful opolitan and small market ex-ence. Top air voice. Know my ness. Box 983, Coral Gables, da.

Situations Wanted (Cont'd)

Television

Technical

Camera man—One year television engineering training and 200 hours on image orthicon as telecamera operator in studio and remotes seeks contact in metropolitan area. Box 601a, BROADCASTING.

Television engineer, BS degree, IRE associate, 1948 earnings $5880, desires TV station executive or supervisory position near family in southeast. Nine years experience covers development, installation, operation at pioneer television station and has the "knowhow" derived from pre-war experimental and present-day commercial telecasting. Record of qualifications sent on request. Box 608a, BROADCASTING.

Production-Programming

Former FCC inspector desires employment television station as program director. Can furnish fulltime program schedule around arranged commercial programs. Salary plus commission on arranged commercials. Telephone or telegram A. A. Touchstone, 1019 9th Ave., Laurel, Mississippi. Phone No. 1302-J for telephone conversation leading to personal interview.

Employment Service

Seeking new horizons! Over 50 AM-TV horizons need conquering. Also need 20 announcer-engineers (to $325). RRR-Radio-Television Employment Bureau, Box 413, Philadelphia. Availabilities—Competent managers, PD's, announcers, copywriters, deejay's, etc.

For Sale

Equipment, etc.

Lehigh 170′ tower—4 tower lights, beacon, flasher, everything new. Box 520a, BROADCASTING.

For sale—One kilowatt Western Electric transmitter 353E1 at sacrifice price. Make us an offer. Charles Winkler, WDGY, Minneapolis.

For sale—2 tone arms for RCA 70B turntables complete with pickup heads and filters plus 2 spare RCA 70B diamond point heads MI #4856 $150.00. Blaw-Knox 80 ft. self-suporting type H-21, non-insulated, heavy duty tower, spread 10′4″, designed to suport a type 54A four bay, eight unit W. E. Cloverleaf FM antenna, new 600′ single conductor new versital telerium parkway cable, 2/0 stranded, AWG 600V on reel —$225.00 f.o.b. Flint. Chief Engineer, Radio Station WFDF, Flint 3, Michigan.

Stockholders of top network station in rapidly expanding southern market will sell 51% control to a manager who desires to operate own station. Only those in position to put capital into station and who possess unquestionable radio managerial ability need reply. For further information write Box 623a, BROADCASTING.

130 feet unused RG 20 U, 52 ohm transmission line—$65.00. 1 RCA 3 inch oscilloscope—$50.00. 1 Western Electric 110A limiting amplifier—$50.00. 1 slightly used Brush Soundmirror magnetic wire recorder, model BK 303 in factory sealed carton with several extra spools of wire—$600.00. Write Chief Engineer, WSGN, Birmingham, Alabama.

For sale—New 100 foot, type 101 Wincharger tower. Never erected, but less anchors. New cost $465, will sell for $310. WTAD, Quincy, Illinois.

Wanted to Buy

Cheap 5 kw transmitter suitable for use in Cuba on 1500-1600 kc band. Early availability essential. Box 582a, BROADCASTING.

Situations Wanted

Production-Programming

TOP-NOTCH NEWS EDITOR—superb background newspaper, radio, pre-war European travel and war-time intellingence work—promotion conscious, good air voice and public speaking—now earning up to $135 a week with pioneer local station—seeks executive news job that permits editing and airing one or two 15 minute newscasts daily. Box 599a, BROADCASTING.

For Sale

Station

CP FOR SALE

$12,500 AM and FM midwest metropolitan market AM clear channel low frequency. Must have prompt action. Manager available too if desired. Contact at NAB Convention through Broadcasting's Chicago office or write

BOX 618a, BROADCASTING

Equipment

FOR SALE

Western Electric

FM Antenna

BEST OFFER

One 8-bay Western Electric 54A Clover Leaf FM Antenna. New in 1948. Perfect condition.

Wire or Write WKY

Oklahoma City, Okla.

WANTED

TELEPHONE CARRIER EQUIPMENT (Western Electric) types, C, CF-1, CF-3, CF-4, CF-5, H, H-1.

TELEGRAPH CARRIER EQUIPMENT (Western Electric) X-61822A, CF-2, CF-6, 40AC1.

TELETYPEWRITERS—All Models.

TELEPHONE SWITCHBOARDS—Manual and automatic.

RADIO TELEPHONE LINKS—AN/TRC-1, AN/TRC-3, AN/TRC-4, T-14/TRC-1 Transmitters, R-19/TRC-1 Receivers, Antennas.

BOX 536a, BROADCASTING

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

Tommy-on-the-Spot

UNUSUAL methods used by Tom McCarthy, WKRC Cincinnati news director, in covering local news stories for station have been highlighted by a 1,000-word AP wire to client newspapers. Mr. McCarthy hurries to the scene in his auto, which is equipped with a mobile telephone unit, and phones WKRC a running account of activities. Station, in turn, wire-records it for broadcast to home listeners three minutes later. Thus, listeners are given verbal descriptions of fires, floods, riots, etc., in little more than 180 seconds after events take place. Mr. McCarthy, who covers an approximate 25-mile radius, houses FM transmitting equipment of mobile phone unit in trunk rack and gets power from standard auto battery. There's only one hitch—he has to keep the engine running or the battery will go dead.

KSJO San Jose extends its broadcast day from 18 to 21 hours and expands facilities. New auxiliary offices were opened in the Bank of America Bldg., San Jose, and in San Francisco at 79 Post Street.

School

NATIONAL ACADEMY OF BROADCASTING, INC.

NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.

Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C

Please send information concerning

☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

EDITORIALIZING

Dist. 1 Upholds Right

RIGHT of broadcasters to editorialize on the air was upheld by New England broadcasters at a meeting of NAB District 1 held March 23 at Boston. Non-NAB members attended the session, described as the largest radio meeting in the area's history [BROADCASTING, March 28].

The group adopted a resolution on editorializing "to the end that radio's voice shall become an increasing factor in community thinking and action."

Another important step taken by the meeting was to urge the NAB board to study the problem of conducting a large-scale, continuous campaign of advertising and promotion to sell radio advertising to manufacturers and agencies not familiar with its sales power.

In other resolutions the group congratulated BMB on acquiring Dr. Kenneth Baker, NAB research director on leave, as acting president; urged transcription firms to use more BMB music; commended work of Maurice Mitchell, NAB director of broadcast advertising; adopted a resolution of tribute to the late William S. Brown, WMTW Portland, Me.; endorsed the All-Radio Presentation project.

HAL TOTTEN, farm director at WGN Chicago, was named honorary member of Quill and Scroll chapter at Chicago's Nicholas Senn High School when he addressed the junior class. An alumnus, Mr. Totten edited the *Senn News* while in school. The society is a national journalistic high school group.

Wanted—Highly qualified engineer of sufficient proven technical ability to install five kilowatt directional station and assume chief engineer's position thereafter. Definitely prefer person who additionally has good announcing voice, able to take limited announcing shift. Top salary, excellent career opportunity with alert growing organization located in California's grand Sacramento Valley. Send announcing audition disc and complete engineering background and references to Lincoln Dellar, KXOA, Sacramento, Calif.

Agencies

(Continued from page 10)

DON W. WARINNER, formerly advertising manager of National Chemical & Manufacturing Co., joins Tim Morrow Adv., Chicago, as copy chief.

HART LEHMAN Adv., New York, elected to membership in American Assn. of Advertising Agencies.

HUTCHINS Adv. closing its Los Angeles office about June 1. Principals, **JIM BURTON,** general manager of office and agency supervisor of ABC *Bing Crosby Show,* and **JANE LAIT,** publicity director, have announced no future plans.

LEWIS J. C. SPRUANCE, account executive at Lindeke Adv., Glendale, Calif., resigns to open his own office.

M. J. VOSSE Jr. and **ALVIN BICK** announce formation of Vosse & Bick agency in Memphis, Tenn., with headquarters in Jer Del Bldg. Mr. Vosse formerly operated an agency under his own name, and Mr. Bick was formerly with WMPS Memphis as account executive.

STEVEN A. BOX Adv., Albuquerque, N. Mex., elected to membership in Southwestern Assn of Adv. Agencies.

MARVIN YOUNG, vice president and radio and television director, Ruthrauff & Ryan, Los Angeles, is instructing an eight week course in "Television Writing" at University Extension of U. of California.

BARNETT BATES resigns as vice president and copy chief of Erwin, Wasey & Co., Los Angeles. He has announced no future plans. Before going to Los Angeles, Mr. Bates was manager of firm's Seattle office for several months, and before that was in New York office as copy head.

LOUIS J. NELSON, media director at Wade Advertising, Chicago, is father of a boy, Louis J. Nelson III.

AGENCIES moving offices to new locations include: Los Angeles—**Abbott-Kimball Co. of Calif.** to new building on Van Ness Ave., sometime early this month; BBDO to 6363 Wilshire Blvd., about May 15. Hollywood—**Sullivan, Stauffer, Colwell & Bayles** to 6253 Hollywood Blvd., telephone, Hillside 2119. New York—**Bozell & Jacobs Inc.** to larger quarters at 31 W. 47th St., and opens Washington office. Beverly Hills, Calif.—**Irwin-McHugh Adv.** to 239 S. Beverly Dr., telephones, Bradshaw 2-5455, Crestview 4-6127.

FIGHT SMOKE

WNOX Crusade for Knoxville

KNOXVILLE, Tenn.'s No. 1 problem is smoke. In 1947 and again in 1948 WNOX Knoxville waged crusades against it, but attempts to put through smoke ordinances were defeated.

When the proposed smoke ordinance failed again this year WNOX set to work. It called in Dr. Clarence A. Mills, of U. of Cincinnati's College of Medicine, considered an authority on smoke and its relation to health.

Simultaneously WNOX began an all-out anti-smoke campaign. Bulletins to schools, parent-teacher organizations and civic groups supplemented anti-smoke broadcasts. The *Knoxville News-Sentinel,* with which WNOX is affiliated, backed the station up with front page stories, editorials and pictures. On March 16 Dr. Mills gave his lecture on "You, a Victim of Atmospheric Smoke" and that same evening appeared on WNOX *Forum of the Air* with a summary of his talk.

Just a day earlier Knoxville's Smoke Abatement Advisory Board had recommended to the city council that the smoke ordinance be passed. Amendments to the ordinance are now being drafted. And WNOX states: "When the time comes for more public pressure, WNOX will let go with another air barrage."

WSM 'OPRY'

Station Exposes Ads

INCIDENT of alleged fraudulent advertising regarding an announced public appearance of the WSM Nashville *Grand Ole Opry* cast was reported last week by WSM. BROADCASTING was told by Tom Stewart, WSM publicity director, that WSM has not filed any charges against the promoter in question, "nor is it likely we will," he said. "Our prime concern is preventing radio stations, newspapers, and the general public being misled by such people. . . "

According to Mr. Stewart and photostatic copies of ads and press clippings which he submitted, Larry Sunbrock, a promoter, placed ads in two Columbus, Ohio, newspapers advertising a coming appearance of the *Grand Ole Opry* and stars from the show at Columbus' Memorial Hall.

James R. Denny, manager of the artists' bureau at WSM, notified the *Columbus Citizen* that Mr. Sunbrock did not have authorization to bring WSM stars to Columbus and that the program was not making the appearance.

The title *Grand Ole Opry* is the exclusive property of WSM and may be used "only in application to bonafide WSM *Grand Ole Opry* acts," Mr. Stewart said.

WILLIAM J. HENDRICKS, WXYZ Detroit salesman, has been awarded a certificate of appreciation by 17th Infantry Battalion, Marine Corps Reserve in Detroit, for his assistance to Marine Corps last year. Mr. Hendricks was radio chairman for Corps 171st anniversary in Michigan.

We operate several stations in California's wonderful Sacramento Valley and have immediate openings for highly qualified announcers specifically with first class engineer's ticket. Top salary, grand career opportunity, excellent climate. If you think you can qualify and seek association with alert growing organization send audition disc with full announcing and engineering background and references to Lincoln Dellar, KXOA, Sacramento.

CHICAGO

Our Washington, Dallas and San Francisco offices will all be represented at the NAB Convention, Hotel Stevens, Chicago, April 6-13.

MIDWEST

An attractive independent located in a good sized one station midwest market. This station is well equipped and operated, but profits can definitely be increased by good resident management. Price $125,000.00. Financing arranged.

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Sterling 4341-2	Central 1177	Exbrook 2-5672

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(Contact our executive offices for details without obligation.)

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Advance Registration

(Continued from page 24)

edler, Leroy, WKBW Buffalo, N. Y.
ndley, L. K., Collins Radio Co., ST.
orance, Herbert C., KDFC San Francisco, ST.
ynn, Roy M., KRLD Dallas, ST.
x, J. C., WHAS Louisville, Ky.
ll, Elliott D., KXIC Iowa City, Iowa
brielson, Olaf, KFGO Fargo, N. D., ST.
mble, Joe A., WRBL Columbus, Ga.
nzenhuber, John H., Western Electric Co., New York, ST.
rland, O. K., WJHL Johnson City, Tenn., ST.
iken, Don, KVOX Moorhead, Minn., ST.
llett, Glenn D., Glenn D. Gillett & Assoc., Washington
nnet, Robert J., WHBF Rock Island, Ill.
dley, Paul F., Paul Godley Co., Upper Montclair, N. J.
ldenberg, Henry E., WHB Kansas City, Mo.
een, J. A., Collins Radio Co., ST.
esham, Stokes, Jr., WISH Indianapolis, Ind.
ove, William C., KFBC Cheyenne, Wyo., ST.
ndy, Phillip L., Graybar Electric, Detroit, Mich.
hn, Norman, WIBA Madison, Wis.
ines, Homer M., WNAE Warren, Pa., ST.
les, Frank B., WBRY Waterbury, Conn., ST.
mrick, William H., WWNC Asheville, N. C.
ncock, Robert, KDTH Dubuque, Iowa
rtmeyer, C. Elmar, WHIZ Zanesville, Ohio
rold, Joseph, WOW Omaha, Neb.
tland, Julius M., WDAY Fargo, N. D.
sch, Oscar C., KFVS Cape Girardeau, Mo., ST.
kenbaugh, George P., WMT Cedar Rapids, Iowa ST.
bbs, Revis V., WKRM Columbia, Tenn.
ffman, Karl B., WGR Buffalo, N. Y., ST.
gan, John V. L., WQXR New York, ST.
brook, Darrel, WLDY Ladysmith, Wis., ST.
kins, Cecil B., WWNC Asheville, N. C.
uts, James J., KYSM Mankato, Minn.
George W., KONO San Antonio, ST.
kman, F. C., WREN Topeka, Kan., ST.
kson, A. H., Blaw-Knox Co., Pittsburgh., ST.
t. E. K., WMAR Baltimore, Md., ST.
nson, Albert D., KOY Phoenix, riz., ST.
nson, E. M., MBS, New York
es, G. I., Graybar Electric Co., Lavertown, Pa.
ndoian, Armig C., Federal Telecommunications Labs, Glenn Rock, J.
n, Walter F., Riverside, Ill.
ley, James J., WFBL Syracuse, Y., ST.
npkes, David J., KIHO Sioux Falls, D., Bis.
nnedy, H. Edwin, WILM Wilmington, Del., ST.
rworth, J. Gordon, WMNB North dams, Mass.
hler, James F., Philco Corp., Philadelphia
rner, Meredith L., WSAM Saginaw, Mich.
hl, A. K., KMBC Kansas City, o.
Marque, James W., Graybar Electric, ew York, ST.
dreth, Ellis, WBRW Welch, W. Va., T.
glois, C. O., Lang-Worth Feature rograms, New York, ST.
yhon, J. D., WMAZ Macon, Ga., T.

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WGLS STARTS

Georgia Network Key Outlet

WGLS Decatur, Ga., which held its formal opening March 27, will be the key station for the Georgia Assn. of Local Stations network.



Mr. Carr

Tom Carr, WGLS general manager and GALS director made the announcement last week.

Network service is scheduled to begin this month. One hour of programming a day is planned at start, with network using telephone lines. As soon as adequate FM facilities are available, programs will be fed by FM relay, Mr. Carr said. Network includes 29 stations.

WGLS licensee is the DeKalb Broadcasting Co. Station is a 1 kw daytimer on 970 kc.

Staff, in addition to Mr. Carr, includes: A. R. Bruckner Jr., program director; Ruth Kent, director of women's programs; Clifford Hanson, chief engineer; William Dillingham and John Dillard, assistant engineers; Preston Charles, Howard Jarrott and Lew Forrest, announcers; Dorothea Carr, office manager and assistant sales director of GALS, and A. P. McConnoughey and Spence Bedsole, salesman.

Lee, Carl E., WKZO Kalamazoo, Mich., ST.
Leeman, Alvin, WKBH LaCrosse, Wis., ST.
Lewis, L. L., WOI Ames, Iowa
Linder, D. O., KWLM Willmar, Minn., ST.
Linder, H. W., Jr., KWLM Willmar, Minn., ST.
Livesay, J. R., WLBH Mattoon, Ill.
Lodge, William B., CBS, New York
Loyet, Paul A., WHO Des Moines, Iowa, ST.
Lyford, E. B., NBC, New York
Martin, George, WQAN-FM Scranton, Pa.
McCracken, Artie, WFAH Alliance, Ohio
McDonald, Clifford C., Arcturus Engineering Corp., Los Angeles
McGoldrick, John P., WQAN-FM Scranton, Pa.
McIntosh, Frank H., Washington
McKey, Dixie B., Dixie B. McKey & Assoc., Washington
McLean, James D., Philco Corp., Philadelphia
Machlett, R. R., Machlett Labs, Springdale, Conn.
Magin, Theodore G., WDAN Danville, Ill., ST.
Major, John S., WREN Topeka, Kan., ST.
Marchant, R., Minn. Mining & Mfg. Co., St. Paul, Minn.
Mattison, V., Collins Radio, Cedar Rapids., ST.
Mayer, Herbert J., WHBL Sheboygan, Wis.
Miller, Adron, WMIX Mt. Vernon, Ill.
Miller, J. A., Lang-Worth, New York, ST.
Minor, M. J., WBT Charlotte, N. C., DR.
Moler, A. R., KMBC Kansas City, Mo.
Morris, William F., WSOO Sault Ste. Marie, Mich., ST.
Mosby, A. J., KGVO Missoula, Mont., ST.
Mullan, Lester A., KTRH Houston, Tex.
Murray, Louis H., WPAM, Pottsville, Pa., ST.
Myers, Walter, WJJD Chicago
Neill, W., Raytheon Mfg. Co., Waltham, Mass.
Newman, J. Edward, WDBJ Roanoke, Va., ST.
Nopper, C. G., WMAR-TV Baltimore, Md., ST.
Novy, J. F., WBBM Chicago
O'Brien, Bernard C., WHEC Rochester, N. Y., ST.
O'Hagan, James E., Allied Record, Hollywood, Calif., ST.
Parks, Vern, WMMJ Peoria, Ill.
Parrish, Ben, KHMO Hannibal, Mo.
Perry, Roger L., WPOR Portland Me.
Peters, Francis Joseph, WMRN Marion, Ohio
Petrich, Arnold F., KILO Grand Forks, N. D.
Pierce, Max E., KSOO Sioux Falls, S. D.
Pierce, R. Morris, WGAR Cleveland
Purcell, W. J., WGY Schenectady, N. Y.
Putman, R. E., WGY Schenectady
Pyle, K. W., KFBI Wichita, Kan., ST.
Quentin, Charles, KRNT Des Moines, Iowa, ST.
Raasch, Edward R., WMIX Mt. Vernon, Ill.
Radziwon, Eugene L., Jersey City, N. J.
Rector, Chester V., WIOU Kokomo, Ind.
Reed, Elmo, WJPG Green Bay, Wis., ST.
Rekart, A. F., KXOK St. Louis, Mo., ST.
Ridgeway, Frank B., WEBR Buffalo, N. Y.
Rohrbaugh, Philip A., WHVR Hanover, Pa., ST.
Rowe, Thomas L., WLS Chicago, Ill.
Rulong, Clarence, WAJR Morgantown, W. Va.
Sanderson, J. V., WSGN Birmingham, Ala., ST.
Sawyer, Roger, KGLO Mason City, Iowa, ST.
Schneider, Sidney, WEAW (FM) Evanston, Ill.
Schoeny, Erwin P., WGBF Evansville, Ind., ST.
Schroeder, Ray J., KMA Shenandoah, Iowa, ST.
Scott, Milton C., Jr., WIOD Miami, ST.
Shelton, Aaron, WSM Nashville, Tenn.
Sherman, G. V., WBBM Chicago
Sinclair, David G., KVFD Fort Dodge, Iowa, ST.
Smith, Carl E., WHK Cleveland, ST.
Smith, T. A., RCA, Camden, N. J.
Snider, Robert, KTUL Tulsa, Okla., ST.
Snyder, Reed, WHO Des Moines, Iowa, ST.
Staley, Max F., KIJV Huron, S. D., ST.
Stantz, L. H., WNBF Binghamton, N. Y.
Staubitz, E. J., Blaw-Knox, Pittsburgh, ST.
Stern, Edgar B., Jr., WDSU New Orleans, DR.
Stewart, Arthur, KFAB Omaha, Neb., ST.
Stone, Earl J., WELL Battle Creek, Mich., ST.
Stoner, Marion J., WTTH Port Huron, Mich., ST.
Stuckwish, Milburn H., WSOY Decatur, Ill., ST.
Sturm, Harold F., WHTN Huntington, W. Va., ST.
Talbott, Edward P., KROD El Paso, Tex., ST.
Taylor, Frank H., Lehigh Structural Steel Co., New York
Taylor, Robert G., KMHK Mitchell, S. D., ST.
Taylor, S. P., Western Electric, New York, ST.
Thomas, Morris W., KOMA Oklahoma City, Okla., ST.
Thompson, William, BROADCASTING, Chicago
Toms, E. C., Graybar Electric, Richmond, Va.
Torrey, William H., KGNC Amarillo, Tex., ST.
Towner, Orrin W., WHAS Louisville, Ky.
Troeglen, Karl, KCMO Kansas City, Mo., ST.
Troman, R. A., Blaw-Knox, Pittsburgh, ST.
Tucker, Durward J., WRR Dallas, Tex.
Volk, Joseph A., WEW St. Louis, Mo.
Wallack, Chester A., KVGB Great Bend, Kan., ST.
Watts, W. W., RCA, Camden, N. J.
Wegner, John F., Allied Record Mfg. Co., Washington, ST.
Wheeler, Edward A., WEAW Evanston, Ill., ST.
Wheeler, Harvey, KPRC Houston, Tex., ST.
Whitman, Urlin, WTAD Quincy, Ill.
Wilson, George A., WKRC Cincinnati, Ohio, ST.
Wilson, Walton W., KSUM Fairmont, Minn., ST.
Wood, D. C., WRVA Richmond, Va., ST.
Yandell, Ryburn, WJPF Herrin, Ill., ST.
Young, H. D., KRPL Moscow, Idaho, ST.
Zellmar, Lester, WTRC Elkhart, Ind., ST.

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Technical Papers

(Continued from page 26)

equipment and methods and procedures are described briefly. Although the taking of accurate measurements is essential, they are of little value other than to meet the requirements of the FCC unless they are analyzed and interpreted to give a practical indication of what the measurements mean with respect to actual reception.



Mr. Adair



Mr. McCord

The Design, Development and Operation of a TV Mobile Unit — W. I. McCord, DuMont

The paper will cover the design, development and operation of a television mobile unit for use in field operations. The construction of the vehicle is discussed, as well as the installation of equipment in the completed unit. The use of the vehicle in handling remotes is also described, as well as the many problems incidental to handling this type of unit in the field.

The unit described is of an advanced type, accommodating a triple image orthicon camera chain, together with a full complement of audio facilities. Microwave relay equipment is provided for transmitting the remote program back to the master control room or studio.

Operation of the Image Orthicon Camera — J. H. Roe, RCA

Specific adjustment and operating techniques for obtaining the best possible pictures from image orthicon type television cameras will be discussed in this paper. Subjects such as beam alignment, choice of lens and stop, and adjustment of beam current and target potential will be covered in detail. The four types of image orthicons will be reviewed, particularly as regards relative sensitivity, spectral response and general suitability for various applications. The pitfalls most frequently encountered will be discussed and a list of "do's and don't's" presented. This paper assumes a previous knowledge of the general design of image orthicon cameras and the discussion will be on an advanced level.

A 2,000-mc Television Relay Link — Martin Silver, Federal Telecommunication Labs

The paper describes a link designed to inter-connect television stations in various cities as well as for local portable pickups. The link operates in the 2,000-mc television relay band. A klystron delivering 15 w is used. The transmitter is crystal controlled and frequency modulated. Complete monitoring facilities are provided at each transmitter including power, local picture monitor, frequency monitor, etc. The receiver is a single superheterodyne type. A high degree of preselection is used to avoid interference. The local oscillator of the receiver is crystal controlled providing maximum stability. Three outputs are provided: one for local monitoring; the second to feed the next link transmitter; and the third for local program service. The design of the equipment is such that long lengths of antenna cable may be used permitting fixed antenna installations at many points of service.



Mr. Silver



Mr. Roe

AM, FM and TV Audio Measurements — F. H. McIntosh, Consulting Engineer

This paper describes the current audio requirements of the FCC concerning measurements of gain frequency characteristics, harmonic distortion, and the methods currently used or recommended for their determination. Included is a definition of percentage modulation for both FM and AM transmitters; harmonic distortion analysis, both by summation process of individual harmonic components and RMS measurements, using a suitable distortion factor meter; practical suggestions for the measurement of these characteristics and requirements for suitable equipment and filters to assure acceptance before the Commission. The characteristics of different types of transmitters, such as those of "squirt" carrier, compressed carrier, and their effect upon modulation percentage are discussed. A number of slides to simplify the description will be shown.



Mr. Morris



Mr. McIntosh

The NAB Recording and Reproducing Standards for Disc and Magnetic Recording — R. M. Morris, ABC

This paper will present a brief history outlining the need for and establishment of recording and reproducing standards to facilitate the economical exchange of recorded material among the broadcasters of the United States. In 1941 the NAB Dept. of Engineering undertook to develop a set of standards of good engineering practice to be followed by manufacturers and users of recording and recording and reproducing equipment for use by the broadcaster. Various phases of the problems encountered in arriving at the present standards will be outlined and there will be a discussion of the many yet unresolved problems facing the Recording & Reproducing Standards Committee. It was not until 1947 that standards on magnetic tape systems were considered however the phenomenal growth of this medium has required careful and thorough yet expeditious action. The standards thus far agreed upon on magnetic tape and those under consideration will be discussed.

Magnetic Tape Recording and Reproducing—S. J. Begun, Brush Development Co.

Magnetic recording equipment as it is now available, meets all requirements (frequency response, distortion, flutter) for high quality work. The relative performance characteristic of magnetic and disc recording equipment will be di

Ken's Kin

KENNETH PERKINS of Chicago is one in a million, only just now he'd rather not be. After his name was chosen at random from the telephone directory, Mr. Perkins was called by Ernie Simon, WJJD Chicago giveaway jester. Answering his phone with the correct greeting—"The Three Libby Furniture Stores"—he won the jackpot of $3,080. A double-check the following day unearthed the fact that his wife is a sister of the sponsor, Jerry Libby. Mr. Libby ruled that the prize be kept out of the family. The jackpot now totals $3,085, and Mr. Perkins might well contemplate divorce.

NBC AFFILIATE

WORZ

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FULL TIME—CLEAR CHANNEL
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ssed. With the NAB standard- ation program sufficiently ad- nced during the last year, the ation engineer and manager must ve serious consideration to em- oy magnetic recording equipment, nerever it can be used. The most portant fields of application are:



Mr. Marchant



Mr. Begun

cording of programs to be trans- tted at some later time (time de- ed programs); composing a ow (editing of programs); and -the-spot recording (portable ipment). The requirements for se three rules will be reviewed efly.

operties of Magnetic Tape and Their Relation to Magnetic Re- ording — Reynolds Marchant, Minnesota Mining & Mfg. Co.

The fundamental physical and gnetic properties of magnetic pe must be fully considered in the ign of a satisfactory magnetic ording and reproducing system. an operating unit, the record- equipment must be properly intained in order to insure con- ued performance of a satisfac- y nature. This paper will ex- in the relation of tape proper- s to recorder design and call ention to the relative importance various properties. Suggestions l be given for checking the per- mance of recording equipment. ese include, in addition to rou- e checking of amplifiers and tronic gear, checks of head gnment, tape tension, head wear, stan drive speed, bias adjust- nt, etc. A brief discussion will given concerning the optimum rage and handling procedures recorded tapes.

A New Portable Audio Amplifier for AM-FM-TV—W. W. Dean, General Electric

The paper will describe a new portable remote amplifier incorporating novel features. The single unit equipment designed for either AC or battery operation is designed to meet the electrical performance characteristics required for AM, FM and TV, yet weighs only 35 pounds. Incorporated in the assembly is a test-tone oscillator for checking line levels. Other new and novel features included in the equipment will be discussed.

Design Problems in Triode and Tetrode Tubes for High-Frequency Operation — H. D. Doolittle, Machlett, Labs.

The design of tubes for power generation in the frequency range from 100-1000 mc/sec requires careful consideration. Transit time devices such as klystrons, magnetrons, etc., may be used, or triodes and tetrodes of more conventional design may be "broadbanded." In either case a decision must be made as to whether the circuit is or is not to be external to the tube. The latter permits greater flexibility in application. There is at present no unique solution to the problem.

This paper discusses only the adaptation of triode and tetrode "switching" tubes to power generation in this frequency range. The problems of inter-electrode capacitance, lead inductance, cathode emission density, and electrode dissipation are discussed in relation to fabrication techniques.



Mr. Dean



Mr. Doolittle

A Loop-Antenna System for Television Broadcasting—A. G. Kandoian and R. A. Felsenheld, Federal Telecommunication Labs.

Horizontal loop antennas have been designed for a large number of applications in the very and ultra-high-frequency ranges. They are particularly useful for solving TV problems since each loop has the required omnidirectional pattern in the horizontal plane and also some directivity in the vertical plane. Antenna power gain may be obtained by stacking and the tolerable standing-wave ratio at the antenna input can be held to less than 1.1:1 over the entire individual broadband television channel. Furthermore, TV requires diplexing to allow transmission of both picture and sound signals over the same antenna without mutual interference and power loss.

These problems have been solved by the design of a very-broadband



Mr. Kandoian



Mr. Felsenheld

triangular stack loop antenna. A coaxial diplexing filter combines the outputs of the transmitters in a single coaxial transmission line. Experimental data will be presented on the complete antenna system, including radiators, mechanical structure, and diplexing.

A New Low-Cost TV Transmitting Antenna—M. W. Scheldorf and Lawrence Krahe, Andrew Corp.

The development by Andrew Corp. of a new principle for broadband radiators has made possible a new simple transmitting antenna with a single-ended feed system. Elements consisting of multiple rods with a wide variation in lengths are assembled in a cone-fan shape. The absence of structural obstructions make servicing convenient. There is a reduction both in the cost of the antenna and the transmission line required to energize it.

The single-ended diplexer unit



Mr. Krahe



Mr. Scheldorf

consists of simple sections of transmission line so interconnected and spaced as to achieve the necessary frequency discrimination with a a minimum of physical material

(Continued on page 102)

Horsey Set

KTFS Texarkana, Tex., can't boast of beautiful scenery surrounding its transmitter house and tower but it does claim that the site is a practical one. Located in the middle of a grazing area near a mule barn, the transmitter proved most advantageous to the owners of the barn, which is one of the largest mule and cattle auction plants in the area. The owners wanted to broadcast their weekly livestock auction from the barn but found that the local telephone company could not give facilities to the station. KTFS engineers erected poles and strung wire from the barn to the transmitter house, thus allowing regular line service and the weekly broadcast.

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See your station representative or write

LANG-WORTH feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

Technical Papers

(Continued from page 101)

and without special intricate features. The entire arrangement is especially suited for small stations where economy is important.

Automatic Selection of Broadcast Program Circuits—J. A. Green and R. D. Essig, Collins Radio Co.

A new device, The Autopositioner, and its relation to broadcast engineering is presented. A specific application is discussed wherein fifty program circuits and fifty order wire loops are switched and controlled from a remote point several miles distant resulting in a considerable saving in telephone cable pairs. The circuits to be selected can be preset in advance at the control point, and switching occurs when the operate button is depressed. Similar circuit arrangements in conjunction with the Autopositioner unit are an ideal solution to many remote control problems. Typical switching and control equipment will be operated and its functions described.



Mr. Green



Mr. Essig

High Voltage Metallic Rectifiers Applied to Broadcast Transmitters—C. K. Hooper and N. B. Tharp, Westinghouse Electric

This paper concerns the use of metallic rectifiers in AM and FM broadcast transmitters. Special attention is given to the use of selenium rectifiers in high voltage supplies. Data is presented on the operating characteristics of high voltage selenium rectifiers based on theoretical considerations and actual station experience. Efficiency, regulation, aging effects and other factors are discussed.



Mr. Tharp



Mr. Hooper

The operating features and costs of metallic rectifiers are outlined and compared with tube rectifiers.

(Slides will be shown to illustrate the information presented.)

Iconoscope Film Pickup Systems—H. R. Smith, DuMont

The paper presents a technical description of DuMont Film Pickup Systems starting with the optical image which is projected on the iconoscope mosaic and finishing with the video output signal which is sent to the master control equipment. Circuit details are discussed briefly, particularly those involved in pre-amplification, shading and line to line clamping. Mechanical features are illustrated by means of slides with mention being made of rim and black lighting, optical switching, accessibility of components, etc.



Mr. Fancher



Mr. Smith

The Improved 16 mm Synchrolite Projector—H. B. Fancher, General Electric

This shutterless projector especially designed for television service uses pulsed light from a Krypton flash lamp controlled by the synch generator. This permits transmission of single frames at full intensity and furnishes a higher light output than previously available. The optical system consists of a separate lamp house with precision mounting and control for the flash lamp reflector and lens system. The projector head uses a standard pull down ratio with an extremely fast starting and stopping time, and the audio system provides equalized response well beyond the capability of most film.

Kinescope Recording—R. V. Little Jr., RCA

Film recording of television programs can most easily be accomplished by photographing directly the television picture apearing on the face of a kinescope monitor. The camera, however, must be especially designed for the purpose because of the difference between the TV system frame frequency of 30 per second and conventional motion picture frame frequency of 24 per second. It is also desirable to use a special kinescope with higher anode voltage. This paper discusses the means by which the two systems are reconciled and describes a commercial kinescope recording equipment which is now in operation in several network key stations. This equipment may be used in either the single (combined sound recording) or the double (separate sound recording) methods. It will produce film recordings which are of quality suitable for networking or delayed or repeat telecasts.



Mr. Little



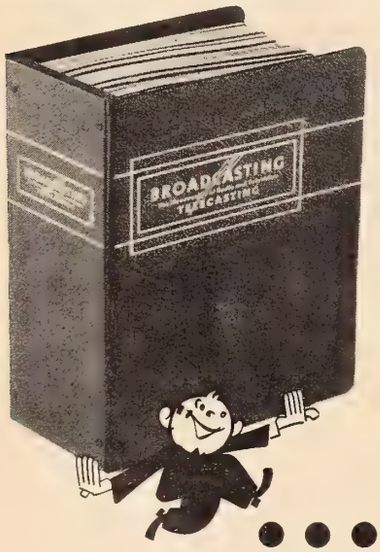
Mr. Thompson

A Cathode Ray Tube Video Scanner—R. D. Thompson, DuMont

Production of a picture signal can be achieved by imaging the raster of a cathode ray tube onto a photographic transparency, and projecting the transmitted light upon the cathode surface of a photo tube. Such an arrangement, employing a CRT with a very short persistence screen, provides a simple source of program and test material. The theory of the scanner is briefly outlined and a practical approach to circuits for producing the raster, correcting for CRT persistence, and gamma correction are presented. Although the unit described is intended to use 2 x 2" glass slides, versatility is achieved by an automatic fade and slide change sequence for artistic transition.

General Purpose Television Studio Lighting—Richard Blount, General Electric

A study has been made of some



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CITY STATE

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STAMFORD, CONN.
The Gateway to New England
A B C Affiliate
Representative: J. P. McKINNEY & SON

the many factors that affect a evision studio lighting arrange- nt. Among others these include e effects desired in the received ture, what effects lighting can omplish, and the factors that termine the type of lighting ipment selected. Typical equip- nts suitable for the various hting tasks have been chosen, culations have been completed predict the number of units ded to provide the desired foot- ndle level, and a layout has been wn showing the arrangement in general utility studio. From the culations a number of ratios ve been developed to aid in the sign of television studio lighting stems.



Mr. Blount



Mr. Winner

Receiving Antenna Design and nstallation — Lewis Winner, Bryan Davis Publishing Co.

This paper discusses the im- tance of the receiving antenna the telecaster; familiarizing the vice man with the particular es of antennas to use for maxi- m pickup of TV stations; elimi- ing ghosts and interference sed by FM stations, FM re- ers, TV receiver local oscilla- , TV receiver video circuits, receiver sweep circuits, prewar hermy equipment, electromedi- and industrial apparatus, ham , man-made devices; picking stations in fringe areas; use special types of antennas such rhombics and yagis; dealer set- using many receivers for onstrations from a single an- na; tricks of the trade detail- correct matching for 72-ohm alanced and 300-ohm balanced s, attenuation pads, divider and upling networks for *lf* and *hf* nna systems, etc.

Saturday, April 9

ining of AM and FM Engineer- g for TV Operations—M. W. aston, NBC

he ultimate success achieved by ern engineering operations in field of broadcasting, AM, FM television, depends to a large nt upon the electronics engi- 's ability to convert technical wledge into practical use. In nt years, the term "know-how" been used to describe this abil- n a broad sense.

he paper will outline a course of instruction designed to train engineers for the practical application of their electronic knowledge. It is based on the assumption that the individual engineer has completed at least two years of academic study. The methods of instruction, selection of engineers, instructor qualifications and benefits derived will be discussed in some detail.

Recent Advances in Broadcast Facsimile—J. V. L. Hogan, Radio Inventions

This paper will discuss improvements in facsimile transmission within FCC standards. It will discuss the importance of improved photographic reproduction, high definition and high speed. The latest developments in multiplex facsimile will be outlined which maintain simultaneous transmission with regular sound programs. The multiplex system in effect gives an FM station a completely new and supplemental service without demanding additional channel space. Its addition to an FM station involves no extra expense other than the cost of the facsimile terminal equipment plus the staff required to prepare and process the facsimile newspaper. The economics of the facsimile newspaper will also be discussed.



Mr. Hogan



Mr. Baston

A Progress Report on Ultra-High Frequency Television — T. T. Goldsmith, DuMont

This paper will discuss the utilization of the UHF channels extending from 475-890 mc. Interest has grown with the realization that adoption of standards by the licensing authority, to put these channels into use, would open up a truly nationwide television service. Therefore, this paper will deal with the propagation problems in the UHF band and will discuss the possible allocation of frequencies to UHF stations, the present status of transmitting and receiving equipment, together with information as to performance, time schedules and cost. Also, some consideration is extended with reference to bandwidth, black and white, color, and other essential factors which must, of necessity, be reconciled before commercial operation in this region is possible.



Mr. Goldsmith



Mr. Young

Development, Design and Application of Super-Power Frequency Modulation—J. E. Young, RCA

Three FM stations now on the air (WTMJ-FM Milwaukee, WBRC-FM Birmingham and WMCF Memphis) are operating with radiated powers of between 300 kw and 600 kw. Powers of this order—sometimes called "superpower"—are obtained by the use of a 50 kw transmitter in combination with a high-gain antenna. The design of a 50 kw transmitter for operation in the 88-108 mc band presented a number of new problems and considerable laboratory development (in advance of commercial design) was required before a satisfactory design was achieved. This paper discusses the course of this work and some of the interesting features of the final design, and describes the installation, proof of performance measurements and record-to-date of the three installations which have been completed.

Precocious Youth

THE YOUNGER generation is certainly growing up with radio. At least Ed Lovelace, general manager of KOJM Havre, Mont., thinks so and he has a letter to prove it. A young listener 90 miles from Havre wrote the station's disc jockey, John Derrick, requesting "Cigarets, Whisky, and Wild Wild Women" —and that's not all. The youth added precociously: "One of these days I will be able to listen to your programs in school as I am making a pocket one-tube radio. I can easily carry it in my shirt pocket. I will have a midget earphone so I can listen to it without disturbing the teacher or the class mates. . . ."

Feature

(Continued from page 18)

of presents from merchants and listeners in the area. Vickie outshone the station, however, as her picture — 16-by-20 inches — was placed in the main window of 50 Peoria stores for one week. An attention-getter, the photograph plugged Vickie, the station and merchandise. Many merchants designed special window displays, using the picture as the focal point.

Promotion resulted in general awareness, enthusiasm and response by the public, Mr. Jones reported.

SALES of Canadian Admiral Corp., Toronto, for 1948 amounted to $1,832,944 as compared to $1,907,764 in 1947.

Adv.

Wisconsin Town Needs Blacksmith; WLS Lends a Hand

When the town of Cambria, Columbia County, Wisconsin, found itself without a blacksmith, the citizens of this milk, butter and vegetable-producing community had a problem. The modern smithy performs many vital functions besides shoeing horses.

C. J. Hoffman, one of the community's leaders, thought immediately of WLS as a source of aid; he wrote to the station, and in response, Art Page announced on America's oldest farm service program, WLS Dinner Bell, that Cambria wanted a blacksmith.

Within a few days, *nine* blacksmiths had written Mr. Hoffman to inquire about setting up shop in Cambria.

Like the times WLS located a doctor for the doctorless town of Remington, Indiana, and found a church bell for Grovertown, this incident of the blacksmith is typical of the countless and varied services that have endeared WLS to the people, both in town and on farms throughout a broad Middlewestern "neighborhood" that includes Illinois, Indiana, western Michigan and southern Wisconsin.

WLS
The Prairie Farmer Station
Chicago 7, Illinois
Represented nationally by John Blair

Mr. Jack Purves
N. W. Ayer and Son, Inc.
New York City

Dear Jack:
If any o' you city fellers is down this way during convention time drap up ter see us. We's right proud o' our little town, and we shore would like for our people here at WCHS ter see some o' you fellers. We'd especially like fer you ter meet our new Miss 580. She's a mighty purty gal, and she shore is doin' a bang up job on the WCHS 580 Club. Yessir, ever'where our 5000 watts reaches folks know 'bout Miss 580 and brag on bein' members of her club. She's jest about th' best thin' wot's hit WCHS fer many a moon, so if yer kin jest drap up sometime.



Yrs.
Algy

WCHS
Charleston, W. Va.

WINZ

HOLLYWOOD DAYTIMER

'Aunt Mary' Celebrates 5th Anniversary

THE DAYTIME serial *Aunt Mary* celebrating five years on the air has thus settled, once and for all, the old controversy as to whether a program of this type can originate in Hollywood and still be successful.

Since it first went on the air in February 1944, *Aunt Mary* has been in the top 15 in the daytime Hooperatings and has usually ranked among the first five programs, national and regional.

Aunt Mary became an NBC package in February 1948, and has been sponsored since that time on 26 NBC western network stations by Albers Milling Co., a subsidiary of the Carnation Co., for Albers Flapjack Flour and Albers Quick Oats. The agency is Erwin, Wasey & Co., Los Angeles.

Previous sponsor, for three years (1945-48), was Safeway Stores, through McCann-Erickson, J. Walter Thompson Co., and Ruthrauff & Ryan. The program was carried sustaining by NBC on its western network in its earliest days.

In addition to its live broadcast in the far West, *Aunt Mary* is heard transcribed east of the Rockies, where it has been sold by the NBC Radio-Recording Division. It is also heard in Australia, where it is performed live by an Australian cast, using scripts sent from Hollywood.

The program has benefited from its inception by strong and continuing promotion by NBC and its sponsors, and by the "know-how" of Leigh and Virginia Crosby and George Fogle, who write and produce it.

Aunt Mary was a promotion "natural" for a manufacturer of food products, such as Albers Milling, because of its strong appeal to women. This appeal has been "sold" down the line of the Albers organization and to the consumer in the following manner:

1. Albers district managers have been impressed with the importance of the program as a selling tool.

2. Albers salesmen have been instructed to use *Aunt Mary* as an integral part of their sales presentation to the trade.

3. Grocers who sell Albers products have been shown how the program helps them to move goods and thus increase profits.

4. Consumers have been encouraged to become regular *Aunt Mary* listeners through extensive newspaper and station break advertising by the NBC stations carrying the program.

Listeners Voice Opinion

This campaign has been so successful that in one area where the program was discontinued, more than 400 letters were received within a week from listeners who wanted to know why it had been dropped and when it would return.

Even with this campaign, however, *Aunt Mary* might have suffered the fate of other West Coast daytime serials if it were not for the important part played by Leigh and Virginia Crosby and George Fogle.

The Crosbys, both veterans of daytime radio, brought years of experience to the program when it first went on the air in 1944. Leigh Crosby had been associated with the General Mills shows, and his wife, Virginia, had been Irna Phillips' top writer. Her credits include such top daytimers as *The Guiding Light, Road of Life* and *Today's Children.*

George Fogle came to radio from the stage, where he had directed Broadway hits starring Jane Cowl, Frederic March, Leslie Howard and others. In radio he directed *Ma Perkins* for seven years, in addition to casting and directing *Knickerbocker Theatre* which featured many of the biggest names in show business.

The Crosbys and Mr. Fogle formed C & F Radio Productions, which produced *Aunt Mary* and later *Dr. Paul.* The latter has enjoyed consistently high rating in the West and is now heard sustaining on the entire NBC network. In 1948 NBC bought the complete rights to both programs, including recordings of past performances and the entire library of scripts. The Crosbys and Mr. Fogle still continue to produce and write the two programs, however, happy in the knowledge that sunny California can produce just as successful a daytime serial as windy Chicago.



CELEBRATING five years of successful broadcasting of *Aunt Mary*, is this network, sponsor and agency group in Hollywood. L to r: Leigh Crosby; H. C. Cottington, vice president of Erwin, Wasey & Co.; Jan Morgan, "Aunt Mary"; Sidney N. Strotz, administrative vice president, NBC; Paul Willis, advertising manager, Carnation Co.; and Frank Berend, sales manager, NBC Western Network.

* * *

On All Accounts

(Continued from page 18)

fast at Sardi's show, he met a "Mr. and Mrs. Corwin," whom he helped to obtain tickets for a brace of broadcasts. His kindness was rewarded by a meeting with their son, Norman, who, after meetings and auditions, asked Chuck to work with him. He left the Blue Network to join Mr. Corwin at CBS in the production of the famous *Passport for Adams* series.

When Mr. Corwin entrained east, Chuck became radio production manager of the Hillman, Shane, Breyer Agency, Los Angeles, where "from the calm of Corwin and one-a-week, I jumped into 45 quarter-hour programs a week." One spot he created at the time is still on the air, and has been adapted for television — the Eastern-Columbia Clock announcement.

When Norman Corwin returned to Hollywood in 1944, Chuck returned to CBS as a producer and director assigned as associate to Mr. Corwin. Then, among other things, he worked on the much-acclaimed *On a Note of Triumph*, which marked the end of the war. Chuck stayed with CBS, directing on off-nights, at the then W6XAO, now KTSL (TV) Hollywood. In 1946, substituting for Mr. Corwin, he went to France to set up a unit for American-language dramatic presentations at the invitation of the French Broadcasting System. He stayed a year, and the shows he created there, with amateur personnel, are still being heard (transcribed) on many American stations.

Returning to the states at the end of 1947, Chuck entered the packaging business, associating himself with Alfred Drake and Lee Sabinson in two separate ventures, both of which are still in effect.

Five months after Chuck joined Grey Advertising, he was made radio director of the agency, an assignment he's had now for more than a month. Currently, he says they're experiencing "growing pains," having just undertaken with acquisition of their newest account (Ronson Art Metal Works Inc., Newark, lighters and accessories), their first network shows. They are *Twenty Questions* (MBS, Sat., 8-8:30 p.m. EST) and *The Johnny Desmond Show* (MBS, Sun., 7:55-8 p.m. EST).

Other radio accounts under Chuck's supervision include Ohrbach's, New York and Newark for which he handles the *Hi Jinx* show daily (8-8:30 a.m.) and Sunday (12-12:30 p.m.) on NBC, and the WAAT Newark *Modes and Moods* (9:30-9:45 a.m.) with Paul Brenner. He also handles spot radio for such accounts as Gruen Watch, Macy's, and Waldes Koven Zip.

The lean and lanky, very dark eyed young man (he's just 31) has much to say in praise of radio, which he doesn't feel is particularly endangered by television. Many accounts, he says, are moving into both media on a much expanded scale.

"Radio is not dead," he scolds "it's here to stay, to do a big job for a long time to come. Television, which does probably the more effective *selling* job of the two media, is nothing to cause hysteria among radio people. Radio still does the more effective *advertising* job of the two."



11 YEARS AS THE NATION'S GREATEST REGIONAL QUIZ SHOW—NOW GREATER THAN EVER!

The famous "Quiz of Two Cities" now in its eleventh year for one sponsor, tenth for another, is available in such strong two-city markets as Buffalo-Rochester, Fort Worth-Dallas, Portland-Seattle and others. It can quickly assume its position as the most successful regional show in the market you want! And for TV, "The Viz-Quiz of Two Cities" is also a great program. Station-wise or client-wise, it will pay you to check the availabilities now on this double-barreled Hooper-builder!

AL BUFFINGTON CO.

WEST COAST
6711 Sunset Boulevard
Hollywood 28, California

EAST COAST
2104 North Charles Street
Baltimore 18, Md.

"make a date with a steak, tonight!"
LONDON HOUSE
at the bridge...
Michigan Ave. and Wacker Dr., Chicago

Respects

(Continued from page 58)

om Alaska to Seattle, and that's here he got the nickname "Doc," cause he was the unofficial doctor r his group.

As the decade of the 20s closed engaged in research and manacturing engineering in Seattle. here he built sound motion picre machines and portable radio uipment. The light-weight transitters and receivers were taken by the Forestry Service, first ch units to go into operation d described as "the greatest vance in forest fire control since e initial use of the portable force ed pump." Some of his equipent was taken to the South Pole Admiral Richard Byrd on his st Antarctic expedition.

Mr. Howard built KXA Seattle ring this period in his engineerg career, and became an aviaon research engineer. In this ld he developed the first radio nge fan marker. The only length copper tubing available at the e happened to oscillate at 75 . right between the present TV annels 5 and 6, and the service ll sits there. Other aviation vices included the crossed-loop rection finder.

In 1932 Mr. Howard got into oadcast engineering and went work on an automatic audio lume control gadget which apared in 1945 as the famed Pro-, one of the many letters patents holds, used by many broadcast tions. In 1933 he joined Wes- I. Dumm at KSFO San Franco, becoming vice president in arge of engineering.

Came World War II and Royal ward found himself building the t 100 kw shortwave station, VID San Francisco. He got it the air in the incredible pe- of 11 weeks, and followed it with KWIX, 50 kw, plus studio ilities. These were used by OWI other government agencies trans-Pacific broadcasting. VID still is termed the world's st powerful shortwave station, h a radiated beam of 10,000,000 The station was described by the irked Japs as "a cesspool of misinformation."

As director of a special headquarters ETOUSA scientific staff in Europe he worked with the Army under the Office of Scientific Research and Development, also serving as a member of the Board of War Communications for international broadcasting.

Arriving in England, his radio skill, in true Army tradition, brought him an assignment in infra-red photography. He adapted this art to field purposes. In his panel were such broadcast engineers as Robert A. Fox, WGAR Cleveland; Lucien Farkas, formerly of CBS, and Eugene Pack, of KSL Salt Lake City.

The intrepid crew, eager for action, landed on the Normandy beaches in what they refer to as D-Day plus two months. Though they missed the landings, they made up for lost time as the allied forces moved toward Germany.

Arriving in Paris with the first troops, they helped restore the largest long-distance telephone exchange in Europe after departing Germans had thoroughly de-commissioned the intricate facilities. The panel spread out over the front and saw plenty of action As a result of near misses Mr. Howard spent some time in the U. S. hospital in London before he finally returned home, where he authored and prepared a report on postwar organization of science and technology for national security.

His affiliations include a senior membership in the Institute of Radio Engineers. He is also a a member of the American Academy for Advancement of Science and the American Institute of Electrical Engineers. He is a former chairman of the IRE San Francisco Section.

Mr. Howard was a member of several Radio Technical Planning Board and Radio Mfrs. Assn. standardization committees. Since joining the NAB in 1947 as engineering director he has been chairman of the NAB Recording and Reproducing Standards Committee, which is completing important steps in improving the recording art. He is also a member of the American Standards Assn. Committee on Recording. Prior to the NAB connection he was a member of the NAB Engineering Executive Committee. He is chairman of the BMB Engineering Committee.

Mr. Howard has attended many world conferences and recently, along with Forney Rankin, has represented NAB at the International High Frequency Broadcasting Conference at Mexico City. He was a U. S. delegate at the International Telecommunications Conference at Atlantic City, and the NARBA Engineering Conference in Havana.

Mr. and Mrs. Howard—she is the former Elaine DeWitt, of Long Beach, Calif.—maintain a home in San Francisco though "Doc" spends most of his time in Washington or at conferences. They have one child, Roy, who is connected with Graybar Electric in San Francisco.

TAPE IS THE ANSWER

KOOS Coos Bay, Ore., Is Sold on Idea

By JACK O. IRVINE
Commercial Manager,
KOOS Coos Bay, Ore.

ARE tape recorders the answer to inexpensive, big-time operation of small market stations? We think so. A two-year experiment in the use of tape recorders at KOOS has culminated in a complete re-programming plan during the hours between 6 and 12 p.m. that would have been utterly impossible by any other means.

In any small-station operation, costs are all-important. We don't enjoy the tremendous budgets our 50 kw friends have to play with, but we still rankle at being relegated to the basement of radio. Wax we cannot afford, but tape we can, due to the fact that it can be used over and over again.

Two years ago KOOS bought its first tape recorder, a Brush Soundmirror, home-type model. Our engineer converted it to broadcast use.

We began by recording all civic and public interest functions, such as luncheon speakers, banquet speakers, and special features, such as the talks given by Dewey and Stassen when they visited our area.

During the Portland floods, we piled our equipment into a Cub Cruiser airplane, and flew over the area. Under the direction of news chief Carl Schindler, we made a tape recorded eye-witness account for broadcast in the Coos Bay area, as well as for other cooperating stations such as KSUE Susanville, Calif., and KNPT Newsport, Ore.

We recorded all of the events during "Pirate Treasure Days," the local summer celebration.

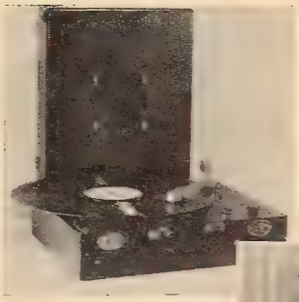
We then began to use recorders to break up our one-voice announcer schedules, by having our men record various shows while they were not on the board, and also offering them a greater chance to experiment, and re-record shows at no cost to the station.

This campaign has been amplified to the point that KOOS, a 250 w Mutual affiliate, now has four recorders, with plans for a fifth.

The acme of the entire experiment was the re-programming of the evening hours, tape recording some 30 hours a week of network shows we could not otherwise carry at all due to local commercial commitments, and blocking them in on a block programming plan, offering top-notch listening every night of the week, plus cleaning up other "dirty spots" in the schedule.

WSLI
JACKSON
MISSISSIPPI
5000
WATTS
Day and Night
930 K.C.
American Broadcasting Co.
VEED & COMPANY
ATIONAL REPRESENTATIVES

A PAYING PROPOSITION
KLZ
DENVER
Ask the Katz Agency
CBS
560 kc


NEW
Audio Master '49
The MOST COMPLETE HIGH FIDELITY PLAYBACK MACHINE
Plays 78 and 33-1/3 rpm up to 17-½"—only 15 pounds—Sturdy woodcase—6 inch speaker—Featherweight pick-up—Rugged motor—Wow-free reproduction—Volume and tone control—Permanent but replaceable needle—6 Watts output — No needle noise—Air cooled—90-day guarantee.
low-priced at
$57.50
A C only
AC-DC Model $77.50
Microgroove add $10.00
All prices FOB factory.
The Audio-Master Co.
425 Fifth Ave. • N.Y.C. 16
MU 4-6474



The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

Send Me



NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT $7.00
TWO YEARS AT $12.00

I Enclose $_____

Please Bill Me ☐

mail to BROADCASTING TELECASTING
870 Nat'l Press Bldg., Wash., D. C.

FCC Actions

(Continued from page 92)

Decisions Cont.:

KNEU Provo, Utah—Granted mod of CP make changes in trans., approval ant., trans. and studio locations.

WPKE Pikeville, Ky.—Granted mod. of CP approval ant. and trans. location, change type trans.

WCPM Middlesboro, Ky.—Granted mod. CP for approval ant. and trans. location, specify studio location, change type trans.

Following were granted extensions of completion dates as shown: WBT-TV Charlotte, N. C., to 9-30-49; WDAF-TV Kansas City, Mo., to 9-30-49; WKVN Arecibo, P. R., to 6-15-49.

March 29 Applications . . .

ACCEPTED FOR FILING

Modification of License

KSMN Mason City, Iowa—Mod. license change studio to Weir Bldg.

AM—1410 kc

WLBJ Bowling Green, Ky. — CP change from 1340 kc 250 w unl. to 1410 kc 1 kw unl. DA-N.

Assignment of License

KDLK Del Rio, Tex.—Assignment of license from James A. Clements, Richard J. Higgins, Thomas O. Mathews, Joe H. Torbett d/b as Del Rio Bcstg. Co. to James A. Clements, Richard J. Higgins, Joe H. Torbett d/b as Del Rio Bcstg. Co. AMENDED: change assignee to Martin Rose Jr. and E. M. Haighler d/b as Del Rio Bcstg. Co.

Modification of CP

KBMT San Bernardino, Calif.—Mod. CP FM station for extension of completion date.
WXRT Chicago—Same.
WGOS Goshen, Ind.—Same.
KCBC-FM Des Moines—Same.
KWK-FM St. Louis—Same.

Transfer of Control

WKTY La Crosse, Wis.—Transfer of control La Crosse Bcstg. Co., licensee, from Independent Merchants Bcstg. Co. and R. E. Neitsch to La Crosse Tribune Co.

SSA—660 kc

KFAR Fairbanks, Alaska—SSA 660 kc 10 kw unl. to May 1, 1950.

AM—980 kc

KFRD Rosenberg, Tex.—CP change from 980 kc 500 w-D 100 w-N to 980 kc 1 kw unl.

Modification of CP

KFEL-FM Denver—Mod. CP new FM station to change ERP to 211 kw, ant. height above average terrain to 206.2 ft.
WTMJ-TV Milwaukee—Mod. CP for extension of completion date to June 23.

TENDERED FOR FILING

Transfer of Control

WSFT Thomaston, Ga. — Transfer control of Thomaston Bcstg. Co., licensee, to Julian T. Hightower and estate of William H. Hightower Sr.

Assignment of License

KXXL Reno, Nev.—Assignment of license from Edward Margolis, Frederick W. Kirske, Byron J. Samuel d/b as Station KXXL to Chet L. Gonce.
KWFC Hot Springs, Ark.—Assignment of license from Clyde E. Wilson to Spa Bcstg. Co. Inc.
WCOG Greensboro, N. C.—Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Greensboro, N. C. Inc.
WAYS-AM-FM Charlotte, N. C.—Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Charlotte, N. C. Inc.
WKIX Columbia, S. C.—Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Columbia, S. C. Inc.

AM—630 kc

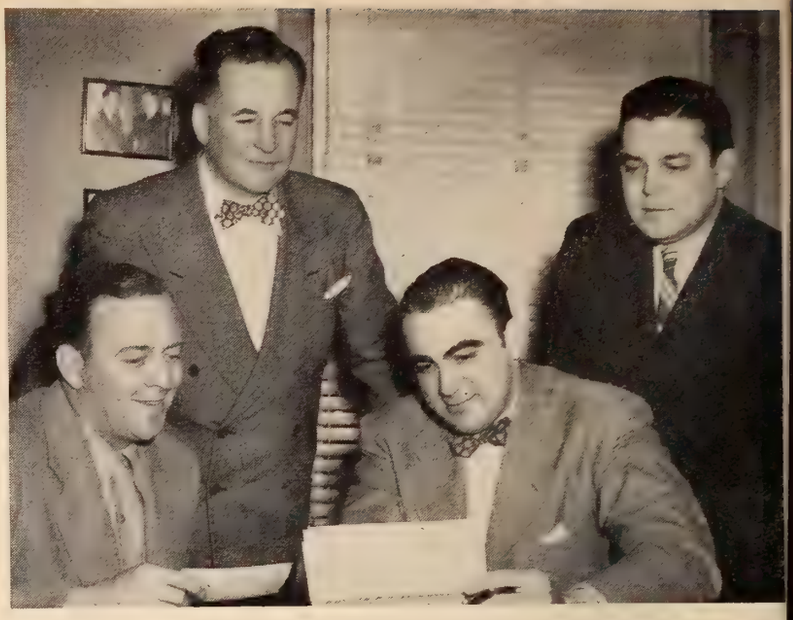
WJMS Ironwood, Mich.—CP change from DA-DN to DA-N.

AM—1300 kc

WFLB Fayetteville, N. C.—CP change from 1490 kc 250 w unl. to 1300 kc 1 kw unl.

Assignment of License

WLDY Ladysmith, Wis.—Assignment of license from C. J. Falge to Flambeau Bcstg. Co.



ALL home and away baseball games of the Rochester Red Wings will be carried this season by WRNY and WRNY-FM Rochester, N. Y. Genesee Brewing Co., Rochester, will sponsor games on weekdays. Completing plans for broadcasts are (l to r): Mike Carpenter, Red Wings business manager; George B. Kelly, president of Monroe Broadcasting Co., WRNY licensee; Robert G. Wehle, Genesee treasurer, and Addison Penfield, program and sports director for WRNY WRNY-FM, who will give play-by-play reports on games for third successive year. Stations' new contract with ball club is for three years.

APPLICATION DISMISSED

AM—1440 kc

Motor City Bcstg. Corp., Hamtramck, Mich.—DISMISSED March 24 application for CP new AM station 1440 kc 500 w D.

Assignment of License

KMED Medford, Ore.—DISMISSED March 17 application for assignment of license to Gibson Bcstg. Co.

March 30 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KTMS Santa Barbara, Calif.—Mod. CP increase power etc. for extension of completion date.
KTBS Shreveport, La.—Same.

AM—950 kc

KFEL Denver—CP change from 950 kc 5 kw unl. to 770 kc 50 kw unl., change DA and trans. AMENDED to omit request for change frequency, power and trans.

Modification of License

WJMS Ironwood, Mich.—Mod. license to change DA-DN to DA-N.

Assignment of License

WLDY Ladysmith, Wis.—Assignment of license from O. J. Falge to Flambeau Bcstg. Co.
KREM Fresno, Calif.—Mod. CP new FM station for extension of completion date.
WFJL Chicago—Same.
WJJL-FM Niagara Falls, N. Y.—Same.
WSLB-FM Ogdensburg, N. Y.—Same.
KOMA-FM Oklahoma City—Same
WAZL-FM Hazelton, Pa.—Same.

Modification of CP

KFAC-FM Los Angeles—Mod. CP new FM station change ERP to 9.040 kw, ant. to 191.6 ft., change trans location.
WELI-FM New Haven, Conn.—Mod CP new FM station to change ant. to 106 ft. change trans. location.

License for CP

WDUN-FM Gainesville, Ga.—License cover CP new FM station.

Modification of CP

KPIX San Francisco—Mod. CP new commercial TV station for extension of completion date to May 31.

WSAZ Hearing

WSAZ Huntington, W. Va., which once asked FCC whether television permittees were expected to push construction during the current TV freeze [BROADCASTING, Nov. 15, 1948], has had its own request for additional TV construction time set down for hearing by the Commission. In response to the original WSAZ query, the Commission subsequently replied that each permittee must decide whether to proceed or not, but that FCC feels they "must comply diligently with the terms of their construction permits or . . . surrender them" [BROADCASTING, Jan. 10]. No date was set for the hearing on the request for additional time to complete WSAZ-TV.

THE PORTABLE RECORDER
YOU HELPED DESIGN

You asked for it, and you're going to get it—soon! A popular-priced portable magnetic tape recorder built to NAB specifications. Your tremendous response to our recent questionnaire addressed to all broadcast chief engineers proved what we long suspected—the pent-up demand for a broadcast portable tape recorder without frills, but built for quality and service. Field tests are now in progress, and production models will be available soon. Write today and get your name on our mailing list. Be among the first to receive the eye-opening "specs" on the portable recorder that's built to the broadcast engineer's recommendations. Sold direct from factory to you.

AMPLIFIER CORP. of AMERICA
398-33 Broadway • New York 13, N.Y.

arch 31 Decisions . . .

BY COMMISSION EN BANC

FM Authorization

Ps for two new Class A FM sta- s authorized by FCC and CP for ss B outlet issued in lieu of CG; FM stations granted CPs for new d.. and new CPs to replace expired were granted to six outlets (See y this issue).

License Renewal

llowing were granted renewal of nses for period ending Feb. 1, 1952: TJ Los Angeles; KGAK Gallup, M.; WERC Erie, Pa.; WNOK Co- bia, S. C.

Petition Granted

JBW New Orleans—Granted peti- extending authority of Charles C. son to operate station WJBW under p. license for period of 30 days.

Extension Granted

INX-FM Washington, D. C. — nted temp. extension of license to 1, pending receipt of reply to r.

URV-FM Edinburg, Tex.— Same.

License Renewal

9XUI Iowa City, Iowa—Granted re- al of exp. TV license for period ng Feb. 1, 1950.

8XGZ Charleston, W. Va.—Same.

Extension Granted

nerican Communications Bar Assn. anted in part petition for extension within which to file statements or s in connection with matter of sion of procedure relating to han- g of broadcast applications; time extended to May 4 within which ested persons may file statements riefs in this matter.

Transfer of Control

TA San Juan, P. R.—Granted con- transfer control Electronic Enter- s Inc. from Bernard and Elizabeth ubeli to Antonio Ayuso Valdivieso 25,000.

License Renewal

ER Albuquerque, N. M.—Granted wal of license period ending Aug. 51.

Hearing Designated

bert F. Wolfe Co., Fremont, Ohio signated for hearing application ew station 900 kc 500 w D DA.

SSA Denied

BC Indianapolis—Denied SSA 1070 kw D DA at new ant. site, for d not to exceed 6 mo. continuing erate 5 kw N from existing ant.

Waiver Granted

AN Vancouver, Wash.—Granted rity to change studio from Van- er, Wash. to Portland, Ore., sub- to cond. Vancouver Radio Corp. nue to operate KVAN as Van- er station; granted waiver of rules urpose of permitting KVAN to unce itself as Vancouver station.

Petition Denied

ugatuck Valley Bcstg. Corp., An- , Conn.—Denied request that mission set aside action Nov. 26, which deleted call letters after without hearing of application einstate CP.

Hearing Designated

SA Havre de Grace, Md.—Desig- for hearing application to change ting assignment of WASA from kc 500 w D to 1330 kc 1 kw D, in lidation proceeding with applica- f Frederick Bcstg. Co.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
UR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
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For details & quotations write

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Kansas City, Missouri

Box Score

SUMMARY TO MARCH 31

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,967	1,920	229	...	465	264
FM Stations	724	305	591	27*	110	29
TV Stations	59	7	115	...	323	181

* 11 on air

CALL ASSIGNMENTS: KECC Pittsburg, Calif. (Pittsburg Broadcasting Co., 990 kc, 1 kw, unlimited); KQW San Francisco, changed to KCBS (Pacific Agricultural Foundation Ltd., now 100% owned by CBS); WRRN Warren, Ohio, changed to WHHH (The Warren Tribune Radio Station Inc.); KAGH-FM Pasadena, Calif., changed to KARS (KAGH Inc.); KCFM Kansas City, Mo., changed to KCMO-FM (KCMO Broadcasting Co.); WGBR-FM Goldsboro, N. C., changed to WEQR (Eastern Carolina Broadcasting Co. Inc.); WRRN-FM Warren, Ohio, changed to WHHH-FM (The Warren Tribune Radio Station Inc.).

TV APPLICATIONS

Oak Hill, W. Va.—Robert R. Thomas Jr., Channel 6 (82-88 mc), ERP 0.953 kw aural, 1.9 kw visual, antenna 397 ft.; estimated cost of construction $77,277.50. Applicant does not expect first year operating costs to exceed expected revenue. Mr. Thomas is licensee of WOAY and WOAY-FM Oak Hill. Filed March 29.

AM APPLICATIONS

Crystal City, Tex.—Winter Garden Broadcasting Co., 1340 kc, 250 w, unlimited; estimated cost $17,830. Partnership: J. H. Mayberry, chief engineer KSIX Corpus Christi, 15% owner KBKI Alice, Tex. and 12½% owner Community Broadcasting Co., applicant for Corpus Christi 80% interest and William T. Stubblefield, special events director KSIX 20%. Filed March 25.

Malden, Mass.—Malden Broadcasting Co., 1470 kc, 1 kw daytime; estimated cost $23,600. Sole owner is John Wood Logan, one-half owner of Logan-Ford canning Co., Henderson, Md. Filed March 29.

Manistique, Mich.—Delta Broadcasting Co., 1450 kc, 250 w, daytime; estimated cost $16,950. Principals: John P. Norton, publisher Escanaba Daily Press, president 45.5%; F. J. Lindenthal, business manager Escanaba Daily Press, secretary-treasurer 53.73%; W. J. Duchaine, vice president 0.75%. Delta Broadcasting Co. is licensee of WDBC Escanaba and holds conditional grant for FM in same city. Filed March 29.

Patchogue, N.Y.—Patchogue Broadcasting Co., 1580 kc, 250 w, daytime; estimated cost $19,750. Principals: Lee Morrison, employed by WLBR Lebannon, Pa., 41%; Julian Sarachek, employed Allied Purchasing Corp., 28%; W. Frank Short, employe of WLRB Lebanon, 15%; M. Leonard Savage, employe of WLRB, 7.5%; Harriet Schoffel, secretary for Pennsylvania Board of Parole, Harrisburg, 4.7%; Herbert Morrison, accountant with Gleiber & Schwartz, New York, 3.8%. Mr. Lee Morrison has interest in application of Benlee Broadcasting Co., Patchogue. Filed March 29.

Sandusky, Ohio — Sandusky Newspapers Inc., 1570 kc, 250 w, daytime; estimated cost $6,850. Principals: Dudley A. White, president; Charles J. Stark, vice president; Mrs. Alice M. Snyder, owner Reflector Herald, Norwalk, Ohio, and 36.48% owner of applicant; Alice S. White, 26.6%. Number of others hold minor interests.

St. Louis—J. A. Brooks, 1600 kc, 1 kw, daytime; estimated cost $19,372. Mr. Brooks is evangelistic radio worker, Springfield, Mo. Filed March 29.

FM APPLICATIONS

Athens, Ohio—Ohio U., noncommercial educational FM station. Channel 201 (88.1 mc), power 10 w; estimated cost $2,800. Filed March 23.

Columbia, S. C.—Columbia College, noncommercial educational FM station. Channel 201 (88.1 mc), power 10 w; estimated cost $3,500. Filed March 29.

Ukiah Bcstg. Co., and Mendocino Bcstg. Co., Ukiah, Calif.—Designated for consolidated hearing application of Ukiah Bcstg. Co. with Mendocino Bcstg. Co. both requesting new station 1400 kc 250 w unl.

AM—570

KVI Tacoma, Wash.—Upon petition for reconsideration Commission removed from hearing and granted application to designate Seattle as location of studio.

Citizens Radio Service

FINAL RULES governing licensing and administrative details of the Citizens Radio Service were issued by FCC last Thursday in substantially the same form as originally proposed last August. They become effective June 1. The Commission rejected suggestions that the minimum age for applicants be lowered from 18 to 16 years and that purchasers of citizens radio equipment be allowed to operate pending issuance of formal grants.

Applications which are eligible under the rules governing some other service will, generally, be placed in the pending files until the Commission completes a review of the "entire eligibility problem" of the citizens service. License term will be five years. Citizens radio uses the 460-470 mc band.

WQQW PROPOSAL

For Ownership Realignment

OWNERSHIP reorganization of WQQW-AM-FM Washington, the so-called Blue Book experiment, is reported in an application filed with the FCC Friday for approval.

Under the proposal, M. Robert Rogers, WQQW general manager, would acquire about 30% control, the largest voting interest in the station. Pierson Underwood, program director, would acquire about 20% interest.

In addition to Messrs. Rogers and Underwood, subscribers to the new Class A issue include Irwin Geiger, attorney; Jesse I. Miller, attorney, Norris Rodman, Washington businessman, who will continue as president of Metropolitan Broadcasting Corp., the licensee firm. The latter three would divide the other 50% voting interest equally.

WQQW is assigned 1 kw daytime on 570 kc. WQQW-FM, which operates fulltime, is assigned Channel 278 (103.5 mc) with power of 20 kw.

OPERATOR RULES

Modifications Made Final

PROPOSED modifications in FCC rules governing commercial radio operators were adopted as final by the Commission last week to be effective May 9. The changes have been made to the rules so they will conform to provisions of the Atlantic City Convention [BROADCASTING, Nov. 29, 1948].

Involving revision of Secs. 13.61 and 13.62 of the rules, the modifications have been made for three purposes. The first is to include in the scope of authority of the various classes of commercial radio operator licenses appropriate provision for stations using FM and pulsed types of emission. These stations are not now in the rules.

The changes also defined more clearly the basic scope of authority by reference to types of transmission employed (television, facsimile, radiotelephone, radiotelegraph etc.) in lieu of the present references to types of emission. The modifications further expand the scope of operating authority under the radiotelephone classes of license so as to include certain transmissions classified technically as telegraphy but which the holder of a radiotelephone license is considered qualified to handle.

This latter expansion of authority is explained in detail in the following, newly amended Sec. 13.62. The footnote of the present section is deleted.

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TELEVISION FILM
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CCNY

(Continued from page 25)

BMB tax case and how far it can go in support of research methods which, if applied universally, might step on some toes. He cited such possibilities as restraint of trade and the anti-trust laws. He said committee reports from the tri-partite organizations — NAB, AAAA, ANA—were to be submitted soon.

Asked whether possibility that BMB might fold would be a "body blow to all research," Dr. Baker countered by saying: "All agree that BMB will be retained in some form and the 2nd study, already directed and begun, awaits the ironing out of organizational matters. They also agree that the ideal of uniform industry wide research is to be desired. How is the problem."

Another panel session, dealing with sales, comprised Arthur Duram, CBS-TV sales promotion manager; Lewis Avery, president, Avery-Knodel, station representative; Eugene Thomas, manager of WOIC (TV) Washington; Ralph Weil, manager, WOV New York; Reynold R. Kraft, in charge of network sales, NBC. Moderator was Murray Grabhorn, ABC vice president. Subject was "Selling Radio and Television—Programs and Time."

Mr. Duram stressed advisability of advertisers obtaining early TV franchises, and expressed hope they would adopt the attitude that video expenditures will come from sales as well as advertising budgets.

The advertising dollar has increased and other media will not suffer, Mr. Weil told the group. Messrs. Duram and Grabhorn expressed accord with Mr. Weil. New fields of advertisers are being developed, Mr. Grabhorn added. Mr. Kraft pointed out that not all present TV advertisers used radio, but television has definite advantages. "Not only that, we are coming into a higher plane of economic well-being."

The problems of the once-a-month advertiser were discussed by the panel, with consensus that viewing habits of televiewers have not yet formed, "but are in the process of forming." It was suggested that in the case of periodic advertisers, promotion and not viewing habits was the key.

Opening question of the CCNY panel on programming, fired at John M. Sinn, executive vice president of Frederic W. Ziv Co. and president of Ziv Television Programs Inc., New York, was: "What segment of radio will be affected first by television?" Mr. Sinn's reply that network radio would be the first radio operation to become obsolete if any, started a round of discussions, debates and queries that touched only occasionally on programming as a whole.

Cott Sounds Warning

Ted Cott, vice president and program manager of WNEW New York, held that talk of video stealing radio advertisers' dollars was having a bad psychological effect on timebuyers. He pointed out that video's impact was being felt more by other media and that already New York papers were showing a noticeable circulation drop.

According to Tony Kraber, program manager, WABD (TV) New York, video stations are currently producing programs for more money than what is being charged advertisers. At present, he said, were DuMont to sell the 7-10 p.m. period on WABD, seven days a week, the $26,500 realized would not cover operation cost. Telecasters are staying in business, he explained, for the time when the audience reached (increasing by 100,000 sets per month) will make it worth while for advertisers to pay for programs at higher, profit making rates.

Asked about the place of the small advertiser in video, Mr. Kraber pointed out that these people are currently taking money from other *visual* media for television programming, i.e., one newspaper page forfeited for one video show. He didn't feel the small advertiser would forego radio, which is "relatively cheap per unit reached."

Cites 'Video Hysterics'

In accord with Mr. Kraber, Leslie T. Harris, Benton & Bowles director of radio, stated that television is not now as good a buy for the audience reached as is radio. He said, too, that agencies are getting over the "video hysterics," and questioned whether TV would put any other media out of business.

Mr. Harris did not see video making big inroads on daytime radio.

Department store programming was discussed, with views offered pro and con on "integrated commercials." Mr. Harris was not in favor of them, and Mr. Kraber said similar attempts at WABD were met with letters of protest from viewers who felt cheated. Commenting on department store advertisers as a whole, Mr. Sinn said they demand more direct results from video or radio than any other group, having been geared to newspaper advertising where items featured in a morning paper are purchased the same day.

General discussion ensued on films in television, with all panel members agreeing that film transcriptions will be bigger than radio ETs have been. Mr. Sinn pointed out that audio transcriptions have been perfect only in the last seven years, but films predated television by many years.

In summary, Mr. Cott advocated that both radio and video sharpen their claws to create more entertaining shows. "Competition," he said, "is still the best shot in the arm for the entire industry."

Morning, publicity—public relations panel agreed there was a great need for sponsor education to develop newsmaking situations for television publicity, and for coordination among such sources as agencies, networks, independent stations, independent publicity firms and talent publicity men. Use of highlight listings in daily newspapers was also brought out, as was the fact that AM picture publicity dominates space in a 9-1 ratio.

Afternoon sessions were devoted to a discussion of "New Frontiers In the Radio and Television Business." Panel comprised William E. Ware, FM Assn. president; Hubbell Robinson Jr., CBS vice president and director of programs; Marion Harper Jr., president, McCann-Erickson, and Elliott M. Sanger, executive vice president and general manager, Interstate Broadcasting Co. (WQXR, WQXR-FM New York). Each delivered prepared talks, covering such industry facets as FM, radio talent and package operations, independent stations and the agency picture.

Current interest in television



ON HAND for preview of new WSAU studios were: L to r, standing—Wausau's Mayor Herbert A. Gise; G. W. Killeen, WSAU sales manager; M. H. Motross, president, Wausau Chamber of Commerce; Walter J. Damm, vice president and general manager of radio, The Journal Co.; Walter G. Roehl, Chamber of Commerce executive secretary, and D. B. Abert, business manager, The Journal Co.; seated—Carl Krueger (l), 85-year-old former caretaker of mansion, and Ben F. Hovel, station manager.

MANSION STUDIOS

WSAU in New Quarters

WSAU and WSAU-FM, *Milwaukee Journal* stations in Wausau, Wis., moved from a downtown building March 27 into what was once the mansion of Daniel L. Plumer, Wausau lumberman and banker. The three-story red granite building houses three studios, offices, a music library and a news room. Largest studio can accommodate 50 to 60 persons.

The Journal Co., which also operates WTMJ WTMJ-FM and WTMJ-TV Milwaukee, purchased WSAU WSAU-FM from the Northern Broadcast Co. in June 1947. WSAU is on 1400 kc with 250 w fulltime. WSAU-FM is on Channel 238 (95.5 mc) with 46 kw effective radiated power.

Walter J. Damm heads The Journal Co. stations as vice president and general manager of radio. Ben F. Hovel is WSAU WSAU-FM station manager, and other executives include Rudy Topinka, program director; Joseph W. Killeen, sales manager; R. W. Richardt, technical supervisor, and Keith Jacobs, news director.

Some 500 city and county officials, advertisers and special guests attended a preview of the new WSAU quarters March 23 and 24.





as distracted attention from the rowth of FM station and increase sales of FM receivers, Mr. Ware ld members. He pointed out here is now one FM outlet for very two AM, and added: "These M stations are so situated and eir coverage is such that their gnals now blanket more than 50 major marketing areas in is country." Mr. Ware expressed lief FM would continue to com-ete favorably with AM.

Taking up the cudgel for inde-ndents, Mr. Sanger scored the lief of some supporters that ound broadcasting is . . . watch-g its own funeral, and what's orst of all . . . on a television reen." Television is "certainly t going to put out of business ations which have a reason for istence . . . based upon the ed for specialized services by M and FM stations," he asserted.

Mr. Sanger diagnosed the in-pendent's malady as "not just levision competition" but "the ar of television."

Mr. Harper, arguing for more alitative research, emphasized at quantitative figures are val-ble, but they must be supple-ented with studies showing ways which a particular program lps or fails to help move the onsor's product.

Discussing talent development, r. Robinson said that most of dio's creative acheivements emmed from individuals acting dependently rather than through dustry's efforts. He contended at industry has not "for the st part, invested enough to eate new writers, producers and rsonalities, and urged it to give eative talent time and elbow om" if new ideas and frontiers e to be realized.

At the Wednesday luncheon ses-n, Edward Arnold, noted actor d star of radio's *Mr. President*, uched on talent for TV as it fects Hollywood. The movie in-stry feels that it will be a great ing for actors, but, "radio ac-s are liable to have a tougher ne," Mr. Arnold said. The con-nsus is that television will not place radio and neither TV nor dio will supplant movies, he said.

The stage-screen-radio actor was featured speaker at the luncheon, d accepted an honorable mention rtificate on behalf of Mathews os. appliances, for "unusually ective promotion" of *Mr. Presi-nt*. The awards, highlighting e luncheon, were presented by r. John Peatman, CCNY as-ciate dean and chairman of the ational Radio Awards Committee.

The 1948 plaque awards went Kudner Agency, New York, for eation of *Texaco Star Theatre* n television); WMAQ Chicago d Chicago Industrial Health sn. for *It's Your Life*, and WEEI ston for "outstanding achieve-nt in promotion." In addition, awards of merit and 16 honor-le mention certificates were ssed out to stations, agencies d sponsors [BROADCASTING, arch 14].

K-F CHANGE

Weintraub Replaces Swaney After Radio Tiff

IN A disagreement over radio policy, Kaiser-Frazer Corp. last week changed its agency, announcing that William H. Weintraub & Co., New York, would now handle all media.

When the announcement was made, Morris F. Swaney, president of Morris F. Swaney Inc., the old K-F agency, said he voluntarily gave up the $8,000,000 account because of an "argument on policy."

He said his company differed with K-F management over the proportion of advertising given to various media and particularly to radio. This did not indicate, he said, that the Swaney agency was opposed to radio as such, but that it believed K-F was getting out of balance in its allocation of emphasis among media.

He pointed out that the Swaney organization at one time handled $200,000 worth of spot billing for K-F monthly and that the agency philosophy with regard to radio was no different now. It currently is handling the K-F spot business, amounting to about $15,000 while the Weintraub agency is in charge of the K-F Walter Winchell show, the purchase of which Weintraub negotiated for K-F last fall.

The Weintraub agency will begin a newspaper campaign announcing the auto company's entry into a new price field, it was reported. Details of the campaign are to be revealed later, but it was said that 1,500-line, 1,000-line and 600-line copy will appear in 1,521 daily newspapers and in 1,584 weeklies across the country.

Announcement of the change of agency was made by Edgar F. Kaiser in one of his first acts as president of the company. He was promoted from vice president to the top executive post in a shift in which Joseph W. Frazer, former president, became vice chairman, a new post relieving him of active control.

Upcoming

April 4-8: Society of Motion Picture Engineers annual convention, Hotel Statler, New York.
April 7-9: CBC board of governors meeting, Ottawa.
April 12: Brand Names Day, Waldorf-Astoria, New York.
April 18: New York Radio Station Managers Committee, Waldorf-Astoria, New York.
April 21: Peabody awards presentations, Radio Executives Club meeting, New York.
April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.
April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.
April 27: Second Annual TV Symposium of Screen Publicists Guild begins, Hollywood.
May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington, D. C.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 16-19: RMA 25th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.

JONES PROMOTED

Named Fort Industry V. P.

RICHARD E. JONES has been named a vice president of Fort Industry Co. He joined the organization Sept. 1, 1948, as managing director of WJBK WJBK - FM Detroit and became general manager of overall Fort Industry operations in Detroit, including WJBK-TV, last November [BROADCASTING, Nov. 1, 1948].



Mr. Jones

Announcement of the appointment was made last week by Lee B. Wailes, Fort Industry vice president and general manager.

Mr. Jones has been a Detroit radio executive for the past nine years. He moved to WJBK from CKLW Detroit-Windsor, where he had been commercial manager [BROADCASTING, Aug. 23, 1948].

WJBK recently moved its offices and studios into the tower of Detroit's Masonic Temple. Its TV affiliate, WJBK-TV, is the Detroit outlet for both CBS and DuMont television networks.

Fort Industry, headed by George B. Storer, operates stations in six cities besides Detroit, and last month put its third video station, WAGA-TV Atlanta, on the air.

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
FEBRUARY 20-26

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theatre	32.7	—1.4
2	2	Jack Benny	30.3	—0.2
3	3	McGee & Molly	28.0	—1.5
4	5	Amos 'n' Andy	28.0	+0.3
5	4	Godfrey's Scouts	27.4	—1.8
6	8	Sam Spade	26.2	+1.4
7	6	Walter Winchell	25.6	—0.9
8	7	Bob Hope	24.6	—1.6
9	10	My Friend Irma	24.4	+0.2
10	15	Mr. Keen	24.0	+0.1
11	11	Mystery Theater	23.3	—0.3
12	22	People Are Funny	23.2	+1.9
13	12	Stop Music (4th qtr.)	22.9	+0.8
14	19	Mr. D A	22.4	+0.9
15	46	"The Fat Man"	22.3	+4.4
16	14	Ford Theater	22.2	—1.1
17	18	Mr. and Mrs. North	22.1	+0.3
18	17	FBI in Peace, War	21.8	—0.3
19	20	This Your FBI	21.6	+0.2
20	27	Dennis Day	21.6	+2.0
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	19.9	+0.6
2	2	Beulah	18.8	+1.0
3	3	Counter-Spy	16.8	+0.4
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	Godfrey (L & M)	14.1	+0.9
2	2	Ma Perkins (CBS)	12.4	+0.9
3	5	Godfrey (Nabisco)	11.9	+0.9
4	12	Right to Happiness	11.9	+0.6
5	6	Pepper Young	11.9	+0.2
6	8	Backstage Wife	11.8	+0.6
7	4	Young Widder Brown	11.7	0.0
8	3	When Girl Marries	11.7	—0.2
9	13	Stella Dallas	11.7	+0.8
10	16	Our Gal, Sunday	11.3	+0.8
11	11	Portia Faces Life	11.3	+0.3
12	20	Godfrey (Gold Seal)	10.8	+0.8
13	24	Perry Mason	10.6	+0.6
14	14	Guiding Light	10.5	0.0
15	9	Wendy Warren	10.5	+0.1
DAY, SAT. OR SUN., 5-60 MIN.				
1	8	Grand Central Station	16.0	+2.7
2	1	True Detective	15.4	—2.4
3	6	Armstrong Theatre	15.0	+1.8
4	2	Quick as a Flash	15.0	—2.0
5	5	Stars Over H'wood	14.7	+0.8

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	4	Lux Radio Theatre	25.9	+1.4
2	1	Jack Benny	23.6	—2.0
3	2	McGee & Molly	23.4	—1.6
4	3	Walter Winchell	22.5	—1.3
5	6	Amos 'n' Andy	20.8	+0.1
6	13	Sam Spade	20.2	+1.4
7	11	Mr. Keen	20.0	—0.4
8	17	People Are Funny	19.7	+1.7
9	9	My Friend Irma	19.5	—0.2
10	10	Stop Music (4th qtr.)	19.5	+0.5
11	14	Mystery Theatre	19.0	0.0
12	18	Mr. D A	18.5	+1.0
13	34	"The Fat Man"	18.5	+3.4
14	5	Godfrey's Scouts	18.4	—2.4
15	16	Stop Music (3rd qtr.)	18.3	+1.2
16	15	This Your FBI	18.2	—0.1
17	7	Bob Hope	18.1	—1.9
18	12	Suspense	17.0	—3.2
19	20	Mr. and Mrs. North	16.8	—1.1
20	8	Crime Photographer	16.7	—4.8
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	16.0	+0.1
2	2	Beulah	15.9	+0.7
3	3	Counter-Spy	13.3	+0.4
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	Godfrey (L & M)	11.7	+0.4
2	2	Ma Perkins (CBS)	11.3	+0.7
3	5	Godfrey (Nabisco)	11.0	+1.0
4	9	Right to Happiness	10.8	+0.5
5	6	Pepper Young	10.8	+0.3
6	7	Backstage Wife	10.7	+0.4
7	4	Young Widder Brown	10.6	+0.4
8	3	When Girl Marries	10.6	—0.1
9	10	Stella Dallas	10.5	+0.6
10	11	Our Gal, Sunday	10.3	+0.8
11	8	Portia Faces Life	10.0	0.0
12	16	Perry Mason	9.6	+0.4
13	13	Guiding Light	9.5	+0.2
14	20	Ma Perkins (NBC)	9.3	+0.2
15	15	Romance Helen Trent	9.3	+0.7
DAY, SAT. OR SUN., 5-60 MIN.				
1	5	Grand Central Station	13.3	+2.0
2	1	True Detective	12.3	—2.1
3	6	Stars Over H'wood	12.3	+1.1
4	8	Armstrong Theatre	12.2	+1.8
5	3	Quick as a Flash	10.4	—0.7

Copyright 1949, A. C. Nielsen Co.

KVAN, KVI GRANTS

Studio Changes Authorized

TWO AM stations were granted changes in main studio sites by FCC last week—KVAN Vancouver, Wash., to its transmitter site in Portland, Ore., and KVI Tacoma, Wash., to Seattle.

Naugatuck Valley Broadcasting Corp., Ansonia, Conn., meanwhile was denied by the Commission its request to set aside a decision of Nov. 1948 deleting the new AM station facilities previously granted the applicant. These were 1 kw daytime on 690 kc (WGRO). FCC said the permit expired in October and the firm had failed to meet conditions originally attached to the grant and to file for extension of the permit.

KVAN will contiue to identify itself as a Vancouver station but KVI will become a Seattle outlet. Comr. Paul A. Walker voted for hearing on the KVI request. KVAN is assigned 1 kw on 910 kc, KVI 5 kw on 570 kc.

At Deadline...

UHF TV APPLICATIONS FILED BY THREE OUTLETS

HIGH BAND (UHF) experimental video stations requested Friday in applications filed at FCC by WRAW Reading, WKBO Harrisburg and WEST Easton, Pa., owned by the Steinman interests. Each would study feasibility of UHF television operation in its area.

Project, to take about 60 days in each location, is being handled by McNary & Wrathall, Washington consulting engineering firm, which will provide equipment and supervision. Tests will be made in 511-519 mc area with 325 cycle pulsed transmission with peak transmitter power of 5 kw and effective radiated power of 50 kw. EIMAC tubes are specified along with five element Yagi array. Each station estimated cost of research job at $5,000.

SEATTLE PLANS UNDECIDED

TELEVISION plans of Tacoma, Wash., *Times* undecided Friday after announcement of permanent suspension of publication previous day. Owned by Scripps Newspapers Inc., Seattle, paper is 50% owner with KTBI there in Television Tacoma Inc., pending applicant for TV Channel 4 (66-72 mc). Scripps is part owner KNEW Seattle and KVNI Coeur d'Alene, Ida. Bing Crosby is other applicant pending at Takoma, seeking Channel 9 (186-192 mc).

STROMBERG-CARLSON NET FOR BROADCASTING DECLINES

BROADCASTING division of Stromberg-Carlson Co. earned profit of $129,438 in 1948 as against $301,873 year before, according to annual report of Ray H. Manson, president, and Edwin C. Roworth, secretary.

Despite decrease, broadcasting division earned "a good profit from the sale of advertising time during 1948," they said, recalling expenditures at Rochester Radio City, occupied by WHAM-WHFM, and of progress of Stromberg-Carlson television station, WHTM, to start commercial telecasting early in summer.

From all operations, company reported sales of $29,470,232 for 1948, as against $32,190,872 year before; profit of $877,602 for year as against $1,084,149 previous year, and earned surplus at the end of year totaling $5,353,756, increase of $417,030 over previous year.

HEDGES HEADS PIONEERS

BILL HEDGES, NBC vice president of planning and development, named president of Radio Pioneers at club's annual dinner in New York, succeeding Edgar Kobak, MBS president. Among other officers elected were Frank E. Mullen, Goodwill stations, first vice president; Arthur Church, KMBC Kansas City, second vice president; Paul W. Morency, WTIC Hartford, vice president and secretary; Orestes H. Caldwell, Caldwell-Clements publications, vice president and treasurer; Edgar Bill, WMBD Peoria, vice president; J. R. Poppele, WOR New York, vice president; Dorothy Gordon, *New York Times*, vice president.

KANSAS LIBEL BILL PASSED

KANSAS LEGISLATURE passed bill relieving radio and television stations of liability for broadcast or telecast defamation, subject to exercise of due care and provided defamation isn't by licensee or employe of station.

McDONALD LIKES COY SPEECH; RCA HITS UHF DEVICES

PRESIDENT E. F. McDonald Jr. of Zenith Radio Corp. told FCC Chairman Coy, in letter released Friday, that he didn't disagree "with a single word" of Baltimore speech in which Mr. Coy characterized controversy over TV set obsolescence as "something of a tempest in a teapot" [BROADCASTING, March 28].

Observers regarded McDonald statement as significant since it was largely Zenith's high-band claims which touched off current obsolescence controversy. Zenith ads claimed Zenith is only TV set on market "with a specially built-in turret tuner with provision for receiving the proposed new UHF channels on the present channels." Ads claimed purchase of Zenith set was insurance against obsolescence [BROADCASTING, March 14].

In speech with which Commdr. McDonald professed no disagreement, Chairman Coy said today's TV sets "will probably not be able to get service" from UHF if standards adopted for UHF are incompatible with present VHF standards. But he thought nobody buying TV set today is "fraud" victim. "I can assure them," he said, "that wherever a television signal is available from a VHF transmitter, their set will render them fine service for many years and can be converted to render fine service for them if ultra high frequencies are utilized for the present system." He also said obsolescence controversy "has tended to create definite pressure" for adoption of VHF system as standard for UHF.

Commdr. McDonald's letter, released by FCC Chairman's office, said "laboratories of our competitors are working night and day to produce two-band sets. They will start marketing them shortly and thereby somewhat relieve the situation that is going to exist with new stations going on the air in the UHF."

J. G. Wilson, RCA Victor executive vice president, meanwhile declared obsolescence fears are "unfounded" and "not based on scientific or economic facts." He said suitable converters can be provided but that it is impractical to design a high-band set until it is known which UHF channels will be available.

TV INFORMATION COMMITTEE NAMED BY BALCOM OF RMA

INDUSTRY committee to give public, trade and government accurate television information appointed by President Max F. Balcom of Radio Mfrs. Assn.

All segments of TV industry represented including leading video manufacturers, Mr. Balcom said. Committee will give comprehensive data on present and future television service.

Authorized by RMA's board and given "broad authority and substantial funds," committee is headed by Paul V. Galvin, RMA past president and Motorola president. Other members: Benjamin Abrams, Emerson Radio & Phonograph president; Dr. W. R. G. Baker, RMA Engineering Dept. director and General Electric vice president; H. C. Bonfig, Zenith vice president; James H. Carmine, Philco vice president; James W. Craig, Avco's Crosley Div. vice president; Dr. Allen B. DuMont, Allen B. DuMont Labs head; Joseph B. Elliott, RCA Victor Div. vice president, and William J. Halligan, Hallicrafters Co. president.

MOVE TO NEW YORK, KOBAK URGES FMA AND NAB

EDGAR KOBAK, president of MBS, depar ing from prepared text, advised FM Ass clinic in New York Friday *(early story pag 25)* to move from Washington to New York— to get away from government bureaucracy an get closer to business. He advised NAB t do likewise. FM could be life saver to radi manufacturers, he said, and urged latter t plug new model idea hard yearly, as do ca manufacturers. Richard G. Evans, presiden WIZZ-FM Wilkes-Barre, Pa., said FM com mercial success is dependent on better program ming. Telling how WIZZ built its program ming and listnership, he said it enabled loca regional FM distributor for Stewart-Warne to outsell New York, Philadelphia and Wash ington distributors.

Advertisers who buy radio network tim without valuing FM outlets above AM ar "just as crazy as the silver miner who throw away his by-products of gold and platinum," Ted Leitzell, director of public relations o Zenith Radio Corp., told clinic in Hotel Com modore. Mr. Leitzell emphasized greater cover age rendered in many sections by FM broad casters as compared to AM.

RCA CLAIMS HEAVY DEMAND FOR 45 RPM EQUIPMENT

AS RCA VICTOR's 45 rpm records and record players went on sale late last week in stores throughout country, Columbia Records Inc. announced 20% reduction in its 10 and 12-inch records, not including LPs.

At the same time, RCA Victor started huge promotional campaign, taking ads in newspapers across country, releasing generous amounts of background material to city desks and using its Sunday afternoon show on NBC to talk about its new record system.

RCA claimed dealer support of new system has led to prediction that approximately two million of its new 45 rpm instruments will be produced and sold this year by equipment and home instrument manufacturers. Orders already received have caused RCA Victor to revise production schedules upward, it was said. Twenty-six manufacturers have announced plans to incorporate 45 rpm record production facilities in their instruments. Notable among those who have not joined in is Philco Corp.

Closed Circuit

(Continued from page 4)

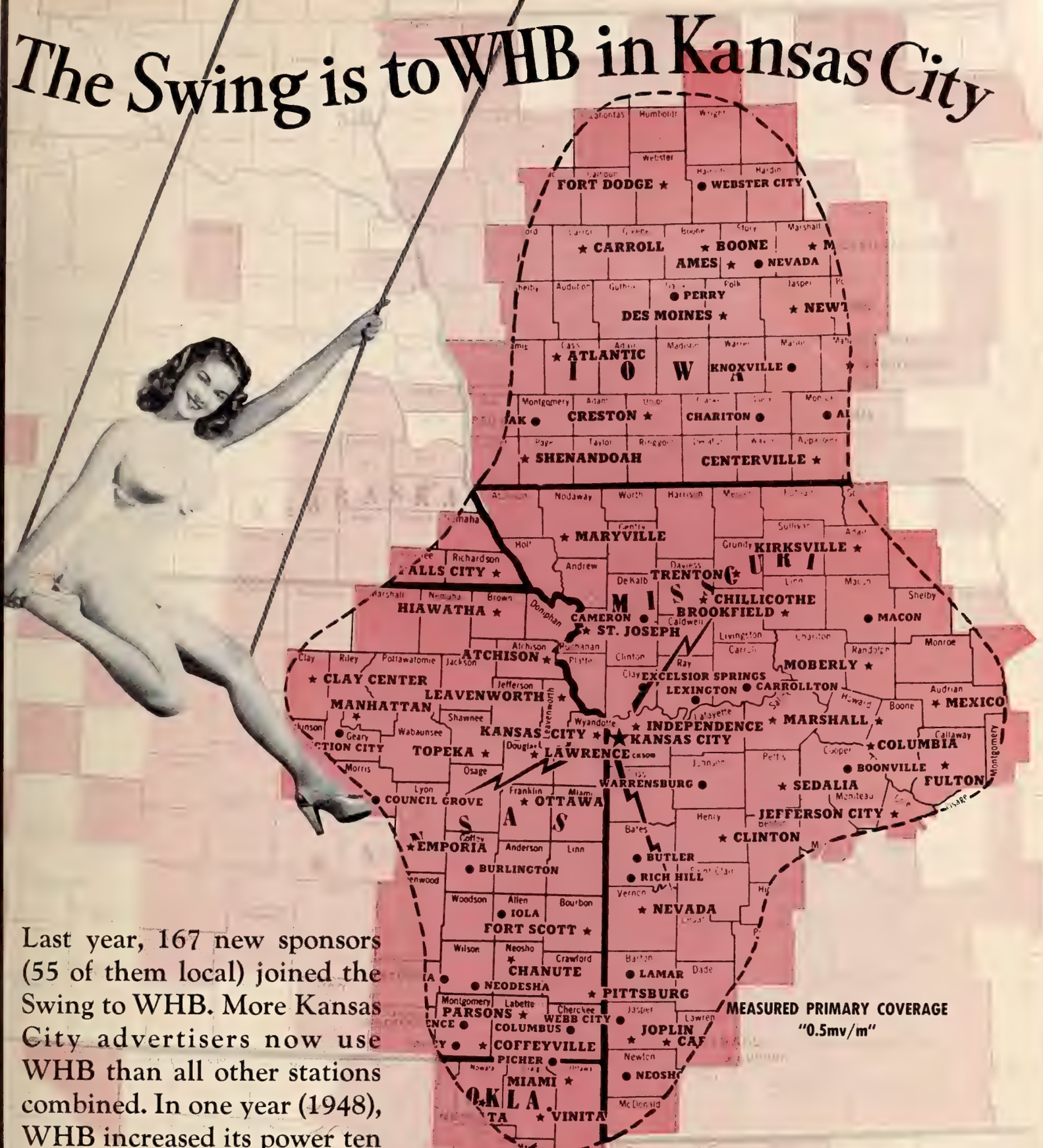
ing was Friday midnight, with results to be known Wednesday. While referendum is procedural accident, with little support for by-law deleting code powers, it's realized opponents might have mustered strength.

CONSTANTLY recurring reports that projected new fifth network—now styled as Federal Broadcasting Co.—has aligned number of present network-affiliated stations are without verification in responsible quarters. Established networks know of no defections of moment.

TYPICAL security precautions of Atomic Energy Commission apply to NAB Engineering Conference speech by Dr. Lincoln R. Thiesmeyer. Text of Friday talk to be withheld from press and radio until few minutes before delivery.

WESTINGHOUSE, through McCann-Erickson, New York, reportedly negotiating with CBS for sponsorship of television version of *Studio One*.

The Swing is to WHB in Kansas City



Last year, 167 new sponsors (55 of them local) joined the Swing to WHB. More Kansas City advertisers now use WHB than all other stations combined. In one year (1948), WHB increased its power ten times... received 147% more mail... added to its coverage area 89 new counties in three states, with a potential of two and a half million new listeners.

MEASURED PRIMARY COVERAGE
"0.5mv/m"

10,000 WATTS IN KANSAS CITY

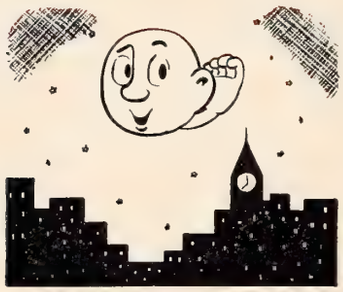
WHB AM FM

Represented by
JOHN BLAIR & CO.

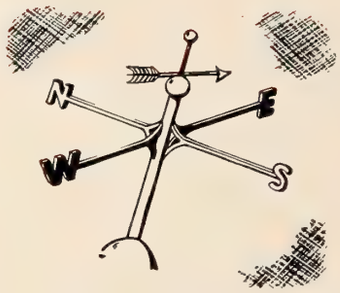
DON DAVIS, *President*
JOHN T. SCHILLING, *Gen. Mgr.*
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

9 More Significant Facts For Radio Advertisers

(About Mutual)



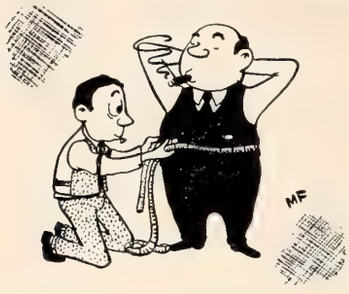
New Week-Night Shows. Gabriel Heatter, Mutual's traditional 9:00 PM high-spot, moves, April 25, to 7:30 NYT. Our new schedule, featuring sequences, will have new listener appeal. Watch for it.



The Network For News. Swift, accurate, complete U.S. and world news is a Mutual forte: current "beats" keep us "up there." Name commentators and Special Events round out our listened-to News Shows.



Foreign Correspondents give us on-the-spot coverage, help us stay ahead. Our 19 newsmen are in Europe's capitals and in "hot news" spots—from Shanghai to Tel-Aviv, Seoul to Istanbul, Cairo to Manila.



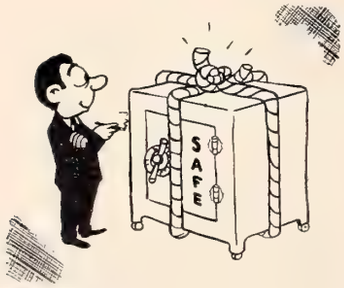
"Million-Two" Plan. For advertisers who can spend $630,000 net annually for time, this Plan provides maximum value and flexibility in network radio; schedules, station line-ups, etc., are tailored to fit.



Package Plan, for advertisers using Full Mutual Network, provides three advantages: 1. maximum discounts; 2. all new Mutual stations added without cost; 3. credit for stations leaving the web.



The Smaller Budget need not find the door to network radio closed. Mutual has a Plan to encourage the "small" starter and help him grow. The Plan is so sound even big advertisers use it in testing.



Rate Guarantee for One Year. "Going back for more money" to meet rate increases upsets yearly advertising budgets. Mutual is now the only network which gives a 12-month time-rate guarantee.



"Kid Shows." With "Tom Mix," "Superman," "Captain Midnight," "Straight Arrow," "The House of Mystery," Mutual leads in presenting great entertainment for the youngsters; *and makes sales too.*



Lowest Cost per 1,000 Homes covered. Example: a Nighttime Quarter-hour Strip, Full Network, time cost only, based on Nielsen Network Audience Study—Mutual: 91¢. Others: $1.07, $1.21, and $1.30.

MUTUAL BROADCASTING SYSTEM

WORLD'S LARGEST NETWORK

APRIL 11, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



Load-pullers

There's one station in Baltimore that works like an ox for you. That's W·I·T·H, the BIG independent that covers America's sixth largest city like a tent.

W·I·T·H is the buy for advertisers that want to produce BIG results for LITTLE money. The reason is that W·I·T·H delivers more listeners-per-dollar than any other station in town. It's the real bargain buy.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. So if you're looking for low-cost results, call in your Headley-Reed man and get the W·I·T·H story.



W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

IN THIS ISSUE: SPOT AND NETWORK PRODUCT ANALYSES

OUR 25TH ANNIVERSARY YEAR

A family reunion every Saturday Night...

to hear the WLS NATIONAL BARN DANCE





Arthur and Mrs. Johnson, daughter Ione and husband

BACK IN 1924 and '25, young Rural Mail Carrier Arthur Johnson always set aside Saturday night for a visit to his wife's parents—for Mrs. Johnson's folks had the biggest radio in that part of Porter County, Indiana—and all the grown sons and daughters brought wives, husbands and kiddies "home" to hear the WLS National Barn Dance. As Mrs. Johnson recalls, "Mother would put on that huge granite coffee pot, and we never broke up till we heard the Barn Dance announcer say to the engineer, 'Homer, pull the big switch and let's all go home.'"

This happy Saturday night tradition continued as long as Mrs. Johnson's parents lived. Uncle Ezra, Lulubelle and Scotty, Ralph Waldo Emerson and other Barn Dance favorites had become like members of the family. Even the canary was named after WLS-singer Chubby Parker.

Now, a quarter century later, the Johnsons enjoy WLS in their own home in Hobart, Indiana—and *their* married son and daughter often bring their families in on a Saturday night for coffee, talk and Barn Dance entertainment.

All over the Middlewest—city, town, farm—you find these family traditions built around the Barn Dance and WLS. And so you find the kind of *deep* loyalty that brings such quick response to our Christmas Neighbors Club, our annual flower seed offer, our Family Albums—and an equally amazing response to the sound advertisers who share in this listener-confidence we have been building for twenty-five years.

A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.



Hail KCBS...Hail Columbia!

On April 3rd the call letters of KQW, San Francisco, were changed to KCBS. And that dotted the last "i" and crossed the last "t" to the fact that KCBS is now a Columbia-Owned Station.

Making our San Francisco outlet a Columbia-Owned Station and switching its call letters to KCBS means a lot of good things to a lot of good people. Including you.

FOR THE LISTENER—KCBS now becomes unmistakably associated with CBS—today carrying the greatest schedule of entertainment ever concentrated on one network in the history of radio. And this star-studded CBS schedule is backed and blended with KCBS local originations which cater to Northern California listening likes.

ADVERTISERS, TOO—local, national spot, and network—share new advantages from this reinforced identity between the network and its San Francisco outlet. For instance, more than 900 advertisements promoting the full KCBS-CBS program schedule are now appearing in every newspaper throughout the entire KCBS 50-100% BMB Audience Area.

A SIGNIFICANT "EXTRA"—KCBS is now represented nationally by Radio Sales... Radio and Television Stations Representative—CBS. Which means you now can get penetrating and resourceful data about the KCBS market and Northern California listening habits, plus complete and accurate information on how to get KCBS listeners to buy more of your product—faster.

Ask us or Radio Sales how KCBS—"Columbia's Key to the Golden Gate"—can be your key to greater profit.

"COLUMBIA'S KEY TO THE GOLDEN GATE" **KCBS**

5,000 watts, 740 kilocycles, Columbia Owned • Represented by **Radio Sales**



Closed Circuit

RARE PROCEDURE on FCC's reply to Sen. Ed Johnson's demand for monopoly and TV data [BROADCASTING, March 14]. After 29 days of pencil-chewing, FCC answered Thursday. Sen. Johnson refused to release them, though he had released both sides of earlier exchange and his questions in this one. FCC is mum, chiefly because of policy and also because parcel includes worksheets and memoranda. They may not see light till Sen. Johnson springs hearings.

UPSHOT of NAB Convention activities this week may be reorganization in headquarters staff and ultimate departure of one or more department heads. Board action, however, will pave way for new appointments also in different specialized spheres—TV and legislative contact, for example.

FOR FIRST TIME in several years NAB has budget worries. While increases in membership have more than offset station resignations, number of those which have resigned were in higher dues brackets whereas majority of newcomers are secondaries.

HEAVY ADVERTISING campaign, including radio, scheduled for new and as yet unidentified development of Mennen Co., baby product manufacturers. Grey Adv., N. Y., planning campaign.

WHAT will Ed Craney's new anti-clear channel group do at Chicago during NAB Convention week? His Independent Broadcasters Protective League slated to appoint Washington director and action may occur in Chicago with naming of well-known New England manager who recently resigned his post.

MOST LIKELY appointee to highly important post of Director of Division of Mass Communications of UNESCO is Stanley P. Richardson, widely-known journalist and broadcaster whose last assignment was with NBC's international division. NAB President Justin Miller and Michael R. Hanna, WHCU Ithaca, both on UNESCO radio council, support him.

GOLDEN RULE, big St. Paul department store, planning intensified regional radio campaign with results to determine whether or not even larger campaign be undertaken. Agency, Cramer-Krasselt Co., Milwaukee.

WITH DOROTHY Schiff Thackrey returning to helm of *New York Post Home News*, replacing her husband, Theodore O. Thackrey, there's speculation whether her WLIB Brooklyn will be leased or sold.

ABC and CBS seeking to lure Carnation Co. *Contented Hour* away from NBC with offers of better time. Agency: Erwin, Wasey & Co.

Upcoming

April 11-13: NAB Management Sessions, Stevens Hotel, Chicago.
April 12: ABC Stockholders meeting, ABC Board Room, RCA Bldg., New York.
April 12: Brand Names Day, Waldorf-Astoria, New York.
(Other Upcomings on page 193)

SLOAN AWARDS WINNERS

CBS, NBC and six stations selected for 1948 Alfred P. Sloan Radio Awards for public service in highway safety, Automotive Safety Foundation announced Friday. "No Escape," in Electric Auto-Lite Co.'s *Suspense* series on CBS, rated best commercial show on traffic-safety theme while NBC's *Death on a Weekend* won first place in sustaining category. Stations named for awards: KNUZ Houston, WING Dayton, and WFDF Flint in commercial class, and WJTN Jamestown, N. Y., WWJ Detroit and KOMA Oklahoma City in sustaining group. KOIN Portland, Ore. and WNAX Yankton, S. D., won honorable mention for sustainers. Awards to be presented at April 25 dinner in New York.

Business Briefly

ADMIRAL PLANS ● Admiral Corp., New York, expected to sign with ABC-TV for sponsorship of first half of TV version of *Stop the Music*, which starts May 1, Sun. 8-9 p.m. Agency, Kudner, N. Y. P. Lorillard, New York to sponsor 8:30-9 p.m. portion. Agency, Lennen & Mitchell, New York.

IRE-NAB MEET APPROVED

BROADCAST Group of Institute of Radio Engineers voted Thursday night at Stevens Hotel, Chicago, to hold joint annual meeting with NAB engineers. Group completed plans for organization of IRE satellite. Postcard survey showed 90% of IRE broadcast engineers interested in forming this division, and 75% favored consolidation of NAB and IRE broadcast meetings. Attending meeting of administrative committee were: Orrin W. Towner, WHAS Louisville, chairman; R. Morris Pierce, Good Will Stations; R. J. Rockwell, WLW Cincinnati; Wm. B. Lodge, CBS; Frank Marx, ABC; Vernon Anderson, consultant.

White New MBS Head; Kobak Consultant

FRANK K. WHITE, president of Columbia Records Inc., was elected president of Mutual Friday at MBS board meeting in Chicago [CLOSED CIRCUIT, April 4]. He will assume his duties May 1, after a brief vacation.

He succeeds Edgar Kobak, MBS head since 1944. Mr. Kobak, who will set up business consulting office, was retained by Mutual as consultant. Mr. White succeeds Mr. Kobak on board.

Mutual board was understood to have given Mr. White three-year guarantee with salary and bonus provisions approaching $100,000 annually.



Mr. White

While network presidency was center of attention, board also named Theodore C. Streibert, president of WOR New York, to succeed Lewis Allen Weiss, Don Lee president, as MBS board chairman. Mr. Weiss' term had expired.

Thomas O'Neil, Yankee Network president, succeeded Mr. Streibert in board vice chairmanship.

Mr. White said:

Presidency of MBS carries with it responsibilities and challenges which must be met by performance rather than prediction. I can say, however, that I appreciate the sincere assurances of cooperation and support which its board of directors has expressed to me and I am confident that both the Mutual network and the stations affiliated with it will continue to improve the fine broadcasting service which they have been making available to their nation-wide radio audience.

Mr. Kobak asserted:

I am delighted that my good friend Frank White has agreed to succeed me and I pledge him and the network my fullest cooperation. I believe that Mutual's solid foundation will be the base upon which it will grow to a dominant position. I plan to open an office as a business consultant and am delighted to have Mutual as my first client.

All network officers below presidency were re-elected: E. M. Antrim, Chicago, secretary; James E. Wallen, New York, treasurer, controller and assistant secretary; Vice Presidents Z. C. Barnes, New York, in charge of sales; Robert A. Schmid, New York, in charge of program sales; A. A. Schechter, New York, in charge of news, special events and publicity; E. P. H. James, New York, in charge of advertising, promotion and research, and A. N. Hult, Chicago, in charge of Midwest operations; Engineering Director E. M. Johnson.

Board committee was named a few weeks ago to nominate successor for consideration at Friday's meeting [BROADCASTING, March 28].

Committee was composed of Messrs. Weiss, Streibert, and O'Neil, and Benedict Gimbel Jr., president of WIP Philadelphia.

Other directors are Mr. Antrim and Chesser Campbell of WGN Chicago; Willet H. Brown of Don Lee; J. E. Campeau of CKLW Windsor-Detroit; H. K. Carpenter of WHK Cleveland; J. R. Poppele of WOR New York, and Linus Travers of Yankee. Frank Schreiber of WGN was named to succeed Mr. Campbell. Others re-elected.

New Mutual president had been head of Columbia Records since January, 1948, and was member of board of CBS, which he formerly served as treasurer and vice president.

In innumerable labor-management dealings he has acquired reputation as one of industry's foremost negotiators.

The World's BEST Customer...

...1948
CASH INCOME
(Average)
$8,200.00



The "WOW-LAND" FARMER!

For ANY product you have to sell—the WOW-Land farmer is the best customer in the world! His cash farm income in 1948 was $8,200 (average). In the aggregate this makes WOW-land . . .

A $2.6 BILLION DOLLAR FARM MARKET . . .
OR . . . nearly 10 per cent of ALL the 1948 cash farm income in the U.S.A.

This is not a new situation. The past ten years have been the biggest farm income years in WOW-land history. And there are 317,000 farms in the area served by WOW —32% of all farms in Iowa, Nebraska, Minnesota, Kansas, Missouri and South Dakota. The $8,200 average cash income figure is conservative, because WOW-land includes the better-than-average farm areas in the states it serves.

A recent rural survey gives WOW a 34% share of audience at points 65 to 100 miles from Omaha. **It is the ONLY advertising medium that covers ALL this area.**

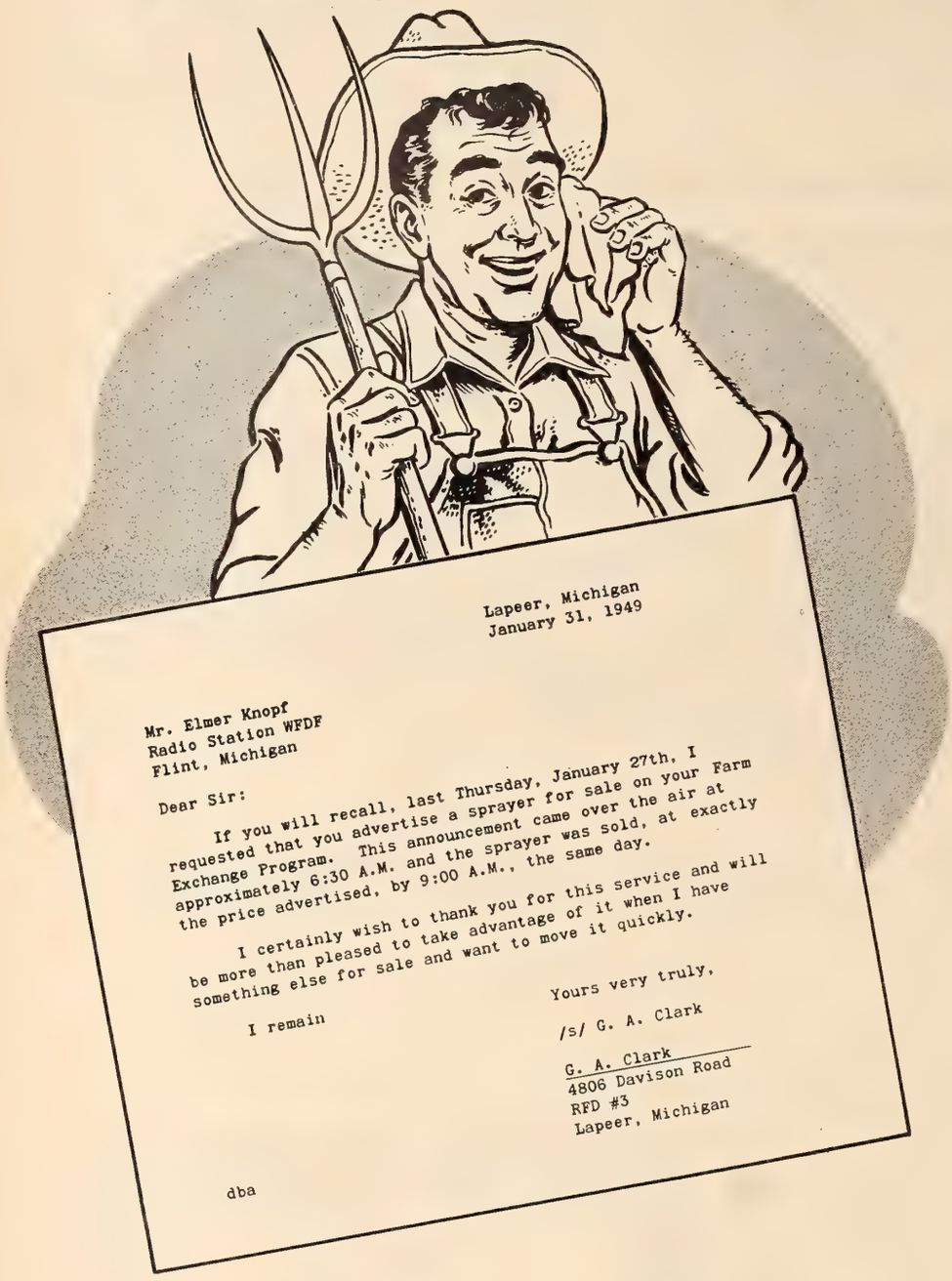
RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

John J. Gillin, Jr., President & Gen'l Mgr.
John Blair & Co., Representatives

TWENTY-SIX YEARS OF SERVICE IN THE *RICH* MISSOURI VALLEY

blished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

Goodbye Sprayer!



Lapeer, Michigan
January 31, 1949

Mr. Elmer Knopf
Radio Station WFDF
Flint, Michigan

Dear Sir:

If you will recall, last Thursday, January 27th, I requested that you advertise a sprayer for sale on your Farm Exchange Program. This announcement came over the air at approximately 6:30 A.M. and the sprayer was sold, at exactly the price advertised, by 9:00 A.M., the same day.

I certainly wish to thank you for this service and will be more than pleased to take advantage of it when I have something else for sale and want to move it quickly.

I remain

Yours very truly,

/s/ G. A. Clark

G. A. Clark
4806 Davison Road
RFD #3
Lapeer, Michigan

dba

P.S. . . . and we'd like to add, the buyer drove 30 miles on this winter's iciest day to pay $150.00 for Farmer Clark's sprayer! We're proud of the confidence rural buyers show in the sales messages they hear on their favorite station . . . WFDF, of course!

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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IN THIS ISSUE . . .

NAB Management Conference Opens 39
Engineering Conference Held 39
Buyers' Market Challenge Cited at 4A 41
Sterling Blasts Conference 42
NARBA Group to Meet 42
Power Ceiling Bill Introduced 43
'Globe-Democrat' Buys KWK Share 43
New York-Chicago Co-Ax Time Allotted 46
ET Business Increases 47
Record War Includes Radio 48
NAB Income Reported 48
Peron Ban Expanded 49
Network '48 Gross Shows Tightening 52
Foods, Drugs Top Spot Buying 53
SMPE Covers Film, TV 152
Radio Ads Increase 191

DEPARTMENTS

Agencies 175
Allied Arts 144
Commercial 140
Editorial 100
FCC Actions 176
Feature of Week 28
Management 138
Milestones 36
New Business 182
News 142
On All Accounts 28
Open Mike 32
Our Respects to 100
Production 150
Programs 167
Promotion 148
Technical 146
Turntable 146
Telestatus 160
Upcoming 193

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

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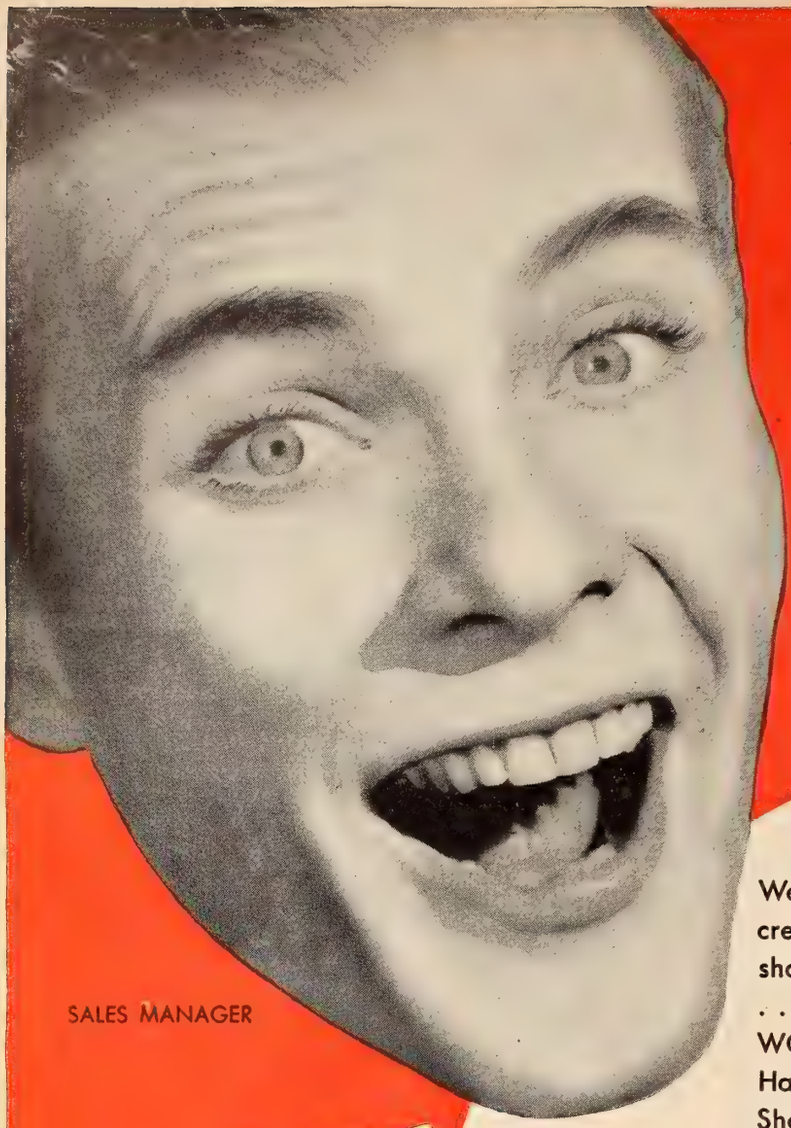
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* Reg. U. S. Patent Office

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COMMERCIAL MANAGER
PROGRAM DIRECTOR
MR. SPONSOR
It's a great new
WORLD
LIBRARY!
DISC JOCKEY
STATION MANAGER
TIME SALESMAN
MAKE "WATCH WORLD" YOUR "WATCH WORD!"



SALES MANAGER

WORLD's Spectacular

pays off

AT THE CASH

SPECTACULAR NEW SHOWMANSHIP THAT MEANS INCREASED SPONSORSHIP!

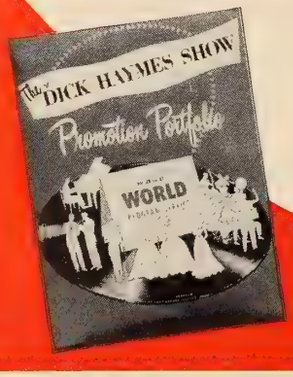
We're showing WORLD subscribers the better way to increased sales and sponsor satisfaction. New stars . . . new shows . . . new scripts . . . new promotions . . . new ideas . . . that mean ***NEW*** sponsors and ***MORE*** sponsors for WORLD stations! New, bigger, better shows like "The Dick Haymes Show," "The David Rose Show," "The Lyn Murray Show," "The Carmen Cavallaro Show," "Eddy Howard" and many more—all planned for COMMERCIAL SPONSORSHIP!

HERE'S THE 1ST OF THE GREAT SHOWS IN WORLD'S SENSATIONAL COMMERCIAL PLAN!

THE DICK HAYMES SHOW!

Terrific, power-packed brochures—on "The DICK HAYMES SHOW"—have already been sent to WORLD stations. These brochures tell your prospective national, local or regional sponsor how he can put this great, tailor-made, selling program to work immediately!





This DICK HAYMES SHOW Promotional Portfolio shows your sponsor how he can make this program ring his cash register! It contains ad mats, star photos, newspaper articles, "teasers"—ready to go!

SEE WORLD'S GREAT EXHIBIT — N.A.B. CONVENTION — SUITE

lew Commercial Plan

for you

REGISTER!

COMMERCIAL ...on 8 Great Counts!

1. COMMERCIAL TALENT . . . Stars your sponsors like because they sell . . . Sell . . . SELL!

2. COMMERCIAL TIMING . . . Each show timed "commercially." Each number timed to fit into its proper place!

3. COMMERCIAL SCRIPTS . . . Written like custom-built shows: Commercial lead-ins; open and closing sponsor identification against theme; provision for two full-length commercials inside the show!

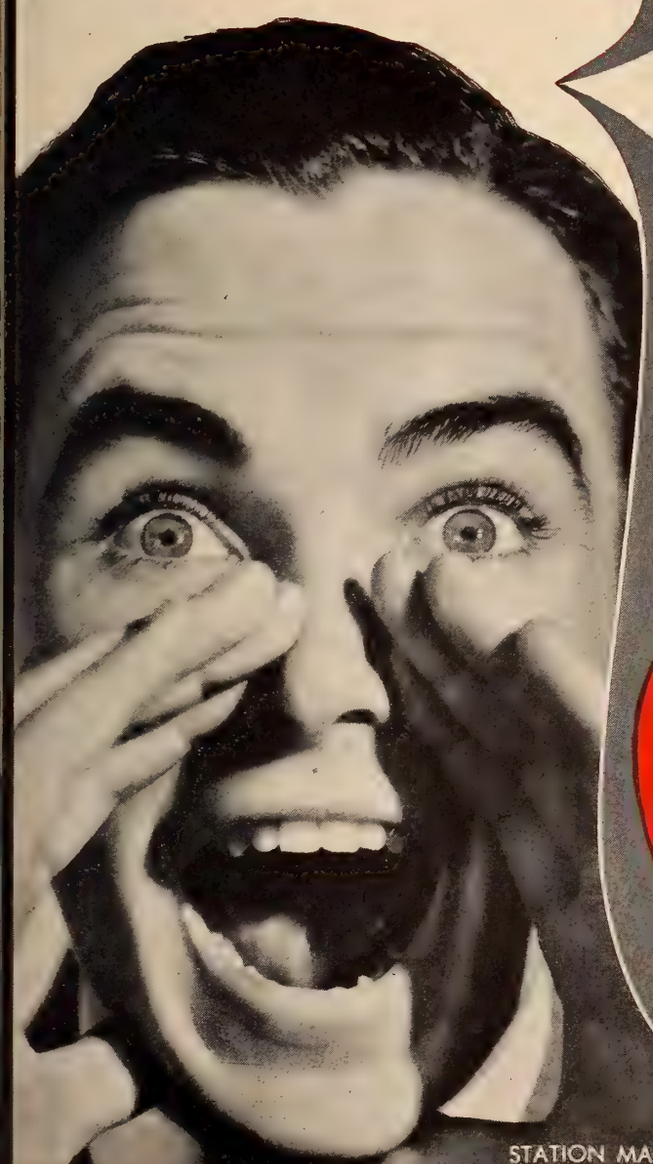
4. COMMERCIAL PRODUCTION AIDS . . . As in The DICK HAYMES SHOW: Opening and closing themes by Dick Haymes; special voice tracks wherein Dick Haymes ties in with sponsor, introduces Helen Forrest, etc.

5. COMMERCIAL BROCHURES . . . Specifically designed to convince sponsors.

6. COMMERCIAL PROMOTION AIDS . . . Three sizes of ad-mats, photos, newspaper articles, "teasers"—ready to go!

7. COMMERCIAL AUDITION DISCS . . . So your sponsor can hear his show as it will sound on the air!

8. SPECIAL COMMERCIAL DEPARTMENT . . . To tell you where WORLD programs are sold—types of sponsors—Hooper ratings—success stories—to make it easier to sell your sponsor and keep him sold.



STATION MANAGER

"The Sponsored Library"

WORLD

PROGRAM SERVICE LIBRARY

WORLD BROADCASTING SYSTEM, INC.

An Affiliate of Frederic W. Ziv Company

501 MADISON AVE., NEW YORK 22, N. Y.

Cincinnati • Chicago • Hollywood

00-501, HOTEL STEVENS, CHICAGO

WHAT CAN 5¢ BUY IN RADIO?

Thousands of women in the Milwaukee area will, this afternoon, be sitting at home, listening to their radios. Their dials will be set at 1290. They will be tuned to their favorite programs over WMLO.

If you were a WMLO advertiser, you would be telling your story to all of these women. It would have cost you exactly 5 cents per 127 listening homemakers.

Inexpensive? Of course. Good radio is always inexpensive. And effective. Which explains why so many of Milwaukee's leading retailers, so large a percentage of the nation's leading national advertisers, now use the facilities of WMLO to tell their story to the rich Milwaukee market.

The growth of WMLO has been phenomenal. Hooper reports that in all the United States their studies indicate only 15 of the 172 independent stations surveyed equal or exceed WMLO's audience.

Here in Milwaukee, Hooper says that the average audience tuned to WMLO every weekday afternoon is 46 per cent greater than the average for three of the four network stations serving this market. And, as for the three other independent outlets, WMLO's audience is 104 per cent greater than their average.

Brother, can you spare a nickel?

Jerry Sieb

WMLO

MILWAUKEE

1000 WATTS ON 1290

Represented by Forjoe

Advance Registration, NAB Management Conference

ADVANCE registrations for the NAB Management Conference to be held April 11-13 at the Hotel Stevens, Chicago, follow (symbols are ST, Stevens; PH, Palmer House; B, Bismarck; BL, Blackstone; CO, Congress; D, Drake):

A

Adams, Rolland L., WGPA Bethlehem, Pa., ST.
Akerberg, Herbert V., Columbia Broadcasting System, New York
Albertson, Fred W., Dow, Lohnes & Albertson, Washington
Albinger, Albert R., WCOL Columbus, ST.
Aldridge, Mahlon R., Jr., KFRU Columbia, Mo., ST.
Albright, G. F., WKBV Richmond, Ind., CO.
Alexander, John, KODY North Platte, Neb., ST.
Allard, T. J., Canadian Assn. of Broadcasters
Allen, W. H., KALB Alexandria, La., ST.
Amor, Addison, NBC, New York, N. Y.
Arnoux, Campbell, WTAR Norfolk, Va., BL.
Asch, Leonard L., WPTR, Albany, N. Y.
Atkinson, John R., WHBU Anderson, Ind., ST.
Atlass, Leslie, WBBM Chicago
Autenrieth, Josiah W., Jr., WKAM Warsaw, Ind.
Avery, Lewis H., Avery-Knodel, Inc., New York, ST.
Axton, Bailey C., WREN Topeka

B

Bacus, Roy, WBAP Fort Worth
Baker, Philip M., Baker and Thompson, Washington, ST.
Baker, Ray, KOMO, Seattle
Baker, Roger M., WKBW Buffalo
Baker, R. R., WTRC Elkhart, Ind., ST.
Ballard, John, WLAP Lexington, Ky., ST.
Banks, Dolly, WHAT Philadelphia, ST.
Banks, William A., WHAT Philadelphia, ST.
Bannister, Harry, WWJ Detroit
Bare, John D., WHUR Hanover, Pa., ST.
Barnes, Maurice R., Barnes & Neilson, Washington
Barnes, Wade, NBC, New York
Barnhart, Charles, WMBD Peoria
Baskerville, Charles, WFLA Tampa
Beach, Thomas N., WTNB Birmingham, ST.
Beatty, J. Frank, BROADCASTING, Washington
Beaver, C. K., KTBS Shreveport, La.
Becker, Aurelia S., WTBO Cumberland, Md., ST.
Bellamy, O. R. "Jim," WPGH, Pittsburgh
Bennett, Sam H., KMBC Kansas City, Mo.
Berk, Roger G., WAKR Akron, ST.
Bernard, Joe, KOMA Oklahoma City, ST.
Bernstein, Fred L., WTTM Trenton
Beville, Hugh M., Jr., NBC, New York
Biddle, Richard B., WLAY Muscle Shoals, Ala., ST.
Bill, Edgar L., WMBD Peoria
Bills, R. D., WLBH Mattoon, Ill.
Bingham, George W., WKIP Poughkeepsie, N. Y.
Bixby, Tams, Jr., KBIX, Muskogee, Okla., BL.
Black, Elizabeth, The Joseph Katz Co., New York, ST.
Blackman, E. G., WLAC Nashville, ST.
Blair, John P., John Blair & Co., Chicago
Bloomquist, Carl, WDSM Superior, Wis., ST.
Bolling, George W., The Bolling Co., New York
Bolling, Robert H., The Bolling Co., Chicago
Bondurant, Hale, WJBC Bloomington, Ill., ST.
Bonebrake, Matthew H., KOCY Oklahoma City
Booth, John S., WCHA Chambersburg, Pa., ST.
Borland, R. D., WHK Cleveland, ST.
Bostick, M. N., KWTX Waco, Tex., ST.
Bowden, J. L., WKBN Youngstown, Ohio, ST.
Boyd, Gerald F., WPAY Portsmouth, Ohio
Brandt, Otto P., ABC, New York, ST.
Brechner, Joseph L., WGAY, Silver Spring, Md.
Breen, Edward, KVFD Fort Dodge, Iowa, ST.
Brennan, H. K., WHJB Pittsburgh
Bretherton, Thomas S., WTOL Toledo, ST.
Brett, G. W., The Katz Agency, Inc., New York, ST.
Brooks, Leslie R., Jr., WTJS Jackson, Tenn.
Brooks, W. Emmett, WEBJ Brewton Ala., ST.
Brown, Carleton D., WTVL, Waterville, Me.
Brown, Julia, Compton Advertising New York, BL.
Brown, Kenyon, KWFT, Wichita Falls Tex.
Buchheit, John H., WHJB Pittsburgh
Buckalew, E. W., KNX Los Angeles
Buckley, Richard D., John Blair & Co. New York
Buford, Pat, KOCY Oklahoma City
Buning, John, WHOO Orlando, Fla., ST.
Bunker, Harry S.
Burgan, George L., WHDF Houghton Mich., ST.
Burk, Sam A., KIRX Kirkville, Mo.
Burke, Charles G., KFGO Fargo, N. D. ST.
Burke, Harry, KFAB Omaha
Burkland, Carl, CBS, New York, ST.
Burnett, Richard Y., WSOO Sault Ste. Marie,, Mich.
Burow, Robert J., WDAN Danville, Ill.
Burrell, M. W., Collins Radio Co., Cedar Rapids, ST.
Burton, D. A., WLBC Muncie, Ind.
Burton, Robert, Broadcast Music, Inc., New York, ST.
Butler, Edward W., KBUN Bemidji, Minn., ST.
Byrne, Louis C., KVMA Magnolia, Ark.

C

Cagle, Gene L., KFJZ Fort Worth
Caldwell, Louis G., Kirkland, Fleming, Green, Martin & Ellis, Washington
Caley, Charles C., WMBD Peoria
Campbell, Dick, KOME, Tulsa., ST.
Campbell, Martin B., WFAA Dallas, ST.
Campbell, Wendell, KMOX St. Louis, ST.
Carpenter, James D., WKBB, Dubuque, Iowa, ST.
Carpenter, H. K., WHK Cleveland
Carpenter, Murray, WPOR Portland, Me.
Carpenter, Robert W., MBS New York
Carr, Eugene, WHBC Canton, Ohio, ST.
Carter, Harvey C., WMUR Manchester, N. H., ST.
Cartwright, William H., Edward Petry & Co., Inc., Detroit, ST.
Cash, Norman E., NBC, New York
Chandler, George Clarke, CJOR, Vancouver, B. C., ST.
Chapeau, Ted, WMBR Jacksonville, Fla.
Chapman, Jack B., KTSM El Paso, Tex., ST.
Chappell, Edward A., WKIP Poughkeepsie, N. Y.
Christal, Henry I., Edward Petry & Co., Inc., New York
Church, Arthur B., KMBC Kansas City, Mo.
Churchill, Clinton H., Dr., WKBW Buffalo, N. Y.
Clarkson, Robert J., Columbia Transcriptions, New York
Clay, Henry B., KWKH Shreveport, La., ST.
Cleghorn, John, WRBC Jackson, Miss., ST.
Cline, Neil, KTBS Shreveport, La.
Clochessy, Henry, Compton Advertising, Inc., New York, BL.
Clother, Howard, WEBR Buffalo
Cobb, Grover C., KVGB Great Bend, Kan., ST.
Cohn, Marcus, Cohn and Marks, Washington
Coleman, George D., WGBI Scranton, Pa., ST.
Coleson, Robert C., The Advertising Council, Inc., Hollywood, ST.
Coley, James L., WRFS Alexandria City, Ala., ST.
Collins, J. M., American Society of Composers, Authors and Publishers, New York
Conrad, Francis H., ABC, Hollywood
Coogan, Helen T., KVGB Great Bend, Kan., ST.
Coogan, James A., KVGB Great Bend, Kan., ST.
Cook, Charles R., WJPF Herrin, Ill., ST.
Cook, George R., WLS Chicago
Cook, Nathan W., WIBX Utica, N. Y., ST.
Coombs, Clyde F., KARM Fresno, Calif.
Covington, G. W., Jr. WCOV Montgomery, Ala.
Cox, James L., Broadcast Music Inc., New York, ST.
Craig, W. F., WLBC Muncie, Ind.
Cranston, George, WBAP, Fort Worth, BL.
Crecelius, Guy R., WGBF Evansville, Ind.
Cribb, Wayne W., KHMO Hannibal, Mo.
Crisler, Richard C., Transit Radio, Cincinnati
Crocker, William R., KDFC San Francisco, ST.
Croker, William J., Jr., KDEC Decorah, Iowa
Crooks, Elliott, Radio Inventions Inc., New York

(Continued on page 14)

WJW to broadcast CLEVELAND INDIANS BASEBALL GAMES AM/FM At Home and Away



A smash hit last year, with more firsts than ever before in the history of Cleveland radio, Cleveland's Chief Station is ready for another top-notch performance in '49. For advertisers who wish to reach and sell the great Ohio market, WJW is a "natural".

EVERY INNING —EVERY GAME AS SCHEDULED!

STATION RATINGS during the 1948 Baseball Season

	WJW	Network 2	Network 3	Network 4	5	6
WEEKDAY MORNINGS	34.3	20.9	24.3	7.9	10.5	1.3
WEEKDAY AFTERNOONS	25.1	23.7	19.5	12.3	13.2	2.1
EVENINGS	42.5	17.7	18.3	12.9	(9.3+)	1.9
SUNDAY AFTERNOON	70.1	9.1	5.9	9.5	3.9	0.2
SATURDAY DAYTIME	48.0	14.0	11.8	10.5	9.5	3.8
TOTAL RATINGS	40.9	18.2	17.3	11.6	(9.9+)	1.9

BILL O'NEIL, *President*

WJW

CLEVELAND

BASIC ABC Network

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

our ear is tuned to music.



OVER 1,200 ADVERTISERS DO BUY THESE



THE CAVALCADE OF MUSIC

The glamorous Cavalcade orchestra and chorus (40 pieces, 16 voices), directed by D'Artega, with top guest talent, viz: Dorsey, Anita Ellis, Carle, The Modernaires, Monroe, Tito Guizar, The Four Knights and others. A Lang-Worth "Production" show.

30 minutes—once weekly



DRIFTING ON A CLOUD

Dream-weaving by Lang-Worth's specialists in mellow-mooded music: The Modes Moderne string orchestra, Lang-Worth Dinner Music and the Salon Orchestra. Scripts written with easy lyric grace.

15 minutes—3 weekly.



AIRLANE MELODIES

The [illegible], "listening" music of the Airlane [illegible] featuring Ralph Prince on accordian, [illegible] on Hammond organ and the boy [illegible], Tony Lane, on guitar.

15 minutes—3 weekly.



MIKE MYSTERIES

A smart musical show, incorporating a 2-minute mystery gimmick, written especially for Lang-Worth by Hollywood's John Evans ("HALO FOR SATAN", "HALO IN BLOOD", etc.). Music by Al "You Call Everybody Darling" Trace. A Lang-Worth "Production" show. ***15 minutes—5 weekly.***



BLUE BARRON PRESENTS

One of radio's favorite dance bands, with the light-hearted "businessman's bounce" in a trim, well-balanced program package. A show that cuddles commercials like a mother's arms. ***15 minutes—3 weekly.***



THROUGH THE LISTENING GLASS

"A Wonderland of Music," enchanted by the dynamic performance of Lang-Worth's "Silver Strings"—direction, Jack Shaindlin. The world's finest music...interpreted with grace and charm. Guest stars: Johnny Thompson, Joan Brooks, Eva Garza. A Lang-Worth "Production" show.

30 minutes—once weekly.



THE FOUR KNIGHTS

Radio's latest "network" success (on regular cast "Red Skelton Show"). Negro vocal quartette in a program of intimate memory tunes, current hits, novelty harmonies and rock-rhythm spirituals.

15 minutes—3 weekly.



KEYNOTES BY CARLE

Presenting . . . Frankie Carle's inimitable finger-tip magic in a couplet of old favorites.

5 minutes.



EMILE COTE GLEE CLUB

One of the most commercial units in radio today . . . 16 male voices and soloists . . . with a repertory of more than 200 selections of the world's best-loved songs. A Lang-Worth "Production" show.

15 minutes—5 weekly.



THE CONCERT HOUR

Its universal appeal is enhanced by the dignified interpretations of the celebrated Lang-Worth Symphony and Concert orchestras, directed by such outstanding conductors as Howard Barlow, Erno Rapee and D'Artega. ***30 minutes—once weekly.***

but our eye is on the sponsor

it registers!

1. Good music captures listeners. 2. Listeners are potential buyers. Therefore . . .

Lang-Worth Musical Shows do hypo sales!

Over 1200 Advertisers endorse the Lang-Worth Service. 118 artists and groups provide more than 6000* musical selections, along with special programs based on smart ideas, and produced with know-how and showmanship.

Whether it's for the masses or the classes, Lang-Worth has the talent to put your product over...with sales-tested "network calibre programs at local station cost."

**The 6000 selections cover every classification of musical entertainment necessary for good radio programming; mood music and special production aids in abundance—name dance bands—symphony, light concert and salon music—mixed chorus, male glee club, novelty vocal groups—instrumental novelties—pipe organ—military bands—church music—Hawaiian, Latin-American, Hillbilly and Western groups—song stylists and instrumental soloists—a total of 118 artists and groups.*

LANG-WORTH NAB Convention Headquarters:
Rooms 512A-513A

LANG-WORTH SHOWS EVERY DAY—EVERY WEEK!



MEET THE BAND

The cream of the Lang-Worth Dance Band section: Dorsey, Monroe, Carle, Barnet, Morgan, Basie, Fields, Clinton, Pastor, Mooney, Thornhill and others. Includes entertaining information on the "lives and works" of America's leading bandsmen.

30 minutes—5 weekly.



PIPES OF MELODY

The famous Lew White, performing at New York's Paramount Theatre pipe organ—and Bertrand Hirsch and his Magic Violin—in a program of relaxing melodies . . . current and memory.

15 minutes—3 weekly.



RIDERS OF THE PURPLE SAGE

A quarter-hour in the cowboy's West . . . with radio's top saddle-singers and Republic picture stars, Foy Willing and the Riders of the Purple Sage. Homespun copy in a musical setting of wide open spaces.

15 minutes—3 weekly.



SALON SERENADE

Strictly for listening, day-dreaming or background for the dinner table. Features all Lang-Worth string ensembles in smooth-flowing music that lends friendly atmosphere to any scene.

30 minutes—5 weekly.



YOUR COMMUNITY CHAPEL

Leonard Stokes, the surpliced choir, and pipe organ offering the ageless songs of the Church, with appropriate script.

15 minutes—once weekly.



ORGAN INTERLUDES

A brief interlude at the organ...with Hugh Waddill . . . favorite of thousands of listeners.

5 minutes.



REMEMBER WHEN

On a memory trail with music . . . picturesque, post-card glimpses of the past. Features The Ambassadors, a "D'Artega-directed" unit with vocals by Dick "Stop The Music" Brown. A Lang-Worth "Production" show. *15 minutes—5 weekly.*



TIME FOR 3/4 TIME

Yesterday and today, translated into three-quarter time via the loveliest waltzes in the Lang-Worth Library.

15 minutes—3 weekly.

LANG-WORTH feature programs, inc.

Network Calibre Programs at Local Station Cost

STEINWAY HALL · 113 WEST 57th STREET · NEW YORK 19, N. Y.



Blessed event...

1923



When WMC was born to the Commercial Appeal back in 1923, the Memphis NBC outlet fell heir to all the prestige and dignity that comes with one hundred and nine years of loyal and faithful service to the people of Memphis and the Mid-South. What a blessed event! — for you — the advertiser, and the 499,379 radio families who await your message!

WMC NBC • 5000 Watts • 790

WMCF WMCT

50 KW Simultaneously Duplicating AM Schedule

First TV Station in Memphis and the Mid-South

National Representatives • The Branham Company
Owned and Operated by The Commercial Appeal

Advance Registration, NAB Management Conference

(Continued from page 10)

Crowther, Frank, WMAZ Macon, Ga., ST.
Crutchfield, Charles H., WBT Charlotte, N. C.
Curtis, James R., KFRO Longview, Tex., ST.

D

Dabadie, Roy., WJBO Baton Rouge, La.
Dahl, Howard, WKBH La Crosse, Wis., ST.
Danforth, Harold P., WDBO Orlando, Fla., ST.
Davis, Donald D., WHB Kansas City, Mo.
Davis, Edward, KDFC San Francisco
Davison, Walter B., Capitol Records, Inc., Hollywood
Dean, Robert J., KOTA Rapid City, S. D.
Dennis, Walter L., Allied Stores Corp., New York, ST.
deRussy, John S., NBC, New York
Dewing, Harold L., WCVS Springfield, Ill.
DeWitt, John H. Jr., WSM Nashville, Tenn., ST.
Dibble, Murial, Compton Advertising Inc., New York, ST.
Diehm, Victor C., WAZL, Hazleton, Pa.
Dillon, Robert, KRNT Des Moines, BL.
Dirks, Dietrich, KTRI Sioux City, Iowa
Dolberg, Glenn, Broadcast Music, Inc., New York, ST.
Donato, Nat V., C. P. MacGregor, Hollywood
Dorrell, W. Ward, C. E. Hooper, Inc., New York
Draughon, Jack M., WSIX Nashville
Draughon, Louis R., WSIX Nashville
Dumm, Robert W., KNOE Monroe, La., ST.
Dunn, Wallace R., KGLC Miami, Okla.
Dunning, Richard O., KHQ Spokane
Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Washington
Duvall, T. W., KGBX Springfield, Mo., ST.

E

Eagan, R. Russell, Kirkland, Fleming, Green, Martin and Ellis, Washington
Edouarde, Wm. Doty, Badger and Browning & Hersey, Inc., New York, ST.
Edwards, Wilbur, WEEI, Boston, ST.
Eggleston, J. C., WMC Memphis
Elias, Don S., WWNC Asheville, N. C.
Elias, Mrs. Don S., WWNC, Asheville, N. C.
Elliott, Paul, KRNT Des Moines
Ellis, Girard D., Columbia Transcriptions, Chicago
Engelbrecht, John A., WIKY Evansville, Ind., ST.
Enoch, Robert D., KTOK Oklahoma City, ST.
Eppel, Ray, KMHK Mitchell, S. D., ST.
Esau, John, KTUL Tulsa, ST.
Etter, Lester P., WLBR Lebanon, Pa., ST.
Evans, Charles, Transcription Sales, Inc., Springfield, Ohio
Evans, Ralph, WHO Des Moines
Evans, C. Richard, KSL Salt Lake City, ST.
Evans, T. L., KCMO Kansas City, Mo., ST.
Everson, Carl M., WHKC Columbus, Ohio, ST.

F

Fairbanks, R. M., WIBC Indianapolis
Fantle, S., Jr., KELO Sioux Falls, S. D.
Fast, H. E., WKRC Cincinnati
Faught, Dr. Willard C., The Faught Co., Inc., New York, BL.
Faulkner, Frank, WBBM Chicago
Fay, William, WHAM Rochester, N. Y., ST.
Fehlman, Robert, WHBC, Canton, Ohio, ST.
Fellows, Harold, WEEI, Boston, Mass., ST.
Feltis, Hugh M., Broadcast Measurement Bureau, New York
Ferguson, Robert W., WTRF Bellaire, Ohio, BL.
Fetzer, John E., WKZO-WJEF Kalamazoo, Mich.
Fisher, Ben S., Fisher, Wayland, Duvall & Southmayd, Washington, PH.
Fitzsimmons, E. J., Weed & Company, New York
Fitzgerald, Edward R., J. Walter Thompson Co., Chicago
Fitzsimonds, F. E., KFYR Bismarck, N. D.
Flanagan, T. F., Natl. Assn. of Radio Station Representatives, New York
Flenniken, James M., WCAW, Charleston, W. Va.
Fletcher, Earle, KGVL Greenville, Tex.
Fletcher, Frank U., WARL Washington, ST.
Fletcher, Henry H., KSEI Pocatello, Ida., ST.
Flinn, W. F., KRJF Miles City, Mont., ST.
Florance, Herbert C., KDFC San Francisco, ST.
Fly, James Lawrence, Fly, Fitts and Shuebruk, New York, PH.
Ford, Leta, KEPO El Paso, Tex., ST.
Foster, Ralph D., KWTO Springfield, Mo., ST.
Frazier, Howard S., Frazier & Peter, Washington, ST.
Freburg, Charles, WOC, Davenport, Iowa, ST.
Frech, Ed J., KFRE Fresno, Calif.
Freeman, A. F. P., Canadian Assn. of Broadcasters, Toronto, Ont.
Freeman, Charles M., WLS Chicago
Friedheim, Robert, Frederic W. Ziv Co., New York, ST.
Frudeger, Robert W., WGIL Galesburg, Ill., ST.
Fry, Paul R., KBON Omaha, CO.
Fuller, Charles A., WBET Brockton, Mass., ST.
Fulton, Harold W., WHO Des Moines, ST.
Fuson, James W., Jr., WDZ Tuscola, Ill., ST.

G

Gamble, Edmund R., WBTA Batavia, N. Y.
Gammons, Earl, WTOP Washington, ST.
Ganzenhuber, John H., Western Electric Co., New York, ST.
Gentling, G. D., KROC Rochester, Minn.
George, Abner H., KOTA Rapid City, S. D.
George, Carl E., WGAR Cleveland
Gilbert, Galen O., KGER-KOMB Long Beach, Calif.
Gilbert, Miss Jan, Harold Cabot & Co., Inc., Boston, ST.
Gillett, Glenn D., Glenn D. Gillett & Assoc., Washington
Gillin, John J. Jr., WOW Omaha
Girard, Paul, KEPO El Paso, Tex., ST.
Gittinger, W. C., Columbia Broadcasting System, New York
Gluck, E. J., WSOC Charlotte, N. C., ST.
Goan, Walter H., WAYS, Charlotte, N. C., ST.
Goddard, Fred G., KXRO Aberdeen, Wash.
Goldman, Harry L., WROW Albany, N. Y., ST.
Goldman, Paul H., KSYL Alexandria, La., ST.
Goldman, Simon, WJTN Jamestown, N. Y., ST.
Golliday, C. Leslie, WEPN Martinsburg, W. Va., ST.
Goodin, Lloyd A., KRUS Ruston, La.
Gordon, James E., WNOE New Orleans, BL.
Gordon, K. S., KDTH Dubuque, Iowa
Graham, A. W., WARC Rochester, N. Y.
Gray, Gordon, WIP Philadelphia
Green, J. A., Collins Radio Co., Cedar Rapids, ST.
Greenebaum, Milton L., WSAM Saginaw, Mich., ST.
Griffin, John, KTUL, Tulsa, ST.
Griffin, Lloyd, Free & Peters, Inc., Chicago
Grove, Wm. C., KFBC Cheyenne, Wyo., PH.
Gullickson, Charles H., WDXB Chattanooga, Tenn.
Gunst, G. H., Katz Agency, Chicago
Gunzendorfer, Wilton, KROW Oakland, Calif.
Guyer, R. Sanford, WBTM Danville, Va., ST.

H

Haas, Julian, KARK Little Rock, Ark., ST.
Hackathorn, K. K., WHK Cleveland, ST.
Hagan, J. A., WWNC Asheville, N. C.
Hager, Kolin, SESAC, Inc., New York, ST.
Hahn, George R., KSOO Sioux Falls, S. D.
Haley, Andrew G., Haley, McKenna & Wilkinson, Washington
Hall, Edward E., Columbia Broadcasting System, New York
Hancock, Paul M., National Broadcasting Company, New York
Hanna, Michael Richard, WHCU Ithaca, N. Y., ST.
Hannon, William A., Employers Reinsurance Corp., Kansas City, Mo., ST.
Hanssen, John F., WCRO Johnstown, Pa., ST.
Hards, Joseph F., London Library Service, New York, ST.
Hardy, Ralph W., KSL Salt Lake City, ST.
Harlow, Ralph, Broadcast Music, Inc., New York, ST.

(Continued on page 16)

ST-Stevens Hotel; PH-Palmer House; B-Bismarck; D-Drake; AE-Ambassador East; CO—Congress; BL—Blackstone.



Our Mr. Jamison sums it up...

Mr. Jamison (always a fine orator) was recently asked to make a short speech at a sales convention. Naturally the subject he chose was Spot Broadcasting and the function of the station representative in it.

"Gentlemen," said Jamison in part, "Spot Broadcasting is the form of advertising which should probably interest you the most. For it approaches the great American consumer in much the same way that you do... on a market-by-market basis, with the object of producing local sales. Because of this selectivity, Spot is surely one of the most profitable, flexible and economical media ever developed.

"I must tell you also that the correct use of Spot is a very complex proposition...with hundreds of markets throughout the country and thousands of stations that reach them. That is why firms of station representatives are in business.



"One of the most distinguished of these firms—I might add—is my own employer, Weed and Company. Today, through diligence, application and expert ability, we are doing more business for all of our clients... and helping them make more money... than ever before."

Mr. Jamison's remarks were so well received we thought we'd pass them along from one convention to another.

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

The Patroon* of the week

LINNEA NELSON

Chief Time Buyer,
J. WALTER THOMPSON COMPANY
New York



In her twenty years with JWT, "Lin" has earned a nation-wide reputation as an authority on radio research, a booster for radio in all its forms, an interesting lecturer, and a member of the BMB Board and NAB and AAAA Committees. Today the William G. Rambeau rep adds to her laurels a membership in the Patroons and a tract of land in the heart of Patroonland.



*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

Soon no station in the nation more powerful than WPTR!

Buy choice availabilities NOW and enjoy pleasant low rates for 52 weeks.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Advance Registration, NAB Management Conference

(Continued from page 14)

Harkrader, John W., WDBJ Roanoke, Va.
Harpole, W. J., KVOP Plainview, Tex., ST.
Harre, Arthur F., WJJD, Chicago, Ill.
Harris, Jack, KPRC Houston, Tex.
Harris, John P., KIMV-FM Hutchinson, Kan.
Harris, L. Paul, WLBH Mattoon, Ill.
Harris, Wiley P., WJDX Jackson, Miss., PH.
Harrison, Gerald, WMAS Cambridge, Mass., ST.
Hartenbower, E. K., KCMO Kansas City, Mo.
Haselman, A., Communications Products Co., Inc., Keyport, N. J., ST.
Hathaway, Neal, Columbia Broadcasting System, New York, ST.
Haverlin, Carl, Broadcast Music, Inc., New York
Hawkins, Ewing B., WILM Wilmington, Del., ST.
Hayes, Arthur Hull, KQW, San Francisco
Hayes, John S., WTOP Washington, ST.
Haymond, Carl E., KMO Tacoma
Haymond, Dexter, KMO, Tacoma
Hearin, W. J., Jr., WABB Mobile, Ala.
Hedger, William S., WNBC New York
Heller, C. B., WIMA Lima, Ohio
Henkin, Morton H., KSOO Sioux Falls, S. D.
Henshel, Harry D., WOV New York, ST
Herman, A. M., WBAP Fort Worth, Tex., ST.
Hickox, S. B., Jr., National Broadcasting Company, New York
Hicks, Mrs. Evelyn Stafford, WTNB Birmingham, Ala.
Higgins, George J., WISH Indianapolis, ST.
Higgins, Hugh N. P., WMOA Marietta, Ohio, PH.
Higgins, J. M., WTHI Terre Haute, Ind.
Hill, E. E., WTAG Worcester, Mass.
Hirsch, Norman F., Robert Kahn & Assoc., Chicago
Hirsch, Oscar C., KFVS Cape Girardeau, Mo., ST.
Hoberman, Ben, WDET-FM, Detroit, ST.
Hoffman, H. J., Machlett Laboratories, Springdale, Conn.
Hoffman, Karl B., WGR Buffalo, ST.
Hoffman, Phil, WOL Washington, CO.
Hogg, John L. KOY Phoenix
Holbrook, Charles S. WMOU Berlin, N. H., ST.
Hollister, R. H., Collins Radio Co., Cedar Rapids, Iowa, ST.
Holt, Thad, WAPI Birmingham, Ala.
Holznecht, Glen R., WJPG Green Bay, Wis., ST.
Honea, B. N., WBAP Fort Worth
Hook, H. B. "Hank", KGLO, Mason City, Iowa
Hooper, C. E., C. E. Hooper, Inc., New York
Hopkins, James, WHRV Detroit
Hoskins, Cecil B., WWNC, Ashville, N. C.
Hough, Harold, WBAP Fort Worth
Howard, Rex G., American Radio Publications, Inc., Peoria, Ill.
Howe, James L., WCTC New Brunswick, N. J., ST.
Howell, Rex, KFXJ Grand Junction, Colo., ST.
Huber, Mike, KTRI Sioux City, Iowa
Humbert, Bill, KVMA Magnolia, Ark.
Huss, J. W., WJMS Ironwood, Mich.
Huth, Paul, Procter & Gamble Co., Cincinnati
Hyle, John F., Transcription Sales, Inc., Springfield, Ohio
Hymes, John D., WLAN Lancaster, Pa.
Hynes, Edward G., Jr., C. E. Hooper, Inc., New York

J

Jackson, Aubrey, KGNC Amarillo, Tex., ST.
Jackson, A. H., Blaw-Knox Company, Pittsburgh, ST.
Jacobs, Lee W., KBKR Baker, Ore.
Jadassohn, K. A., SESAC, Inc., New York, ST.
Jahncke, Ernest Lee, Jr., American Broadcasting Co., New York
Jameson, Guilford, Federal Communications Bar Assn., Washington
Jarman, J. Frank, WDNC Durham, N. C., ST.
Jasper, Bernard, W C S I Columbus, Ind.
Jayne, Dan E., WELL Battle Creek, Mich., ST.
Jeffrey, John Carl, WIOU Kokomo, Ind., ST.
Jeffrey, Mrs. Mildred, WDET-FM Detroit, ST.
Jensen, Ray V., KSAI Salina, Kan., ST.
Johnson, Albert D., KOY Phoenix, ST.
Johnson, B. Ed, WRLB Columbus, Ga.
Johnson, E. M., Mutual Broadcasting System, New York
Johnson, Howard A., WIBA Madison, Wis.
Johnson, Les, WHBF Rock Island, ST
Johnson, Mott M., KWFT Wichita Falls, Tex.
Johnston, George W., SESAC, Inc., New York, ST.
Johnston, Henry P., WSGN Birmingham, Ala., ST.
Johnstone, G. W., Natl. Assn. of Manufacturers, New York
Jones, Merle, WCCO Minneapolis, ST.
Jones, Ruth, Benton & Bowles, Inc., New York, BL.
Jordan, Charles B., KFJZ Fort Worth
Jordan, Ray P., WDBJ Roanoke, Va., ST.
Joyce, Wm. W., Katz Agency, Chicago

K

Kaney, A. W., National Broadcasting Co., Chicago
Kapner, Leonard, WCAE Pittsburgh, ST.
Karns, Adna, Transcription Sales, Inc., Springfield, Ohio
Karol, John, Columbia Broadcasting System, New York
Katz, Oscar, Columbia Broadcasting System, New York, ST.
Kayne, Sydney, Broadcast Music, Inc., New York, ST.
Keefe, Jerry, WFJL Chicago
Kelchner, O. J. WKNX Saginaw, Mich., ST.
Keller, Bob, Robert S. Keller, Inc., New York, ST.
Kelley, Boyd, KTRN Wichita Falls, Tex.
Kelley, Gaines, WFMY (FM) Greensboro, N. C., ST.
Kelly, Don, WBBM, Chicago
Kelly, Frank W., WBEN Buffalo, ST.
Kemp, Frank, Compton Advertising, New York, BL.
Kempkes, David J., KIHO Sioux Falls, S. D., B.
Kendal, John W., KWWB Walla Walla, Wash., ST.
Kenkel, Fred H., C. E. Hooper, Inc., New York
Kennon, Leslie L., KWTO Springfield, Mo., ST.
Kercher, George A., Edward Petry & Co., Inc., St. Louis, ST.
Kern, George, Benton & Bowles, Inc., New York, BL.
Kerrigan, John F., WHO Des Moines, Iowa, ST.
Keyworth, J. Gordon, WMMB North Adams, Mass.
Kibler, Milton J., Milton J. Kibler (law office), Washington, ST.
Killgore, H. S., Collins Radio Co., Cedar Rapids, Iowa, ST.
King, Cy, WEBR Buffalo, ST.
King, Frank, WMBR Jacksonville, Fla., ST.
King, Peter J. S., SESAC, Inc., New York, ST.
King, Rex, KIJV Huron, S. D.
Kinney, Gordon C., The Advertising Council, Inc., New York, ST.
Kirby, Joseph B., WKRS Waukegan, Ill.
Kline, Willard L., KEPO El Paso, ST.
Knight, Norman, Mutual Broadcasting System, New York
Knodel, J. W., Avery-Knodel, Inc., Chicago
Kobak, Edgar, Mutual Broadcasting System, New York
Koehler, Frank E., WROV Roanoke, Va., ST.
Koelker, A. J., American Broadcasting Co., Chicago
Koenig, Albert A., KOIL-KFOR Lincoln, Neb., PH.
Korsmyer, E. J. WLDS Jacksonville, Ill., ST.
Krelstein, Harold R., WMPS Memphis
Krueger, Herbert L., WTAG Worcester, ST.
Kutsch, W. J., WMMJ Peoria, Ill.
Kynaston, Don D., WMBD Peoria, Ill., ST.

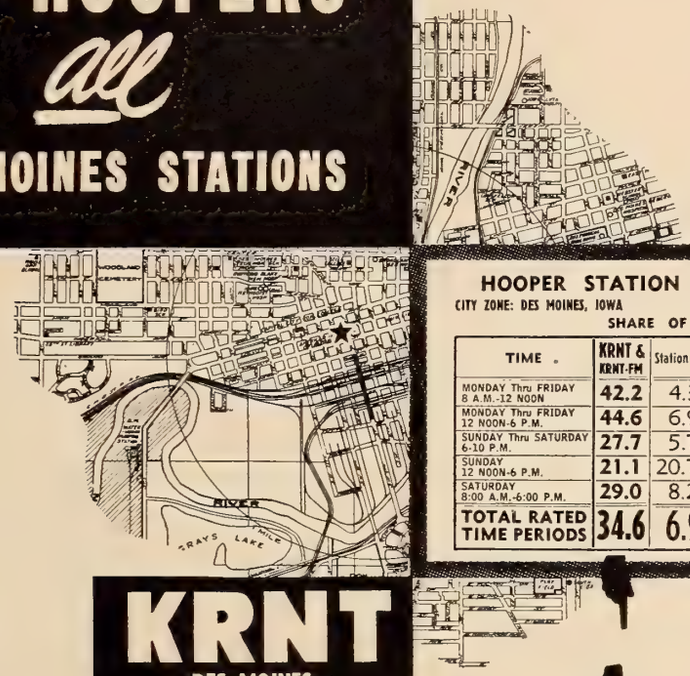
L

Lahr, Robert T., WSAR Fall River, Mass.
Laird, Ben A., WDUZ Green Bay, Wis.
La Marque, James W., Graybar Electric Co. Inc., New York, ST.
Lancaster, W. H., WJHL Johnson City, Tenn., ST.
Land, Thomas S., WROY Carmi, Ill.
Landis, DeWitt, KFYO Lubbock, Tex., ST.
Landreth, Ellis, WBRW Welch, W. Va., ST.
Lane, C. Howard, WJJD Chicago
Langley, Cortlandt J., Broadcast Measurement Bureau, New York
Langlois, C. O., Lang-Worth Feature Programs, Inc., New York, ST.

(Continued on page 20)

ST-Stevens Hotel; PH-Palmer House; B-Bismarck; D-Drake; AE-Ambassador East; CO-Congress; BL-Blackstone.

KRNT OUT-HOOPERS *all* DES MOINES STATIONS



HOOPER STATION LISTENING INDEX

CITY ZONE: DES MOINES, IOWA — MONTHS: JANUARY FEBRUARY, 1949

SHARE OF AUDIENCE

TIME	KRNT & KRNT-FM	Station B	Station C	Station D	Station E	Station F
MONDAY Thru FRIDAY 8 A.M.-12 NOON	**42.2**	4.3	4.3	20.8	3.9	22.3
MONDAY Thru FRIDAY 12 NOON-6 P.M.	**44.6**	6.9	3.6	10.1	2.9	30.3
SUNDAY Thru SATURDAY 6-10 P.M.	**27.7**	5.7	4.8	23.4	4.7	33.2
SUNDAY 12 NOON-6 P.M.	**21.1**	20.7	14.6	11.5	9.9	19.5
SATURDAY 8:00 A.M.-6:00 P.M.	**29.0**	8.2	6.4	20.7	14.4	19.3
TOTAL RATED TIME PERIODS	**34.6**	6.9	5.1	18.3	5.1	28.6

KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

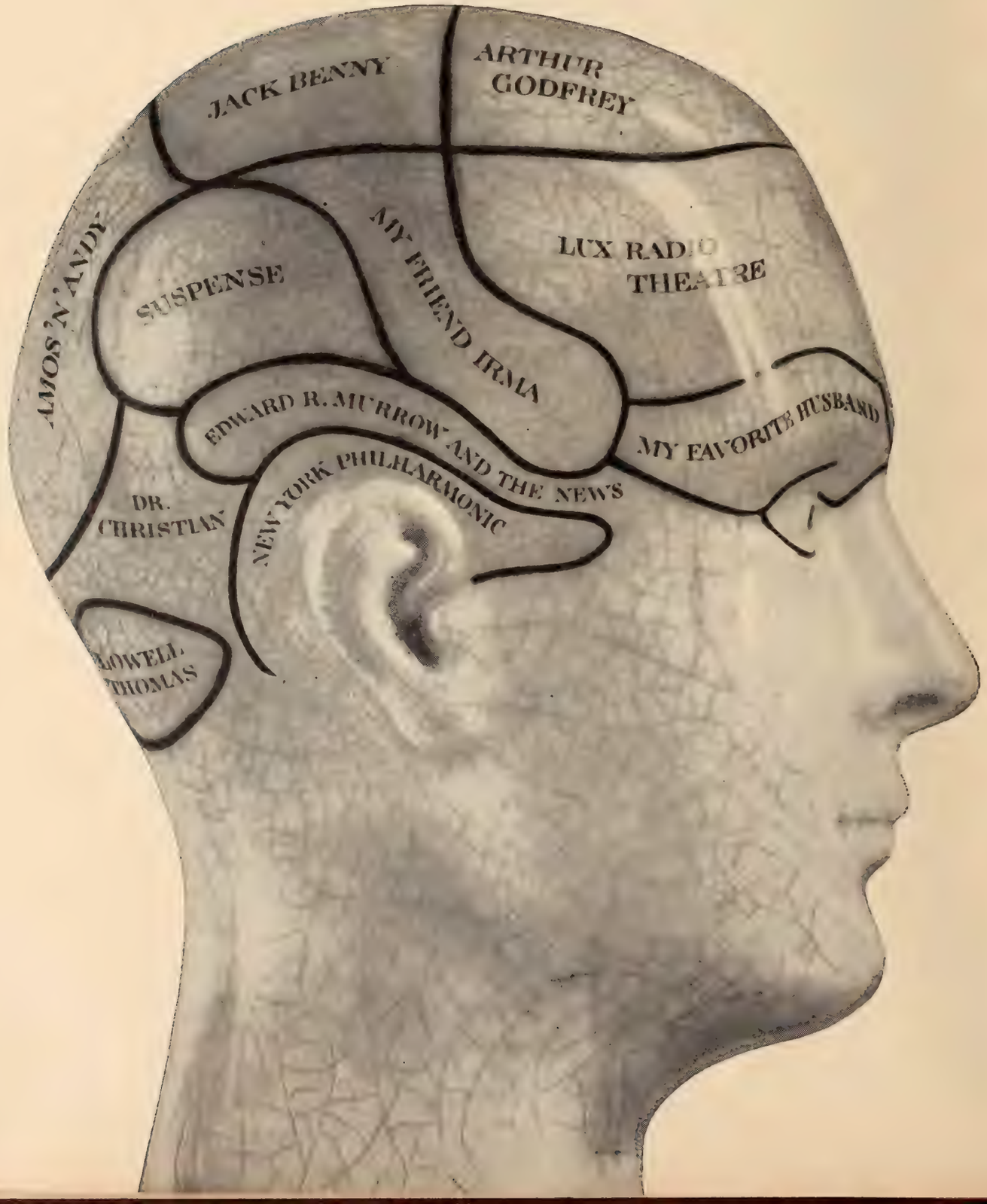


FOR **OBVIOUS** REASONS,
BUY KRNT . . .

That Very Highly Hooperated,
Sales Results Premeditated,
ABC Affiliated
Station in Des Moines

Represented by the Katz Agency

INSIDE


JACK BENNY
ARTHUR GODFREY
AMOS 'N' ANDY
SUSPENSE
MY FRIEND IRMA
LUX RADIO THEATRE
EDWARD R. MURROW AND THE NEWS
MY FAVORITE HUSBAND
NEW YORK PHILHARMONIC
DR. CHRISTIAN
LOWELL THOMAS

U.S.A.

In nearly everyone's mind today the CBS Program Schedule is the strongest in all radio... strongest because it pleases and serves most of the people more of the time.

This leadership in network programming is no accident. It is the calculated result of years of planning successfully followed through.

And it has been accomplished in many ways:

—by *inventing* great package programs like "Suspense" and "My Friend Irma";

—by "*showcasing*" great programs like the Philharmonic;

—by *developing* great personalities like Godfrey;

—by *securing* them, like Benny and Amos 'n' Andy.

Invention... showmanship... initiative.

These are the vital elements which CBS has woven into this rich pattern of listening inside U.S.A.

If you have your own radio program, you can be sure this pattern is the one in which it will flourish best.
If you need a radio program, you can be sure that CBS has it for you—for the best *new* programs will continue to come from the Columbia Broadcasting System.

CBS

COVER

ALL OF OKLAHOMA

WITH DOUBLE-DUTY IMPACT!



THE SOONER OUTLETS FOR CBS

KOMA Oklahoma City's only 50,000 Watt Station offers you 60% of all the rich Oklahoma Market.
JOE BERNARD, Gen. Manager

KTUL— Tulsa's only exclusive radio center, blankets Northeastern Oklahoma's booming trade area — with an increase of 48,870 radio homes since 1946.
JOHN ESAU, Vice Pres., Gen. Mgr.

REPRESENTED BY Avery-Knodel, INC.

Advance Registration, NAB Management Conference

(Continued from page 16)

Laskey, Phillip G., KSFO-KPIX San Francisco, ST.
Laubengayer, R. J., KSAL Salina, Kan.
Lawton, Sherman P., University of Oklahoma, Norman, Okla., ST.
Leake, James C., KTUL Tulsa, ST.
Leich, Martin L., WGBF Evansville, Ind., BL.
Le Poiderin, Harry R., WRJH Racine, Wis.
Lewis, Miss Era, KGNC Amarillo, ST.
Linder, H. W., KWLM Willmar, Minn., ST.
Lindow, Lester W., WFDF Flint
Lindsay, Merrill, WSOY Decatur, Ill.
Little, Lee, KTUC Tucson, BL.
Livesay, J. R., WLBH Mattoon, Ill.
Locke, C. B., KFDM Beaumont
Lodge, William B., Columbia Broadcasting System, New York
London, Howard J., Nat'l Foundation for Infantile Paralysis, New York
Lohnes, Horace L., Dow, Lohnes & Albertson, Washington
Lown, Bert, Associated Program Service, New York
Loyet, Paul A., WHO Des Moines, ST.
Luce, James O., Jr., J. Walter Thompson Co., New York, ST.
Lucy, Calvin T., WRVA Richmond, Va.
Lyford, E. B., National Broadcasting Co., New York
Lyons, J. C., Wood & Co., New York

M

MacLeod, E. F., WGGA, Gainesville, Ga., ST.
McAllister, Bert, K R P L Moscow, Idaho, ST.
McAlister, R. B., KICA Clovis, N. M., ST.
McAndrew, William R., WRC Washington, ST.
McClure, Kenneth N., WTYC Rock Hill, S. C., ST.
McClure, J. Warren, KILO Grand Forks, N. D.
McConnell, C. Bruce, WHBU Anderson, Ind.
McConnell, James V., NBC, New York
McConnell, R. B., WHBU Anderson, Ind.
McCormick, John, WTAM Cleveland, Ohio
McCoy, Arthur, Avery-Knodel Inc.
McCracken, Arthur, WGPA Bethlehem, Pa., ST.
McCullough, Tom, W M B M Miami Beach, ST.
McCurnin, L. L., KAUS Austin, Minn., ST.
McDermott, G. B., KBUR Burlington, Iowa, ST.
McDonald, Joseph A., American Broadcasting Co., New York
McDonald, Patt, WHHM Memphis, ST.
McGovern, S. H., KSO Des Moines
McIntosh, Robert J., WJPS Evansville, Ind., ST.
McKay, Robert Martin, Jr., WKRM Columbia, Tenn.
McKellar, Ellar J., KVOX Moorhead, Minn., ST.
McKenna, James A., Jr., Haley, McKenna & Wilkinson, Washington
McKenna, Mary, Benton & Bowles, New York
McMurry, Emmet H., WJPR Greenville, Miss., ST.
McNally, W. J., WTCN Minneapolis
McRaney, Bob, WCBI Columbus, Miss., ST.
McTigue, Harry, WINN Louisville, ST.
Mack, R. W., WIMA Lima, Ohio, ST.
Mackall, Robert B., WFMJ Youngstown, Ohio, ST.
Major, John S., WREN Topeka, ST.
Manship, Douglas L., WJBO Baton Rouge, La., ST.
Marget, Manuel M., KVOX Moorhead, Minn., ST.
Margraf, Gustav B., National Broadcasting Co., New York
Mark, S. Carl, WTTM Trenton, ST.
Marks, Leonard H., Cohn and Marks, Washington
Marlin, Al, Broadcast Music Inc., New York, ST.
Marquardt, Maynard, Frederic W., Ziv Co., Hollywood, ST.
Martin, Thomas E., WRUN Utica, N. Y., ST.
Mason, Robert T., WMRN Marion, Ohio
Mathews, Joseph, WJJJ Montgomery, Ala.
Mattaway, I., Radio Television Publicity Corp., Chicago
Matthews, Joseph B., WIRK West Palm Beach
Mauldin, W. D., KPAC Port Arthur, Tex., ST.
May, Edward W., KMA Shenandoah, Iowa, ST.
Mayo, Alice P., KLER Rochester, Minn.
Meagher, John F., KYSM Mankato, Minn.
Megargee, Miss M. A., WGBI Scranton, Pa.
Mergargee, Mrs. M. E., WGBI Scranton, Pa.
Meighan, Howard, Columbia Broadcasting System, New York
Metzger, Tom, WMRF Lewiston, Pa.
Meyer, Al G., KMYR Denver, ST.
Meyer, Harold H., WXKW Albany, N. Y.
Meyer, F. Richard III, Stewart-Warner Corp., Chicago
Midgley, C. E., Columbia Broadcasting System, New York
Milbourne, L. Waters, WCAO Baltimore, Md.
Millen, Paul E., KFJB Marshalltown, Iowa
Miller, L. A. "Jiggs", KFAB Omaha, ST.
Miller, Neville, Miller & Schroeder, Washington, ST.
Mitchell, L. S., WDAE Tampa
Moore, Wm. I., WBNX New York, SH.
Moren, Jim, WJSW Altoona, Pa.
Morency, Paul W., WTIC Hartford, Conn.
Morgan, George B., KLO Ogden, Utah
Morgans, T. J., Jr., KIJV Huron, S. D.
Moroney, James M., WFAA Dallas
Morrill, Harold B., WLAW Lawrence, Mass., ST.
Morton, J. Archie, KJR Seattle.
Mosby, A. J., KGVO Missoula, Mont., ST.
Moss, C. G., WLTR Bloomsburg, Pa., ST.
Mott, Harold E., Welch, Mott & Morgan, Washington
Murphy, Ed V., KLRA Little Rock, Ark.
Murray, Louis H., WPAM Pottsville, Pa., ST.
Myers, Frank O., KCMC Texarkana, Tex., ST.
Myers, Robert P., National Broadcasting Co., New York

N

Nahas, Fred, KXYZ Houston, Tex., ST.
Nasman, Len, WFMJ Youngstown, Ohio, ST.
Neary, John F., Lehigh Structural Steel Co., New York, ST.
Nelson, Herbert E., KSUM Fairmont, Minn., ST.
Nelson, Miss Linnea, J. Walter Thompson Co., New York, ST.
Newens, William J., KOIL Omaha, Neb., ST.
Newman, Cy, Storadio Advertising Co., Des Moines, Iowa, ST.
Newton, Carroll P., BBDO New York, AE.
Nolte, Vernon A., WHIZ Zanesville, Ohio, ST.
Norton, Ed, WAPI Birmingham, Ala.
Nunn, Gilmore N., WLAP Lexington, Ky., ST.

O

Obrist, Edward C., WPEN Philadelphia, Pa.
Odson, R. L., WBYS Canton, Ill.
Ogden, Clifford, Capitol Records, Hollywood
O'Hagan, James E., Allied Record Mfg. Co., Hollywood, ST.
O'Hara, J. N., WMAN Mansfield, Ohio, ST.
Ohde, B. Harland, KMHK Mitchell, S. D., ST.
Ohrt, Herbert R., KGLO Mason City, Iowa, ST.
Olin, Bruff W., Jr., WQUA Moline, Ill., ST.
Oliphant, Paul, WLAC Nashville, Tenn.
Olson, B. W., KWOA Worthington, Minn., ST.
Orr, B. F., KTRH Houston, Tex., ST.
Outler, John M., Jr., WSB Atlanta, Ga., ST.
Owings, Dorsey, Broadcast Music Inc., New York, ST.

P

Pagliara, Nicholas, WEW St. Louis
Palmer, Fred A., Fred A. Palmer Radio Consultants, Worthington, Ohio, ST.
Parker, Jack, WSAM Saginaw, Mich.
Parsons, Edgar, WRFD Worthington, Ohio, ST.
Patt, James M., WNBH New Bedford, Mass., ST.
Patt, John F., WGAR Cleveland, Ohio
Pattes, Lin, Broadcast Music Inc., New York
Payne, Albert W., WHDF Houghton, Mich.
Peabody, Patrick H., KSJO, San Jose, Calif.
Peace, Marshall L., WJPS Evansville, Ind., ST.

(Continued on page 24)

ST-Stevens Hotel; PH-Palmer House; B-Bismarck; D-Drake; AE-Ambassador East; BL-Blackstone.


ACTION-PACKED!
A GREAT NEW
ZIV
PRODUCTION
GUN-FILLED DRAMA!
O. Henry's Famous Robin Hood of the Range
RED-BLOODED ADVENTURE!

NOW! ZIV PRESENTS AN EXCITING NEW DRAMATIC PROGRAM WITH A SEN

A TERRIFIC HIGH-HOOPER HALF-HOUR SHOW THAT YOUR SPONSORS WILL LOVE!

O. Henry has created one of the most loved and most feared heroes of American literature—famous on the screen—in books—on the air!

IN MOVIES! The only Western ever to win the Motion Picture Academy Award! Six big-budget pictures released each year by United Artists.

ON THE AIR! Cisco has everything: Adventure — humor — drama — romance — heart appeal. Every member of the family loves CISCO!

MOST SENSATIONAL SUCCESS STORY EVER OFFERED FOR LOCAL SPONSORSHIP!

Interstate Bakeries (1948 gross: $58,724,649) say:

"The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for six additional years."

SENSATIONAL HOOPERS! January, 1949, Pacific Hooper: 8.6. Consistently averages higher than any show primarily designed for children. "THE CISCO KID appeals to a tremendous adult audience"...say Interstate Bakeries.

SENSATIONAL PROMOTIONS! Buttons, masks, truck posters, membership cards, teaser ads, sombreros, neckerchiefs, store displays, letters, post cards—complete *localized* campaigns.



LONG-RUN GUARANTEED!

Three years of CISCO KID half-hours have already been produced on a 3-per-week basis.

Duncan Renaldo plays the "Cisco Kid" in movies that are regularly released by United Artists Pictures.

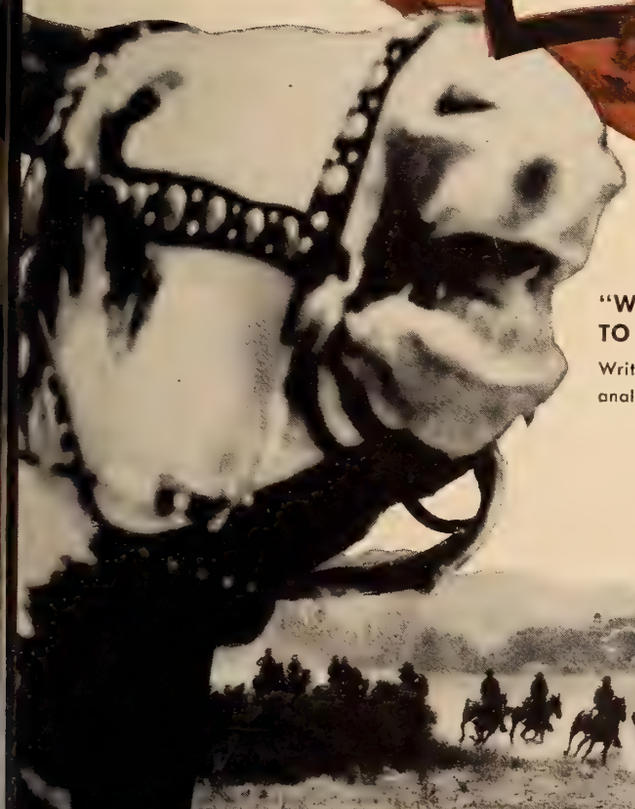


SEE ZIV'S GREAT EXHIBIT — N.A.B. CONVENTION — SUITE

SATIONAL RECORD OF SALES!

THE CISCO KID

O. Henry's Famous Robin Hood of the Range



"WHAT IS HAPPENING TO KID SHOWS?"

Write for this sensational analysis. It's an *eye-opener!*

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK · CHICAGO · HOLLYWOOD

01-501A, HOTEL STEVENS, CHICAGO

COMING • • • very soon!

A

GREATER VOICE

AND A

GREATER BUY!

in the DETROIT area

★

50,000

WATTS

at 800 Kc.

JUNE 1949

The "Good Neighbor Station" has continuously fostered Good Will on both sides of the border. And now, the Detroit Area's best radio buy will hit a new high in effectiveness. From 5,000 to 50,000 watts **in the middle of the dial . . .** at the lowest rate of any major station in the Detroit region!

CKLW

Guardian Building, Detroit 26 ★ J. E. Campeau, President

Adam J. Young, Jr., Inc., National Representative

H. N. Stovin & Co., Canadian Representative

MUTUAL BROADCASTING SYSTEM

Advance Registration, NAB Management Conference

(Continued from page 20)

Pearse, Bernard, Weed & Co., Detroit
Peck, Harry D., KFOR Lincoln, Neb.
Pefferle, L. G., WCVS Springfield, Ill.
Pengra, Marshall H., WATO Oak Ridge, Tenn., ST.
Peter, Paul F., Frazier & Peter, Washington
Peterson, C. B., The Branham Co., Chicago, ST.
Peterson, Howard O., KMA Shenandoah, Iowa, ST.
Phillips, Charles F., WFBL Syracuse, N. Y., ST.
Phillips, Robert W., WSAM Saginaw, Mich., ST.
Podeyn, George J., WHJB Pittsburgh
Potter, Ben H., WHBF Rock Island, Ill., ST.
Potter, A. David, Jr., WNAE Warren, Pa., ST.
Potter, Hugh O., WOMI Owensboro, Ky.
Pratt, Stanley R., WSOO Sault St. Marie, Mich., ST.
Prendergast, Frank J., WTMV East St. Louis, Ill., BL.
Princi, Carl V., WKMO Kokomo, Ind., BL.
Proctor, Frank S., WTJS Jackson, Tenn.
Pryor, Emerson J., WDVA Danville, Va., ST.
Pyle, K. W., KFBI Wichita, Kan., ST.

Q

Quaal, Ward L., Clear Channel Broadcasting Service, Washington, ST.
Qualls, E. C., WFNS Burlington, N. C.
Quarton, Wm. B., WMT Cedar Rapids, Iowa, ST.
Quinones, Jose Ramon, WAPA San Juan, P.R., ST.

R

Radziwon, Eugene L., 160 Coles St., Jersey City, N. J.
Rambeau, William G., William G. Rambeau Co., Chicago
Ramsland, Odin S., KDAL Duluth, Minn., ST.
Rasmusson, Lee Gordon, KAYL Storm Lake, Iowa, ST.
Ratner, Victor, Columbia Broadcasting System, New York, ST.
Ream, Joseph H., Columbia Broadcasting System, New York
Reams, Frazier, WTOL Toledo, ST.
Reid, Robert H., Internatl. News Service, New York
Reinecker, Reese, KXYZ Houston, Tex., ST.
Reineke, Earl, WDAY Fargo, N. D.
Reinsch, J. Leonard, WSB Atlanta, Ga., ST.
Rembert, Clyde W., KRLD Dallas, Tex., ST.
Reynolds, Donald W., KFSA Fort Smith, Ark.
Richards, G. P., WHBL Sheboygan, Wis., ST.
Richmond, Robert M., WCAO Baltimore, Md.
Richmond, Russell W., WHKK Akron, Ohio, ST.
Rine, William E., WWVA Wheeling, W. Va.
Ringgold, Hanque, Edward Petry & Co., New York, ST.
Rintoul, Stephen R., WXKW Albany, N. Y.
Riple, William A., WTRY Troy, N. Y.
Rittenhouse, Paul, National Broadcasting Co., New York
Roberson, Howard, KFDA Amarillo, Tex., ST.
Roberson, W. R., Jr., WRRF-WRRZ Washington, N. C., ST.
Robertson, B. G., KWKH Shreveport, La., ST.
Robinson, King H., KATL Houston, Tex.
Rockhold, Joseph G., WHOK Lancaster, Ohio
Rogers, Naylor, Keystone Broadcasting System, Chicago
Rohn, Bill, KSOO Sioux Falls, S. D.
Rohrbaugh, Philip A., WHVR Hanover, Pa., ST.
Rooney, Leonard A., Raytheon Mfg. Co., Waltham, Mass.
Rosene, Marshall, WSAZ Huntington, W. Va., ST.
Ross, Byrne, KLPR Oklahoma City, Okla., ST.
Roth, Eugene J., KONO San Antonio, Tex., ST.
Rothensies, Walter J., WSBA York, Pa., ST.
Rothschild, Walter J., WTAD Quincy, Ill., ST.
Rowan, B. J., WGY Schenectady, N. Y.
Rudolph, Rudy, C. P. MacGregor Electrical Transcriptions, Hollywood, ST.
Runnerstrom, Robert O., WCOL Columbus, Ohio
Russell, Frank M., WRC Washington, D. C., ST.
Russell, Percy H., Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington
Ryan, William B., KFI Los Angeles, ST.
Ryder, J. Maxim, WBRY Waterbury, Conn.

S

Saddler, Owen, KMA Shenandoah, Iowa
Safford, Harold A., WLS Chicago
Sambrook, Al, Frederic W. Ziv Co., New York, ST.
Sampson, Robert M., WSAI Cincinnati
Sanders, Albert, WMAZ Macon, Ga.
Sanders, Ernie, WOC Davenport, Iowa, ST.
Sanger, Elliott M., WQXR New York, ST.
Saumenig, J. Dudley, WIS Columbia, S. C., ST.
Scanlan, Elenore, BBDO, New York
Schepp, Rex, KPHO Phoenix, Ariz., D.
Scherer, Jacob P., WHFB Benton Harbor, Mich.
Schilling, John T., WHB Kansas City, Mo.
Schilplin, Frederick C., KFAM-FM St. Cloud, Minn., ST.
Schmitt, Kenneth F., WIBA Madison, Wis.
Schroeder, Arthur H., Miller & Schroeder, Washington, D. C.
Schroy, A. F., WKBV Richmond, Ind.
Schudt, William A., Jr., Columbia Broadcasting System, New York
Schwartz, Julian, WSTC, Stamford, Conn., PH.
Schwartz, L. S., The Advertising Council Inc., Chicago
Segal, David M., KTFS Texarkana, Tex.
Seifert, Leo J., KSUM Fairmont, Minn., ST.
Sepaugh, L. M., WSLI Jackson, Miss., ST.
Service, C. W., Collins Radio Co., Cedar Rapids, Iowa, ST.
Seville, H. A., WGTL Kannapolis, N. C., ST.
Shaffer, Roger A., WSPA Spartanburg, S. C., PH.
Shafto, Richard, WIS Columbia, S. C.
Shaw, Glenn, KLX Oakland, Calif., ST.
Shearer, T. Rodney, A. C. Nielsen Co., Chicago
Shein, Alice, WBTH Williamson, W. Va., ST.
Shields, Arthur T., WLDY Ladysmith, Wis., ST.
Sholis, Victor A., WHAS Louisville
Shomo, Ernest, WBBM Chicago
Shouse, James D., WLW Cincinnati
Silvernail, Frank, BBDO, New York, D.
Simonds, Lincoln P., Weed & Co., ST.
Sinn, John L., Frederic W. Ziv Co., New York
Siverson, Charles, WHAM Rochester, N. Y., ST.
Skinnell, Julian F., WLBR Lebanon, Pa.
Slavick, H. W., WMC Memphis, Tenn., ST.
Sloane, John, American Radio Publications Inc., Peoria, Ill.
Smiley, David, WDAE Tampa, Fla., BL.
Smith, Calvin J., KFAC Los Angeles, ST.
Smith, Clyde H., KSEL Lubbock, Tex., ST.
Smith, Earl H., WLCS Baton Rouge, La.
Smith, Frank R., WBVP Beaver Falls, Pa., ST.
Smith, J. Kelly, Columbia Broadcasting System, New York
Smith, M. D., 3rd, WBRC Birmingham, Ala., ST.
Smith, T. A., RCA, Camden, N. J.
Snyder, John M., WFBG Altoona, Pa.
Snyder, Robert E. J., KXIC Iowa City, Iowa
Snyder, Glenn, WLS Chicago
Soule, Frank C., WFBL Syracuse, N. Y.
Soule, O. P., KTFI Twin Falls, Ida.
Sowell, F. C., WLAC Nashville, ST.
Spargo, John S., Raytheon Manufacturing Co., Waltham, Mass., ST.
Sparnon, Ken, Broadcast Music Inc., New York
Speck, J. H., KCNC Ft. Worth, Tex., ST.

(Continued on page 30)

ST-Stevens Hotel; PH-Palmer House; B-Bismarck; D-Drake; AE-Ambassador East; BL-Blackstone.

With more and still more telecasters it's Du Mont TV camera equipment because of outstanding

DEPENDABILITY



DU MONT
Type TA-124-B
Image Orthicon Chains

Many TV stations either on the air or under construction, are Du Mont-equipped throughout. That means the Du Mont Type TA-124-B Image Orthicon Chain for studio and remote pick-ups, alike.

But of even greater significance is the growing use of Du Mont cameras and auxiliary equipment by TV stations originally using other makes of equipment; by intra-store television demonstrations; by wired television installations; by movie producers experimenting with television production possibilities; by TV training schools; by government agencies both here and abroad.

The Du Mont advantages are many: Split-second action through quick set-up; finger-tip controls; superlative image pickup with precise electronic viewfinder checkup; accessibility for time-saving inspection and immediate maintenance; handy matched units, jiffy-connected, for all required power, synchronizing, amplifying and monitoring functions, plus the latest camera effects.

$$SD+QW=\frac{D}{FWFT}$$

(Simple Translation)

SUPERIOR DESIGN plus
QUALITY WORKMANSHIP equals
DU MONT

First With the Finest in Television

But the outstanding characteristic of this popular Du Mont Type TA-124-B Image Orthicon Chain is DEPENDABILITY. That, in the final analysis, is the all-important consideration. For "The show must go on," regardless.

Consult us on your TV plans and requirements. Literature on request.

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DUMONT *First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. ● TELEVISION TRANSMITTER DIVISION, 42 HARDING AVE., CLIFTON, N. J. ● DU MONT NETWORK, 515 MADISON AVE., NEW YORK 22, N. Y. ● GENERAL OFFICES, 2 MAIN AVE., PASSAIC, N. J. ● PLANTS IN PASSAIC, CLIFTON, ALLWOOD AND EAST PATERSON, N. J.


Joe Kaufman

"Have a wonderful time"

TAKE 13 WEEKS WITH PAY...ON WCCO

Stay on WCCO all year 'round—*without a Summer hiatus*—to have a wonderful time! Summertime in the Northwest is just what the doctor ordered.

BIG SALES! Throughout the 6-state WCCO territory, retail sales are just about as high ($699,000,000) in June, July and August as they are in any other season. Northwest farmers harvest cash crops of $865,927,000 in these three months, and more than two million vacationists bring in (and gleefully spend) an additional $212,000,000.

BIG LISTENING! WCCO delivers an average daytime Twin Cities Hooper of 6.0 in the Summer—58% better than any competing station. (Throughout the 6-state area surveyed by the CBS-WCCO Listener Diary,* WCCO averages 200% more listeners than any other Twin Cities station.)

BIG PRECEDENT! Last year, 48 blue-chip local and national spot advertisers (30% more than the year before) stayed "on the job" all year 'round on 50,000-watt WCCO. As they'll do again this year...having a wonderful time, making sales while the sun shines.

You'll find, as they have found, that the 13 Summer weeks on WCCO are *13 weeks with pay*. For reservations, see us or Radio Sales.

50,000 watts **WCCO**

Minneapolis-St. Paul • CBS

Represented by RADIO SALES

*May 1948. All source material available on request.



you SELL more ...



when you TELL more

WFLA

gives you the big, responsive audience in the prosperous Tampa - St. Petersburg market. Here, in the heart of Florida's richest, most heavily populated trade area, the payrolls of industry, agriculture and business create steady buying power *right around the calendar.* You *sell* more people because you *tell* more people when you use the double-barreled impact of the Tampa Tribune Stations — WFLA-AM and WFLA-FM.

Tampa Tribune Stations

WFLA AM FM

NBC affiliate

TAMPA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

Feature of the Week

"I WANT a pair of Bill Slater's pants," said the customer. A strange request? No. The imperturbable clerk calmly withdrew a $7.95 pair of slacks, made the fitting and rang up a sale as the customer departed, content that he had received what he asked for.

Actually they weren't Bill Slaer's pants at all, but the clerk and customer had understood each other perfectly. Ever since Mr. Slater had begun identifying himself with the trousers on his *Share The Wealth* program for Prentis Clothes (Tuesdays on WOR New York), listeners had been identifying themselves with Mr. Slater and the pants. Several thousand pairs had crossed the counter within two days of the first announcement.

In the past, Prentis Clothes, consisting of eight clothing stores in New York City, had used only an occasional spot announcement campaign or participation on record programs. In September 1948, however, the store allocated 60% of its approximate $300,000 yearly advertising budget to radio. The spearhead of that campaign was the *Share The Wealth* program



Sharing honors for the success of the Prentis Clothes program are Mr. Slater (r) and Mr. Taplinger.

* * *

originally scheduled for only 13 weeks. The program paid off so successfully, however, that the sponsor has renewed three times.

The Pulse rating of the show has mirrored accurately its sales success. Starting with a 3.3 rating, it has climbed to a 6.7, making it one of the highest rated local shows.

As a direct result of its radio

(Continued on page 32)

On All Accounts

BUTTONS, bows and a businesslike attitude are blended artfully by Carol Joy Parel into her work as timebuyer for the Arthur Meyerhoff agency, Chicago. A complete feminist, she nevertheless operates as efficiently as her industry brethren.

This happy balance is attained in her social life, too. Carol's enthusiasms include rumbaing ("weekly, with a fascinating Spaniard who teaches in my hotel"), "living" jazz music ("After half an hour of bebop, it all sounds alike"), and attending hockey, football and Chicago Cubs games. On lunch hours she shops along Michigan Blvd. for suits and hats.



CAROL

A native Chicagoan, Carol spent six of her early years in Oakland, Calif., where she was impressed by two things—the smoothness of her tan and of Singer Tony Martin, a family friend. Returning to Chicago, she was enrolled in elementary school and a ballet course. The latter continued spasmodically for nine years.

At Hyde Park High School she was recruited as a vocalist in a school band headed by Mel Torme. "He was good even then," says Carol. Her voice failed her but music didn't, and she developed a major passion for opera which led her backstage at the Chicago Opera House to appear as an eager spear-carrier or silent chorus girl.

Carol, on her dates, reserved front-and-center seats for all ballet and dance recitals that hit town. She was tutored by Merriel Abbott, director of show productions for the Hilton Hotels, until she entered the U. of Wisconsin. No longer dancing, she kept her toes in, however, by catering to visiting stars of the Ballet Russe de Monte Carlo and Ballet Theatre. Services included applying makeup and running errands backstage at the Wisconsin Union Theatre, owned by the university and famed as the birthplace of Alfred Lunt and Lynne Fontanne plays. The Lunts always premiere each production in the theatre they helped build.

Apart from relating her interpretation of "Swan Lake" and reminiscing a bit, Carol majored in speech, minored in psychology and learned how to skate and ski at northern Wisconsin resorts.

"Undoubtedly the most soul-satisfying" of her many projects was formation of a small, creative act-

(Continued on page 32)



ANOTHER SERVICE TO OUR LISTENERS AND OUR ADVERTISERS

WSAM

WITH NEW AND GREATER TRANSMITTING FACILITIES.

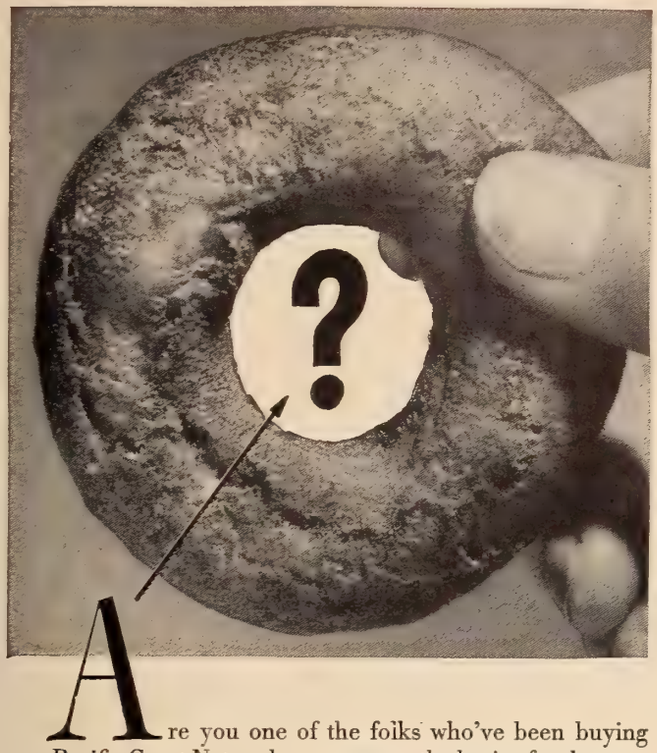
SAGINAW'S FIRST STATION COVERING THE TRI-CITIES OF SAGINAW BAY CITY MIDLAND AND THE RICH SAGINAW VALLEY WITH NBC.

COMPLETE FM DUPLICATION

NATIONAL REPRESENTATIVE
HEADLEY-REED CO.

NBC WSAM 1400

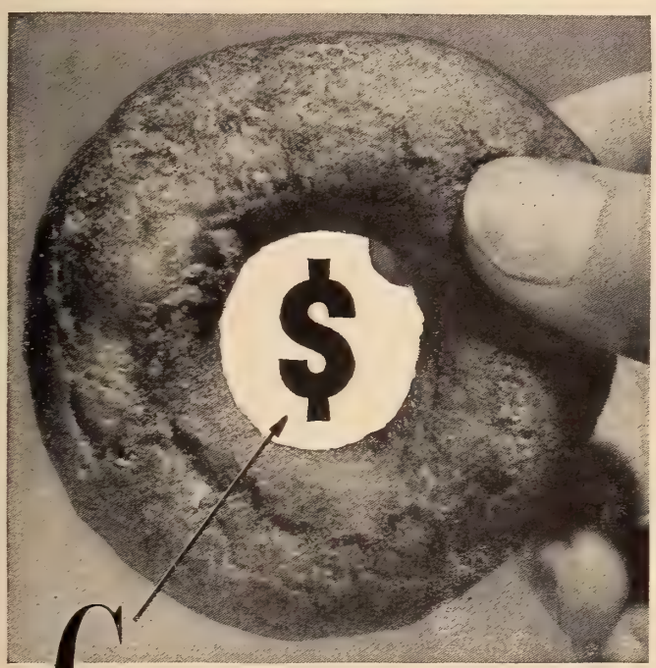
RADIO BUILDING
SAGINAW, MICH.



Are you one of the folks who've been buying Pacific Coast Network coverage on the basis of a plus market that—in reality—doesn't exist at all? Isn't it a little like paying for the hole in the doughnut... and isn't it time you asked yourself how much that hole is costing you?



Broadcast Measurement Bureau studies—on a highly impartial basis—prove that each of the four networks on the Pacific Coast has at least 90% coverage of the *entire* market (ABC has 95%)... whether it's little Lemoncove in the Sequoias' shadow, or big Long Beach.



Call in an ABC representative who has the WHOLE story on Pacific Coast network coverage... because we think it's a darned shame for anyone to pay extra for the hole in the doughnut. You'll learn some astonishing truths on the complete picture.

On the coast you can't get away from

A B C

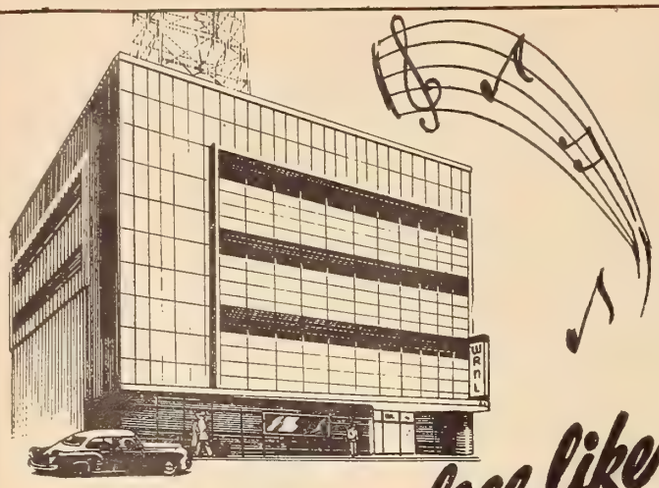
FOR COVERAGE... ABC's booming Pacific network delivers 227,500 watts of power—53,500 more than the second-place network. This power spells coverage—ABC reaches 95.4% of all Pacific Coast radio families in counties where BMB penetration is 50% or better. And ABC's Coast Hooper for 1948's first 11 months is up 10% or more both day and night.

FOR COST...a half hour on ABC's full 21-station Pacific network costs only $1,275. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza · CIrcle 7-5700
DETROIT: 1700 Stroh Building · CHerry 8321
CHICAGO: 20 North Wacker Drive · DElaware 1900
LOS ANGELES: 6363 Sunset Boulevard · HUdson 2-3141
SAN FRANCISCO: 155 Montgomery Street · EXbrook 2-6544



There's no place like WRNL'S NEW Home

Yes! After many long months our great "RADIO CENTER" of the South is open and in operation.

WE just can't help singing! The contractors are through and we're all settled in our magnificent new home. It's a dream come true . . . a dream of modern architectural design and radio engineering. Functional, as well as beautiful, it encompasses all that is the very last word in technical equipment and construction, planned for the highest quality of broadcasting.

Everything, from WRNL'S new 250-seat theater, to its staff of competent, trained personnel has been planned to give both listener and advertiser the finest in quality of broadcast, plus simultaneous programming on WRNL-FM. Thus WRNL dedicates its continued efforts and modern facilities to better serve a greater Richmond.

• WRNL is a steady, GROWING station centered in this rich Richmond, Virginia, marketing area. For over ten years it has served its listeners with the topmost local and network entertainment. And, WRNL has served advertisers with the market from which they could gain the full effectiveness of their radio advertising budget. Is YOUR product on WRNL?

P. S. Be sure to visit us on your next trip south.

Represented by
EDWARD PETRY & CO., INC.

5,000 Watt ABC Affiliate

WRNL WRNL FM

Advance Registration, NAB Management Conference

(Continued from page 24)

Spence, Edwin M., Radio Advertising Clock, Miami Beach, Fla., ST.
Spence, Harry R., KXRO Aberdeen, Wash., ST.
Spokes, Alfred E., WJOY Burlington, Vt., ST.
Springgate, V. N., KXOK St. Louis
Squire, Burt, Broadcast Music Inc., New York
Staley, Max F., KIJV Huron, S. D.
Stamps, Weldon, KSEO Durant, Okla., ST.
Stanton, Frank, Columbia Broadcasting System, New York
Staubitz, E. J., Blaw-Knox Div., Blaw-Knox Co., Pittsburgh, ST.
Stehman, Harry, WHJB Pittsburgh
Steinle, David, K B U R Burlington, Iowa, ST.
Stern, Edgar B., Jr., WDSU New Orleans, La., DR.
Stevenson, Fred J., KGRH Fayetteville, Ark.
Stewart, Elliott, WIBX Utica, N. Y., ST.
Stone, Maxey E., WSVS Crewe, Va.
Stone, Wallace E., KWOA Worthington, Minn.
Stoughton, Milton W., WSPR Springfield, Mass.
Streibert, Theodore C., WOR New York
Strouse, Ben, WWDC Washington
Stuffiebam, Ralph L., KSTL St. Louis, ST.
Sullivan, Donald D., WNAX Yankton, S. D.
Swezey, Robert D., WDSU New Orleans, DR.
Swift, G. Richard, WCBS New York, ST.
Swisher, Arden E., WOL Washington
Sylk, Albert J., WPEN Philadelphia, ST.

T

Taft, David G., WCTS Cincinnati
Taft, Hulbert, Jr., WKRC Cincinnati
Tanner, E. S., WSIX Nashville
Tarter, George L., KCRC Enid, Okla., PH.
Taylor, Dale, WENY Elmira, N. Y., ST.
Taylor, O. L. Ted, KGNC Amarillo, Tex.
Taylor, S. P., Western Electric Co., New York, ST.
Teddlie, Pete, WRR Dallas, Tex.
Terry, Hugh B., KLZ Denver, ST.
Thomas, C. L., KXOK St. Louis
Thomas, Eugene S., WOIC Washington, ST.
Thomas, Horace E., KMYC Marysville, Calif., PH.
Thompson, James L., Edward Petry & Co., Chicago
Thompson, William, BROADCASTING, Chicago
Thompson, Roy F., WRTA Altoona, Pa., ST.
Thornburgh, D. W., KNX Los Angeles
Thwaites, E. N., KFUN Las Vegas, N. M., ST.
Tibbett, Gene, WLOX Biloxi, Miss.
Tichenor, Dudley, WNAO Raleigh, N. C.
Timlin, J. F., The Branham Co., New York
Timothy, B. P., Avery-Knodel Inc.
Tincher, Robert R., WNAX Yankton, S. D., ST.
Tompkins, Merritt, Broadcast Music Inc., New York, ST.
Tucker, Merle H., KOAT Albuquerque, N. M., ST.
Tuhy, Stephen, Jr., Washington, D. C., ST.

U

Ulmer, James G., KGKB Tyler, Tex., ST.
Unger, Alvin E., Frederic W. Ziv Co., New York
Uridge, Owen F., WQAM Miami, Fla., ST.

V

Vadeboncoeur, E. R., WSYR Syracuse, N. Y., ST.
Valerius, Walter, WELM Elmira, N. Y.
Vance, Fred L., KTSA San Antonio, Tex., BL.
Van Konynenburg, F., WTCN Minneapolis
VanVolkenburg, J. L., Columbia Broadcasting System, New York
Vickers, Marjorie R., KPAC Port Arthur, Tex., ST.
Vickrey, M. K., SESAC Inc., New York, ST.
Voynow, Edward E., Edward Petry & Co., Chicago

W

Wagner, William D., WHO Des Moines Iowa
Walter, John M., WJPG Green Bay Wis., ST.
Walter, Mary M., WJPG Green Bay Wis.
Wardell, J. Gordon, KGBX Springfield Mo., ST.
Ware, Leslie P., KWRE Warrenton Mo.
Ware, William E., KSWI Council Bluffs Iowa, ST.
Warren, Charles C., WCMI Ashland Ky., ST.
Watts, W. W., RCA, Camden, N. J.
Waugh, Irving, WSM Nashville
Webb, Frank V., KFH Wichita, Kan. ST.
Weed, C. C., Weed & Co., Chicago
Weed, Joseph J., Weed & Co., New York
Wegner, John F., Allied Record Mfg. Co., Washington
Weil, F. Granger, WTTH Port Huron Mich.
Weil, Ralph N., WOV New York, ST.
Weiss, Lewis Allen, KHJ Hollywood
Welch, Vincent B., Welch, Mott & Morgan, Washington
Weldon, Jack, WWOD Lynchburg, Va. ST.
Wells, Keith G., KGBX Springfield Mo., ST.
Welpott, R. W., WGY Schenectady N. Y.
Wentworth, Ralph, Broadcast Music Inc., New York, ST.
Werner, A. Matt, WHBL Sheboygan Wis., ST.
Whaley, Storm, KUOA Siloam Springs Ark.
Wheelahan, H., WSMB New Orleans
Wheeler, Bob, KHOZ Harrison, Ark.
Wheeler, Edward A., WEAW (FM) Evanston, Ill., ST.
Wheeler, Edwin K., WWJ Detroit
Wheeler, Lemoine C., WHEC Rochester, N. Y., ST.
Whiting, Lee L., KEYD Minneapolis ST.
Whitlock, E. S., WRNL Richmond, Va.
Wiig, Gunnar O., WHEC Rochester N. Y., ST.
Wilder, H. C., WSYR Syracuse, N. Y. ST.
Wilkins, J. P., KFBB Great Falls Mont., ST.
Wilkinson, Vernon L., Haley, McKenna & Wilkinson, Washington
Williams, Joe V., Jr., WDXB Chattanooga, Tenn., ST.
Williams, John Pattison, Transcription Sales Inc., Springfield, Ohio
Williamson, W. P., Jr., WKBN Youngstown, Ohio, ST.
Willis, J. E., WLAP Lexington, Ky. ST.
Wilson, William M., William G. Rambeau Co., New York
Windsor, Walter M., WGBA Columbus Ga., ST.
Winger, Earl W., WDOD Chattanooga Tenn., ST.
Winsor, Harold R., WBYS Canton, Ill.
Winther, Harold A., KEYD Minneapolis
Wollenhaupt, Arthur F.
Wood, Phil, WKOW Madison Wis., ST.
Woodall, Allen M., WDAK Columbus Ga.
Woodhouse, C. J., WDNC Durham N. C.
Woodruff, J. W., Jr., WRBL, Columbus Ga., ST.
Woods, James, WMRF, Lewiston, Pa.
Woods, Wilfred W., WHO Des Moines Iowa, ST.
Woodward, F. R., KDTH Dubuque Iowa
Woolley, Easton C., National Broadcasting Co., New York
Wooten, Hoyt B., WREC Memphis Tenn.
Wyler, Karl O., KTSM, El Paso, Tex. ST.

Y

Yocum, Ed, KGHL Billings, Mont.
Young, Adam J., Jr., Adam J. Young Jr. Inc., New York
Young, William, Capitol Records Inc. Hollywood

Z

Zimmer, Graeme, WCSI Columbus Ind., ST.
Zimmerman, G. E., KARK Little Rock Ark., ST.
Ziv, Frederic W., Frederic W. Ziv Co., Cincinnati

ST-Stevens Hotel; PH-Palmer House; B-Bismarck; D-Drake; AE- Ambassador East.

We Pay Our Respects . . .

to all you station men whose confidence in us and an idea made the Syndicate success story possible.



BROADCASTERS PROGRAM SYNDICATE
COOPERATIVE PROGRAM SYNDICATION PLAN

BROADCASTERS PROGRAM SYNDICATE

Cooperative Program Syndication Plan — under direction of

BRUCE EELLS & ASSOCIATES

2217 Maravilla Drive • Hollywood 28, California • HOllywood 9-5869

For membership information — and "Pat O'Brien", "Frontier Town", and "Adventures of Frank Race" audition records — write, wire or phone. A total weekly fee equal to your one-time national class-A quarter-hour rate entitles you to all these and future Syndicate programs. ★ ★ ★ ★

WCFL Music hath Charms



. . . and Satisfied Clients!

8:00- 9:00 p.m. **Chicago Symphony Orchestra** (Wednesday) for Chicago Title & Trust Co.

9:00- 9:30 p.m. **Treasury of Music for** Chicago Federal Savings & Loan

10:15-11:00 p.m. **Music Lovers Hour for** Goldenrod Ice Cream

11:00-11:30 p.m. **Community Concert for** Community Builders

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

and now available...

The Deems Taylor Show

Fine Music plus Authoritative Commentary

9:30—10:00 p.m.

5 Days a Week

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Fine music is enjoyed by 29 million concertgoers in America each year. This Deems Taylor Show on WCFL—Chicago's fine-music station—offers an excellent means of reaching the vast audience of music lovers in the Chicago area. It's a most attractive buy budget-wise, too, thanks to WCFL's economical rates. Contact WCFL in Chicago or your nearest Bolling Company representative.

WCFL

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Need for Statistics

EDITOR, BROADCASTING:

There is a current rumor going the rounds that BMB is having tough sledding because of indifference on the part of radio stations.

This is difficult for an advertiser to understand.

Radio stations should provide exery possible tool for intelligent buying of radio time. Mail counts, Hoopers, and BMB reports are three good tools. And, in the case of radio, it is only by correlating all available statistics that good time buying can be done.

Newspapers and magazines not only provide circulation figures (and certainly radio has no proofs of performance so accurate), but they also provide survey results in large quantities.

We feel that radio stations should try to match the buying help provided by competitive media.

We further feel that BMB is one of the most important of these "buying helps," and we would like to see the day come when no advertiser would consider buying time on any station that did not have a BMB rating. That goes for 50,000 watters, as well as 250 watt outlets.

Marshall Pickett
Kasco Mills Inc., Toledo

* * *

Praises Exactness

EDITOR, BROADCASTING:

I would like to compliment you on the St. Louis article in the March 14 issue of BROADCASTING, It certainly gave the reader the exact details. . . . The writer, Bill Thompson, is indeed to be given due credit for his excellent handling of copy. I enjoyed the entire picture presented; i.e. employment, other important aspects of market and of course the very complete coverage of station information and personalities impartially. . . .

Miss Audrey Ross
KOKX Keokuk, Iowa

* * *

Inexperience a Sin?

EDITOR, BROADCASTING:

Your magazine is by far the best industry publication I have eve read. The "Open Mike" depar ment is partly responsible. . . .

In a city fortunate enough have 25 AM stations, some 1 FM stations, and 6 televisio stations, an engineer with a firs phone ticket and a diversified ele tronic background should be abl to get on the staff of one of thes stations after trying at each on . . . what's wrong with me? . . I have no actual broadcast exper ence. That's a terrible sin, pun ishable by malnutrition. How i the world can you get experienc if no one is willing to hire you? . .

. . . I can't be very bad if became chief instructor of a Army Airways Communication school in 10 months. . . .

Stanley Levin
1835 Crotona Ave.
Bronx, N. Y.

[Editor's Note: Anyone interested i more information on Mr. Levin ma get in touch with him at the addres indicated.]

Feature

(Continued from page 28)

advertising, and although the clothing industry sales figures for the past few months revealed a 20% loss, the Prentis firm reported a 3% increase in sales for the same period.

The *Share The Wealth* show is handled by Rockhill Radio, the radio department for Hirshon-Garfield, New York, the agency handling Prentis Clothes. Sylvan Taplinger produces the program.

On All Accounts

(Continued from page 28)

ing unit which appeared almos weekly at Mendota State Hospita across the lake.

In both junior and senior year at the university she spent mos of her hours in studios of WH Madison, where she acted an wrote continuity. Ben Park, pro ducer of the award-winning docu mentaries *Report Uncensored* an *It's Your Life*, then was WH production manager.

After she graduated summa cum laude, Carol taught several univer sity interpretative speech course and bus-hopped around the city giving readings and book reviews.

Rejoining her parents in Chicago where her father is an attorney Carol went to work at the Meyer hoff agency as producer of Tommy Bartlett's *Date With Daddy*, aire locally on WBBM. Although she was hired as a writer and producer she spent the next six months bur rowing into research for Gabrie Heatter. When the agency decide to expand its publicity office, she was transferred there to handle press releases for all the clients Carol continued this, produced Bob Elson's *On the Century* and orig inated show ideas until a little more than a year ago when she became timebuyer.

As TV timebuyer also, Carol is bracing herself for the "big push" —the time when clients realize "TV is the cheapest buy." To keep her own arguments for the medium up-to-date, she is having a video set built into the wall of her living room.

77 115 178

KINDS OF SPONSORS

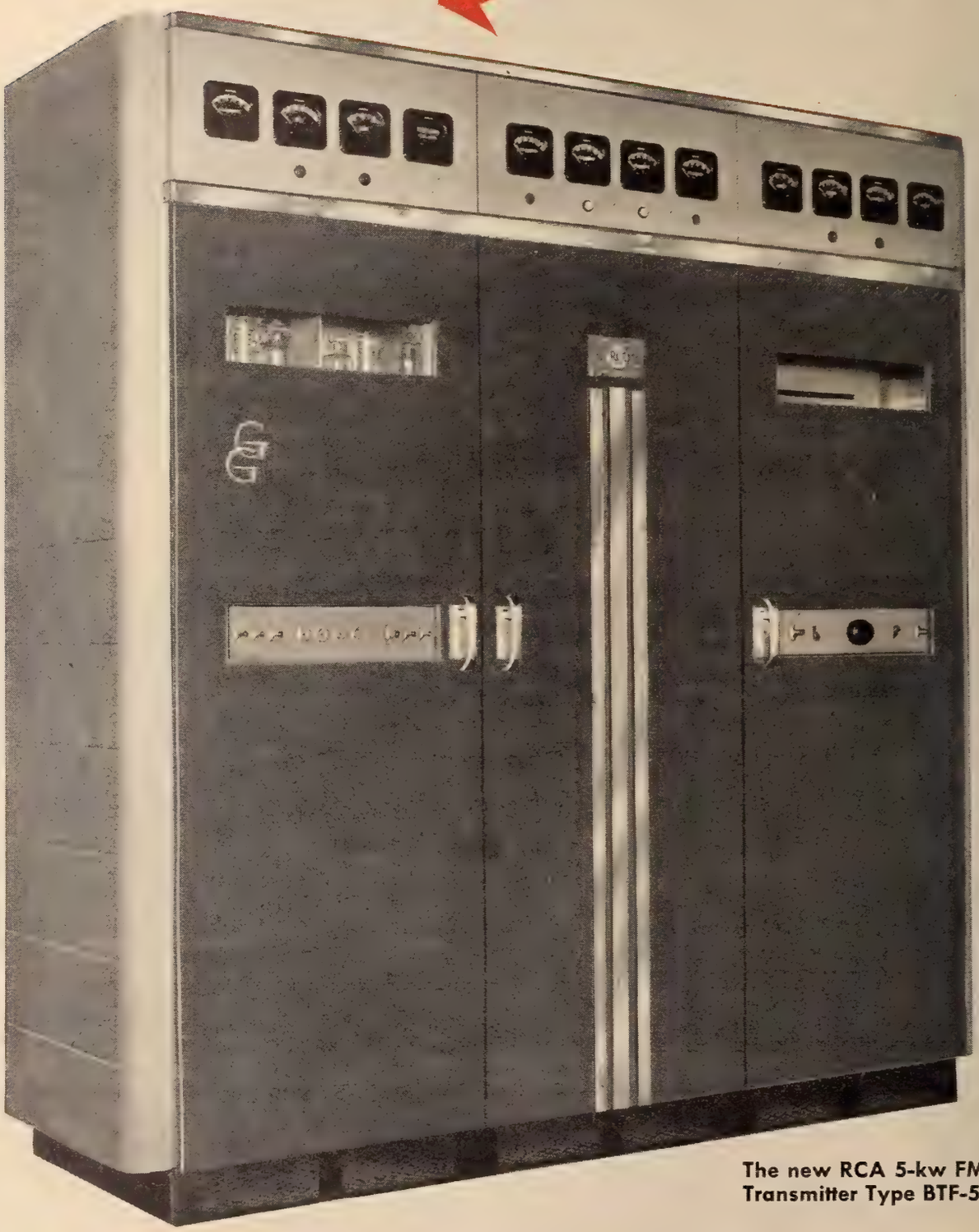
FOR UNITED PRESS PROGRAMS

AIR PURIFIER • ALUMINUM CLEANSER • AUTOMOBILES, NEW AND USED • AUTO RACES • AUTO RENTAL • AUTO REPAIRS • AUTO SUPPLIES • AWNINGS • BAKERY • BANK • BEAUTY SHOP • BEER AND ALE • BILLIARDS • BOAT BUILDING • BOOKS • BOTTLING • BOWLING ALLEY • BOXING MATCHES • BRAKE SERVICE • BREAKFAST FOOD • BUILDING • BUILDING SUPPLIES • BUS LINE • BUSINESS BUREAU • CANDY • CANNED MEATS • CANNING • CEREAL • CHEWING GUM • CHILDREN'S WEAR • CHIROPRACTIC • CHOCOLATE • CIGARS • COAL • COFFEE • COFFEE SHOP • COLD STORAGE • CONSTRUCTION • CONTRACTING • COOKING OIL • COSMETICS • COUGH DROPS • CRACKERS • DAIRY PRODUCTS • DEODORANT • DEPARTMENT STORE • DINER • DOG RACES • DRUGS • DRY CLEANING • ECONOMIC ENTERPRISES • ELECTRICAL APPLIANCES • EYE LOTION • FABRICS • FARM BUREAU • FARM IMPLEMENTS • FARM MACHINERY • FARM SUPPLIES • FEED • FERTILIZER • FINANCING • FLOOR COVERING • FLOUR • FLOWERS • FOUNDRY • FURNACES • FURNITURE • FURS • GARAGE • GAS • GASOLINE • GIFTS • GLASS • HABERDASHERY • HARDWARE • HATCHERY • HATS • HEATING EQUIPMENT • HOTEL • HOUSEWARES • INCOME TAX SERVICE • INK • INSECTICIDE • INSULATION • INSURANCE • INTERIOR DECORATOR • INVESTORS' SYNDICATE • JEWELRY • LABOR UNION • LAUNDRY • LIMESTONE • LIPSTICK • LIVESTOCK • LOANS • LOCKER PLANT • LUGGAGE • LUMBER • MAGAZINES • MAIL ORDER GOODS • MATTRESSES • MEAT MARKET • MEN'S CLOTHING • MERCHANTS' ASSOCIATION • MILLING • MOTEL • MOTOR OIL • MOVING • NEWSDEALER • NEWSPAPER • NIGHT CLUB • NURSERY • OIL REFINERY • OPTICIAN • PACKING • PAINT • PAPER • PATENT MEDICINES • PEANUTS • PENCILS • PENS • PETS • PHOTOGRAPHY • PLUMBING • POWER • PRINTING • PRODUCE BROKERAGE • PUBLIC UTILITIES • RADIOS • RAILROAD • REAL ESTATE • REFRIGERATOR • RESTAURANT • ROOFING • SALAD OIL • SALVAGE • SAVINGS ASSOCIATION • SCHOOL • SEEDS • SERVICE STATION • SHAVING CREAM • SHEET METAL • SHOES • SHOPPING GUIDE • SHORTENING • SOAP • SOFT DRINKS • SOUP • SPORTING GOODS • SPORTS ARENA • STAMPING • STATIONERY • STEEL • STOCKYARDS • STORAGE • STORM WINDOWS • SULPHUR • SUPERMARKET • TAILORING • TAXI SERVICE • TELEVISION SUPPLIES • TEXTILES • THEATRE • TIRES • TOOTH PASTE • TRACTORS • TRAILERS • TRAVEL SERVICE • TRUCKS • TYPEWRITERS • VACUUM CLEANERS • VEGETABLE MARKET • VITAMINS • VOTING MACHINES • WATCH REPAIRING • WELL PUMPS • WINE • WOMEN'S WEAR • WRESTLING MATCHES

Every so often the United Press asks stations using its news programs how many kinds of businesses sponsor them. And every time it does it learns that sponsorship has jumped up. » » The last three surveys show how far up: from 77 to 115, and *now* to 178 — more than double the first total. » » It's obvious why more and more businesses are sponsoring United Press programs. They're getting stations more and more listeners.

UNITED PRESS

This new 5-kw FM Transmitter



The new RCA 5-kw FM Broadcast Transmitter Type BTF-5A

RCA

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

-and a 4-section Pylon

plus

gives you 20 kw ERP

. . . Economically

● For the broadcaster with an FM grant for 20 kilowatts, effective radiated power, this new transmitter . . . in combination with an RCA 4-section Pylon . . . *solves the problem economically.*

Here is the reason: a 4-section Pylon with a power gain of 6, steps-up the 5 kw to 30 kw (ERP) . . . allowing plenty of reserve power. This eliminates the costly choice of using either an expensive high-gain antenna structure with a low-power transmitter—or a higher power and more expensive transmitter with a conventional low-gain antenna.

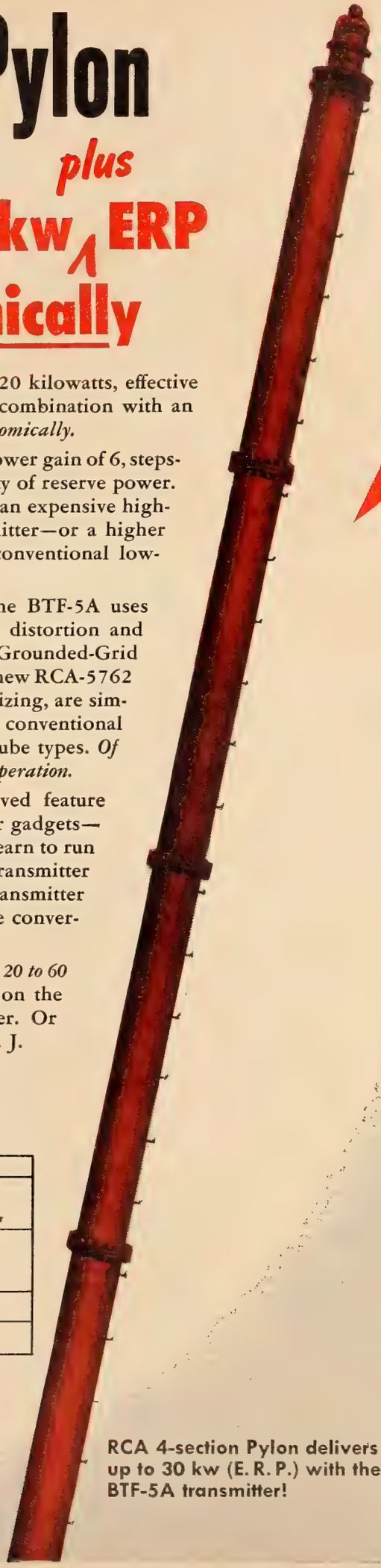
Like all RCA's well-known FM transmitters, the BTF-5A uses RCA "Direct FM"—inherently capable of holding distortion and noise to extremely low levels. RCA power-saving Grounded-Grid circuits in the driver and final are designed to use the new RCA-5762 heavy-duty triodes. Both amplifiers require no neutralizing, are simple to tune, and are more stable than older and more conventional types. Type BTF-5A uses only 37 tubes and only 14 tube types. *Of these 37 tubes, only 21 tubes are required for emergency operation.*

All air-cooled, this transmitter includes every proved feature needed for efficient operation. It uses no trick circuits or gadgets—and it is simple to handle (inexperienced personnel can learn to run it in minutes). Unit construction makes the 5-kw FM transmitter easy to install. And if you now have an RCA 3-kw FM transmitter you can easily increase power to 5 kw by adding a simple conversion kit—now available.

For complete data on how this transmitter can radiate *from 20 to 60 kilowatts* of effective radiated power—and for information on the 5-kw conversion kit—see your RCA Broadcast Sales Engineer. Or write Dept. 19-DB, RCA Engineering Products, Camden, N. J.

Quick-Selection Chart for RCA Pylon Antennas
(Choose the type for power gain needed)

RCA 5-kw FM Transmitter	RCA Pylon Antenna			Maximum Effective Radiated Power
	Type	Gain	No. Sections	
STANDARD PYLONS				
BTF-5A	BF-11 A/B	1.5	1	7.5 kw
BTF-5A	BF-12 A/B	3	2	15 kw
BTF-5A	BF-14 A/B	6	4	30 kw
BTF-5A	BF-18 A/B	12	8	60 kw
HEAVY-DUTY PYLONS				
BTF-5A	BF-12 E/F	3	2	15 kw
BTF-5A	BF-14 C/D	6	4	30 kw



RCA 4-section Pylon delivers up to 30 kw (E. R. P.) with the BTF-5A transmitter!



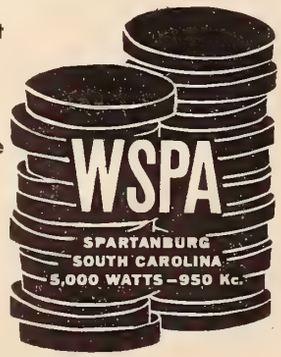
There Never Was Such a Market . . .

Naturally, it's the Piedmont-WSPA area. From the time the first cock crows in the morning, 'til we're resting comfortably on our heaven-sent mattresses at night, we can thank our lucky stars for the many blessings of this rich land.

And looking at it commercially— we are twice blessed. Luckily, (we say modestly) we have the brain and the brawn to turn nature's gifts into nice, shiny gold dollars. Farmers diligently realize a 226 million dollar gross income every year. Industrialists are making a rich horde from textiles, timber products, cotton staples.

Here's a market tip worth jotting down— when Piedmont people go shopping, they have a neat $1,054,811.00 to spend.

And for the past 19 years, they've taken WSPA's advice on where to spend it. WSPA is South Carolina's oldest station— dominant in 17 counties of the Carolina Piedmont.



John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

Milestones



AT PARTY marking first anniversary of ABC's *Stop the Music* (l to r): Harr Salter and Mark Goodson, co-owners (with Louis G. Cowan and Howard Con nell) of show; Mrs. Nicholas E. Keesely and Mr. Keesely, of the Lennen & Mitchell agency; Lewis Gruber, sales manager, P. Lorillard Co. (Old Gol cigarettes); Bert Parks, m.c. of program, and Thomas P. Doughten, Lennen & Mitchell.

* * *

► Herman Maxwell, account executive at WOR New York, has marked his 20th year with the station.

► Floyd Young of KFI Los Angeles has been honored "for his 13 years of unselfish duty to Southern California Agriculture Industry." Two hundred and twenty-five farm leaders, civic officials and KFI staffers were present at a testimonial luncheon. Mr. Young has been broadcasting nightly frost warnings to the fruit growers.

► John Harrington, WBBM Chicago news, sports and special events broadcaster, is celebrating his 14th year with the station.

► Larry Smith is observing hi 24th year as a newscaster. Mr Smith began his career at KYA San Francisco, and is now directo of news and special events fo KMPC Hollywood.

► ABC *Romance of the Highway* is celebrating its 14th year on th air.

► Helen Neville marked her sec ond year of *Helen Neville's Kitche Parties* on WKBW Buffalo with gala open house kitchen party fo her audience.

► William F. Malo, commercia manager of WDRC Hartford Conn., is observing his 19th anni versary with the station thi month.

► Cam Ritchie, program and pro duction director of CKLW Wind sor-Detroit, has marked 13 year with that station.

* * *



BUD BALDWIN (l), m.c. of five-weekly *The Song Shop* on WHIO Dayton, and W. E. Wolaver, advertising manager of Gallaher Drug Co., sponsor, count some of 15,000 beans representing number of programs broadcast during past ten years under Gallaher sponsorship. Drug firm has five shows on WHIO and one on WONE Dayton. Gallaher agency is Hugo Wagenseil & Assoc., Dayton.

CHICAGO AUDIENCE FACTS

Saturday
2:00 to 6:00 PM

WIND 1st
Network A. 2nd
Network B. 3rd
Network C. 4th
Network D. 5th

PULSE Jan.-Feb. '49

W-I-N-D 560 KC 24 hours a day

any Hour any Month any Year



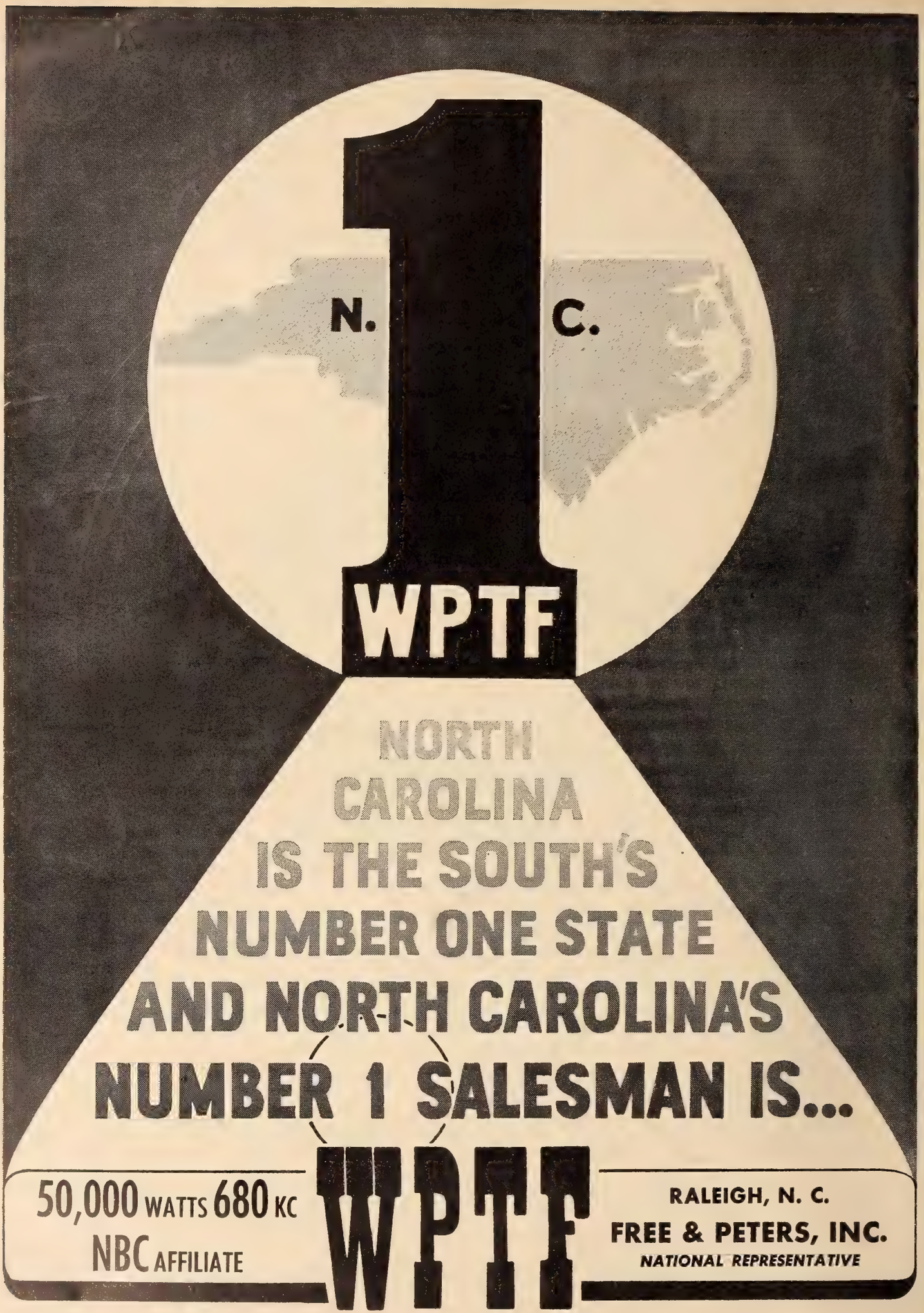
THIS YEAR send your master acetates to ALLIED.

Silver nitrate processing of superior quality. Genuine "Vinylite" Brand Plastic pressings.

Non-flexible phonograph records handled specially for SPEEDY DELIVERY!

ALLIED RECORD MANUFACTURING CO., INC.

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • TELEPHONE: HOllywood 5107


N. 1 C.
WPTF
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE AND NORTH CAROLINA'S NUMBER 1 SALESMAN IS...
50,000 WATTS 680 KC
NBC AFFILIATE
WPTF
RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

BROADCASTING
TELECASTING

Vol. 36, No. 15 WASHINGTON, D. C., APRIL 11, 1949 $7.00 A YEAR—25c A COPY

MANAGEMENT

Lively Session Expected as NAB Convention Opens

FUNDAMENTAL industry problems featuring sales, cost control, TV and public relations confront NAB's 27th annual convention opening at noon today (Monday) in the Stevens Hotel, Chicago.

The four-ply agenda (see page 40) gives these matters top billing at the second annual Management Conference. But several sleepers may stir up the proceedings if pre-convention promises of some delegates are fulfilled on the floor.

Sleepers are: NAB realignment, BMB, industry wide sales promotion and top-level management problems centered around international relations, legislation and lobbying, and perhaps the Standards of Practice.

There arose also the possibility that the two guest speakers—FCC Chairman Wayne Coy and Attorney General Tom C. Clark—might inject unscheduled topics into the floor discussions.

Chairman Coy, who doesn't pull his punches when he gets together with broadcasters, said last week he did not plan to discuss any special subject but would finish his speech over the weekend.

At Opening Luncheon

The FCC chairman will talk at the opening luncheon this noon. He will be introduced by NAB President Justin Miller, who, with Executive Vice President A. D. Willard Jr., will preside at management sessions.

Delegates were eagerly awaiting from Chairman Coy official light on some of the long-pending FCC matters affecting the whole future of broadcasting. Such subjects as the TV freeze, clear channels, FM's future and the mixed-up NARBA situation await clarification.

Attorney General Clark will address the Tuesday luncheon. His topic had not been announced late last week but it was understood he would discuss the place of small business in the American scene, with emphasis on the part broadcasters take in community, state and national life.

One of the convention features that drew close attention at the Engineering Conference last week was the annual equipment exhibit in Exposition Hall, beneath the Stevens lobby, and in sample rooms on the fifth floor. The exhibit opened last Thursday and will be closed at 5 p.m. Tuesday. Newest developments in electronic equipment and services are on display.

Registrations for the Management Conference will pass the 1,500 mark, Secretary-Treasurer C. E. Arney Jr. predicted last week. The 1,000 point was reached over a week ago.

Six members of the NAB Board concluded their terms Saturday, with six new members taking their seats Wednesday afternoon when the new board convenes (see separate story)

While NAB realignment proposals have thus far been discussed at the board level, the special board committee headed by Clair McCollough, WGAL Lancaster, Pa., director-at-large for small stations, may bring up the subject at the Tuesday afternoon business session of the Management Conference.

The realignment group is to report to the new board at its Wednesday-Thursday meeting, with chance that a final decision might be taken on some phases of the reorganization. However, sentiment has been heard for a sounding of convention opinion on the plan, which is built around the idea of creating a new level of staff executives between the administrative offices and the department heads.

These executives, serving AM, FM and TV membership classes, would supervise NAB's operations on behalf of the three types of stations. This would put the association on a functional basis. Its proponents argue that the industry's present division into the three types requires such an organization.

The subject touches the vitals of NAB operation and could explode into a lively floor discussion at Tuesday afternoon's business meeting. On the other hand, there remains the possibility that it will

(Continued on page 186)

Statement to NAB Convention by Judge Justin Miller NAB President

THIS is the 27th Annual Convention of the National Assn. of Broadcasters and the second to be conducted as a Management Conference. The response of the membership to the first such conference last year was so favorable that the Convention Sites and Policy Committee of the NAB Board inevitably decided to continue the conference method.



JUDGE MILLER

The Management Conference agenda accurately reflects the times. Four major problem areas will be tackled in panel sessions with ample time reserved for questions from the floor. The four general topics are: Sales (national and local), Cost Control, Public Relations at the Management Level, and Television. In addition, separate and comprehensive sessions will be devoted to the special problems of the Unaffiliated Stations and the FM stations.

In these times of change from a sellers' to a buyers' market, complicated by rapid technological progress, particularly in television, the panels will discuss, in down-to-earth fashion, the problem of increasing and protecting radio revenues in a highly competitive era to maintain the levels of income necessary to finance the orderly development of broadcasting's new and exciting services to the listener.

TECHNICAL STRIDES

Over 500 at NAB Meet

By J. FRANK BEATTY

FUTURE course of technical progress in all forms of broadcasting was charted last week at the Wednesday-Saturday meeting of NAB engineers at the Stevens Hotel, Chicago.

Attendance was well over the expected 500 as technical leaders declared NAB's Engineering Conference has become the industry's outstanding technical meeting. As paper after paper was read, bringing out new techniques in broadcast operation, delegates termed the sessions both practical and interesting.

All types of transmission were covered in detail by industry leaders. Latest tricks in television operation, along with FM and AM developments, were reviewed and a high-speed facsimile service was demonstrated.

Besides the papers and the exhibits of equipment and services, delegates discussed such industry problems as recording standards, status of 540 kc and latest developments in the NARBA situation. These problems also came up at the Wednesday meeting of the NAB Engineering Executive Committee (see story page 45).

The committee met Wednesday morning, first event on the four-day agenda, with all delegates who had arrived for the opening day's proceedings taking a tour through the Hallicrafter's plant. The Wednesday evening program was built around a reception and cocktail party.

Actual conference business go

(Continued on page 44)

Beyond the Agenda . . . . AN EDITORIAL

SCAN the agenda for the 27th annual convention of the NAB on this page. A formidable line-up. At first blush it seems nothing has been overlooked; that it is all-inclusive.

Yet the agenda does not—and probably could not—convey the two salient thoughts in the minds of the delegates: (1) leadership; (2) business outlook. Stemming from them are myriad propositions that instill uncertainty if not fear in the hearts and the minds of ownership and management.

What will TV do to sound broadcasting? Where is FM headed? What about allocations? The legislative picture? How can radio maintain security and stability in this helter-skelter electronic era?

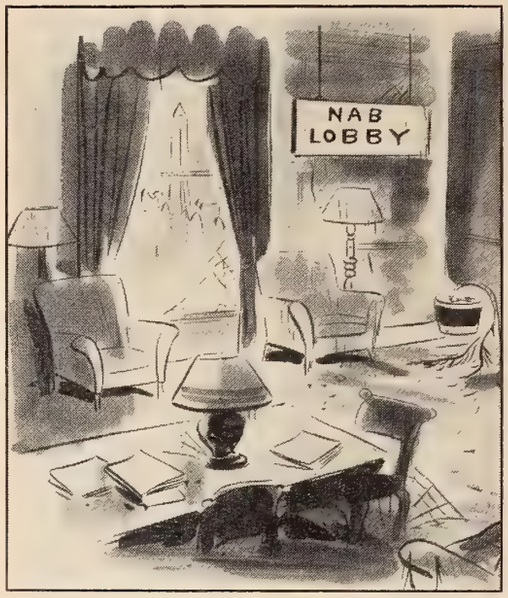
Let's pause a moment. Let broadcasters ask themselves: "What art or pursuit has a more glorious past or a more promising future than the mass radio media? What field of service has greater prestige, nationally or internationally? With a world girding itself for an emergency, is there any medium extant upon which the public, at home and abroad, places greater reliance than the objective, fast-as-the-speed-of-light reporting by radio?

Are newspapers confronted with a more promising future? Or the magazines? The movies?

The answer is evident. Radio—and that embraces *sound* radio, plus TV—has momentum spawned by public acceptance. Other media, wiser by dint of greater experience, perforce are fighting against the radio tide.

So to paraphrase the greatest phrase-maker of our times on another momentous occasion, all that radio has to fear is fear itself.

On proposition No. 1 (leadership) we would be deluding our readers and ourselves if no mention were made of the status of Justin Miller, now rounding out his fourth year as NAB president and radio's spokesman. All is not serene in NAB high councils. Radio's prestige is high with the public, but it falls down abysmally with the elected representatives of the people—Congress. The NAB has not done an adequate job on Capitol Hill. Some board members themselves complain the board has become a debating society, and the NAB a bureaucracy. They recognize that Judge Miller, a distinguished jurist, has imbued radio



with sorely needed dignity. But they now say that dignity isn't enough, that they want aggressive leadership that stems from legislative contact and an affirmative approach, rather than judicial determinations and flying-squad rescues *after* the fact.

The NAB realignment committee meets in Chicago this week. It favors a functional realignment. It is aware of the inadequacy of NAB's legislative approach. It knows that in some high quarters the NAB is regarded as a "stuffed shirt" operation.

Judge Miller, with some justification, can state he has followed the mandate of the board and of the broadcasters. He has indicated he will undertake the high level legislative task, if his board so instructs him. The board should, in our judgment.

On proposition No. 2 (business) there's a different equation. Judge Miller neither by training nor inclination is a sales executive. He was not retained as such. He must draw upon the sales, promotion and exploitation brains of radio. He must have such brains on his staff. He has the nucleus now, but he needs guidance in setting up a cohesive organization that will work as a team with its own budget, free from industry schisms and able to compete with the heavily financed promotion of the printed media.

It should be well established now that TV isn't going to sound the death knell of sound broadcasting. Broadcasters, until recently, have been sitting on their hands. They have been competing against themselves instead of against other media. The answer must be found in increased tune-in which means increased circulation. Certainly there will be the fight for survival by many stations, most of them newcomers. But they are stations that probably should not have been started in the first place. It's survival of the fittest. That's bitter medicine but that's the way it is under our free, competitive tenets.

Radio needs its wisest heads now. It needs them in the business sphere as well as the regulatory. The NAB needs restyling to cope with the current tempo. Three years ago the networks were relegated to associate membership in the NAB. We think the NAB and radio as a whole has suffered.

Whether networks should again be accorded "House of Lords" or automatic membership on the board we are not prepared to say. But there should be some means of enlisting the aid of executives of the networks, of the station representatives and of the transcribers in moulding the national policy of radio. Their stakes in radio are important to the orderly development of the art. Mere representation on advisory committees is not enough in these times.

Radio has the brains, the momentum, and the opportunity to do the job, with sound radio and TV companion media. Together they swung an election last fall, when pollsters and pundits said it could not be done. Together they can swing American industry from the path of depression, and the world from approaching conflict, for the radio media sell goods and philosophies with equal effectiveness.

All that's needed is the inspiration and the leadership. Both are present in Chicago this week, awaiting discovery.

Agenda for NAB Management Conference at Chicago April 10—13

NAB will utilize for its management conference in Chicago thirteen private dining rooms at Hotel Stevens, in addition to the hotel's larger rooms—Exposition Hall, Grand Ball Room, Normandie Lounge and West Ball Room—and the nearby 8th Street Theatre.

The convention office will be in private dining room 8 on the third floor, the exhibit office and registration desk in Exposition Hall on the lower level, the information desk and banquet exchange desk for those wishing to obtain seats at reserved tables) on the mezzanine, radio and press headquarters in private dining rooms 9 and 10 on the third floor and the news room (open to all representatives of stations and general and trade publications) in the West Ballroom, also on the third floor.

NAB staff headquarters will be in private dining room 12 on the fourth floor. Staff members attending the convention in addition to President Justin Miller will include A. D. Willard, executive vice president; Kenneth Baker, director, and C. Meryl Sullivan, assistant director, Research Dept.; Richard P. Doherty, director, and David Farber, assistant to the director, Employer - Employe Relations Dept.; Harold Fair, director, and Benjamin Miller, assistant director, Program Dept.; Royal V. Howard, director, and Neal McNaughten, assistant director, Engineering Dept.; Maurice Mitchell, director, and Miss Lee Hart, assistant director, Broadcast Advertising Dept.; Don Petty, general counsel; Forney Rankin, assistant to the president, domestic and international allocations; Robert K. Richards, director, Public Relations and Publications Dept., James Dawson, assistant; Arthur Stringer, director, FM Dept., Charles Batson, editor, NAB *Television Reports;* C. E. Arney Jr., secretary-treasurer; Ella Nelson, administrative assistant; Everett Revercomb, assistant treasurer; Don Farver, auditor; Katherine Holland, Jayne Arnold, Jessie Bosnight, Edith Filion and Lucile Griffin.

Manufacturers of heavy equipment, transmitters, etc., will occupy the entire Exposition Hall. NAB associate members, including transcription companies, program services and some equipment manufacturers, will be in rooms on the fifth floor of the hotel.

A list of those who have registered at the convention will be available at the information desk and the general registration desk on Monday and Tuesday mornings, April 11 and 12.

An official directory, provided each registrant, will give accurate information as to room numbers and location of all exhibits in both the Exposition Hall and on the fifth floor.

Following is the official convention agenda, including location of meetings and other events (PDR indicates private dining room):

Sunday, April 10

Pre-Conference and Registration
9 a.m.-5 p.m. ..... Registration
Exposition Hall
Exhibits and Displays... Exposition Hall and 5th Floor
9:30 a.m.-5 p.m.... Unaffiliated Stations Sessions
Grand Ball Room
Registration for These Sessions ..... Mezzanine Floor
(See Separate Agenda)

Monday, April 11

9 a.m.-5 p.m. ..... Registration
Exposition Hall
Exhibits and Displays.. Exhibition Hall and 5th Floor

(Continued on page 183)

BUYERS' MARKET CHALLENGE

ADVERTISING was made for a uyers' market—for a time when oods need to be sold."

With this confident keynote from larence B. Goshorn, president of enton & Bowles and newly-elected hairman of the board of the Amer- an Assn. of Advertising Agencies, he AAAA opened its three-day ession at the Greenbrier, White ulphur Springs, W. Va., Wednes- ay. It was the 31st annual meet- ng of the association.

Mr. Goshorn said "the shift from sellers' market to a buyers' mar- et will come, and in some fields t has already come, with the shock f the shift of a Notre Dame back- eld."

Because advertising is a flexible elling force, he told his audience hat its "quick-moving versatility" ill meet this challenge of the buy- rs' market. "It has been a long ime, ten long years, since advertis- ng has been called upon to do *all* t can do. Only the need for its trength brings out the fullness of ts strength."

He said advertising has matured ith the American people in the ast ten years. "You will notice a reater confidence and willingness o talk to our readers and listeners n a level of intellectual and emo- ional equality with them. There s less talking down and less butter- ng up—and more across-the-table r, better, across-the-counter dis- ussion of the merits to the buyer n the goods and services we sell."

He cautioned the 350 members of AAAA in his audience against any owering of advertising standards. 'Let's not, under the temptation of hese new pressures, permit compe- ition to become a drug to con- science. We have earned confi- ence by good performance when we didn't have much chance to be bad. Let's not lose it by reckless behavior when we have everything to gain by being good."

* * *



CLARENCE B. GOSHORN, president, Benton & Bowles and newly-elected chairman of the board for AAAA, de- livers his acceptance speech at Green- brier, White Sulphur Springs, W. Va.



PANEL SPEAKER is Julian A. Watkins of H. B. Humphrey Co., Boston, sectional director of AAAA. Beside him is A. W. Seiler, of Cramer-Krasselt, Milwaukee. Other panel members are Richard Turnbull, vice president of AAAA (l), and John N. Jackson of John A. Cairnes & Co., New York.

* * *

Mr. Goshorn succeeds Thomas D'A. Brophy of Kenyon & Eckhardt as AAAA chairman of the board. Fairfax Cone, chairman of the board of Foote, Cone & Belding, was elected vice chairman, and Warren E. Kraft, Honig-Cooper, Seattle, was named secretary-treasurer. Fred Gamble, AAAA president, continues in office for the final year of his present two-year term.

Elected directors-at-large were: Robert D. Holbrook, president of Compton Advertising Inc.; Winthrop Hoyt, chairman of the board of Charles W. Hoyt Co.; Lawrence L. Shenfield, president of Doherty, Clifford & Shenfield; Stuart Sherman, partner in Sherman & Marquette, Chicago.

Theme of Meeting

The annual meeting was geared to the problems of the approaching buyers' market. Topics discussed by panels include "The Public Relations of Advertising," "Personnel Problems in Advertising," a subject which included a review of the progress of the AAAA Examinations for Advertising; and a session on the ethics of advertising.

Striking at the core of modern advertising, the final session was devoted to the social sciences of research, social psychology, economics and sociology and their bearing on the advertising agency. Marion Harper Jr., youthful president of McCann-Erickson Inc., acknowledged advertising's debt to the pioneers in audience research, market analysis, consumer preference and the measurement of consumer reaction to advertising.

But, he warned: "Let's dig deeper into the bases of media selection. You have determined—with the aid of the psychologist—what you can best say or show to touch the activating springs of purchase motivation for your product. You have calculated nicely, with your economists, just what weight of dollars to put behind your effort.

"How do you now select the wheels and wings which will take you to the most worthwhile prospects for your product! . . . You can count the eyes of readers, the ears of listeners, the bodies of viewers for almost any medium in any geographical area. You can break them down by income and by sex and age.

"But can you break them down in terms of the most essential measurement of usefulness to you as purchase prospects for your goods?"

This he declared, was a job for advertising agencies in cooperation with the social scientists. "We should continue planning programs of *cooperative* work—in which advertising practitioners and academic social scientists participate," Mr. Harper declared. He also called for a limited pooling of research, asking the agency executives present to join with him and "contribute . . . to the development of the social sciences in advertising practice."

Dr. Samuel A. Stouffer, social scientist of Harvard University, who preceded Mr. Harper in this session, outlined the progress of the social sciences, discussing the limitations and the potentialities of psychology, testing, measurement of human reactions, for advertising agency use.

His aim, and that of social sciences, he said, was "to build a science of man."

Radio was instrumental in the Advertising Council's campaigns for 1948, T. S. Repplier, president of the Advertising Council, said in his report to AAAA members. "Radio listener impressions on Council campaigns totalled 14,750,000,000—an increase of 336,000,000 over 1947," he said. The campaigns included: Stop Accidents, Forest Fires, U. S. Savings Bonds, CARE food packages, Red Cross, Nurse Recruiting, Fight Tuberculosis and Improve Our Schools.

"In radio, the support is consistently heavy," Mr. Repplier said. "As of March 31, messages on the American Economic System Campaign have been carried by 153 commercial and 480 sustaining network programs, resulting in more than one billion listener impressions. The dollar value of the radio support on the campaign thus far is $863,589."

Henry E. Abt, president of the Brand Names Foundation said that more than 825 daytime radio commentators "provide an aggregate of around $6,000,000 worth of radio time per year for the weekly *Radio Flashes* scripts," which are prepared by the Foundation.

Elon Borton, president, Advertising Federation of America; Charles E. Collier, executive vice president, Advertising Association of the West; Dr. Kenneth Dameron, director, Committee on Consumer Relations in Advertising Inc., and Edward L. Greene, general manager of Better Business Bureau, each reported to the AAAA on the work of their organizations during the Thursday session, "The Public Relations of Advertising."

Report on TV

Dr. Peter Langhoff's "Television Progress Report" was greeted with a barrage of questions in a closed discussion session following his talk. Dr. Langhoff is director of research, Young & Rubicam, N. Y.

For TV he predicted a "continuation of the bold drive forward" which he described as a "mani-

(Continued on page 190)

* * *



ELECTED vice chairman of AAAA for 1949, Fairfax M. Cone, chairman of the board of Foote, Cone & Belding, addresses the convention.

STERLING BLAST

U.S. May Not Sign Pact

PROMPTED by belief that Russia and some other nations would get too much and the U. S. too little, doubts loomed late last week as to whether this country would sign the world shortwave broadcasting plan worked out a few days earlier in the Mexico City International High-Frequency Broadcasting Conference.

The plan, evolved during five and a half months of negotiations, would give the U. S. 202 channel hours, for example, as compared with 660 for Russia, according to informed reports. Britain would have 437½ and India 350⅓.

FCC Comr. George E. Sterling, alternate chairman of the U. S. delegation, was quoted in Mexico City reports as warning the conference that this country might not sign.

"My government and the people of my country are not accustomed to seeing the U. S. A. 10th removed from the top of the list in matters of world affairs," he declared.

If the U. S. does sign, he was quoted, it will reserve the right to use all the power it wishes in order to make up for its small share of time, though the plan itself would impose a 240 kc ceiling.

Comr. Sterling said he was asking instructions from the State Dept. A decision would have to be reached promptly, in view of conference plans to vote by Saturday (April 9), the contemplated adjournment date.

There was no immediate indication which way the decision would go. Opposing those most vehemently protesting the inequities of the plan were some authorities who felt the picture was not as bad as it appeared—that the U. S. would have the use of assignments to the Philippines, Puerto Rico, etc., while Russia, for example, would have to use some of its assignments for its own communications.

Delegates from the 85 countries represented at the conference were worried about the U. S. reaction, since it is generally felt that there can be no effective plan without this country.

The proposal charts the use of 235 channels in eight bands between 6 and 26 mc. Authorities said around 8,000 channel hours would be available under the plan through the use of two to five stations on some channels. The size of a country and the number of languages spoken were among the factors considered in working out allocations.

Meanwhile, with the past week-end fixed as likely adjournment time at Mexico City, the opening of the Fourth Inter-American Radio Conference in Washington was scheduled for April 25.

NARBA

Government-Industry Committee To Meet

SIGNIFYING U. S. plans to go ahead as though the North American Regional Broadcasting Agreement were still in effect [BROADCASTING, April 4], authorities last week called a second Government-Industry committee meeting for April 21 to consider recommended changes in U. S. NARBA proposals.

The recommendations, formulated by subcommittees named in the first Government-Industry conference last December [BROADCASTING, Dec. 13, 1948], were understood to deal primarily with technical and administrative matters and to envision no "major" changes in earlier proposals. They will not deal with channel uses since that fundamental question cannot be answered until FCC issues its long-awaited clear-channel decision.

The subcommittee recommendations were being assembled late last week and authorities hoped to start circulating them among members of the Government-Industry group sometime this week, in preparation for the April 21 meeting. The meeting will start at 10 a.m. in the National Archives building in Washington and will be continued on April 22 if necessary.

FCC Comr. Rosel H. Hyde, chairman of the committee, announced plans for the meeting. Representatives of the State Dept. as well as FCC and industry will be on hand. The announcement did not mention the expiration of NARBA.

The subcommittee work, in progress since the December session, is designed to bring earlier U. S. NARBA proposals up to date and also to evaluate proposals advanced by other nations. There are four major subcommittees, each headed by an FCC staff member. These are:

Standards, under the chairmanship of Edgar F. Vandivers of the Technical Information Div.; Coverage, headed by Ralph Renton, U. S. member of the North American Regional Broadcasting Engineering Committee; New and Novel Proposals, under the direction of B. S. Longfellow of the Engineering Bureau, and Legal and Administrative Provisions, headed by Dee W. Pincock of the Law Bureau.

In the December session, attended by some 60 FCC, State Dept. and broadcasting representatives, spokesmen served notice that the U. S. will not permit its broadcasting system to be "wrecked" in NARBA negotiations. One representative maintained that U. S. authorities should consider the advantages of having no treaty at all, if other nations resist the "fair deal" approach to negotiations.

Technically at least, there is no treaty at all today. NARBA expired March 29. But all of the signatory nations except Cuba have indicated a willingness to extend it, and U. S. authorities take the position that the nations should and will respect its terms even though the treaty itself is no longer formally in effect [BROADCASTING, April 4].

The conference to negotiate a new NARBA is scheduled to get under way Sept. 13 at either Montreal or Ottawa. U. S. officials are proceeding on the assumption that it will be held as scheduled although Mexico has indicated informally that she would like to see a year's postponement or at least a limited agenda.

Final U. S. proposals, as well as those of the other nations, are due May 2. Chairman Wayne Coy has indicated that the Commission hopes to have its clear-channel decision out by then. But observers now feel FCC will be hard pushed to meet that deadline.

Original Proposals

The original U. S. proposals for the new NARBA, circulated in 1947, related primarily to engineering standards, improvement of the North American Regional Broadcasting Engineering Committee function, procedural questions, and verbiage.

Other nations, in a position to make recommendations for region-wide allocations, did so—in some cases with plans which U. S. observers characterized as revolutionary.

Mexico's original proposal, for example, included a recommendation that all channels from 540 through 1140 kc be made 1-A's with 100 kw minimum power, while Cuba asked for a dozen 1-B channels for her own use [BROADCASTING, Oct. 6, 1947].

In subsequent engineering conferences in Havana, however, Mexican spokesmen indicated that they realize their proposals may not be wholly acceptable. U. S. observers regarded this as vast understatement, contending the Mexican plan would result in complete upheaval of the U. S. broadcasting system.

Statement to NAB Convention by Frederic R. Gamble AAAA President

"HOW will advertising meet the challenge of the shift from a sellers' to a buyers' market?" This question is the theme of our AAAA annual meeting, held just a few days before the NAB Convention. I am sure that the same question is on the minds of many in radio too.



Mr. GAMBLE

Advertising *WILL* meet the challenge of the buyers' market, mainly if it is skillfully planned toward sound objectives. But skillfull planning requires facts—accurate, useable facts.

A major need of today, then, in radio advertising, is the kind of facts developed by Broadcast Measurement Bureau Inc.

Speaking on behalf of advertising agencies, we believe firmly that in order to make adequate and effective use of radio and television facilities for our clients, the advertisers, and in so doing to make the medium profitable for broadcasters, we need standardized, authenticated, comparable and continuing measurements of the broadcasting medium. We believe this information becomes more useful and acceptable when it is validated by a body representing all three segments of the radio-advertising industry.

That is why we favored, and continue to favor and participate in, the BMB. We strongly believe that radio interests would suffer if such an organization did not continue.

We believe that Study Number One was a good first step in BMB's service to the industry. We believe that Study Number Two will be even more comprehensive and useful.

And we regret strongly that a larger number of stations have not yet subscribed to the service.

To our friends in radio convened at Chicago, our timeliest message is this: Continue to help *GIVE US THE FACTS*, so that radio advertising can be better placed, with more confidence by us and our clients and with greater effectiveness. Then all will benefit. When the advertisers' advertising succeeds, we all win—advertiser, broadcaster and agency.

Give BMB your widest support!

POWER CEILING

House Bill Introduced

THOUGH prospects of early action seemed nebulous, a new bill to break down the clear channels and maintain the power ceiling at 50 kw was introduced in Congress last week—this time in the House.

The 13-line measure (HR 4004) is virtually identical to the so-called Johnson Bill (S 491) introduced in the Senate by Sen. Ed C. Johnson, chairman of the Senate Interstate & Foreign Commerce Committee, shortly after the opening of the present session [BROADCASTING, Jan. 17].

The House bill was introduced by Rep. Robert L. Ramsay (D-W. Va.), who said it was prompted by suggestions of some colleagues in the Senate and by some constituents who thought there should be a House companion bill to the Johnson measure.

He indicated no desire to press for early action, and said he expected none until after action on its Senate counterpart.

Chairman Robert Crosser (D-Ohio) of the House Interstate & Foreign Commerce Committee, to which the bill was referred, said he contemplated no hearings in the near future.

Rep. Crosser said there certainly would be none until after the Easter recess, which has been tentatively scheduled to start April 14 and continue about 11 days. His committee has slated hearings April 12-13 on bills to amend the Food, Drug & Cosmetic Act and has lined up subsequent sessions on bills to exempt organized professional sports from the anti-trust laws (see story page 175) and on proposed amendments of the Securities & Exchange Commission Act. Committee spokesmen said they had no plans to consider communications matters in the immediate future.

Meanwhile there appears to be little pressure for early action on the Johnson Bill. At the time of its introduction Sen. Johnson said hearings would be held if found to be necessary. Extensive hearings were held by the Senate committee a year ago on another Johnson measure designed to accomplish the same purpose.

Like the Johnson Bill, the measure introduced by Rep. Ramsay would forbid FCC to license stations for use of power above 50 kw or to adopt any rule providing that only one station may use a 1-A channel.

Whether the new measure would be a deterrent to FCC action on its own long-pending clear-channel case appeared doubtful.

This case—in which clear-channel forces are seeking to retain the unduplicated status of their frequencies and also to get authority to operate with 500 to 750 kw power—was delayed last year on orders of the Senate Commerce Committee.

No such orders have been forthcoming in this session, although the committee adopted a subcommittee report which recommended that no clear-channel decision be reached until after next fall's conference to negotiate a new North American Regional Broadcasting Agreement. In recent weeks, however, the Commission has indicated its intention to decide the case before May 1 if possible.

Rep. Ramsay, author of the House anti-clear channel measure, did not identify the persons who he said suggested the bill. Now in his fifth term in Congress, he has not heretofore shown any major interest in communications legislation. He is from the First West Virginia District, whose principal radio cities are Wheeling and Fairmont.

Broadcasting's Rooms

HEADQUARTERS of BROADCASTING during the NAB Management Conference are at the Stevens Hotel in rooms 560A, 561A and 563A.

WALTER BENOIT

Rejoins WRS Inc.

WALTER E. BENOIT today resumes executive duties with Westinghouse Radio Stations Inc., according to announcement by Walter Evans, president of WRS. Mr. Benoit had been on a prolonged leave of absence to serve as treasurer of Industria Electrica de Mexico, Mexico City.



Mr. Benoit

A vice president of WRS since 1944 and a member of the board of directors since 1947, Mr. Benoit will be located in Philadelphia, national headquarters of WRS.

Mr. Benoit's radio experience dates from 1922 when he rejoined Westinghouse as a radio cost accountant, after serving two years in the Army Air Corps in World War I.

JOHN J. CARSON

Nominated to FTC

NOMINATION of John J. Carson, director of research and information of the Cooperative League of the United States, to membership on the Federal Trade Commission was sent to the Senate last Thursday by President Truman. Mr. Carson would succeed Robert Freer, who resigned on New Year's to re-enter private law practice.

Mr. Carson, 60, who is a former Indiana and Washington newspaperman, was identified with the early days of radio legislation. He was secretary to Senator James Couzens of Michigan from 1924 to 1936 and was clerk of the Senate Interstate Commerce Committee, which Sen. Couzens headed, when what became the Communications Act of 1934 was under consideration. It was that law which created the present FCC.

A liberal Republican, Mr. Carson is well-known in Washington news and radio circles. Mr. Carson worked at the Van Camp Packing Co. from 1905 to 1910 and was a reporter and city editor on Indianapolis newspapers from 1911 to 1918. Afterward he served on the Washington staffs of the *St. Louis Globe Democrat, St. Louis Republican,* the *Baltimore Sunpapers,* and the Scripps-Howard Newspaper Alliance.

The nomination now goes to the Senate Interstate & Foreign Commerce Committee, where a favorable report and Senate confirmation is confidently expected.

KWK ST. LOUIS

'Globe-Democrat' Gets Minority

ACQUISITION of a minority interest in KWK St. Louis by the *St. Louis Globe-Democrat* was announced last week, coupled with plans for the station to lease the *Globe-Democrat's* new $1,500,000 radio-television building.

Although announcement of details awaited filing of the formal contract with FCC, it was understood the newspaper is buying about 15% interest for around $125,000, may acquire additional shares later, and will make still further purchases when and if KWK's television application is granted. The Robert T. Convey family will retain control of the station, however.

The *Globe-Democrat* closed down its four-month-old KWGD (FM) at 10 p.m. last Monday, coincident with announcement of the merger. KWK, Mutual outlet operating on 1380 kc with 5 kw, and KWK-FM will move from their present Chase Hotel headquarters into the KWGD building about May 15.

Withdrawal of the *Globe-Democrat's* television application will leave six bidders (including KWK) for the four channels available in St. Louis under FCC's present and proposed allocations plans. KSD-TV, on the air for about two years, is St. Louis' only operating television station.

No change in management of KWK is contemplated. Robert T. Convey is president and general manager; Ray E. Dady, vice president and station director; V. E. Carmichael, vice president and commercial manager, and John W. Tinnea, assistant station director.

The KWK-*Globe-Democrat* agreement was announced by Mr. Convey and E. Lansing Ray, publisher of the newspaper.

"The merger," Mr. Convey said, "will facilitate the development of all phases of radio by bringing a well-coordinated and thoroughly trained broadcasting staff to one of the finest radio buildings in the U.S."

Mr. Ray promised that "the cooperative support that the *Globe-Democrat* can lend to KWK, one of St. Louis' veteran radio stations, will bring to the community a new and modern community service."

The KWK licensee name will be changed from Thomas Patrick Inc. to KWK Inc.

The merger revives a radio association which started almost a quarter-century ago. Mr. Ray and Thomas Patrick Convey, founder of KWK and father of the station's present president, were stockholders in KMOX St. Louis when that station went on the air in 1925. Mr. Convey organized KWK in 1927, when he bought KFVE University City, changed the call letters and moved studios to the Chase Hotel.

KWK-FM will use KWGD's equipment and 525-foot tower atop the new building, which faces the newspaper office on 12th Blvd. The permit for KWGD, operating on 98.1 mc, is being returned to FCC but KWK-FM plans to seek the use of that frequency in lieu of its present 99.1 mc.

Some 35 employes of KWDG reportedly were given dismissal notices with severance pay. They included Wells Chapin, who designed the *Globe-Democrat* radio plant and who will remain there until May 15; Robert W. Nickles, who assisted him; Roger Fox, program director, and Robert Brockman, sales manager. Charles W. Nax, station manager, remains with the newspaper as executive assistant.

The merger apparently halted the hopes of CBS, owner of KMOX, that it would be able to work out an arrangement giving the network a minority interest in the *Globe-Democrat's* television station in event of a grant. Discussions toward that end reportedly were in progress before FCC imposed its television freeze last fall [BROADCASTING, Sept. 13, 1948].

Technical Strides

(Continued from page 39)

under way Thursday morning with A. James Ebel, WMBD Peoria, Ill., chairman of the NAB Engineering Executive Committee, presiding. Six papers were read during the morning, followed by the luncheon and a full afternoon session.

The annual equipment exhibition opened Thursday in Exposition Hall, under the main Stevens lobby, with light equipment and services displayed on the fifth floor. The exhibition, largest in industry history, was arranged by Arthur C. Stringer, NAB staff director.

Assisting Royal V. Howard, NAB engineering director, in handling arrangements for NAB were Neal McNaughten, assistant engineering director, Jessie Basnight and Edith Filion.

While interest in the papers and exhibits ran high through the first portion of the meeting, engineers were looking forward to the Saturday morning FCC-industry roundtable for answers to some questions that have been perplexing them. Saturday's program was to open with three papers, including a progress report on ultra-high frequency TV, winding up with the roundtable at which Mr. Howard was to serve as moderator. (The final day's proceedings will be reported in the April 18 BROADCASTING.)

Roundtable Participants

Participants in the roundtable were to be:

For the FCC—John A. Willoughby, acting chief engineer; Edward W. Allen Jr., chief, Technical Information Div.; James E. Barr, chief, Standard Broadcast Div.; Cyril M. Braum, chief, FM Broadcast Div.; Edward W. Chapin, chief, Federal Communications Lab; Hart Cowperthwaite, acting chief, TV Broadcast Div.

For the industry—Mr. Ebel; E. K. Jett, WMAR Baltimore; E. M. Johnson, MBS; Frank Marx, ABC; K. W. Pyle, KFBI Wichita; Orrin W. Towner, WHAS Louisville; Mr. McNaughten.

Dr. Thomas T. Goldsmith Jr., director of research, Allen B. DuMont Labs, Passaic, N. J., was to discuss use for television of UHF channels from 475 to 890 mc at the Saturday morning meeting, covering propagation problems, allocations, status of transmitting and receiving equipment and explaining performance, time schedules and cost. He was to show progress of TV color experiments.

Also on the Saturday program were Whitney M. Baston, technical training director, NBC, New York, reading a paper on "Training of AM and FM Engineering Personnel for TV Operations," and John V. L. Hogan, president, Radio Inventions Inc., "Recent Advances in Broadcast Facsimile," with actual demonstrations scheduled during the conferences.

Saturday afternoon's program included a tour of ABC and NBC Chicago television stations and an open meeting of the NAB Recording & Reproducing Standards Committee. This committee was expected to act finally on new NAB recording standards [BROADCASTING, March 28].

Oscar C. Hirsch, KFVS Cape Girardeau, Mo., was to preside at the Saturday morning conference meeting. Mr. Howard, as chairman of the recording committee, and Robert M. Morris, ABC, as executive committee chairman, were to preside at the open meeting on standards.

Mr. Ebel opened the Thursday morning meeting, introducing E. S. Clammer, Engineering Products Dept., RCA Victor, who described a method of selecting FM and TV transmitting sites through use of a captive balloon. This technique is said to give data on field strength and ghosts within proposed service areas. A balloon-mounted antenna radiates pulses of short duration, high peak power and low recurrence rate, and has receiving equipment which shows strength of received pulses and amplitude of delayed echoes.

Willis McCord, manager of Tele-Specialities Dept., Allen B. DuMont Labs, described the luxury TV mobile unit which was on display throughout the conference outside the Stevens. It represents an investment of some $200,000 and was given its first trial in Pittsburgh Jan. 11 when the mid-west-eastern TV networks were linked. Using a standard bus chassis, DuMont equipped the vehicle with all modern TV transmission devices as well as air-conditioning and living quarters.

Robin D. Compton, technical manager of WOIC (TV) Washington, reviewed problems facing the engineer who installs a TV station for the first time. He covered antenna installation, transmission line, housing, design of transmitter building, power requirements, tube requirements, personnel, maintenance procedures, operating costs, studio design, switching and controls and TV pickup methods.

George P. Adair, consultant, described three ways of making and analyzing FM and TV field intensity measurements. Of the three—airplane, spot or cluster and running measurements — he favored the running type. He said many stations neglect field studies and gave an account of measurements on a 600 mc television station, W6XJD, operated in San Francisco by Television California. Preliminary results of the ultra-high tests are encouraging, he said.

John H. Roe, supervisor, TV Systems Engineering Group, RCA Victor, read a paper on operation of the image orthicon camera to obtain the best picture. Beam alignment, choice of lens and stop and adjustment of beam current and target potential were discussed in detail. Mr. Roe described a new type television camera said to have color characteristics similar to panchromatic film and requiring less light than the image orthicon, which is described as capable of operating by the light of a match.

Martin Silver, senior project engineer for Federal Telecommunication Labs, outlined a 2,000 mc TV relay link using a 15 w klystron. The system permits long lengths of antenna cable, he said, permitting fixed antenna installations at many service points.

NAB President Justin Miller greeted delegates at the Thursday luncheon, with Mr. Howard presiding. Principal speaker was Dr. William L. Everitt, head of the Dept. of Electrical Engineering, College of Engineering, U. of Illinois. His subject was "Engineering Education and the Broadcast Industry." Dr. Everitt has been a leader in training personnel for broadcasting. He urged the industry to take steps to insure an adequate supply of trained persons as industry progress brings a demand for new and diversified skills.

McIntosh Discussion

Frank H. McIntosh, consultant now operating a research and development laboratory in addition to his engineering practice, described FCC audio requirements and suggested practical ways of measuring these requirements to assure acceptance. He discussed different types of transmitters and illustrated his talk with a series of slides.

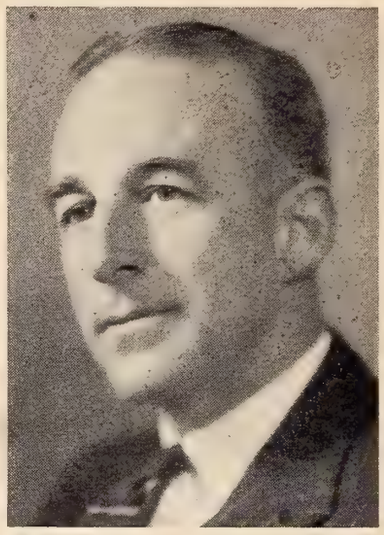
Mr. Morris gave a history of the NAB campaign to standardize recording, including magnetic tape. Dr. S. J. Begun, vice president of Brush Development Co., told of that company's work in magnetic recording and described new applications.

Reynolds Marchant, development engineer of Minnesota Mining & Mfg. Co., St. Paul, described properties of the tape itself and the relation between tape and recorder design, with suggestions on tape storage and handling. William W. Dean, Broadcasting Engineering Section, General Electric Co. read a paper on a new portable remote amplifier for AM, FM and TV, designed for either AC or battery operation and weighing only 35 pounds.

William B. Lodge, CBS engi-

Statement to NAB Convention by Paul B. West
Assn. of National Advertisers President

ONE of the most significant things to occur in the radio industry this year was the determination on the part of broadcasters, agencies and advertisers to see the Broadcast Measurement Bureau's Study #2 through to a successful conclusion.



Mr. WEST

Advertisers, along with broadcasters and agencies, recognize that today, more than ever before, there is a pressing need for uniform, reliable and validated data on the performance of your medium. They recognize that the old methods are not good enough. And they feel that the generous financial support provided by the radio industry to insure the completion of Study #2 is, in itself, one of the best measures of your determination to gear your industry to present day demands.

Now the most pressing need is to find methods of continuing to achieve the desired results. There seems to be uniform agreement that the tri-partite type of operation is most satisfactory. The current intensive studies being made by NAB, AAAA and ANA of their radio research requirements should —as they will be based on the best judgment of the leading members of each group combined with our experience from the past—provide a sound and universally satisfactory method of operation in the future.

Even if the radio industry were standing still, the search for adequate data about the medium would be tremendously important. The growth of television, however, and the continuing expansion of sound broadcasting only serves to intensify our awareness of the fact that they both have a tremendous influence on the commercial as well as the social life of each community and on the nation as a whole. Television, therefore, as well as radio, is serving to sharpen our sense of responsibility for continuing to practice the kind of business statesmanship in the conduct and use of this influential medium to insure that two essential ends are served. Namely:

That the public interest is a predominant consideration in the immediate practice of our business as well as in our long range policy.

That radio remain an effective and profitable advertising medium for the use of industry in selling its goods and services.

To the extent that these ends are served will depend the degree to which your great medium will remain free in the best interest of our American system.

neering vice president, presided Friday morning. First paper dealt with a loop-antenna system for TV. It was submitted by A. G. Kandoian and R. A. Felsenheld, of Federal Telecommunication Labs. They described a very-broadband triangular stack loop antenna. M. W. Scheldorf and Lawrence R. Krahe, Andrew Corp., jointly presented a paper and demonstration covering new and low-cost TV transmitting antenna in which elements consisting of multiple rods with a wide variation in lengths are assembled in a cone-fan shape. It was declared especially suitable for small stations where economy is important.

Dr. Howard Doolittle, Machlett Labs, contended that ultra-high frequency tubes can be developed whenever a demand arises and described different ways of utilizing triode and tetrode tubes for power generation in the 100-1,000 mc range.

J. E. Young, manager of the RCA Victor Broadcast Transmitter Engineering Section, described operation of 50 kw FM transmitters in combination with high-gain antennas giving radiated powers between 300 and 600 kw. Record of operations at WTMJ-FM Milwaukee, WBRC-FM Birmingham and WMCF Memphis, where 50 kw transmitters are in use, was presented.

A new device called the Autopositioner was described by John A. Green and Robert D. Essign, Collins Radio Corp., with a specific application by which 50 program circuits and 50 order-wire loops are switched and controlled from a point several miles distant.

Application of high-voltage metallic rectifiers to broadcast transmitters was explained by Charles K. Hooper and Nelson B. Tharp, Westinghouse Electric Corp. They showed efficiency of selenium rectifiers as well as regulation, aging effects and other factors.

McNaughten Presides

A. D. Willard Jr., NAB executive vice president, greeted engineers on behalf of the association at the Friday luncheon. Mr. McNaughten presided. Principal address was delivered by Dr. Lincoln R. Thiesmeyer, executive assistant to the director, Brookhaven National Lab, Upton, L. I., N. Y. His subject was "Atomic Energy Is Here for Good," illustrated with slides showing industrial and medical applications of nuclear energy. Dr. Norman Hillberry, from the Argonne Atomic Labs, was present.

In his address, prepared for delivery Friday, Dr. Thiesmeyer asked broadcasters to help keep the public informed "not only more accurately and more fully about the vast destructive capacity of the atom but more particularly about its limitless potentialities for relieving the suffering, lightening the burdens and lifting the spirit of mankind.

"We who discover the facts in nuclear science and you who have created the most powerful medium for mass education yet conceived, share a tremendous responsibility to see that, without jeopardizing the national interests in a military sense, the people are well informed," he said.

"It is a natural though distressing consequence that nuclear energy and nuclear research are still too commonly identified in the public mind with the terrifying forces of the bomb. Atomic energy is here for good, the title for my remarks today, is a flat denial of that unhappy identity. We have as yet not had a spectacular, world-stirring demonstration of it, but that will unquestionably appear in time.

"Science does not seek the stage and few scientists are extroverts; but there is a growing number of them who recognize the tremendous importance of a wider understanding of what they are about and who will cooperate in a really carefully-planned, uncommercialized and accurate portrayal of their work."

Dr. Thiesmeyer has been executive assistant to the director of Brookhaven since the laboratory's inception in 1946. He received his A. B. from Wesleyan U. and his doctorate in dynamic and structural geology from Harvard U. For some 18 years Dr. Thiesmeyer was engaged in teaching and research at such institutions as Harvard, Dartmouth and Lawrence College.

During the war he was head technical aide, Office of Field Service of the Office of Scientific Research and Development, Washington, D. C. At the end of the war he co-authored, with Dr. John E. Burchand, dean of humanities at the Massachusetts Institute of Technology, a history of that office entitled, *Combat Scientists.*

Jack R. Poppele, WOR New York, presided at the Friday afternoon meeting. First speaker was Harry R. Smith of the Allen B. DuMont Labs TV Transmitting Equipment Division who described iconoscope film pickup systems, starting with the optical image and finishing with the video output signal sent to master control equipment.

H. B. Fancher, TV Engineering Section, General Electric Co., explained the new Synchrolite 16mm shutterless projector designed for TV. It uses pulsed light from a krypton flash lamp controlled by the synch generator. Ralph V. Little Jr., supervisor of RCA's Theatre TV Engineering Section, was to read a paper on kinescope recording, said to be used by some 60 TV stations and consuming four times as much film footage as the entire motion picture industry produces.

A cathode ray tube video scanner was outlined by Roger D. Thompson, Allen B. DuMont Labs, Transmitter Div. The device was declared to allow the smallest TV station to telecast slides and other illustrations without the use of expensive TV cameras.

Richard Blount, GE Lamp Dept., offered a series of calculations designed to aid in selection of proper lighting for studio TV pickups. Lewis Winner, editor of *Communications* magazine, closed the Friday program with a report on home receiving antennae bringing maximum reception.



POLICY FRAMERS for NAB engineering activities met last Wednesday at Stevens Hotel, Chicago, when Engineering Executive Committee members got together for morning-luncheon session.

Top photo (l to r): John H. DeWitt Jr., WSM Nashville; Jack R. Poppele, WOR New York; George P. Adair, consultant; Royal V. Howard, NAB engineering director; A. James Ebel, WMBD Peoria, Ill., committee chairman; T. A. M. Craven, consultant; Orrin W. Towner, WHAS Louisville; Raymond F. Guy, NBC.

Bottom photo: Roy M. Flynn, KRLD Dallas; K. W. Pyle, KFBI Wichita, Kan.; Jessie Basnight, committee secretary; Frank Marx, ABC; E. K. Jett, WMAR Baltimore; William B. Lodge, CBS; Oscar C. Hirsch, KFVS Cape Girardeau, Mo.; Neal McNaughten, NAB assistant engineering director; Earl M. Johnson, MBS.

* * *

NAB AT NARBA *Should Participate, Engineers Say*

NAB should take an active part in the third NARBA scheduled to be held in Canada later in the year, in the opinion of members of the NAB Engineering Executive Committee. Meeting Wednesday at the Hotel Stevens, Chicago, the committee felt the FCC and State Dept. should take aggressive steps to protect this nation's radio welfare.

The committee (see pictures, above) was concerned over the whole international allocations situation that has developed since failure of Cuba to agree to an extension of the second NARBA. No specific cases of other nations sitting on U. S. frequencies have been reported to the committee yet.

A meeting of the special NAB NARBA Committee, chairmaned by G. Richard Shafto, WIS Columbia, S. C., an NAB board member, is scheduled for this (Monday) morning.

Tied into the frequency discussion at the Engineering Committee's meeting was the 540 kc problem. The committee lauded NAB headquarters and the Engineering Dept. for the statement filed with FCC a fortnight ago [BROADCASTING, April 4].

Committee members reviewed the work of the NAB recording and reproducing standards committee and its executive committee. It had previously approved the standards.

Other topics included: Progress of the NAB Engineering Handbook, to be ready in August; means of bringing NAB district engineering chairmen into closer contact with NAB headquarters' activities; reaffirmation of a suggestion that an engineer be added to the NAB Engineering Dept.; discussion of a proposal for creation of a broadcast unit in the Institute of Radio Engineers and the FCC's requirements for operator licenses.

CO-AX TIME ALLOTTED

Four Circuits Divided

TIME allocations for television on the four coaxial cable circuits between New York and Chicago, which will be in service beginning May 1, have been worked out after several weeks of discussion between representatives of the TV networks and of AT&T.

As of May 1, the present one-circuit service in each direction will be augmented by two additional westbound circuits, making three westbound and one eastbound. Two of the westbound circuits will be available for video program transmission 24 hours a day. The third westbound circuit and the single eastbound circuit will be available for television service only after 6 p.m., except on weekends when they may be obtained earlier by special arrangement.

The new allocations will hold from May 1 through Aug. 31, with new allocations for the fall season to be determined before that time. The three westbound channels available during the evening hours are expected to alleviate much of the present competitive pressure for network time and to eliminate the neccessity for many of the kinescopic repeat broadcasts of eastern programs for midwestern stations.

Eastbound Circuit

Eastbound circuit allocations assure time for NBC's daily *Kulka, Fran & Ollie* series and for ABC's *Identity, That's O'Toole* and *Super Circus*, commercial programs originating in the Midwest. The other TV networks have no regular mid-west originations and so do not require long-term contracts for the use of the eastbound cable on a regular basis.

The allocation schedule for the westbound circuits is shown on the adjacent table.

COAXIAL CABLE ALLOCATIONS
May 1-Aug. 31

7 p.m. to Conclusion

Time	Monday	Tuesday	Wedsdy.	Thrsdy.	Friday	Satdy.	Sunday
7-7:15	C D N	C A N	C D N	C A N	C D N	C D N	A D C
7:15-7:30	A D N	A D N	A D N	A D N	A D N	A D N	A D C
7:30-7:45	A D C	A D C	A D C	A D C	A D C	A D C	X D C
7:45-8	A N C	A N C	A N C	A N C	A N C	A N C	X D C
8-8:30	C D N	A D N	A C N	A C N	D X C	D X C	N A C
8:30-9	C D X	A D N	A C N	A C N	D X C	D X C	N A C
9-9:30	C D X	C D N	D C X	A C D	A D N	D N A	X D C
9-30-10	C A N	C A N	D C X	A C N	C D X	D A N	X D C
10 to Conclusion	C A D	C A N	A C N	A D N	C A N	C N A	N A C

Key: A-ABC; C-CBS; D-DuMont; N-NBC.
X-ABC, Philadelphia to Washington; NBC, New York to Philadelphia to Chicago.
*-Open Time. O-Not available before 6 p.m.
?-Possibly required by Bell Telephone Co. of Pennsylvania.

Westbound—New York to Chicago via Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland and Toledo.

10 a.m.-7 p.m.

Time	Monday-Friday	Saturday	Sunday
10 a.m.-12 noon	O D *	* * *	* *
Noon-1 p.m.	O D C	* * *	* *
1-1:30	O D A	* * *	* *
1:30-2	O * A	* * *	* *
2-3	O ? *	* ? *	* *
3-4	O ? N	* ? N	* * N
4-4:30	O A N	A ? N	A * N
4:30-5	O C N	? C N	A C N
5-5:30	O C N	A C N	A C N
5:30-6	O A N	A * N	A C N
6-6:30	* D N	* D N	A D N
6:30-6:45	C D N	* D N	A D N
6:45-7	* D N	C D N	A D N

Statement to NAB Convention by J. R. Poppele
Television Broadcasters Assn. President

TELEVISION is growing so rapidly that even we who are close to its everyday progress find it difficult to keep pace with its rise. At this writing there are 61 stations radiating programs in 33 key market areas of the nation. By the time this reaches print, my figures are likely to be dated—a mere span of five or six days.



Mr. POPPELE

About two years ago, in an open letter to radio broadcasters, which I sent to BROADCASTING, I pointed out that very few radio station operators had, up to that time, filed applications for TV stations. As a matter of fact, less than 100 applications for stations were then pending, and there was considerable doubt about how quickly the industry would grow.

I was not among the doubters, of course, and I advised radio broadcasters to get into video as soon as possible. In retrospect, I might say that while some took my advice, there were many, many others who now wish they had!

Television is already national in scope—and that needs an explanation. While it is true only 33 U. S. market areas have television stations today (and that takes in well over 40% of the population of the country), people everywhere are television-conscious. National magazines with massive circulations are loaded with TV advertisements and everywhere, everyone talks about television. We could blind ourselves and say: Yes, but there are still mostly radio listeners. For how long though?

Television's future will not be along a primrose path. There are problems which the industry must still face: Questions relating to more channels, higher frequencies, greater receiver production, color, three-dimensional television and the like.

The Television Broadcasters Assn. from the outset has recognized these problems and today is in a far better position to wrestle with them than ever before, by virtue of its dominance in television. By cooperative action with other groups interested in the welfare of the industry, TBA *will do the job.*

As a matter of fact, it is presently pleading the case of broadcasters for lower common carrier rates for network TV facilities; developing ethical standards for the industry; negotiating with music interests for fair and equitable fees for music in TV; keeping its growing membership advised on Washington activities, program exchange services, status of the industry reports and other data.

The television industry is destined to become one of the most important forces on the American scene. All TV broadcasters can hasten that day by putting their shoulders to the wheel and joining in the big push.

BROWN TO WPIK
Joins Alexandria Daytimer

J. ALLEN BROWN, former NAB assistant director of broadcast advertising, has joined WPIK Alexandria, Va., as advertising and sales manager.



Mr. Brown

The appointment, announced by the station last week, was effective April 1.

He was with NAB for three years prior to his resignation last Jan. 1, and formerly had spent 13 years in station management, sales, programming, promotion, and overall operation at both network affiliates and independents. At NAB he served as a sales and management consultant for the industry, handling problems affecting all types of station operation. He is the author of numerous sales and advertising works.

WBT ELECTIONS
Price, Bryan Are Re-Named

RALPH C. PRICE was re-elected chairman of the board of directors of the Jefferson Standard Broadcasting Co., owner of WBT Charlotte, N. C., at the annual meeting of the directors held at WBT April 1. Joseph M. Bryan also was re-elected president of the company.

Other officers re-elected were Charles H. Crutchfield, vice president, and Larry Walker, secretary and treasurer. Mr. Walker also was elected a member of the board of directors at a stockholders' meeting held prior to the directors' meeting.



AT FIRST "spot radio clinic," discussion group sponsored by the National Assn. of Radio Station Representatives, two major users of spot time talk with NARSR members. Discussing problems are (l to r): Fred F. Hague, George P. Hollingbery Co.; Seymour Ellis, Philip Morris Co.; Wallace T. Drew, Bristol-Myers Co., and Frank M. Headley, president of Headley-Reed and NARSR president. The clinics, at which advertiser and agency men will discuss spot problems with a NARSR committee, will be held monthly.

ET BUSINESS

Firms Report General Increase Over Last Year

By HERMAN BRANDSCHAIN

RANSCRIPTION companies gen-ally are reporting increased bus-ess now over a year ago. They lieve their present success has en achieved in the face of ad-rse conditions and that their n progress contains important sons for station operators.

Advertising agencies and spon-rs might also profit from their sons, the transcription com-nies believe. The broadcaster, wever, is the one they hope will most impressed by the lessons plicit in ET operations. So far, T firms have considerable mis-vings about the progress of the ter.

In their estimate, the broad-ster doesn't do enough selling, esn't sell properly, therefore esn't make the money he should d consequently doesn't buy as uch transcription service as he ould, which in turn would make m more money. They feel all is is proved by the fact station erators are complaining about siness conditions and are be-ming slow pay.

These opinions were revealed to ROADCASTING in a roundup of ading ET packagers and syndi-ters, producers or marketers of T libraries and ET facilities mpanies.

The roundup also revealed that ost companies have elaborate w packages in various stages of oduction, most to be backed with aborate selling, promotional and e-in material.

Business Good

Many transcription companies ported that business was better an just good. Frederic W. Ziv ., for example, said January les were 61% higher than the me month in 1948 while Febru-y sales were 63% over 1948's me month.

Charles Michelson Inc. reported % increase in the last six onths. Similar ET prosperity as evinced in Canada, too, where uild Radio Features Ltd., To-nto, reported business up almost %.

Increased business was achieved spite almost overwhelming prob-ms in the past year, ET execu-es pointed out. The American ederation of Musicians ban was . Production costs rose. Many ements of confusion entered the dio picture: Uncertainty about e general economy and television. addition, many more stations gan playing the disc jockey rse (which, incidentally, ET mpanies claim is a long shot, ore often than not just leading sloppy programming and poor onomy).

Oddly enough, many conditions which transcription companies feared would hurt business are being interpreted now as aiding it.

Foremost among the fears that have been partially dispelled is television. Desire to save money for video operations has caused many big advertisers to shop around for high quality waxed shows to economize on AM programs. Some of the transcription companies, too, are themselves going into the TV package business.

Tougher selling days are another minus quantity transformed into an asset by transcription companies. They claim sponsors have begun to realize they must drive for business. This realization has caused them to explore sales avenues, including ET's, to which they formerly were blinded by complacency. Many ET companies are now directing a considerable pitch to sponsors.

Station competition also is cited as having aided disc companies. It is claimed station desire to pack a better program wallop than a rival has caused transcription buys. Further, competition has squeezed out of ET company ledgers some marginal stations—thus wiping out a dubious profit possibility at best and permitting the ET company to concentrate on better prospects, it is claimed.

Transcription companies revealed, however, that they are far from complacent about present success. In fact, they feel like a star performer on a high wire—the pay is fine but you've got to be careful.

Exercising Vigilance

So they are exercising vigilance. This takes the form of pushing harder for business. Companies report more salesmen in the field; more sales promotion; more sales aids of all kinds including audition discs, merchandising portfolios and the like, and closer contacts with advertisers and agencies as well as with stations.

They feel, a consensus shows, their biggest immediate problems are among the stations—making outlets realize they should be selling programs and not time. Subsidiary problems are increased costs, obtaining high quality shows at budget prices, preparing for the television future.

They look for new business among various sources. They hope to do a better job of selling old customer stations as well as making new customers among stations. But they also hope for new business from among agencies and sponsors. Sponsors sought are national and regional as well as local.

Reports from company executives on many of these points follow:

I. Conditions

Frederic W. Ziv, president of Frederick W. Ziv Co., Cincinnati, said the demand for transcribed radio programs is greater today than a year ago. Noting the increased Ziv sales of 63%, he said "the so-called [downward] turn in the business cycle has not materialized to date as far as our sales indicate."

Milton Blink, vice president of Standard Radio Transcription Services Inc., Chicago, reported a "very healthy state of business at this time," with library billings up 25% over those of a year ago. He noted a leveling-off, however, of many subscribers not able to support a major library service. "This has had the effect of a good housecleaning as with the addition of many new, soundly-managed stations during the past six months, we find ourselves in definitely more solid position."

Bloom Optimistic

Aaron S. Bloom, treasurer of Kasper-Gordon Inc., Boston, reported business better now than a year or six months ago. The AFM music ban played havoc with K-G plans, he indicated, causing it in the fall of 1947 to rush through recording sessions of its syndicated series and to turn down other custom-built transcription jobs. During the rush, energy was diverted from promotional and selling efforts. Thus not only was the custom-built business lost but syndicated material sales suffered.

Louis G. Cowan of Louis G. Cowan Inc., New York, said business was "much better than a year ago" and also better than six months ago.

Charles Michelson, president of Charles Michelson Inc., New York, also said conditions were better

(Continued on page 188)

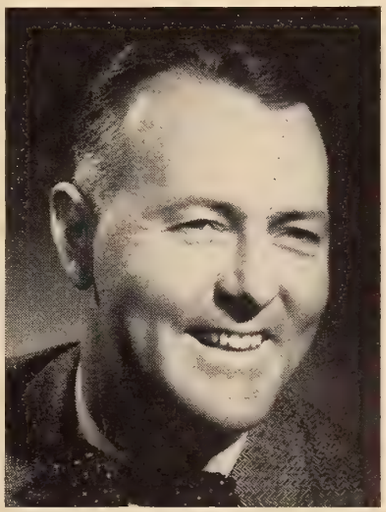
Statement to NAB Convention by William E. Ware FM Assn. President

FM ASSN. extends greetings to NAB's 27th annual convention, coming at a time when radio growth has reached a postwar peak.

America is characterized throughout the world for its day-in-and-day-out performance of "Miracles in Mass Production."

But this miracle of mass production would be impossible without mass selling. And mass selling calls for mass advertising.

Because of this relationship, the radio industry is one of the most vital parts in the nation's economic structure.



Mr. WARE

The most important single advertising medium today is radio. Its second-to-none effectiveness as a medium to create mass demand and generate mass consumption is an established fact.

Despite this, however, radio has but skimmed the top—nicked the surface—of what it can do potentially as an advertising medium. It has been reported that less than 1% of all the country's enterprises are radio advertisers in a direct sense. But the stubborn fact remains that almost every one of the nation's 4,000,000 enterprises is a potential advertiser.

At a recent meeting of the FM Assn. in New York, it was brought out that less than 1/100 of all the country's businesses are themselves radio clients and less than one out of every 20,000 enterprises are network sponsors.

This means that radio—despite its gigantic economic proportions and potentialities—has still not developed fully as a community communications service and as a local advertising medium.

FM's recognition of this undeveloped field for radio advertising among the mainstreet and neighborhood enterprises which have made possible the growth of 10,000 local newspapers is certainly recommended—particularly at this time when FM is rounding the corner on the pioneer stages of its development.

With approximately 725 FM stations now covering 451 cities in which more than 100,000,000 of the nation's goods-buying public live; and with FM receiver production on the increase to supply the demands of the growing listening audience—many of whom have never before been able to get good radio reception—FM has set the stage to widen the use of radio advertising among the millions of local sellers of America's goods and services.

RECORD WAR

Disc Jockey Plays Important Role in Sales Fight

AS THE RECORD industry entered a trial of strength this month with first sales to the public of RCA's 45-rpm record system to oppose the Columbia 33⅓ rpm records, radio appeared destined to play an important role in the fight, whether it wanted to or not.

Radio was expected to take a part in the struggle via the disc jockey. The spinner of music and tales has become an enormously important adjunct to platter sales, it is conceded by most segments of the record industry.

He will continue to be a heavy influence in record sales, it is thought, because his popularity is strong and his numbers likely to increase. Even more disc jockeys are envisioned in some quarters as the result of television, which will cause AM stations constantly to be seeking more economical programming in their bid against video.

At the moment, opinion is divided as to whom the disc jockey will help in the fight—the RCA 45 rpm or Columbia 33⅓ discs.

Some proponents for RCA's products are certain the disc jockey will help it, whatever his intentions or own feelings in the controversy may be.

They reason that the disc jockey plays short numbers. He does this because he likes to talk often —to build himself up and to trot out commercials. Since he'll be playing short numbers, he will not be creating popularity for LP records and to that extent he'll be aiding in the fight against LP records.

Proponents of the Columbia records, however, do not believe this reasoning tells the whole story. They point out that Columbia will have just as many short records as RCA, for Columbia is producing small discs much the same size as the RCA product. The disc jockey, the Columbia proponents claim, thus is just as apt to plug Columbia as RCA records. In addition, it is further argued by pro-Columbia segments, LP records will get a plug from disc jockeys, particularly in the early morning and late evening spots, where commercials may be fewer.

Picciani's Viewpoint

Sam Picciani, executive secretary of the American Society of Disk Jockeys, New York, takes the viewpoint that playing of long records will be inversely proportional to the time sold. He feels LP records will have a good chance to get on the air in the "less commercial" hours. He concedes the average platter spinner likes short selections "so he can push himself into the show, too."

In the end, however, he believes the public will determine what the disc jockeys play. He emphasizes that conductors of such programs are extremely sensitive to the requests of their public.

As for the record companies themselves, they too believe it will be the public and not manufacturers who will decide which speed wins the battle of the rpm's.

Edward Wallerstein, chairman of the board of Columbia Records Inc., takes that viewpoint and claims he is happy to do so.

"We think we can safely leave the issue up to the people themselves," he said.

In the RCA camp, there is similar feeling. James W. Murray, vice president of the record department of RCA Victor Division, believes the public will be the final arbiter of rpm's. He feels, too, that important as the disc jockey has been in selling records, the disc jockey will play no decisive role. His own prediction is that the public's changeover from standard 78 rpm records will be evolutionary—with his own product the ultimate winner.

Mr. Murray also told BROADCASTING that RCA would not manufacture a long playing record because it can not be done on a 45-rpm disc without impairing quality. It is RCA's philosophy that the public wants the highest quality reproduction and that this can best be achieved via the 45 rpm discs.

Several weeks ago, Mr. Wallerstein, who believes his product has as high quality as any, told BROADCASTING that Columbia would not manufacture the 45 rpm records. The battle lines for a finish fight thus appeared to be drawn between the two record giants.

Frank Walker, general manager of MGM Records, which as yet is in the 78-rpm field only, also says that it now is up to the public to decide the issue of standardization of rpm's and record grooves. This was the opinion of the late Jack Kapp, president of Decca Records Inc., expressed to BROAD-

(Continued on page 192)

NAB INCOME

$761,332 Reported For 11 Months

NAB had total income of $761,332 for the period April 1, 1948, to Feb. 28, 1949, with expenses of $654,492 in the same period, according to a statement submitted to the membership by C. E. Arney Jr., secretary-treasurer. This leaves $106,840 excess of income over expenses for the period.

Expenses for the 11-month period were as follows: Office of President, $100,387; Office of Secretary-Treasurer, $45,715; Broadcast Advertising Dept., $48,591; Employe-Employer Relations Dept., $40,04[illegible] Engineering Dept., $37,325; FM Special Services Dept., $17,35[illegible] Legal Dept., $38,052; Progra[illegible] Dept., $27,923; Public Relations Publications Dept., $74,762; R[illegible] search Dept., $40,275; Televisio[illegible] study, $1,267; general administr[illegible] tion, $140,851; special budget, $4[illegible] 949.

The figures cover the period ju[illegible] prior to the 1948 convention in L[illegible] Angeles up to the latest month f[illegible] which figures were available time for the 1949 Chicago meetin[illegible]

Breaking down the membershi[illegible] Mr. Arney showed that of 1,8[illegible] active members, 783 are netwo[illegible] affiliates, with 444 nonaffiliate[illegible] Seventy-one percent of affiliates b[illegible] long to the association as again[illegible] 43% of nonaffiliates holding FC[illegible] licenses, CPs and CGs. Of 1[illegible] television stations, only four belo[illegible] to NAB. In addition to the abo[illegible] there are 73 associate membe[illegible] ships.

Among the network affiliate[illegible] 320 of 518 MBS stations or 62[illegible] belong to NAB. Of ABC's 2[illegible] stations, 211 or 79% belong; CB[illegible] 134 of 175 affiliates belong, or 77[illegible] 132 of 166 NBC affiliates belong, [illegible] 86%.

The total membership is do[illegible] nearly 200 from the peak a ye[illegible] ago. Many of these resignatio[illegible] it is understood, occurred wh[illegible] NAB dues classifications were r[illegible] vised.

Largest NAB district in terms [illegible] member stations is District 4, wi[illegible] 224 members, compared to Distr[illegible] 11 with 60 stations.

'WASTE'

Schwerin Cites Radio's Needs

MORE than half the effort put into broadcasting is waste, and in the climate of growing competition advertisers will insist on improvement, Horace Schwerin, president of Schwerin Research Corp., New York, said last week.

Addressing a luncheon meeting of the New York Radio Executives Club, Mr. Schwerin, whose company has measured audience reactions for major networks and advertisers, cited examples of what he said were wasteful practices in radio.

Commercial announcements, he stated, were "probably the worst cause of waste." He said that his firm's studies had discovered that 90% of the commercials on the air are "just a signal for most people to become psychologically dead."

Another form of waste is the program that costs too much, he said. "There are shows with 12 and 13 Hooperatings which cost as little as $3,000," he said, "and those with the same rating range which cost $25,000."

Additionally, a comparison of radio logs at the beginning of a fall season and those at the end will show that many programs disappear. They are dropped, Mr. Schwerin said, either because they are not given enough time to build an audience or because they were not good enough to be put on in the first place.

Predicts Change

In the future, Mr. Schwerin predicted, advertisers will no longer tolerate such inexact and wasteful methods. He said that top management of his advertiser clients had told him they "are going to demand two distinctively different things from radio in the future. One of those is customers, and the other is customers at a reasonable cost."

Mr. Schwerin said that advertisers were beginning to demand qualitative research to discover what makes a show succeed or fail. Illustrating his points with slide films showing audience reaction "profiles" of programs among the 1,000 tests of 300,000 individual listeners conducted by Schwerin in the past two and a half years, Mr. Schwerin demonstrated his techniques of examination.

The major "sources of error" in presenting radio programs, he said, are five: familiarity, approach, method, emphasis and direction.

Familiarity: It is axiomatic that those familiar with a program like it more than those who have heard it seldom or not at all. But although familiarity is in general an asset to a program, it can, if misunderstood, be a liability as well.

The familiarity factor can be misused, he said, as for example in the instance of a motion picture star who has become identified with sexy roles and who was cast in a dramatic role. At points in the tested program in which she played her usual type, the audience liked her, but at points when she attempted straight dramatic interpretation, audience reaction was appreciably less favorable.

Similarly, familiarity cannot be relied upon alone to sustain popularity. Unless programs introduce some element of change, listeners grow bored.

Approach: Mr. Schwerin's definition of this aspect is the tech-

(Continued on page 190)

PERON BAN

Forbids Foreign Radio Men

HE PERON regime's plans for ortwave government programs a wholesale basis were revealed the decision to forbid foreign dio correspondents from broadsting in the future.

Efforts to learn the reason for at restriction on freedom of irmation unearthed the fact that dio Belgrano, one of the govnment's holdings, has leased e Tourbillon," one of Buenos res' lushest old favorite dined-dance spots in fashionable Alar Palace Hotel, and is convertg it into studios for an interional broadcast center.

It is understood the station hopes get two large studios and a zen smaller ones operating in e space where up to a thousand enos Aires socialites once gathered for nightlife and diversion. The station will go on the air from the new headquarters about May 1 with 10 hours daily of entertainment, music, official bulletins, etc., as "Voice of Argentina."

Project came to light when Dante Aloe, program director of Radio El Mundo, told the press: "We've our own international radio information service; hence the versions of foreign reporters is unnecessary."

The American Embassy, which occasionally expresses "concern" at apparent censorships to Argentine authorities, is taking up the new development, which entails sharpest restriction so far imposed on freedom of information by Peron's regime since it is the first outright severance of any communication channel.

Cables are occasionally mutilated and there is evidence, including publication in Peron papers, that mail is opened, but dispatches sent by those means normally reach their destinations eventually.

A notable example occurred last summer when a personal letter from BROADCASTING's Buenos Aires correspondent to the publisher in Washington, together with a story on the Inter-American Broadcasting Assn.'s meeting, were intercepted and emblazoned on the front page of the Peron-controlled *Democracia* [BROADCASTING, July 26]. The letter and dispatch were dated July 11. They reached BROADCASTING on July 19.

In the past Argentine stations have loaned or rented studios on request to foreign correspondents wishing to voicecast reports. Correspondents were free to broadcast from scripts "authorized for transmission" by the government, which contended the requirement that texts be submitted in duplicate and translation for approval.

Nothing is available in writing on this latest decision: Stations, all either owned or controlled by the Peron administration, refuse even to mention the matter in correspondence, though each is willing verbally to admit receipt of "orders from above" to discontinue previous practice.

The government doesn't appear in the picture but the fact that implementation is in the hands of people such as Antonio Nicoletti, manager of the "Mundo" station and simultaneously one of Peron's secretaries, and Raul Nicolini, director of Mundo's network and brother of the minister of communications, Oscar Nicolini, suggest the decision was taken at topmost levels and has its best possible blessing.

It is also considered significant that the Mundo program director's brother is Major Vicente Aloe, who is at Peron's right hand as head of the executive secretariat at Casa Rosada presidential offices.

Decision constitutes object lesson in how to smother all versions but the official one while protecting Peron's contention that freedom of speech is "absolute." Government explains the inability of political foes to obtain radio time to match that which officials commandeer as bad luck and add that the fact that *La Prensa* and *La Nacion*, Buenos Aires leading papers, oppose him is unconnected with expropriation of their newsprint and its redistribution among government papers.

AFFILIATES

Networks to Meet In Chicago

HREE of the four major networks were to hold meetings of their ations or stations' advisory committees yesterday (April 10) in Chicago. Only network which scheduled an assembly for all its affiliates as Mutual. Mutual executives, led by Edgar Kobak, president, were address the meeting which was heduled to start at 4 p.m. at e Stevens Hotel. Following din-r, affiliates were invited to an ening seminar at the television udios of WGN-TV, Mutual stockder station. The seminar, conted by Frank P. Schreiber, man-er of WGN, was to brief affilies on television operations.

ABC scheduled a luncheon meetg of its Stations Advisory Comttee at the Ambassador East otel. Edward J. Noble, ABC airman of the board, and Mark oods, ABC president, led the oup of ABC executives attending e meeting.

Members of the ABC Stations dvisory Committee planning to tend the luncheon were Roger ipp, WFIL Philadelphia, chairan; J. P. Williams, WING Dayn; E. K. Hartenbower, KCMO nsas City; Henry P. Johnston, S G N Birmingham; Harold ough, WBAP Ft. Worth; Frank rman KUTA Salt Lake City; chie Morton, KJR Seattle, and ven Uridge, WQAM Miami.

Frank Stanton, CBS president, aded the CBS executives who re to be present at a dinner eting of the CBS Affiliates Adsory Board in the Ambassador st Hotel. A new chairman and cretary of the board were to be cted at a board meeting folving lunch.

Members of the CBS stations ard are I. R. Lounsberry, WGR ffalo, present chairman; E. E. ll, WTAG Worchester, present cretary; C. T. Lucy, WRVA chmond; Glenn Marshall Jr., BNS Columbus, Ohio; William atron, WMT Cedar Rapids, wa; Kenyon Brown, KWFT chita Falls, Tex.; Clyde Coombs, ROY Sacramento, Calif.

ABC MEETING

Stockholders in N. Y. April 12

HIGH executives of ABC, including Edward J. Noble, chairman of the board, will return to New York before the end of the NAB Convention to be present at the network's annual stockholders meeting April 12.

The meeting is scheduled for the ABC board room, RCA Bldg., New York, at 2 p.m.

RESOLUTIONS GROUP

NAB Committee Meets Today

RESOLUTIONS Committee for the NAB Management Conference was scheduled to meet this (Monday) morning at 10 a.m. in Private Dining Room 22.

Members of the committee are: Wiley P. Harris, WJDX Jackson, Miss., chairman; Clyde Coombs, KARM Fresno, Calif.; Richard Borel, WBNS Columbus, Ohio; Robert D. Swezey, WDSU New Orleans; William McGrath, WHDH Boston; Edward Wheeler, WEAW (FM) Evanston, Ill.; Phil Hoffman, WOL Washington.

'VOICE' BUDGET

House Passes Bill

A BUDGET increase for State Dept.'s "Voice of America" and other informational activities appeared certain last Thursday after the House passed and sent to the Senate its major appropriations bill for the fiscal year beginning July 1.

The bill (HR4016) provides funds for State, Justice and Commerce departments for 1950, and was passed after the Appropriations Committee had reported its budgetary recommendations last Tuesday. A sub-committee report on independent agencies, including FCC, FTC and others, will be released shortly.

State Dept.'s information and education branch would receive $34 million, an increase of $2,900,000 over this year's allotment. Actually, the amount is substantially greater since 1949 appropriations contained $4 million for establishment of radio facilities, a non-recurring item, it was pointed out. Increase is estimated at $5,500,000 overall. The total falls short of the $36 million asked by President Truman last January.

The "Voice" appropriation would approximate the $8 million originally contemplated, or about $1 milion more than the present $11 millions, allowing for non-recurring items. The increase is only a guess, however, according to Lloyd Lehrbas, director of International Office of Information. He pointed out that original budget estimates included overall information and education activities, and did not specify the "Voice" by name.

Allotments will be made on a priority basis among these activities after the Senate has concurred. Any increase would be utilized for added language programs, in the form of personnel, Mr. Lehrbas said.

Sum of $271,405,656 was recommended for the State Dept. Figure represents a decrease of $11,538,434 in cash compared to the current budget, and $13,908,100 under 1950 budget estimates. Current overall sum if $282,944,090. Principal boosts were for State Dept. salaries and expenses and Institute of Inter-American Affairs, as well as for information activities. Salary and expense increases were put at $76,652,000, an increase of $3,733,100 over present allowances.

A proposal by Rep. John Taber (R-N. Y.) to cut State's domestic payroll by $1,200,000 was rejected in the House. Drop in overall funds would keep the payroll total at its present 4,726. State is authorized to carry 5,129 employes.

For Commerce, an allotment of $3,100,000 was urged for the National Bureau of Standards on behalf of its radio propagation and standards work. Total represented an increase of $100,000 over the current amount.

The bill also covered allotments

(Continued on page 192)

FCC, FTC

Reorganization Bill Approved

LEGISLATION to permit the President to reorganize the government, subject to either Senate or House approval but devoid of special consideration for any one agency, was unanimously approved by the Senate Executive Expenditures Committee last Wednesday.

The measure (S 526), covering such agencies as FCC, FTC and others, probably will not be placed before the Senate for another two or three weeks, it is believed. More pressing business is expected to engage the Senate at this time.

Amendments asking "special treatment" for FCC and other quasi-judicial and legislative organizations were proposed last Monday by Sen. Edwin Johnson (D-Col.), chairman of Interstate & Foreign Commerce Committee and Sen. Burnet R. Burbank (D-S. C.). They were unanimously rejected.

The House already has passed the bill, requiring by amendments that FCC and others could be reorganized only in plans affecting them specifically. Bill would require veto by both houses to kill any reorganization.

Sentiment appeared strong, however, for the "package treatment" proposed by Sen. Johnson, should the Senate reject the "single-house veto." If that happens, according to Sen. John McClellan (D-Ark.), chairman of Expenditures Committee, committee members would be prepared to support any exemptions.

Purpose behind the Johnson amendment would be to preserve the President's power to reorganize, but to withhold any possibility of transferring agencies or their functions to any other agency not named in the bill. Those specified are FCC, FTC, SEC, FPC, Maritime Commission, Tariff Commission, and Civil Aeronautics Board.

The Senate group also imposed a time limit of April 1, 1953, for submitting reorganization plans.

Meanwhile, it appeared likely last week that the House would recess for 11 days beginning this Thursday if it could dispose of appropriations measures by week's end. The 1950 appropriations bill for State, Commerce and Justice, one of the financial measures before the House, was passed Thursday (see story, page 49).

In other House actions, amendments to the Internal Revenue Code, excluding musical instruments from the tax on radio receiving sets, phonographs and phonograph records, etc., were proposed in bills (HR 3844-3846) introduced by Rep. Daniel A. Reed (R-N. Y.) and Rep. Charles W. Vursell (R-Ill.). Another bill (HR 4048), by Rep. Gary L. Clemente (D-N. Y.), would amend Sec. 605 of the Communications Act to prohibit wire-tapping. Measure was referred to Interstate & Foreign Commerce Committee.

Measures providing $4,475,000 for a radio laboratory building and equipment for the National Bureau of Standards (HR 3180) and to set up in Dept. of Commerce a clearing house for technical scientific and engineering data to industry and business (HR 1711) were referred to the Public Health Science and Commerce subcommittee. Chairman is Rep. J. Percy Priest (D-Tenn.).

March Box Score

STATUS of broadcast station authorizations and applications at FCC as of March 31 follows:

	AM	FM	TV
Total authorized	2,149	923	121
Total on the air	1,967	724*	59
Licensed (All on air)	1,920	305	7
Construction permits	229	591	115
Conditional grants		27	
Total applications pending	1,382	440	383
Requests for new stations	439	100	323
Requests to change existing facilities	295	13	16
Deletion of licensed stations in March	3		
Deletion of construction permits	2	29	1†
Deletion of conditional grants		1	

*Includes 11 conditional grants and 408 construction permits.

† WUTV Indianapolis, deleted effective March 28.

Following television stations commenced operations during the month: March 5—WLWD Dayton, Ohio; March 8—WICU Erie, Pa.; March 30—WKRC-TV Cincinnati; March 30—WLWC Columbus, Ohio.

SAVINGS TIME

Annual Scramble Prepared

DAYLIGHT savings time starts Sunday, April 24, with the usual round of schedule juggling by the networks, and repeat transcribed broadcasts, due to the fact that some localities remain on standard time.

All four networks will broadcast live, on the daylight savings time schedule, with repeat broadcasts via recordings beamed one hour later to standard time sections.

ABC programs recorded in Hollywood and Chicago on Ampex Tape Recorders, will be fed from those points to sections on standard time.

CBS, using disc recordings, will follow a similar pattern.

Magnetic tape recorders, manufactured by Magnerecording Corp., will transcribe MBS shows, which will be fed to delayed schedule stations out of WOR New York to all standard time zones except those covered by the Don Lee Network, which will handle its own schedule.

RCA Victor magnetic recorders, installed by NBC in its Chicago Merchandise Mart studios, will record that network's delayed broadcasts, feeding them on special lines one hour after the live broadcast time.

No system of delayed telecasts to overcome time differentials will be instigated, owing to the fact that most interconnected video stations are located within daylight savings time areas.

RCA SALARIES

Figures Released in Proxy

DAVID SARNOFF, chairman of the board of RCA, received $175,560 in salary and fees during 1948 from the company and its affiliates, including NBC, of which he is a director.

This was disclosed in a proxy statement sent out by management to stockholders in advance of the annual stockholders meeting to be held May 3 at the RCA Bldg. in New York.

Also listed for Mr. Sarnoff were $10,401 in retirement payments for future service benefits under the RCA retirement plan. Under the plan, Mr. Sarnoff contributes a like amount and the sum is used to purchase the benefits from an insurance company, it was said. Taxes payable by Mr. Sarnoff were $102,055, leaving him $73,505 of his salary.

Trammell Third

The proxy statement also revealed that Niles Trammell, president of NBC, stands third in the salary structure of the RCA domain. Only Mr. Sarnoff and Frank M. Folsom, now president of RCA, received more compensation in 1948. Mr. Folsom, then executive vice president of RCA Victor, was paid $40 more than Mr. Trammell.

Mr. Trammell received $100,320 in fees or salary as NBC president and as a director of both NBC and RCA. In addition, he received $25,000 "incentive compensation." His retirement payments were $5,901. He paid $65,920 in taxes and had $59,400 remaining.

Compensation to Mr. Folsom was $100,360 in fees and salary as executive vice president of RCA Victor Div. and as director of RCA, NBC and Radio Marine Corp. of America. His incentive compensation was $25,000. He too had retirement payments made for him of $5,901. He had $61,750 left after $63,610 in taxes.

Other directors' salaries and main positions held in 1948 were:

John G. Wilson, vice president and general manager, RCA Victor Div., $65,000 in salary and fees, $20,000 in incentive compensation.

Charles B. Jolliffe, executive vice president, RCA Labs and an NBC director, $50,540 salary and $15,000 incentive compensation.

Edward F. McGrady, vice president of RCA and an NBC director, $30,480.

Harry C. Ingles, president, RCA Communications Inc., and an NBC director, $29,153.

Gano Dunn, consulting engineer and NBC director, $26,940.

Edward J. Nally, advisor to RCA and director of NBC, $8,860.

John T. Cahill, director of NBC, $1,160.

Arthur E. Braun, director of NBC, $710.

George L. Harrison, director of NBC, $450.

John Hays Hammond Jr., $420.

Bertram Cutler, director of NBC $300.

The law firm of Director Cahill received $275,000 in 1948 from RCA for legal services. The firm is Cahill, Gordon, Zachry & Reindel. Engineering firms in which Director Hammond is president, received $36,000 for services, rights and maintenance of a research laboratory. These companies are Hammond Research Corp. and Radio Engineering Co. of New York Inc.

Matters to come before the annual meeting include election of four directors and a proposal by three stockholders that the RCA charter be amended to permit cumulative voting for directors.

The proxy, solicited on behalf of management, sought re-election for three years of Messrs. Dunn, McGrady, Cahill and Nally.

The proposal to permit cumulative voting for directors was made by Lewis D. Gilbert, John J. Gilbert and John Campbell, all of New York. The Messrs. Gilbert are well known as minority stockholder representatives. The management is recommending a vote against their resolution on the ground that a director who gains a place on the board through cumulative voting will represent a special interest which may be against the best interests of the corporation. It believes the directors should be elected by the stockholders of the majority of the shares.

'LEST WE FORGET'

Radio Cooperates

By HAROLD FRANKLIN
Program Director, Institute for Democratic Education

HE Institute for Democratic Edu-tion produces the *Lest We Forget* anscribed dramatic radio pro-ams which deal forthrightly with oblems of prejudice and discrim-ation and are designed to pro-te better intergroup relations.

As program director of the IDE d producer of the programs, I ve insisted upon top quality pro-ction and have achieved it, I nk, with the assistance of Earle cGill as director, the best writing lent available, and such stellar rformers as Helen Hayes, Geral-e Fitzgerald, Paul Lukas, Ray-n Massey, Frederic March and ers of similar stature. Inci-ntally, while we pay AFRA scale, e name talent appearing on the ograms invariably return the ecks for their services as an ad-ional contribution to our work.

In view of charges sometimes eled at the industry for its der-ctions in public service program-ng, it is interesting to note that oadcasters have proved most co-erative where the IDE's radio ograms are concerned. Despite e fact that the *Lest We Forget* ograms are non-commercial and, addition, deal with what is some-nes termed "controversial" sub-ct matter, our programs have en broadcast by more than 900 dependent and network affiliate ations in the United States and ve been heard as well in Alaska, e Canal Zone, Hawaii, Puerto co; in Canada over CBC as well on networks in New Zealand and ustralia.

Give 6,500 Hours

Radio stations in all the 48 states ve already given the IDE, with-t charge, more than 6,500 hours broadcast time valued at more an $960,000 for the airing of the 15-minute dramatic programs each of the three series, *These eat Americans*, *The American eam* and *Stories To Remember*, oduced by our organization since 45. Better than 52% of this time s been Class "A."

Especially noteworthy, I think, s been the willingness of many ations to cooperate with state and ic organizations in presenting r 15-minute programs as part of lf-hour shows, the final 15-nutes of which is devoted to live nel discussion by prominent local izens of the problems dramatized our transcriptions. This type programming, as I am sure you ll recognize, makes for far eater impact in a community ce, whether the problem drama-ed is one involving discrimina-n in employment or education, trictive covenants or roots of ejudice, the panelists examine eir own communities with a view toward remedying similar injus-tices.



At the microphone during a Lest We Forget *recording session are (l to r) Mr. McGill, Geraldine Fitzgerald, cinema star, and Mr. Franklin.*

* * *

To date, such panel discussions based on our programs have been presented in more than 35 cities by large commercial radio stations. The sponsoring agencies include such official state bodies as the Commission Against Discrimination in New York, the Division Against Discriminaton in New Jersey, the Interracial Commission in Connecticut and the Fair Employment Practice Commission in Massachusetts.

No record of the cooperation offered the IDE by the industry in our efforts to promote good human relations would be complete without special mention of WNEW and WOV New York. By arrangement with WNEW, the *Little Songs on Big Subjects* produced by that station, were distributed by the IDE to more than 1,200 radio stations. WOV shared the cost with the IDE of producing *Il Prossimo Tuo (The Man Next Door)*, a series of 13 15-minute dramatic transcribed programs in Italian dealing with the problem of discrimination as it affects the Italian community. As far as we know, this is the first time in the history of foreign language broadcasting in the United States that such a series was produced and made available to the more than 50 stations in the country broadcasting in Italian.

In addition to the wonderful reception accorded the programs by the industry, the *Lest We Forget* series have received a citation and special award in *Variety's* annual "Showmanagement Review"; two first awards at the Institute for Education by Radio at Ohio State U. and a citation of distinguished merit from the National Conference of Christians and Jews for "contributions to understanding and respect among the American people."

Following broadcast by radio stations, the *Lest We Forget* recordings are offered at a nominal charge for use in schools equipped with 33 1/3 rpm play-back equipment.

IN ANSWER to frequent charges that radio is sometimes negligent in public service programming, Mr. Franklin here points out that over 900 independent and network stations across the country have carried the non-commercial, public interest series, "Lest We Forget," produced by the Institute for Democratic Education, New York. These stations, he points out, have already given, without charge, more than 6,500 hours of broadcast time, valued at more than $960,000, for the airing of this series which is designed to promote better intergroup relations. The IDE's board of directors, in addition to outstanding educators, includes some of radio's top officials. Among these are James R. Angell, NBC public service counsellor; Lyman Bryson, counsellor on public affairs at CBS; Norman Corwin, well known CBS writer-producer-director; Earl J. Glade, mayor of KSL Salt Lake City; Robert Saudek, ABC public service vice-president; Bruno Randolph of Peck Advertising, New York; Paul Lazarfeld, director, Office of Radio Research, Columbia U., and Dr. I. Keith Tyler, director of radio education, Ohio State U.

WHAS HEARING

Crosley Defines Overlap

By LARRY CHRISTOPHER

DESPITE some technical overlap of primary services both day and night between WHAS Louisville and WLW Cincinnati, the two stations serve distinct, separate markets and do not overlap programming and otherwise.

So Crosley Broadcasting Corp., WLW licensee, told the FCC last week at the final phase of the Commission's hearing on Crosley's request to purchase the WHAS properties from the Louisville Courier Journal and Times Co. for $1,925,000 [BROADCASTING, March 7, 14].

A series of elaborate and detailed presentations were made by Crosley at the hearing, which concluded Tuesday. Crosley sought to show that FCC's duopoly rule—consideration of which was made an issue in the inquiry—is not applicable to its acquisition of WHAS.

Both WLW and WHAS are clear-channel stations. WLW is asigned 50 kw on 700 kc and WHAS is assigned 50 kw on 840 kc. The sale also includes WHAS-FM and WHAS-TV. Crosley, a subsidiary of Avco Mfg. Corp., already has multiple AM, FM and TV interetss.

At last week's hearing before FCC Examiner Leo Resnick, Crosley introduced new engineering studies of WLW coverage and also gave considerable data on other broadcast services available to residents in the day and night overlap areas of the two stations. The initial hearing on the transfer had been recessed in early March to enable Crosley to compile the new technical data.

The new engineering evidence was presented by William S. Alberts, Crosley's chief propagation engineer.

According to the Crosley data, the combined 0.5 mv/m contours of WLW and WHAS cover a total area of 98.021 sq. mi. with the 0.5 mv/m overlap area totaling 37,947 sq. mi. This combined WLW-WHAS area contains a population of 6,528,267. In the 0.5 mc/m overlap area there is a population of 2,048,987, the Crosley exhibit showed.

Within the night fading limit of both stations there is an area of 858,854 sq. mi. with the overlap area 18,120 sq. mi. Populations within these are 4,588,060 and 1,114,212 respectively, the Commission was informed.

Regarding the 10 mv/m contours, considered the coverage necessary for primary service to large metropolitan districts, the Crosley exhibit showed that the combined WLW-WHAS area thus served is 15,453 sq. mi. and the overlap only 34 sq. mi. Total population of 2,398,576 reside in the combined area with only 1,275 persons in the overlap area. The overlapping 5 mv/m contours include an area of 2,343

(Continued on page 189)

NETWORK GROSS IN '48

Presaged '49 Competition

By BRUCE ROBERTSON

COMPETITION is the broadcasters' keynote for 1949.

Competition between the makers and retailers of all kinds of products for the dollars of the public is back in full force, presaging increased advertising expenditures. Competition between radio and television and between these broadcast media and all other types of advertising is also intense, calling for hard hitting sales tactics to keep radio's billings at their 1948 level.

For most businesses 1948 was a banner year with top sales and earnings. But the final months of the year saw a falling off in sales that continued into the early months of 1949. Alarmed by heavy inventories, retailers slashed prices of many items in gigantic post-Christmas sales, displayed extreme caution in placing orders for new goods. Some manufacturers caught up with their back orders for the first time since the war and cut prices, particularly on their older models, and curtailed production of new goods pending a resumption of orders from retailers. Curtailed production meant curtailed payrolls, mounting numbers of unemployed.

This state of affairs is nothing to cheer about, but neither does it contain any omens of a serious depression. Even with increased layoffs, more people are employed than at this time last year and seasonal upturns are expected to lift employment figures back above the 60 million mark. Purchasing power has held well above the level of a year ago. Prices are falling slowly but not crashing precipitously; when they reach the level the public considers right, buying picks up again.

What is lacking in most lines seems to be confidence in prices. Many families are in the market for new refrigerators, washing machines, automobiles and radios. They'd like to buy now, but hesitate for lack of certainty that the price tag will not show a lower figure next week or next month. The retailer who values their continued business dare not urge them to buy now because he, too, is not at all sure that the present price will hold.

The confidence that will bring buying back to normal must come from the manufacturer, who must convince both his trade and the public that his merchandise is good and his price is right. The best tool for that job is advertising, and the survey made by Assn. of National Advertisers proves that manufacturers know it. Approximately half of all ANA members plan to increase their advertising expenditures this year; only 10% of the smaller companies, doing less than $50 million worth of business a year, and only 3% of the larger companies plan advertising curtailment during 1949.

How those advertising dollars will be apportioned between broadcasting, aural and visual, and other media will vary among industries and among individual companies. The series of articles appearing on following pages of this issue attempts to review the use of radio and television during the past year by the various advertiser groups and to forecast their probable use of these broadcast media in the months ahead.

Makers of packaged products, such as foods, cigarettes, toiletries and drugs, have found radio a notable sales booster in years past and will continue to use it heavily. Many companies in these groups are currently experimenting with television, and manufacturers of automobiles, radio and TV sets, watches and other types of products are also using TV in increas-

(Continued on page 54)

Network Gross by Product Groups

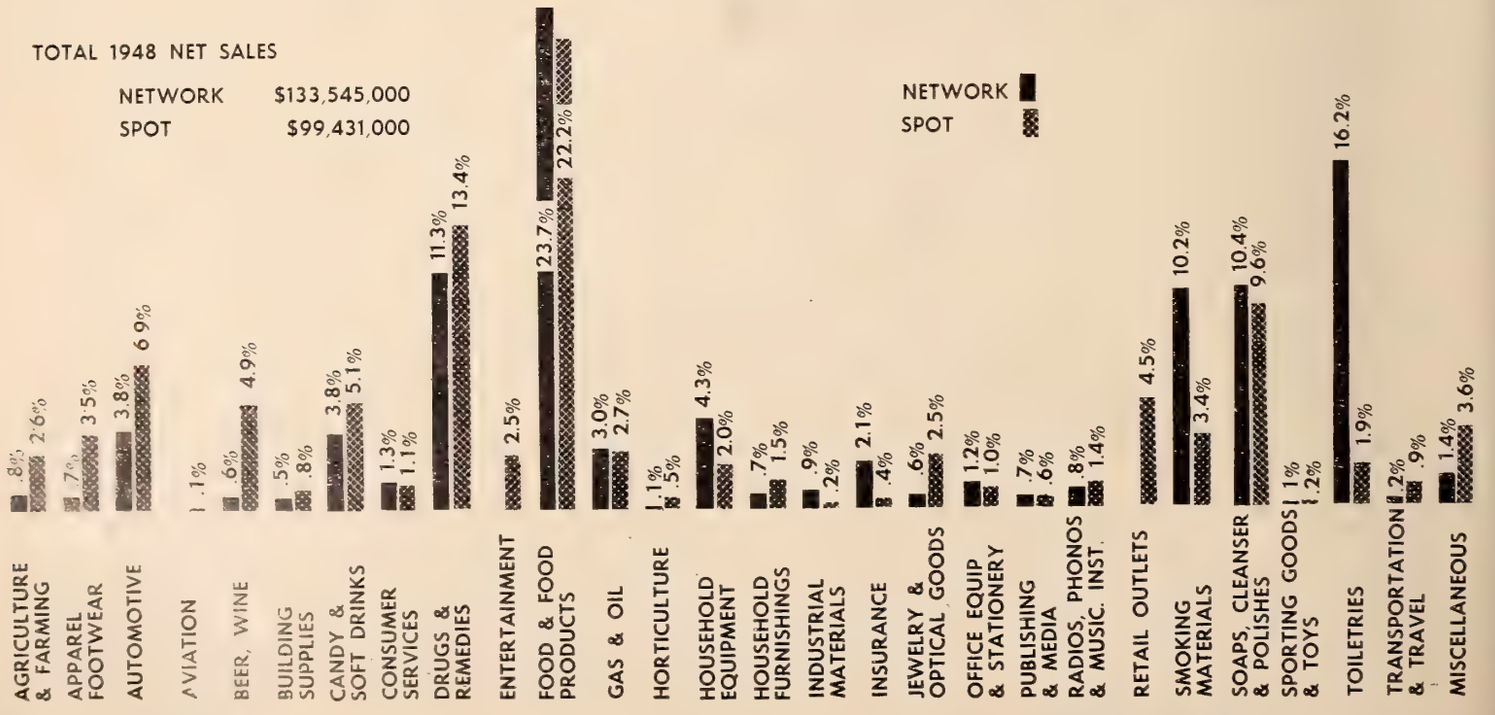
JANUARY 1948 AND 1949

Class	1948	1949
1. Agriculture & Farming	$ 113,725	$ 136,025
2. Apparel, Footwear & Accessories	121,175	146,286
3. Automotive, Automotive Accessories & Equipment	696,686	782,347
4. Aviation, Aviation Accessories & Equipment		
5. Beer, Wine & Liquor	114,915	70,476
6. Building Materials, Equipment & Fixtures	88,330	96,175
7. Confectionery & Soft Drinks	639,942	755,223
8. Consumer Services	222,042	175,375
9. Drugs & Remedies	1,990,661	1,771,372
10. Entertainment & Amusements		
11. Food & Food Products	4,360,135	3,970,556
12. Gasoline, Lubricants & Other Fuels	585,368	635,638
13. Horticulture	27,195	
14. Household Equipment & Supplies	697,630	703,268
15. Household Furnishings	125,360	120,923
16. Industrial Materials	169,904	226,370
17. Insurance	344,977	341,859
18. Jewelry, Optical Goods & Cameras	52,598	216,573
19. Office Equipment, Stationery & Writing Supplies	273,838	148,953
20. Publishing & Media	193,653	73,790
21. Radios, Phonographs, Musical Instruments & Accessories	192,772	171,278
22. Retail Stores & Shops		5,496*
23. Smoking Materials	1,798,380	2,085,661
24. Soaps, Cleansers & Polishers	1,544,412	1,698,866
25. Sporting Goods & Toys		
26. Toiletries	3,000,748	2,912,057
27. Transportation, Travel & Resorts		133,344
28. Miscellaneous	194,134	344,529
TOTALS	$17,544,580	$17,722,450

* First National Stores, formerly classified as Food, now listed under Retail
SOURCE: Publishers Information Bureau

* * * * * * *

SPOT & NETWORK ADVERTISING BY PRODUCT GROUPS



POT BUYING IN '48

Food, Drugs Top List

By ROBERT B. LUCE

)BING DEEP into the complex tomy of national spot radio in 8, BROADCASTING has found it to a highly diversified and vastly rent creature than its worthy panion, network advertising.

f the estimated $99,431,000 net nue from spot business in 1948, 114,000 was spent by food and product advertisers; $13,240,- by drug and remedies accounts; 70,000 by soaps, cleansers and shes, and $6,851,000 by automo- accounts.

ogether, these top four adver- s accounted for 52.1% of all onal and regional spot adver- g.

nese estimates of spot business product groups were made by Research Department of ADCASTING from data obtained n all classes of stations through- the United States.

Principal Similarity

ne principal similarity in net- and spot advertising revenue the fact that the leading user me in both categories is food food product advertising. In case, about 23% of all time is hased by this class of adver- .

om that point, down the list of uct groups, divergencies ap- . Toiletries, second ranking rtiser on the networks, is far n the list of national spot ad- sers. Drugs and remedies, h account for 13.4% of spot nues, placed only 11.3% of net- business in 1948.

tomotive advertising, which led about $6,800,000 in spot 948, or 6.9% of all spot time, esented only 3.8% of network sales.

er and wine advertising, heavy gional spot, accounted for 4.9% l spot business, and less than f network business.

tail stores and shops, who y buy any network time for us reasons, have proven to be ,500,000 customer in the re- l spot field.

the other hand, tobacco adver- s, who spend 10.2% of all the y invested in network adver- g, use only 3.4% of the spot nues.

parel advertising is concen- d in the spot field, with a total out $3,458,000 spent in 1948 ot radio. This is 3.5% of all time; on networks, apparel rtisers spend less than 1% of otal.

ot radio's biggest customers different group, in part, than ork radio's number one pur- rs of time.

is apparent from the estimates pot placements by product s that spot advertising is a diversified field than network radio. On the networks, more than 70% of all time bought is concentrated in the top five product groups. In spot, about 57% is in the top five categories, and the other 43% is spread among the remaining product groups.

In many cases product groups that account for less than 1% of network revenue are healthy buyers of spot radio time. Jewelry manufacturers and dealers who place more than $2,500,000 in spot advertising, or 2.5%, accounted for less than $900,000 in net revenues on networks.

With this in mind, it is reasonable to conclude that spot radio's economic base is a wide one. Instead of being a one- or two-industry town, it is a diversified town, with many industries pouring dollars into its till. As such, spot radio may be better able to hold its head above water if and when recession becomes widespread.

Average Station Revenues

Breakdowns of spot business by local, regional and clear channel stations appear in the table below. Station managers, and others vitally concerned with spot radio business can judge, within limits, how they stand in contrast with the average station in their class by looking carefully at these figures.

It should be clear, however, that these are *averages* and that a local station in a big market will be at one end of the spectrum, while another station in a small market may be at the other end.

The big buyers of spot time appear to concentrate their buying in the clear channel and regional stations. Food advertising, the top spot buyer, accounts for 25.2% of the spot revenue of the average clear channel station, and only 10.3% of the revenue of a local station.

Drug advertisers, who place 13.4% of all spot business nationally, account for 4.9% of the local station's revenue from spot; 6.9% of the spot revenue of the hypothetical "average" regional station; and 17.3% of a clear channel station's revenues from spot.

In dollar terms, the clear channel stations are head and shoulders above the other stations in spot revenues. Average revenue from spot business on clear channel stations is $453,138 in 1948; on regional stations it is $78,737 and on local stations the average works out to about $14,433.

Using these as base figures, the table shows that auto advertising

(Continued on page 54)

BREAKDOWN and analysis of the product groups will be found on the following pages:

Agriculture & Farming	55	Industrial Materials	106
Apparel	55	Insurance	108
Automotive	59	Jewelry, etc.	112
Aviation	62	Miscellaneous	169
Beer, Wines, Liquor	62	Office Equip. & Stationery	115
Building Materials, etc.	64	Publishing & Media	115
Confectionery, Soft Drinks	66	Radios, Phonographs & Musical Instruments	116
Consumer Services	70	Retailers	120
Drugs & Remedies	72	Smoking Materials	122
Entertainment & Amusements	74	Soap & Cleansers	124
Food & Food Products	76	Sporting Goods	130
Gas, Lubricants, etc.	90	Toiletries	132
Horticulture	96	Travel	169
Household Equip. & Supplies	102		
Household Furnishings	104		

AVERAGE PER-STATION SPOT REVENUES BY PRODUCT GROUPS

(1948)

Product Group*	% of total National spot business	Local Stations: Dollar Revenue	Local Stations: % of total spot business	Regional Stations: Dollar Revenue	Regional Stations: % of total spot business	Clear Channel: Dollar Revenue	Clear Channel: % of total spot business
Agriculture & Farming	2.6	$ 330	2.3	$3,860	4.9	$7,250	1.6
Apparel, footwear, accessories	3.5	1,180	8.2	3,300	4.2	12,255	2.7
Automotive, Auto Accessories	6.9	1,280	8.9	6,290	8.0	10,360	6.7
Beer, Wine & Liquor	4.9	1,160	8.1	1,890	2.4	25,375	5.6
Confectionery & Soft Drinks	5.1	460	3.2	3,780	4.8	23,930	5.5
Drugs & Remedies	13.4	760	4.9	5,430	6.9	78,390	17.3
Entertainment & Amusements	2.5	230	1.6	1,180	1.5	13,140	2.9
Food & Food Products	22.2	1,490	10.3	14,172	18.0	114,190	25.2
Gasoline, Lubricants & Fuels	2.7	500	3.5	4,470	6.0	5,890	1.3
Household Equipment & Supplies	2.0	950	6.6	1,810	2.3	6,800	1.5
Household Furnishings	1.5	590	4.1	2,200	2.8	3,170	.7
Jewelry, Optical Goods & Cameras	2.5	330	2.3	2,750	3.5	9,510	2.1
Radios, Phonographs & Musical Instruments	1.4	970	6.7	1,260	1.6	4,080	.9
Retail Stores & Shops	4.5	750	5.2	5,040	5.4	18,120	4.0
Smoking Materials	3.4	170	1.2	2,200	2.8	17,200	3.8
Soaps, Cleansers & Polishes	9.6	700	4.9	8,660	11.0	42,590	9.4
Toiletries	1.9	170	1.2	1,650	2.1	8,160	1.8
Average revenues from all national & regional spot	$14,433			$78,737		$453,138	

*Product groups representing less than 1% of all spot business are omitted in this table.
Note: Estimates based on BROADCASTING Research Department Survey of National & Regional Spot Business for 1948.

* * *

Estimated in this table are the percentages of national & regional spot revenues in each product group for three classes of stations—those operating on local, regional and clear channel frequencies.

The first column shows the percentage breakdown in each product group for spot advertising as a whole.

* * *

The other columns show, first, average dollar revenues in each product group for each class of station.

The percent columns under each class of station show the percent of spot revenue received from each type of advertiser by the average station in that class.

Spot Accounts Active in 1948

(Accounts, by product names, with average number of stations used in each quarter of the year, based upon the monthly tabulation of the Rorabaugh Report on Spot Advertising for 1948.)

	AVERAGE NUMBER OF STATIONS			
	1st QUARTER	2nd QUARTER	3rd QUARTER	4th QUARTER
AGRICULTURAL				
Coconut Meal	3	3	3	3
Dunlop Challenger Feeds	1	1	1	—
Garst & Thomas Hybrid Corn	4	4	12	13
Kerr Baby Chicks	1	—	—	—
King's Crest Hybrid Seed Corn	20	9	3	14
Lick-A-Brick	14	14	—	—
Moorman Prod.	4	4	—	—
Murphy Feeds	10	10	18	18
Northrup Seeds	20	9	3	14
Pillsbury Feeds	4	4	—	—
Pilot Brand Oyster Shells	35	36	37	37
Pioneer Hy-Bred Corn	1	1	1	2
Sterling Feeds	20	9	3	14
Stern Nurseries	—	—	—	—
Swift & Co. (Agri. Research)	1	1	1	—
Swifts Plant Food	—	*	*	—
Velvet Green Plant Food	—	1	—	—
Weedone	—	—	7	—
AUTOMOTIVE				
Atlantic Gas & Oil	5	73	86	111
Chrysler Corp. (Inst.)	—	7	—	—
Chrysler Dealers	—	63	109	114
Conoco Gas & Oil	2	2	2	2
Esso Gas & Oil	42	42	42	42
Fisher Body Div. of Gen. Mtrs.	—	—	—	3
Ford Dealers	78	49	27	15
General Motors Inst.	12	13	13	13
Heet	12	—	—	—
Hollingshead Motor Rhythm & Zorbit	—	—	—	9
Johnson's Carnu	14	14	9	9
Keystone Auto Club	7	7	7	7
Lee Tires	29	32	34	32
Mobiloil & Mobilgas	10	8	13	21
Nash Motors	—	—	—	52
Oldsmobile Motor Cars	*	183	188	149
Phillips '66' Gas & Oil	29	32	34	31
Pontiac Cars	—	—	1	—
Prest-O-Lite Batteries	—	—	—	60
Pure Gas & Oil	1	2	2	2
Shell Gas & Oil	32	34	35	36
Siloo (Petroleum Solvent)	—	—	—	4
Standard Gas & Oil (Ind.)	21	21	21	32
Tavern Products	10	8	—	—
Texaco Gas & Oil	8	8	8	8
Tydol and Veedol	2	1	1	1

	AVERAGE NUMBER OF STATIONS			
	1st QUARTER	2nd QUARTER	3rd QUARTER	4th QUARTER
BEVERAGES—ALCOHOLIC				
Berghoff Beer	2	2	1	1
Beverwyck Beer & Ale	—	—	29	2
Burkhardt Beer	5	5	5	6
Cadillac Wines & Liquors	1	—	—	—
Carlings Black Label Beer	—	10	21	10
Carlings Red Cap Ale	4	73	126	61
Champagne Velvet Beer	46	37	25	23
Columbo Wine	2	2	2	2
Dawson's Beer & Ale	36	42	27	1
G & B Beer	1	1	1	—
Garrett Wines	—	—	—	4
Gibson's Golden Pheasant Wine	—	1	1	1
Gluek's Beer	10	10	16	15
Greisedick Beer	—	—	—	—
Hensler's Beer & Ale	2	—	—	—
Hyde Park Beer	7	3	2	—
Jax Beer	23	24	22	20
Krueger Beer & Ale	30	51	15	12
Noilly-Pratt Vermouth	—	—	1	—
Old Crown Beer & Ale	3	4	6	*
Old English Brand Ale	15	16	19	24
Old Reading Beer	3	1	1	1
Prior Beer	7	8	8	8
R & H Beer	2	2	12	6
Rainier Beer & Ale	16	17	17	17
Ram's Head Ale	7	8	8	8
Ruppert Beer & Ale	7	4	4	—
Sunshine Beer	2	2	—	—
Trommer's Beer	10	10	10	10
Utica Club Beer	16	16	19	24
Valley Forge Beer	7	8	8	8
Virginia Dare Wine	114	—	—	159
BEVERAGES—NON-ALCOHOLIC				
Aborn's Coffee	—	—	31	31
American Dry	—	—	1	—
Birds-Eye Orange Juice	6	26	40	—
Birely's Chukker	1	9	—	—
Birely's Fruit & Flavor Drink	—	—	21	17
Bliss Coffee	—	8	7	5
Borden's Instant Coffee	6	5	—	—
Bubble Up	1	—	—	—
Canada Dry Beverages (all prod.)	—	11	15	8
Canada Dry Sparkling Water	7	—	—	—
Clicquot Club Ginger Ale	13	5	5	3
Coca Cola	269	273	248	162
Coca Cola Bottling Co. of Minnesota	—	—	2	2
Coca Cola Export Co.	—	—	1	1
Coca-Marsh	1	—	—	—
Dr. Pepper Bottling Co. of Glendale & Los Angeles	—	—	—	—
Gurds Ginger Ale	—	2	—	—
Hires Root Beer	6	8	8	—
Kaffee Hag	3	3	3	3
Kik Cola	—	10	9	—
Kroger Hot-Dated Coffee	28	28	28	28
Liquid Apple	—	4	4	—
Martinson's Coffee	2	2	2	*

* Account not recorded in this quarter.

Note: Where no stations are shown, average was less than 1 in that quarter.

(Continued on page 165)

Network Gross in '48

(Continued from page 52)

ing numbers. John K. West, vice president in charge of public relations of RCA Victor, last month estimated that advertisers will spend $25 million in the use of television this year.

This sum will not, however, be deducted from the revenue of sound broadcasting. With few exceptions, the major users of radio are financing their video advertising with new appropriations and not by curtailing their radio budgets. Most national advertisers queried by BROADCASTING at the end of 1948 about their plans for this year stated that their expenditures for radio time during 1949 would equal or exceed those of 1948.

Retailers in recent years have become radio's best customers, their combined purchases of radio time surpassing the combined billings of the four nationwide networks to national advertisers. The 1949 outlook is good here, too. Howard Abrahams, sales promotion director of the National Retail Dry Goods Assn., surveyed NRDGA member stores and found that on the average they plan to spend 5% more for radio this year than last.

Advertising plans can be changed, however, and the months ahead will find many eager space salesmen trying to switch money planned for radio into their printed pages. Changing economic conditions will also affect advertising plans, for better or worse. Probably the best insurance that 1949 will be another all-time high revenue year for broadcasting comes from the broadcasters themselves in answering BROADCASTING's latest TRENDS questionnaire on business conditions.

"Work like hell." "Get out and get." "Make calls and more calls." "Sell! Sell! Sell!"

Those were the broadcasters' answers. All they have to do now is follow their own advice.

Spot Buying in '48

(Continued from page 53)

accounts for about $1,280 in revenue on the average local station; $6,289 on region stations; and about $10,360 on a clear channel station.

Each product group analysis in this issue contains a table showing network *gross* billings in each product group for 1948-47 and 38. Next to it appear the *net* billings for national and regional spot revenues. To compare the two billings, take about 30% of the gross network figure.

These estimates were prepar from financial data obtained from cross section sampling of all A stations in the United States. T sample is correctly representati by city size, class of station, a geographical area.

Returns were totalled by an counting firm, and results w analyzed and projected to the pr uct groups estimates by the search Department of BROADCA ING.

Class 1: . . . . . Agriculture

THE FARM market is a twin arket," writes Dr. Vergil Reed, ssociate director of research for Walter Thompson Co., in an an-ysis of that market published by e agency in February.

"The twins," he continues, "are no means identical, yet they are amese, and inseparable. One is *consumer* market. The other is *industrial* market."

Only the latter market is de-icted in this section of our report the various types of advertising at support the American system broadcasting. That farmers mprise a good market for all pes of consumer goods is amply oved by the successful record of e many broadcasting stations rving rural America, but in a udy of this nature it is not feas-le to attempt to break down a oadcast campaign for candy bars, r example, by urban and rural peals. It is enough to state that e radio accounts here noted are ose concerned with the farmer's ofessional or, to use Dr. Reed's rm, "industrial needs."

This is a relatively small part of e broadcasting business, includ-g only three network advertisers, s the accompanying table shows, nd not many more spot advertis-s reported either in recent issues BROADCASTING or the Rorabaugh eports on Selective (spot) Adver-sing. The current spot advertis-s include Nicoll-Talcott Corp., ew England distributor for Ford ractors, sponsoring *Maine Farm opics*, thrice-weekly, 30-minute rogram, on four stations in that tate, and North Eastern Supply o. (farm equipment), using farm rograms in New York and New England. International Harvester Co. on April 3 moved *Your Harvest of Stars* back to Sunday afternoon and NBC after a year of Wednesday nights on CBS.

Armour Fertilizer Works uses daily announcements on four Carolina stations; Cargill Inc. (feeds) sponsors Nutrema Hi Flyers on Texas State Network; Ranch-Way Feeds sponsors *Mile High Farmer* on KOA Denver; El Dorado Oil Works uses spots on three California stations for Coconut Meal; Murphy Products Co. promotes its feeds with 5-, 15- and 30-minute programs on 18 midwestern stations; Oyster Shell Products advertises Pilot Brand Oyster Shells with announcements on 37 stations.

In February Swift & Co. started a spot campaign on WHO Des Moines for its hatcheries and Unadilla Silo Co. began using spots on four New York State stations. Two makers of weed and insect sprays, Speedy Mfg. Co. and Sodak Mfg. Co., have announced plans to use radio, as has Woodard-Scroggs (feed concentrate). National advertising for Ford tractors and Dearborn farm equipment will be increased 20% this year, with dealer advertising under a co-operative plan to be doubled, according to M. D. Hill, general sales manager of Dearborn Motors Corp. The total promotion for this company's products, which will exceed $2 million in 1949, was not broken down by media.

Television's small circulation among rural residents as yet is reflected in the use of TV advertising in this field, only two local accounts being reported in February. The extent of the use of sound broadcasting by local dealers in farm supplies is unknown, but it may be indicated by the fact that they account for only nine of the more than 1500 local sponsors of network co-op programs.

Leading farm equipment manufacturers reported 1948 as their best peacetime year, far ahead of 1947 both in gross sales and net profits. For the first time since the war a normal supply of these goods is on hand and farmers may buy them without delay, a situation that should produce increased competition and increased advertising.

The February drop in prices paid for farm produce, which stood at 258 on the Agriculture Department index, 10 points below January and compared with 279 in February 1948 and the record 307 in January 1948, may not seriously curtail the national farm purchasing power during 1949. The possibility that this may be the last year when unrestricted planting of cotton, wheat and corn and also the last year of Government support at wartime levels is expected to lead to bumper crops even surpassing the 1948 production. Then, crop increases offset price drops to keep the aggregate farm income at the 1947 level, and the same may well happen in 1949.

CLASS 1. AGRICULTURE AND FARMING

NETWORK (Gross)	1948	$1,531,531		**
	1947	1,471,457	SPOT 1948 (Net)	$2,592,000
LEADING NETWORK ADVERTISERS	1938	167,243		

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
INTERNATIONAL HARVESTER CO.			$782,719	$628,995	.....
"Harvest of Stars" McCann-Erickson	Trucks, Farm Machinery	NBC-162-½ (Jan.-March)	156,026		
		CBS-166-½ (March-Dec.)	626,693		
ALLIS-CHALMERS MFG. CO. "National Farm & Home Hour" Bert S. Gittins	Farm Equipment	NBC-164-½	$421,280	$424,557	$67,236
RALSTON PURINA CO.* "Checkerboard Jamboree" Gardner Adv.; (eff. July) Brown & Bowers	Chow Products	MBS-201-1¼	$327,532	$417,905	.....

* Expenditures in other product groups ** BROADCASTING estimate Source: Publishers Information Bureau

Class 2: . . . . . Apparel

EENER COMPETITION among othing manufacturers and retail-rs and more aggressive advertis-g is almost the only certainty in is uncertain industry.

While department store sales ere up 5% for the year 1948 over 947 and dry goods sales up 3%, cording to Census Bureau figures, e same source reported decreases 5% for men's and boy's clothing, 1% for family clothing, 5% for shoes, 5% for women's accessories, 8% for custom tailors and 7% for furriers. In the entire apparel list, only women's ready-to-wear had increased sales in 1948 over 1947, a 3% gain. March sales in 1949 are behind those of a year ago, but the fact that Easter is April 17 this year in contrast to a March 28 date in 1948 probably explains most of the lag.

However, retailers are being extremely cautious about buying any more merchandise than enough for their immediate needs, and this in turn is affecting manufacturers. Where prices are down, retailers are waiting for further cuts. Shirt production has dropped 30% below last year's level; rayon companies have cut production sharply, laying off workers or shortening the work week. In both cases retailer unwillingness to buy is blamed. Buying of woolens is almost at a standstill, with retailers and tailoring firms apparently waiting for a price break, despite a certain reduction in the new wool crop as a result of the loss of sheep in last winter's severe storms, which woolen manufacturers say will make any price reduction impossible.

Only seven apparel advertisers used time on the major networks during 1948: those which show in the table and Clear Weave Stores. This company advertised its apparel products with *The Storyteller*, weekly five-minute show, on 14 ABC stations, starting in November, spending $2,304 for time in 1948. On Jan. 19, Brown Shoe Co. sponsored the presentation of the Sport Magazine awards as a one-time broadcast on MBS. Jan. 15, Dr. A. Posner Shoes Inc. started *Big 'n' Little Club* on three ABC stations, and plans to expand the network to at least 30 stations shortly.

Spot campaigns currently sponsored by clothiers include: Canadian Fur Trapping Corp., using 95 announcements, 61 ten-minute and 16 quarter-hour programs a week on five stations in the New York metropolitan area; Cooper's Inc. (shorts), with six 15-minute and three 10-minute periods a week on WEEI Boston; Crosby Clothes (men's clothing chain), spots on eight stations; Goodyear Tire & Rubber Co. (Rubber shoe products), chain breaks on 87 stations; Robert Hall Clothes (men's clothing chain), programs and spots in cities where Hall stores are located; National Shoe Stores, programs

(Continued on page 59)

TV ADVERTISERS

lass 2. Apparel, Footwear & Accessories

onth	Net	Spot	Local	Total
ly	—	—	—	15
ug.	—	7	17	24
pt.	3	10	31	44
ct.	3	18	36	57
ov.	3	39	44	86
ec.	3	28	50	81
n.	3	22	51	76
b.	4	20	54	78

urce: Rorabaugh Report on Television Advertising

what makes WOR the great



tation that it is?

being a more or less non-statistical interpretation of the varied qualities that make WOR a formidable force in the lives of the majority of 36,000,000 people

Let us, to dispel any accusations of self-styled grandeur, open this piece by stating —WOR's use of the term "great" in the headline above is like an old vet's reference to a medal won. It's an inherent American characteristic to shrug off honors, social, athletic or otherwise, and the term "great" has long acquired the fine white beard of most superlatives. So, WOR uses the word "great" with caution, but also with a justified swelling of the chest. For these reasons . . .

Technically—WOR is a showpiece of advanced and intricate design. Year in and year out, hundreds of engineers and students of electronics from Switzerland to Batavia to Great Britain visit the station's vast 50,000 watt transmitter in Carteret, New Jersey, and do "post graduate work" at its shops in New York. There they talk to men such as Charlie Singer and Paul Reveal and Dick Davis and . . . oh, a score more of talented technicians. They're quiet men, these WOR engineers; very calm and very sure. Yet, they deal with a veritable Oak Ridge of giant tubes and hissing coils and the low, lion-like purr of multi-metered boards.

That's one reason why WOR is "great"; i. e., a superb technical plant, guarded and geared by skilled engineers; built with the accuracy of a Swiss watch to deliver any message to the greatest concentration of all kinds of people in the United States—36,000,000 people, in 18 states, from Canada to Georgia.

Programming—Since its founding in 1922, there has been a "gypsy" flair to WOR's programming. While sound sampling of public opinion—through such organizations as Hooper, Crossley, Nielsen, etc.—governs a great deal of its moves, WOR has not lost a grain of respect for "instinctive showmanship." WOR has long believed that talent cannot be slideruled, whether program, artist or idea. Like a good chef, one must take chances, and for every soufflé that deflates, there's one that dazzles. That's why WOR has men on its staff like Robert Simon, Don Hamilton, Norman Livingston, Roger Bower, Bob Brewster and a dozen more. They're products of and advocates of "show business." They audition new talent ceaselessly; come up with radio rockets like "Nick Carter," "Juvenile Jury," "Tello-Test," "Barbara Welles" and a string of other hits. You're right, some of their

Continued)

finds are not Bennys or Crosbys, but you'd be amazed at the hundreds of thousands who follow these artists and the results they achieve for people who want to sell.

That's another reason why WOR is "great"; i. e., the staff and the talent, to unearth talent and build shows that warm the heart and inform the mind; shows that produce maximum results at the second lowest cost per thousand homes reached of any station in the United States. Yes, that's it, shows that hold and mold the hearts and minds of millions of listeners and build businesses for advertisers.

Executive—Like any business, WOR has an executive staff, but don't think of high beaver hats and cutaways when you think of WOR's "brass." WOR's executive staff is as integral a part of engineering and programming and promotion and research as the men who handle the tools. In fact, a majority of the men who handle the "tools" are top executives. They're showmen, too, and they come from varied fields—marketing, university staffs, book and magazine publishers, newspapers and even—even—hold on—a papier-maché plant. There's a rare vitality of mind about these men; a sense of anticipating a world to be made rather than a world that's been achieved. In case this might sound too altruistic, let's qualify it—they work and live with mediums that are mercurial, radio and television; you can't stand still on *those* things.

BUT—let's not forget the other 300 people who make WOR. They are the stenographers and secretaries and script writers; they are the sound effects men and the draftsmen and the receptionists and the porters. Yes, they're the salesmen, and the mailboys, and the messengers who speed errands from all points of greater New York. They're the music library and the people who record voices and the announcers, producers, news writers and telephone operators.

They're a *vital* reason why WOR is "great," for WOR—like any business—is people, and it's extremely aware of its people, for the word "great" dissolves like heated wax if it isn't supported by the people who make it—just that, "great."

NOTE—WOR has run this advertisement in the interest of its millions of listeners, its staff, and the hundreds of advertisers who use this great American station's power from day to day and week to week. It endeavors to interpret WOR as a personality, a tapestry of people, a place of varied and sometimes unduplicated talents. And, most sincerely, a description of one symbol that personifies everything that a great country is and will continue to be.

WOR

—one of America's great stations

WOR—key station of the world's largest network, MUTUAL

Class 2

(Continued from page 55)

nd announcements on seven sta- ons in metropolitan New York.

Outstanding among the many lo- al apparel advertisers on the air Rice's Fashion Corner, Norfolk omen's store, sponsoring all the eekday evening hours on WLOW- M Norfolk, 5-11 p.m., Monday hrough Saturday, 36 hours a week.

Television, even without color, is eavily used by apparel advertis- rs, the February TV Rorabaugh eport listing four network, 20 pot and 54 local sponsers in this lass. Current network advertisers nclude: Bates Fabrics (women's ear), using a weekly 20-minute usical show on NBC; A. S. Beck o. (shoes), weekly half-hour on BC; Cluett, Peabody & Co. (Ar- ow shirts, ties), weekly half-hour n NBC; Disney Inc. (hats), 10- inute weekly news review on BC; A. Stein & Co. (Paris gar- ers), 15-minute weekly sports uiz on ABC; Textron Inc. (linge- ie), weekly half-hour comedy rama on NBC; U. S. Rubber Co. (Keds), Kid's show, five quarter- ours, one half-hour a week on BS.

CLASS 2. APPAREL, FOOTWEAR & ACCESSORIES **

NETWORK 1948 $1,431,589 (Gross)
1947 1,526,339
1938 350,977
SPOT 1948 $3,458,000 (Net)

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
BROWN SHOE CO.			$425,204	$422,868	.....
"Smilin' Ed McConnell & His Buster Brown Gang" Leo Burnett & Co. Inc.	Shoes	NBC-161-½			
FRANK H. LEE CO.			$404,195	$369,196	.....
"Drew Pearson" William H. Weintraub Co.	Mens Hats	ABC-256-1¼			
TRIMOUNT CLOTHING CO.			$318,792	$266,966	.....
"Sherlock Holmes" William H. Weintraub Co.	Clipper Craft Clothes	MBS-266-½			
PIEDMONT SHIRT CO.			$196,405	.....	.....
"William L. Shirer" William H. Weintraub Co.	Wings Shirts	MBS-340-¼ (10 mos.)			
TEENTIMERS INC.			$67,014	$143,220	.....
"Teentimers Club" Buchanan & Co.	Dresses	MBS-85-½ (10 mos.)			
MODE O'DAY CORP.			$17,684	.....	.....
"Surprise Package" Glasser Gailey Inc.	Dresses	ABC-20-½ (2 mos.)			

Source: Publishers Information Bureau

** BROADCASTING estimate

Leading video spot advertisers in the apparel group include B.V.D. Corp. (men's wear), using cartoon jingles on 11 TV stations; Botany Mills (Ties), half-minute film spots on seven stations; Handmacher-Vogel (women's suits), three spots a week on 26 stations; Celanese Corp. (fabrics), two spots a week on 26 stations. Goodall Co. (summer suits) is sponsoring a five-minute series of golf instructions on WNBQ Chicago and offering the film to dealers for local use. Catalina Inc. (swimsuits) has series of six one-minute and one ten-minute films to be released to dealers during the swimming season.

Class 3: . . . . . Automotive

MEETING the impending buyers' market more than halfway, the utomotive industry has turned to adio for help in making 1949 a ecord year for motor sales. By etwork, spot and local campaigns, n sound broadcasting and televi- ion, the motor makers are making ure that no listener or viewer re- ains ignorant of the supreme ualities of their new models.

In late February and March lone, broadcasters sold more than 1 million worth of time for adver- tising the new cars. Chrysler Corp. used 26 announcements on each of about 350 stations in 24 markets in a one-week Mid-March drive for the new Plymouth. It promoted Dodge sales in a four-week campaign starting late in February and comprising 14 announcements weekly on nearly 300 stations and put on a two-week intensive spot drive for De Soto cars the first part of March. Meanwhile, the continuing campaign for Chrysler cars, using the five-minute five-a-week *Animal World Court*, was expanded to include the use of more than 140 stations.

Ford Motor Co. on Feb. 21 started a four-week spot campaign using 12 announcements a week on stations in selected markets. Also in February, General Motors Corp.'s Pontiac Division began using announcements on 73 stations, while GM's Oldsmobile Division continued its announcements on 136 stations.

Networkwise, the major automotive addition came on Jan. 2, when Kaiser-Frazer Sales Corp. assumed sponsorship of Walter Winchell's Sunday evening news commentaries on ABC under a two-year contract reportedly exceeding $2.5 million for time and talent. This was largely responsible for boosting the network gross time sales in the automotive class to $782,347 in January, compared with the gross of $692,686 for January 1948, according to PIB.

Network automotive advertisers during 1948, in addition to those listed in the table, included: Champion Spark Plug Co., sponsoring *Champion Roll Call*, 5-minute weekly sports show, on ABC, with time charges of ($252,619); Fruehauf Trailer Co., *This Changing World*, 15-minutes a week, ABC, starting in June ($125,497); Goodyear Tire & Rubber Co., *Greatest Story Ever Told*, half-hour Sunday program, ABC ($541,500); Studebaker Corp., *Bob Garred*, three quarter-hours a week on a CBS western hookup ($66,756); Western Auto Supply Co. (accessories), *Circle Arrow Show*, weekly half-hour, NBC ($201,696).

S. C. Johnson & Son (Carnu), sponsored Dizzy Dean for 15 minutes a week on NBC (July-Sept.) ($65,580); Tucker Corp. (cars), had *Speak Up America*, weekly quarter-hour, on ABC (Apr.-June) ($66,618); U. S. Rubber Co. (tires)

(Continued on page 60)

CLASS 3. AUTOMOTIVE & ACCESSORIES **

NETWORK 1948 $7,696,776 (Gross)
1947 6,599,870
1938 3,904,468
SPOT 1948 $6,851,000 (Net)

LEADING NETWORK ADVERTISERS

Advertiser, program, nd agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
ORD MOTOR CO.			$1,629,082	$908,970	$1,052,875
The Ford Theatre" enyon & Eckhardt	Automobiles	NBC-162/CBC-1 (Jan.-June)	565,553		
The Fred Allen Show" Walter Thompson	"	NBC-166/CBC-½ (10 mos.)	670,134		
The Ford Theatre" enyon & Eckhardt	"	CBS-170/CBC-1 (Oct.-Dec.)	393,415		
ENERAL MOTORS CORP.*			$1,152,894	$1,064,387	$143,733
Soap Box Derby" ampbell-Ewald	Chevrolet Cars	CBS-164-¼ (one time)	7,490		
Fisher Body Craftsman's Guild Awards" ampbell-Ewald	Institutional	ABC-35-¼ (one time)	4,134		
Henry J. Taylor" udner Agency	Institutional	MBS-468-½	1,021,270		
		ABC-275-¼ (Dec.)	23,096		
Election Returns" ampbell-Ewald	Chevrolet Cars	NBC-163-12 (one time)	120,000		

* Expenditures in other product groups

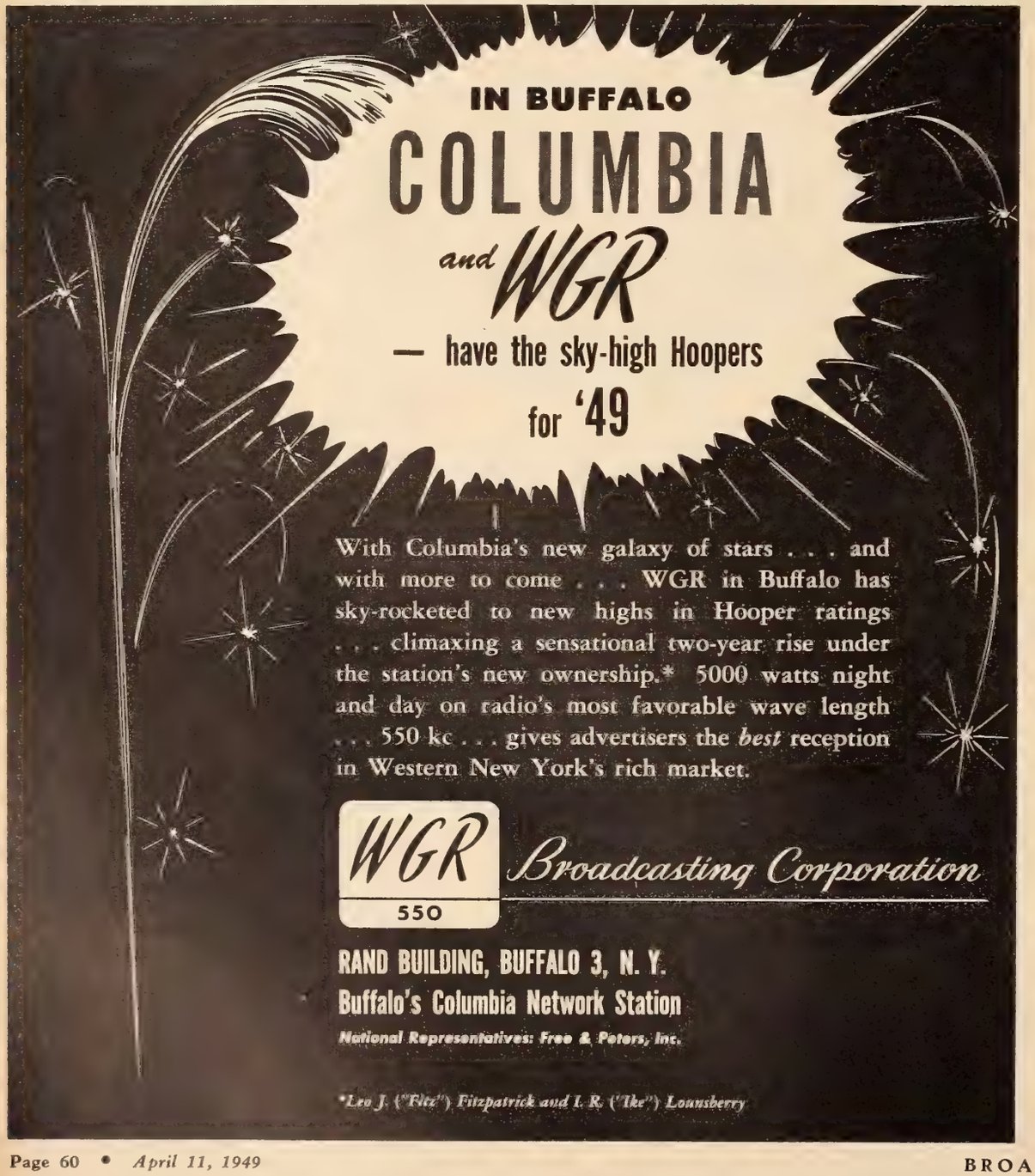
(Continued on page 60)

** BROADCASTING estimate

Class 3 (Continued)

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Week	1948	1947	1938
KAISER-FRAZER CORP.			$957,698	$244,114	.....
"Election Returns" William Weintraub	Automobiles	ABC-256-12 (one.time)	82,000		
"Adventure of the Thin Man" William Weintraub	"	MBS-477-½ (Oct.-Dec.)	172,182		
"Meet the Boss"	Automobiles	MBS-484-½ (Oct.-Dec.)	171,715		
"Newscope" Swaney, Drake & Bement	"	MBS-453-½ (Jan.-April)	346,023		
		MBS-75-¼ (Jan.-May)	185,788		
ELECTRIC AUTO-LITE			$904,413	$891,974	.....
"The Dick Haymes Show"; "Suspense" (eff. July) Ruthrauff & Ryan; eff. July, Newell-Emmett	All Products	CBS-163/CBC-½			
CHRYSLER CORP.			$819,297	$231,717	$1,003,612
"Christopher Wells"; eff. June 29, "Hit the Jackpot" BBDO	Plymouth & De Soto	CBS-166-½			
FIRESTONE TIRE & RUBBER CO.			$776,163	$786,177	$635,206
"The Voice of Firestone" Sweeny & James	Tires & Tubes	NBC-140-½			

Source: Publishers Information Bureau



Class 3

(Continued from page 59)

sponsored a one-time 15-minu broadcast of the Winter Olympi on Mutual ($10,252); Nash-Kelv nator Corp. (Nash cars) sponsore the election returns on CBS ($86 250); Perfect Circle Co. (pist rings) sponsored the Memorial Da Indianapolis Speedway Race MBS ($17,335), which it will again this year for the fourth co secutive time.

Fram Corp. (automotive filters in March began *Sports Thrills the Week*, 5-minute Saturday s ries, on MBS, as the second ne automotive network sponsor 1949.

Automotive accessory firms cu rently using spot radio include Glostex Products (Gaylark au seat covers) expanding its Midwe campaign to both coasts; Pep Bo (auto accessories chain), announc ments in West Coast cities whe stores are located; Keystone Aut mobile Club, spots and progra on seven East Coast stations.

The use of radio by local au and accessory dealers is not a ma ter of record but its extent can gauged by the sponsorship of ne work co-op programs by 282 su companies, according to the late figures. This group has also go enthusiastically into television, a counting for 89 local TV adverti ers in February.

Video spot campaigns on the a that month advertised De So Ford, General Motors, Lincol Mercury, Packard and Pontiac a tomobiles, Trubilt trailers a Wettlaufer Mfg. Corp. (automobi designer). Since then Unit States Rubber Co. has begun a announcement campaign on 26 T stations for Royal Air Ride Tire Nuffield Organization, Englis manufacturer of Morris cars, planning to use television to adve tise them to the American public.

The major automotive co panies are also making extensi use of network television. Gener Motors, already sponsoring 3 minute *Chevrolet Tele-Theat* Monday on NBC and the quarte hour *CBS-TV News* twice week for Oldsmobile, is adding a Wedne day evening 60-minute progra for Buick on CBS. Ford televis *Ford Theater* for a Monday ev ning hour a month on CBS, usi half-hour *Magic Crystal* progra

(Continued on page 62)

TV ADVERTISERS
Class 3. Automotive, Accessories, Equi

Month	Net	Spot	Local	To
July	—	—	—	2
Aug.	2	2	41	4
Sept.	2	2	27	3
Oct.	2	3	56	6
Nov.	2	6	66	7
Dec.	3	8	67	7
Jan.	4	7	63	7
Feb.	4	10	89	10

Source: Rorabaugh Report on Televisi Advertising

Make A Name For That Product with the NO NAME SHOW

Bill Gordon's Morning Sales Maker

Monday through Fridays

9:30 to 9:45 a.m. segment CST

WHHM	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
4.8	4.1	3.1	2.1	1.3	0.0	0.0

Source: Latest Hooper Continuing Measurement

WHHM

Independent—but not Aloof
MEMPHIS, TENNESSEE

Patt McDonald,
Manager

Member
Association of
Independent
Metropolitan Stations

Ask Forjoe & Co. for this and other segments

CLASS 4. AVIATION & ACCESSORIES
NETWORK 1948.....
SPOT 1948.....$109,000*
*BROADCASTING estimate

Class 4: Aviation

STINSON DIVISION, Consolidated Vultee Aircraft Corp., has been buying weekly participations in the *Thrills in Sports* program on KTLA(TV) Los Angeles, first use of any form of broadcast advertising by any airplane company in recent years. No use of AM or FM broadcasting for airplanes was reported during the opening months of 1949 nor for all of 1948. Airline advertising is included in Class 28, Travel, Transportation & Resorts.

Class 5: ..... Beer, Wines

AMERICAN brewers are expected to spend at least $10 million for advertising by radio and TV this year, just about double their expenditures for these media in 1947 and 1948.

That estimate is based on information received by the United States Brewers Foundation, which credits the increased appropriations chiefly to the increased interest in television. In February, certainly not the height of the beer-drinking season, the Rorabaugh TV Report showed 57 brewery sponsors of video programs and spots.

"Sporting events are the major type of television programs sponsored by breweries," the Foundation statement to BROADCASTING continues. "An idea of the video potential as a brewery advertising medium may be gained from the fact that New York breweries alone will jointly spend more than $1 million in 1949 in telecasting Brooklyn Dodger and New York Yankee baseball games. As additional television stations are set up in the US, the list of brewery sponsors is expected to be increased accordingly."

In addition to the New York breweries referred to: F & M Schaefer Brewing Co. sponsoring the Dodgers home games on WCBS-TV New York and P. Ballantine & Sons the Yankees home games on WABD(TV) New York, four other breweries had signed for baseball telecasts in five cities by mid-March. They are: Burger Brewing Co., sponsoring Cincinnati Reds on WLWT(TV) Cincinnati at the beginning of the season, switching to WCPO-TV Cincinnati later on; Goebel Brewing Co., Detroit Tigers on WWJ-TV Detroit and Chicago Cubs on WENR-TV Chicago; Griesedieck-Western Brewing Co., St. Louis Cardinals on KSD-TV; Galveston-Houston Breweries, local team on KLEE-TV Houston.

Ballantine also sponsors weekly *Tournament of Champions* boxing matches on a 5-station CBS-TV East Coast hookup. Edelbrew Brewery sponsors a quarter-hour of ABC's hour-long weekly *Bowling Headliners* on four eastern stations. Other brewery TV sports sponsors include: Atlantic Brewing Co., wrestling; Barbey's Inc., *Sportsman's Show;* Magnus Beck Brewing Co., sports films; Berghoff Brewing Corp., boxing; Brewing Corp. of America, sports films; Galveston-Houston Breweries, wrestling; Gettleman Brewing Co., wrestling; Globe Brewing Co., boxing, basketball; Wm. Gretz Brewing Co., *Sports Scrapbook;* Griesedieck-Western Brewing Co., hockey, basketball, boxing; Gunther Brewing Co., basketball; Home Brewing Co., sports programs; Hudepohl Brewing Co., various sports pickups from Cincinnati Gardens; Hull Brewing Co., boxing; Jackson Brewing Co., *Outdoors in Louisiana;* G. Kreuger Brewing Co., boxing; National Brewing Co., wrestling, basketball; Pabst Sales Co., hockey; Pittsburgh Brewing Co., *Sports Album;* F. & M. Schaefer Brewing Co., hockey; George Stein Brewery, wrestling; George Wiedemann Brewing Co., wrestling, boxing, *Sportseye.*

"While the emphasis is on competitive sports as a natural attraction for the average beer and ale

(Continued on page 64)

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WMOB Mobile, Ala.
WLAY Muscle Shoals, Ala.
KTHS Hot Springs, Ark.
KFMB San Diego, Calif.
WGBA Columbus, Ga.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
KBYE Oklahoma City, Okla.
WDEF Chattanooga, Tenn.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis, Tenn.
KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

TELEVISION

WEWS Cleveland, Ohio
WMCT Memphis, Tenn.

Class 3

(Continued from page 60)

the other Mondays on that network. Lincoln-Mercury Dealers also sponsor *Toast of the Town* for an hour each Sunday.

Firestone Tire & Rubber Co. continues *Americana,* half-hour Monday evening historical quiz, on NBC. Electric Auto-Lite Co. is now televising *Suspense* for a Tuesday night half-hour on CBS in addition to its sound broadcast of the program. B. F. Goodrich Co. this month started *Celebrity Time* as a Sunday evening half-hour series on ABC's video network.

CLEAR-CHANNEL PUBLIC SERVICE IS A WORLD INFLUENCE FOR PEACE AND HUMANITY



IN its quarter-century history, the radio industry has furnished many examples of distinguished public service in times of crisis. Almost every community has had its flood, hurricane or disaster, during which its radio stations have pitched in wonderfully and successfully.

WHO is proud to have shared in many such epics of public service — is still prouder, however, of a *continuing* service we have now been rendering for *over three consecutive years:*

In December, 1945, WHO spotted an international emergency of hunger and poverty in Europe—began telling its listeners about it three nights a week, from 10:30 to 10:45, on our local public-service feature, "The Billboard." WHO listeners *in 39 states* responded immediately, sending parcels to European families whose names were supplied by WHO. For three years the response has *continued.* To date, more than 260,000 packages from 41 states have gone to 8 European countries, and now *(480 programs later!)* the response is *still strong and steady!*

This remarkable record is proof of WHO's listener-acceptance and confidence, based on many years of sincere good service. It stands to reason that such confidence is also conferred, in large measure, on the products advertised over WHO, and on the people who make them.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

CLASS 5. BEER, WINE & LIQUOR

NETWORK (Gross)	1948	$1,116,697	SPOT (Net)	1948	$4,876,000 **
	1947	1,987,291			
	1938	327,237			

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
PABST SALES CO.			$760,963	$749,499	.....
"The Eddie Cantor Show"; "Adventures of the Thin Man" (June 22-Oct.) Warwick & Legler	Beer	NBC-150-½			
WINE GROWERS GUILD			$171,576	$442,516	.....
"Murder & Mr. Malone"; "The Amazing Mr. Malone" (eff. April 24) Honig-Cooper Co.	Guild Wines	ABC-63-½ (Jan.-May)			
FALSTAFF BREWING CO.			$127,860	.....	$125,232
"Music from the Heart of America" Dancer, Fitzgerald & Sample	Beer	NBC-33-½ (Feb.-Dec.)			
P. BALLANTINE & SONS			$56,298	.....	.....
"Prize Fights" (3) J. Walter Thompson	Beer & Ale	MBS-405-369-407 to conclusion			

Source: Publishers Information Bureau

** BROADCASTING estimate

Class 5

(Continued from page 62)

consumer, a few breweries also have turned to variety and other types of programs," the Brewers Foundations points out. These include: Bavarian Brewing Co., sponsoring *Midwestern Hayride* for an hour a week; Dixie Brewing Co., 10-minute news shows five nights a week; Fort Pitt Brewing Co., two 5-minute newsreels weekly; Frankenmuth Brewing Co., *Barbershop Quartette*, weekly quarter-hour; Christian Heurich Brewing Co., *Senate Get Together*, weekly half-hour; Hudepohl Brewing Co., weekly 20-minute newsreel; Hornung Brewing Co., *Beauty on Parade*, weekly quarter-hour; George Stein Brewery, 20-minute weekly dramatic and variety programs in addition to wrestling.

Breweries using TV announcements include: Acme Breweries, American Brewery, Atlas Brewing Co., Bredenberg Distributing Co., Canadian Ace Brewing Co., Duquesne Brewing Co., E & B Brewing Co., Otto Erlanger Brewing Co., Esslinger's Inc., Falstaff Brewing Corp., Frank Fehr Brewing Co., Haffenreffer & Co., Independent Milwaukee Brewery; Leisy Brewing Co., Narragansett Brewing Co., O'Keefe's Inc., Piel Brothers, Schmidt Brewing Co., Tennessee Brewing Co.

"Brewers are concerned with many problems of producing and presenting effective TV commercials that are in good taste and yet are striking," the Foundation states. "Many a trade mark, they have found, needs redesigning for TV effectiveness, since some patterns, such as checks and stripes, mottle on the video screen. Some brewers have had to rework their labels in order to get a sharply defined logotype that would telecast clearly.

"Although television has taken the glamour spot for many beer brands, it is not expected that there will be any serious departure from radio sponsorships in the near future," the Foundation continues. For example, of the brewery TV baseball sponsors, Burger is also sponsoring AM broadcasts of the Reds games on WCPO Cincinnati; Ballantine has the Yankees on WMCA New York; Schaefer is co-sponsoring the Dodgers with General Foods on WMGM New York; Goebel will sponsor the Tigers on a 28-station hookup; Griesedieck is lining up more than 50 stations to carry the Cardinals broadcasts. In addition, Narragansett Brewing Co. is co-sponsoring broadcasts of the Boston Braves and Red Sox games on a New England hookup with Atlantic Refining Corp.

Miller Brewing Co. will join Pabst and Falstaff as AM network sponsors June 6, when it starts Lawrence Welk's orchestra in a 13-week half-hour series on an ABC midwestern network of at least 20 stations.

Spot advertisers, other than the baseball sponsors, include: Altes Brewing Co., using California stations in a $50,000 campaign started March 1; Beverwyck Breweries, announcements and quarter-hours on 19 stations in New York and New England; Brewing Corp. of America, announcements and programs on 23 stations; General Brewing Corp., widespread spot campaign throughout western states; Gluek Brewing Co., quarter-hours and announcements on 11 stations; Jackson Brewing Co., programs on 21 stations; Rainier Brewing Co., announcements on 17 West Coast stations; Terre Haute Brewing Co., programs and announcements on 20 stations; John F. Trommer Inc., spots and programs on 15 East Coast stations; West End Brewing Co., spots and programs on 15 northeastern stations. Scores of brewers sponsor campaigns on five stations or less, including more than 40 who use network co-op shows in their communities. All the preceding figures are based on February broadcasts and can be expected to expand as the temperature rises.

Noting that "brewers are wary of forecasts" about business prospects, the United States Brewers Foundation points out that "sales for 1948 totaled 84,410,419 barrels, which was 2.6% less than the record total of 87,076,141 compiled in 1947.

"Future beer sales, however, will depend as in the past more on individual income than on any other factor. According to government analysts, approximately 2% of the nation's disposable income (after tax payments) was spent on beer and ale purchases in 1946, last year surveyed."

American consumption of wines is a very small percentage of the beer and ale volume and the amount of wine advertising is proportionately small. The Wine Growers Guild dropped its ABC network series last spring, accounting for the drop in network beer and gross wine time billings from $114,915 in January 1948 to $70,476 in the first month of this year. The only major spot radio campaign for wines is that of Garrett & Co., which in February resumed spots for Virginia Dare Wine on 105 stations.

Napa Valley Grape Products uses numerous spots on two New York stations for Colombo wines with Italian audiences (WHOM, WOV). Gibson Wine Co. has 12 spots a week on WJOM Cleveland. Bisceglia Brothers Wine Corp. last fall embarked on an introductory campaign for its "Junior Jug" bottles of wine, planning to spend about $150,000 in a year in eastern markets, and Fruit Industries at that time started announcements on Louisiana stations for Dolly Madison Wine. Geneles-Lenger Wine Corp. in March was planning an intensive spot campaign for Passover wines.

Like brewers, vintners have begun to use television, albeit on a smaller scale. Only network video sponsor is Wine Advisory Board, for California Wine Growers, which co-sponsors the Dione Lucas cooking demonstrations with Scott Paper Co. on CBS-TV. Wine Growers Guild uses announcements on two TV stations; Austin, Nicho Co. (Moquin Wine) and Garrett & Co. (Virginia Dare) on one station.

TV ADVERTISERS
Class 5. Beer, Wine & Liquor

Month	Net	Spot	Local	Total
July	—	—	—	32
Aug.	—	30	—	30
Sept.	—	36	—	36
Oct.	1	37	—	38
Nov.	—	35	2	37
Dec.	—	27	2	29
Jan.	1	39	1	41
Feb.	1	54	2	57

Source: Rorabaugh Report on Television Advertising

"....plan is splendid, and we are glad we happened to be one of the first to become associated with you in this program."

WCYB
Bristol, Va.

FOR DETAILS SEE PAGE 31

Class 6: Building Materials

OUTPUT of building materials hit an all-time high in 1948, appproximately 5% above 1947, according to the Department of Commerce's composite index. The Department also reported the nation's construction bill at a peak of $17.8 billion for 1948, estimating in December that 1949 would exceed this dollar volume by some 5%.

Construction in the opening months of 1949 has borne out the Commerce Department's prediction, January being the best January constructionwise since 1939 and February topping by 14% the building record of the same month last year. Builders, however, are less optimistic. Noting that many homes built in 1948 are still unsold, they anticipate a construction drop of 10% or more during 1949, and plan to concentrate on low-cost

(Continued on page 66)

KXOK

spans the great and growing St. Louis Market with 4,837 hours of sponsored time in 1948



Advertisers bought 4,837 hours of time on KXOK in 1948. This is a lot of TIME—302½ days of 16 hours each in one year. Excellent testimonial to the effectiveness of KXOK as a selling force! Alert advertisers are aware of KXOK's consistent share-of-audience gains reported by Hooper month after month . . . they value KXOK's BMB "plus" coverage in 115 counties daytime, 98 counties night time . . . they are gratified by KXOK's low-in-St. Louis rates which means more coverage . . . more Hooper . . . per dollar of advertising money! KXOK's list of renewals and the growing number of new advertisers attest this fact! KXOK saturates the greater St. Louis market . . . *economically!*

KXOK IS ALERT TO ITS COMMUNITY RESPONSIBILITY

Since opening day KXOK has demonstrated its alertness to community and area service . . . a requirement of a successful radio station. Many air hours are devoted to programs with educational, religious, agricultural and social import. We have learned through experience how to balance program types in the interest of the listener. Billboard's award for News Commentary and Variety's award for "Responsibility to the Community" are evidences of KXOK's progressive ideas on programming!



In cooperation with the St. Louis Public Service Company, KXOK-FM is installing receiving equipment on 1000 buses and 300 streamliner street cars. Over 40,000,000 rides a month is the guaranteed passenger count. Here is a new medium with unexcelled sales potential. Riders hear the advertising message while in transit to points of purchase. For further information on rates and schedules on KXOK-FM consult our Transit Radio Sales offices in New York, Chicago, or Cincinnati . . . or KXOK-FM direct.

KXOK-FM Is Affiliated with Transit Radio



630 KC • 5000 WATTS • FULL TIME • CHESTNUT 3700

KXOK

St. Louis' ABC Affiliate
Owned and operated by the
St. Louis Star-Times
Represented by John Blair & Co.

CLASS 6. BUILDING MATERIALS & SUPPLIES

NETWORK (Gross)			SPOT (Net)		
	1948	$ 988,686	1948	$776,000	**
	1947	2,504,972†			
	1938	130,204			

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
JOHNS-MANVILLE CORP.			$844,306	$875,149	.....
"Bill Henry News" J. Walter Thompson	Industrial Materials	MBS-372-25 min. (Aug.-Dec.)	425,562		
	Insulation	CBS-68-25 min.	418,744		
BENJAMIN MOORE CO.			$69,366	$60,757	.....
"Your Home Beautiful" St. Georges & Keyes	Paint	ABC-227-¼ (Mar.-May)			
W. P. FULLER & CO.			$67,047	$61,965	.....
"News" McCann Erickson Inc.	Paint	CBS-13-½ (Jan.-June)			

Source: Publishers Information Bureau ** BROADCASTING estimate † includes Class 16, Industrial materials

Class 6

(Continued from page 64)

housing. Aiding this plan are recently announced cuts in the price of air conditioners, furnaces, electric wiring and other building materials.

Lumber prices, which had dropped during the latter part of 1948, were up somewhat early this year due to the closing of sawmills by hard winter weather, but the trade estimated that the downward trend would be resumed this spring. The hardware firm, Yale & Towne, in January reported its backlog of orders as about "normal," only half the size of the backlog in January 1948.

Paint and roofing materials are needed by old houses as well as new ones and Devoe & Raynolds, paint company, expects its 1949 sales to run some 8% ahead of last year's record volume. Roofers look for a reduction in physical volume commensurate with the decline in new building, but they think higher prices for roofing material will offset this dollarwise.

Recognizing the return to a buyer's market, the National Paint, Varnish & Lacquer Assn. in March launched a three-year national advertising campaign to try to keep sales at the record level of better than $1 billion achieved last year. This industry campaign calls for a minimum expenditure of $500,000 each year, to be spent exclusively in national magazines. The association plans to use radio and other media in a publicity drive to back up the paid advertising in magazines.

Radio has never fared too well with building materials advertising on the national level. National network gross billings in this field were less than $1 million last year, according to Publishers Information Bureau. January 1949, however, showed network time sales of $96,175 in this class, roughly 10% ahead of the gross billings of $88,330 for January 1948, PIB reports: due to increased time expenditures by Johns-Manville Corp., which last August moved its five-minute news program from 68 CBS stations to a Mutual network of nearly 400 outlets. In March Benjamin Moore Co. (paints) began its annual spring campaign, *Your House Beautiful*. Moore is using MBS this year, giving this network a monopoly on all network advertising in this class.

The volume of building materials advertising in the national spot field is similarly small. Marshall-Wells Co. has been using announcements on more than 40 midwestern stations for its paints. Martin Rosenberger Wallpaper Co. has spots on 14 southern and southwestern stations.

Marine Electrolysis Eliminator Co. (Red Devil soot remover) last fall started a test campaign of announcements on 15 stations in the Northwest. Felton, Sibley & Co. (paints) has announcements on three stations; Weather-Seal Inc. (screens and storm windows) also uses three stations, Speakman Co. (plumbing fixtures), two; Richard E. Thibaut Inc. (wallpaper), two, and Asam Wallpapers Inc., one. The chief use of sound broadcasting for this field is at the local level, with about 70 local companies sponsoring network co-op shows alone in their communities.

A few building material companies are experimenting with television advertising, again chiefly at the local level. Day & Night Mfg. Co., which formerly had a news program on a West Coast CBS hookup, now sponsors film spots on five western TV stations; the Thibaut wallpaper firm uses video spots in Buffalo and Boston; Kool-Vent Metal Awning Co. has TV announcements in Baltimore, New Orleans and Washington. Nu-Enamel Corp. is planning a TV spot campaign with a "paint-it-yourself" theme this spring, under a company-dealer cooperative sponsorship plan. Other TV advertising reported by this group is limited to single city campaigns.

TV ADVERTISERS

Class 6. Building Materials, Equipment & Fixtures

Month	Net	Spot	Local	Total
July	—	—	—	9
Aug.	—	7	—	7
Sept.	—	4	3	7
Oct.	1	12	—	13
Nov.	—	8	4	12
Dec.	—	7	4	11
Jan.	—	5	3	8
Feb.	—	3	12	15

Source: Rorabaugh Report on Television Advertising

Class 7: .....Confectionary

INCREASED COMPETITION for the small change of a more money-conscious public indicates increased advertising for candy bars, soft drinks and chewing gum in the months ahead. Perhaps the trend for radio, always a favorite medium with this group of advertisers, is shown by their gross time purchases in January, which totaled $755,223, according to Publishers Information Bureau tabulations. This is nearly 20% ahead of the gross of $639,942 for January 1948.

Declining prices of raw materials, notably cocoa which dropped from 40 cents a pound in November to less than 19 cents in February, have already resulted in decreased prices to jobbers of 6 to 10%. One manufacturer, Curtiss Candy Co., has passed the saving along to the public by increasing the size of Baby Ruth bars—43% for the nickel bar, 60% for the dime bar. Curtiss also has brought back the penny bar in some areas and will do so nationally in the near future. Such more-for-your-money developments will doubtless be widely advertised.

In the annual report of William Wrigley Jr. Co., whose 1948 sales and earnings both topped those of 1947 by about 20%, J. C. Cox, president, pointed out that sales promotion expenditures had been below the prewar level. "There are increasing signs," he said, "indicating that before long it will be necessary to further expand our selling program in order to maintain the sales trend of the past several years."

In addition to the network advertisers listed in the table, the 1948 list includes: Paul F. Beich Co. (candy bars), which in September started *Whiz Quiz* for a weekly-half-hour on ABC, with gross time expenditures of $79,617 for the remainder of the year; E. J. Brach & Sons (candy), *Superman*, five quarter-hours weekly (Aug.-Nov.), MBS ($37,917); Bunte Brothers (candy), *World Front*, weekly half-hour (Jan.-May), NBC ($50,211); Cardinet Candy Co., *David Street Show*, weekly quarter-hour (Jan.), NBC ($6,140); Curtiss Candy Co., *Warren Sweeney, News*, two 5-minute periods a week, CBS ($272,855), discontinued in Jan. 1949; Peter Paul Inc. (candy), *Bob Garred, News*, three 10-minute, three 15-minute programs a week, CBS ($272,855), Jan. - Feb.), MBS ($64,217); Chas. E. Hires Co. (Root Beer), *Here's to You*, weekly quarter-hour (Jan.-July), CBS ($151,357); Universal Match Co. (Schutter Candies), *Counterspy*, weekly half-hour (off in Dec.), ABC ($421,851), *Padded Cell*, weekly half-hour (Feb.-May), CBS ($17,043).

In the opening months of 1949, Pepsi-Cola Co. has begun sponsoring *Counterspy* on ABC; Mars Inc. has resumed *Dr. I.Q. Jr.* on NBC; Ludens Inc. has discontinued *Strike It Rich* and Coca-Cola Co. has discontinued *Pause That Refreshes*. In the fall Coca-Cola will begin sponsoring Edgar Bergen in a new series on CBS.

In addition to its network show, Pepsi-Cola in April starts a 39-week spot campaign in cities in which it owns bottling plants. Coca-Cola sponsors a daily quarter-hour show on some 90 stations. Brock Candy Co. spots its jingles on more than 60 stations. Canada Dry Ginger Ale Inc. uses spots on a dozen outlets. New England uses five announcements a week for Bolster Bar on 29 eastern stations. Sweets Corp. of America is starting a major market announcement campaign for Tootsie Rolls and Tootsie Fudge Mix. Rockwood &

(Continued on page 70)

TV ADVERTISERS

Class 7. Confectionary & Soft Drinks

Month	Net	Spot	Local	Total
July	—	—	—	8
Aug.	—	10	—	10
Sept.	—	10	2	12
Oct.	1	12	—	13
Nov.	—	18	—	18
Dec.	—	9	1	10
Jan.	—	10	—	10
Feb.	1	18	8	27

Source: Rorabaugh Report on Television Advertising



● For these reasons, WFAA can offer you recordings of unsurpassed quality: Acoustically perfect studio design . . . perfectly matched electrical equipment—from microphone to cutting head . . . the best custom-built recording instruments available . . . a staff that knows the recording business. And the most precise man in the entire organization is Mac Weldon Jeffus (left), one of the few recording engineers who is also a member of the Acoustical Society of America.

Recording **FINESSE**

WFAA and WFAA FM

DALLAS

820 NBC • 570 ABC

TEXAS QUALITY NETWORK

Radio Service of the DALLAS MORNING NEWS

By order of FCC, WFAA shares time on both Frequencies

REPRESENTED NATIONALLY BY EDWARD PETRY and COMPANY

THIS IS WHERE *Thesaurus* PAY

1. Powder Your Face With Sunshine★
2. Cruising Down The River★
3. Far Away Places★
4. I Love You So Much It Hurts★
5. Lavender Blue (Dilly, Dilly)★
6. Red Roses For A Blue Lady★
7. Sunflower★
8. It's A Big Wide Wonderful World★

★AMONG THE NATION'S TOP TUNES IN THESAURUS

Watch for these comers in the April release: Bali Ha'i, Some Enchanted Evening, *and* Younger Than Springtime... *from "South Pacific"... the new Rodgers and Hammerstein musical play*

Put your dollar into a really SOLID Pyramid— musical programming especially molded to your specifications with happy listening and saleability its foundation.



Terri Stevens with the NOVATIME TRIO



Vincent Lopez and his music



Tony Mattola with the JUMPIN' JACKS



Johnny Guarnieri with the NIGHTHAWKS

OFF....



Jack Kilty with
THE MUSIC OF MANHATTAN



len Roth and his
mphony of Melody



Sammy Kaye and his
"Swing and Sway" Orchestra



arlie Jordan with
e SWEETWOOD SERENADERS



Louise Carlyle with
THE MUSIC OF MANHATTAN

Paul Winter and the
WALTZ FESTIVAL ORCHESTRA



Norman Cloutier,
THESAURUS Program Director



ax Hollander and the
LON CONCERT PLAYERS



Irving Kaufman with
MUSIC HALL VARIETIES



Slim Bryant
and his WILDCATS



Richard Leibert
at the console

here's your chance to reap the profits

...Radio-Recording Division

A SERVICE OF
RADIO CORPORATION
OF AMERICA

RCA Building, Radio City, New York • Chicago • Hollywood



FOR A ROOM WITH A VIEW...
on complete NBC THESAURUS program details...
try "516" at the **Stevens Hotel.**

We'll be happy to provide descriptive brochures, rates and audition records.

Class 7

(Continued from page 66)

Co. (Chocolate Bits) uses announcements on 16 stations.

Beech-Nut Packing Co. (gum) launched an announcement campaign on more than 250 stations in February. Spot campaigns using fewer than 10 stations are sponsored by Chase Candy Co., Fanny Farmer Candy Shops, Lamont, Corliss & Co., Loft Candy Shops, White Rock Corp. and Wilbur-Suchard Chocolate Co. In June, Pacific Citrus Products Co. will start a 13-week drive in 14 cities for Hawaiian Punch.

Au Mason & Magenheimer Confectionery Mfg. Co., only member of this group to use network TV, in January began sponsoring a quarter-hour of *Howdy Doody* each week on NBC's video network. Stephen F. Whitman & Sons uses spots on seven TV stations in New York and Philadelphia; Peter Paul has announcements on five TV stations in four cities; Brock Candy Co. uses TV spots in three cities. One-city TV campaigns are sponsored by American Chicle Co., Atlanta Coca-Cola Bottling Co., Canada Dry, Cott Beverages, Dad's Root Beer, Robert Johnson Co., Loft, M & M Ltd., Reed Candy Co., Seven Up Co., Howard B. Stark Co.

CLASS 7. CONFECTIONERY & SOFT DRINKS

NETWORK (Gross)		SPOT (Net)	
1948	$7,655,484	1948	$5,114,000
1947	5,629,166		
1938	2,016,181		

**

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
COCA-COLA CO.			$2,519,887	$695,124	$358,940
"Morton Downey" D'Arcy Adv.	Coca-Cola	MBS-352-¾ (Jan.-April)	247,583		
		NBC-141-¾ (June-Dec.)	583,507		
"Spotlight Revue" D'Arcy Adv. Co.	"	CBS-164/CBC-½	902,138		
"Pause That Refreshes" D'Arcy Adv. Co.	"	CBS-167/CBC-½	786,659		
MARS INC.			$1,542,062	$1,324,142	.....
"Curtain Time" Grant Adv.	Candy	NBC-140-½	660,323		
"Dr. I.Q." Grant Adv.	"	NBC-135-½	761,385		
"Dr. I.Q. Jr." Grant Adv.	"	NBC-41-½ (March-Aug.)	120,354		
WILLIAM J. WRIGLEY JR. CO.			$871,399	$791,747	$1,241,705
"Gene Autry Show" Ruthrauff & Ryan"	Chewing Gum	CBS-158-½	813,072		
"Holiday Show" Ruthrauff & Ryan	"	CBS-167-2 (one time)	58,327		
LUDENS INC.*			$591,161	$184,349	.....
"Strike It Rich" J. M. Mathes Inc.	5th Ave. Candy Bar	CBS-160-½ (11 mos.)			
WILLIAMSON CANDY CO.			$526,086	$456,935	.....
"True Detective Mysteries" Aubrey, Moore & Wallace	Oh Henry Candy	MBS-489-½			
SHOTWELL MANUFACTURING CO.			$381,022	.....	.....
"True or False" C. Wendel Meunch & Co.; eff. July, Wade Adv.	Candy Bars Marshmallows	MBS-481-½			

*Additional expenditures in other product groups
** BROADCASTING estimate

Source: Publishers Information Bureau

Class 8: .... Consumer Services

EXCEPT FOR SUCH long-range institutional programs as the *Telephone Hour*, little use of radio was made until recently by this class of advertisers. The banks, schools, public utilities, government agencies and other professional and business services lumped together under the Consumer Service heading tend to lean to the conservative side and it took a lot of selling to bring them into the ranks of radio's clients.

John B. Mack Jr., associate director, American Bankers Assn., reports than when a survey made shortly after the war found over 2,000 banks using radio "this was viewed as an almost sensational development because traditionally banks had devoted almost all of their advertising expenditures to newspapers and direct mail. In the past few years radio has taken its place side by side with these two older media and is fast growing in acceptance and popularity among bank advertisers everywhere.

"A special survey just completed by the ABA among its 2,800 member banks that have trust departments reveals that radio is also making considerable advances in this group," Mr. Mack continues. "Not long ago there was considerable doubt in the minds of many bankers as to whether trust services, which cover the settling and management of estates, could be advertised effectively over the air. Apparently this hurdle has been surmounted in the minds of a great many trust bankers because the use of radio advertising is growing rapidly in this category."

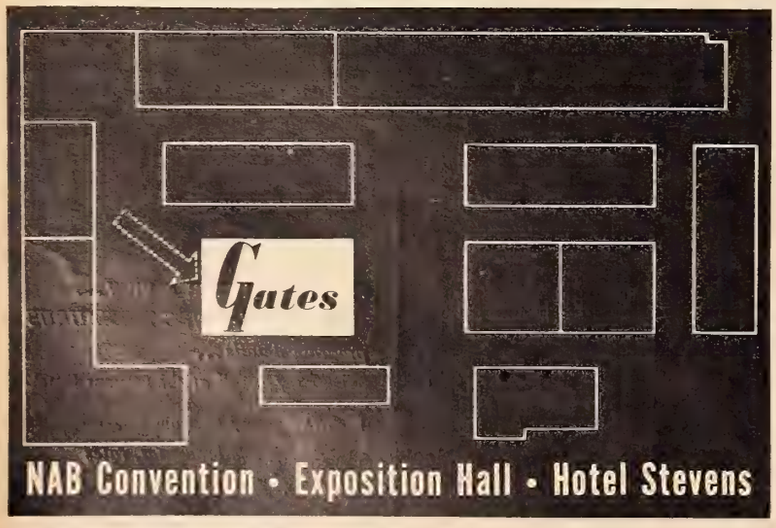
ABA estimates that the 1949 volume of bank advertising in all media will total some $40 million, 25% above its estimate of $32 million for last year's total. Mr. Mack adds that "while no specific information has been gathered by ABA this year on bank use of radio, it is known that interest in this medium continues to grow."

As most bank advertising is placed locally there is no measurement of its present volume, but it can be gauged by the fact that about 100 banks sponsor network co-op shows in their localities. Television, too, is beginning to profit by bank advertising. Bank of America, West Coast chain, sponsors 10-minute *Family Quiz* telecasts in Los Angeles and San Francisco and more than a dozen other banks use video facilities in their home cities.

In addition to their combined nationwide network programs, district electric and telephone companies also make individual use of radio in their own territories. Michigan Bell Telephone Co., Chesapeake & Potomac Telephone Co., and Bell Telephone Co. of Pennsylvania all use radio on a continuing basis, the last company using twice-weekly announcements on 88 stations in its state. Union Electric Co. of Missouri, using four stations for its announcements, is probably a more typical example.

Institutions of this type are also logical sponsors for special event broadcasts of particular community interest. When the Duluth Junior College football team played in the Little Rose Bowl inter-regional classic last winter, KDAL Duluth did a direct-wire play-by-play broadcast whose five sponsors included the Duluth Clearing House Assn., Minnesota Power & Light Co. and the Duluth, Mesabi & Iron

(Continued on page 72)



TV ADVERTISERS
Class 8. Consumer Services

Month	Net	Spot	Local	Total
July	—	—	—	7
Aug.	—	—	17	17
Sept.	1	—	13	14
Oct.	1	6	17	24
Nov.	—	3	25	28
Dec.	—	2	28	30
Jan.	—	4	41	45

Source: Rorabaugh Report on Television Advertising

Announcing the appointment of . . .

JOHN BLAIR & COMPANY

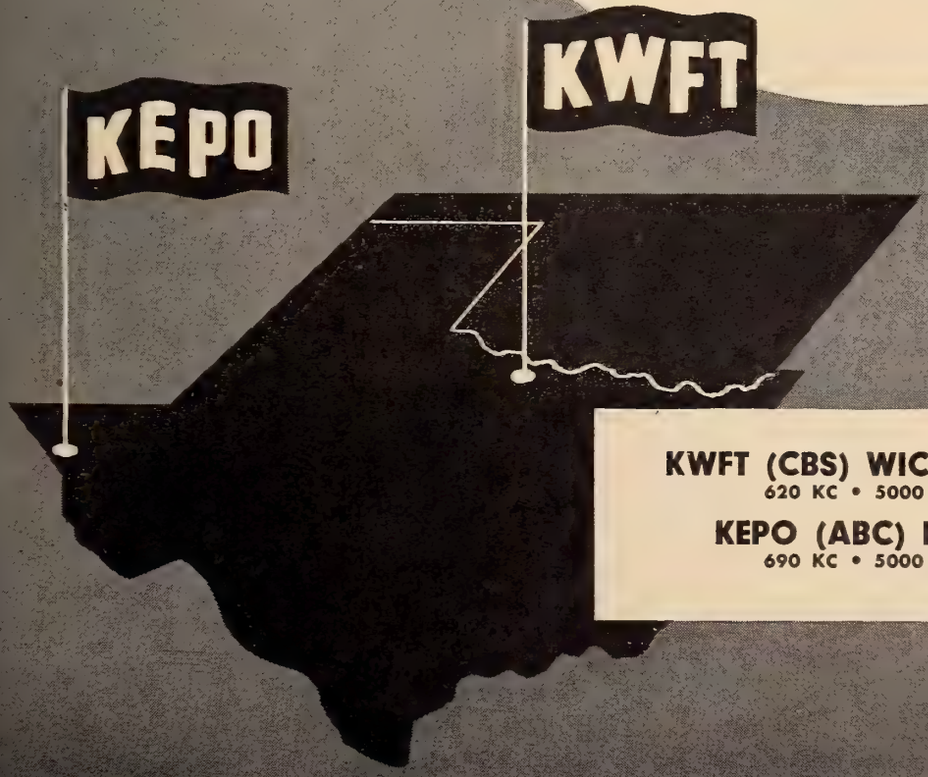
OFFICES IN CHICAGO • DETROIT • NEW YORK
ST. LOUIS • LOS ANGELES • SAN FRANCISCO

as Exclusive National Representative for

KWFT · Wichita Falls, Texas

KEPO · El Paso, Texas

KENYON BROWN, President



KWFT (CBS) WICHITA FALLS, TEXAS
620 KC • 5000 WATTS • FULL TIME

KEPO (ABC) EL PASO, TEXAS
690 KC • 5000 WATTS • FULL TIME

Class 8

(Continued from page 70)

Range Railroad as well as a coffee company and a refrigerator manufacturer.

The $8.5 billion five-year electric power expansion program, now about half completed, is making the power companies better advertising prospects. Edison Electric Institute, trade organization of the industry, in February reported that the increased generating capacity resulting from last year's installations has already slowed down the rate of increase in the demand for electricity, stimulating "electric uitility companies generally to launch large sales promotion programs to try to increase their sales of electricity." General Electric Co. estimates that 74% of the nation's farms now use electricity, an increase of nearly 25% since the end of the war. The gas utility industry had 22,300,000 customers at the conclusion of 1948, up 3.6% over 1947, according to the American Gas Assn.

In addition to the football broadcasts on ABC and MBS sponsored by U. S. Army, the Sixth Army Command in October started *Blue Book of Sports*, 15-minute weekly sports summary, on an ABC Pacific Coast network, using $7,512 worth of time at gross rates during the balance of 1948. That is the only network business of this group for 1948 not shown in the table. In January, network billings for this group totaled $175 375, down from the $222,042 network gross in January 1948, when American Express Co. had *Vox Pop* on ABC.

While financial and utility advertisers make up the bulk of this group, it also includes at the regional and local level chambers of commerce, boards of trade, moving and storage companies, schools and correspondence courses, dentists, chiropodists and at least one mortuary, Pierce Bros. of Los Angeles, which in February used 26 to 100 spots on each of 12 stations in the area, plus musical programs on another, plus video announcements on KTLA (TV).

Other spot TV consumer service advertisers in February included: Merrill Lynch, Pierce, Fenner & Beane, Wall St. brokerage firm which last fall sponsored Dr. George Gallup in a pre-election series on the CBS-TV network, now sponsoring *That Money Problem*, weekly half-hour on WSB-TV Atlanta; Texas Electric Service, using the 10-minute *Texas Newsreel* on WBAP-TV Fort Worth-Dallas; Household Finance Corp., sponsoring Red Wings hockey telecasts on WWJ-TV Detroit. Local video users in this class included 19 financial advertisers, three public utilities, six moving and storage firms, three schools (hotel, criminology and business), a dance studio, a "slenderizing salon," two chambers of commerce and an optometrist.

The diverse nature of consumer services and the scattered distribution of their broadcasts indicates that most of this business is sold not placed, and that while it will never provide broadcasting's bread and butter it can add an occasional helping of jam for the station that goes out after it.

CLASS 8. CONSUMER SERVICES

NETWORK (Gross): 1948 $2,549,586; 1947 †; 1938 †

SPOT 1948 (Net) $1,126,000

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
BELL TELEPHONE SYSTEM			$786,615	$840,933	.....
"The Telephone Hour" N. W. Ayer & Son	Institutional	NBC-152-½			
ELECTRIC COMPANIES ADV. PROGRAM			$539,131	$541,666	.....
"Electric Hour" N. W. Ayer & Son	Institutional	CBS-159-½ (10 mos.)			
HOUSEHOLD FINANCE CO.			$451,924	$546,415	$208,320
"Charles Collingwood" LeVally Inc.	Loans	CBS-11-¾	77,908		
"The Whistler" LeVally Inc.	"	CBS-61/CBC-½ (10 mos.)	374,016		
U. S. ARMY RECRUITING			$380,588	.....	.....
"Game of the Week" Gardner Adv.	Recruiting	ABC-188-football	278,338		
"Mel Allen Sports" Gardner Adv.	"	MBS-270-¼	102,250		
AMERICAN EXPRESS CO.			$287,154	$197,802	.....
"Vox Pop" J. M. Mathes Inc.	Travelers Cheques	ABC-156-½ (5 mos.)			
BEKINS VAN & STORAGE CO.			$96,662	$92,261	.....
"Hollywood Music Hall" Brooks Adv.	Moving Service	NBC-9-½ (10mos.) CBS-10-½			
"Charles Collingwood—News"		CBS-7-¾ (10 mos.)			

Source: Publishers Information Bureau ** BROADCASTING estimate † No similar category in 1947, 193

Class 9: .... Drugs

DRUG ADVERTISING has always been one of radio's major sources of revenue and it seems destined to continue that role in the foreseeable future. The slackening in the use of network radio by drug companies, who spent 9% less for network time last year than in 1947, continued through January, when the network gross time billings for this group totaled $1,771,372 compared with $1,990,661 for January 1948. But there are no signs of the decline becoming a landslide.

Spotwise, drug advertising is maintaining a level as high or better than in recent years. During the past winter Beaumont Co. used more than 100 stations for 4-Way Cold Tablets; Chattanooga Medicine Co. had announcements and programs on 127 stations in February for its proprietaries; Grove Labs has been advertising its cold tablets and Bromo-Quinine with programs on the full Don Lee Network; Musterole Co. used announcements on 64 stations. Seeck & Kade (Pertussin) used *Rise & Shine* on Don Lee plus spots on more than 120 additional stations.

In addition to these seasonal campaigns, Miles Labs augments its national network advertising for Alka-Seltzer with *Newspaper of the Air*, 12 quarter-hours a week on the full Don Lee Network plus four Arizona stations. Lydia E. Pinkham Medicine Co. has stepped up its spot campaign for its vegetable compound from nine stations last fall to 96 this year. Dolcin Corp. last fall started sponsorship of four programs—*Passing Parade, Gospel Singer*, Fulton Lewis, jr. and *Breakfast Time* on the full Don Lee Network, plus other programs on KHJ Los Angeles.

Block Drug Co., which last July started sponsoring *Rise and Shine* for three quarter-hours a week on Don Lee and in February started a twice-weekly news show on WGN Chicago, is planning a 26-week test campaign for Alkaids in Little Rock and Indianapolis. Grove Labs' spring campaign for Groves Tasteless Chill Tonic will get under way in southern cities in mid-April.

Dandrug Corp. in February started a test campaign for Sulfo-Dandrug in several markets and the same month Korvo Co. began a spot test for its germicidal hair preparation on two California stations. Other drug campaigns on ten stations or fewer include: Infra-Appliance Corp. (Theraplate); Bell & Co. (Bellans); Harrison Products (No-Doz Awakeners); Knox Co. (Cystex, Mendaco, Romind); Continental Pharmaceutical Co. (Kyron); Mentholatum Co.; Pierce's Properties (Golden Medical Discovery); William Reed Co. (Medrex); Serutan Co. (Serutan, Nutrex, RDX); Johnson & Johnson (medical supplies).

Drug advertisers on the national networks last year, in addition to the leaders shown in the table, included: Continental Pharmaceutical Co. (Kyron), starting *Leave It to the Girls*, 25 minutes a week, on MBS in September, spending $60,802 (gross) for network time during the remainder of the year; Luden's Inc. (cough drops), *Ned Calmer & the News*, 5 minutes a week (Jan.-March), CBS ($33,348); Lewis-Howe Co. (Tums), *Date With Judy (Carmen Cavallero* during the summer), half-hour a week, NBC ($776,830), in January 1949 was replaced by *Allen Young Show;* Musterole Co., *Billy Rose*, 5 minutes twice weekly (Jan.-

(Continued on page 74)

TV ADVERTISERS
Class 9. Drugs & Remedies

Month	Net	Spot	Local	Total
July	—	—	—	1
Aug.	—	2	3	5
Sept.	—	1	3	4
Oct.	—	3	2	5
Nov.	2	1	1	4
Dec.	2	1	1	4
Jan.	3	7	1	11
Feb.	2	6	2	10

Source: Rorabaugh Report on Television Advertising

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — MARCH-APRIL Trade Paper Edition

KMBC-KFRM Serves Rich Farm Area

"SALLY BAKER" NAMED NEW KMBC-KFRM HOME ECONOMIST

Sally Baker, new director for KMBC's nationally famous "Happy Kitchen" program, is Home Economist for The KMBC-KFRM Team. Miss Baker, a Home Economics graduate of Oklahoma A. & M. College, Stillwater, Oklahoma, joined The Team after serving as director of Women's Programs for WRFD, Worthington, Ohio.



Miss Baker's first radio experience was with another farm belt station—KWFT. She conducted a daily homemakers program on KWFT, and later did the same type of broadcasts on KSPI, Stillwater, in addition to special events work in 4-H Club and women's club activities.

Miss Baker conducts Kansas City's "Food Scout" program, a daily fresh fruit and vegetable news service direct from the market.

"Food Scout" is sponsored by Taystee Bread. "Happy Kitchen" is a co-sponsorship feature which has been utilized by many national advertisers.

Still another KMBC-KFRM daily women's program is "Happy Home," conducted by KMBC's nationally famous Caroline Ellis. It, too, is a co-sponsorship feature, three programs per week of which are sponsored by Celanese.

A pioneer in many types of radio programming, KMBC has for many years provided its listeners with interesting, informative women's homemaker programs. Especially prominent among the station's "alumnae" in this field is Beulah Karney, who conducts Liberty Magazine's food page and who syndicates a successful daily five-minute cooking feature throughout the country.

"Team" Has Record Stock Feed Schedule

Stock feed advertisers desire to reach the most number of farm homes in the great Kansas City Primary Trade area. And this group of advertisers, probably more than any other classification of farm accounts, proves just how The KMBC-KFRM Team, beyond any other advertising media, has won their confidence in economically and effectively reaching the farm homes of the territory.

KMBC-KFRM currently broadcast thirty-seven programs and farm service features weekly for stock feeds alone! This is certain proof of the ability of The KMBC-KFRM Team to economically and effectively reach the millions living in Kansas City's Primary Trade area.

The six advertisers in this classification sponsor five different types of informational and entertainment features, which include "Farm Counselor" and "Feed Lot Chats", with Phil Evans; "Livestock Markets" with Bob Riley, "Your Farm and Ours", with Ken Parsons, and "Lazy River Boys", hillbilly entertainment act.

The last two named shows are on KFRM only, since their sponsor specifically wanted Kansas coverage, and has no Missouri distribution.

10th Federal Reserve District Report Shows Tremendous Business Volume

KMBC-KFRM Team Only Kansas City Broadcaster Serving Entire Kansas City Primary Trade Area

Important to national advertisers is the basic fact that the KMBC-KFRM Team serves one of the richest, most productive land areas in the United States, quite rightfully known as the "Bread Basket" of America.

Bearing out the fact that this Midwest region is highly important in our national economy is the 10th Federal Reserve District 1948 annual report issued in February.

The KMBC-KFRM Team, serving Kansas City's Primary Trade area, provides radio coverage for Western Missouri, all of Kansas, and parts of Oklahoma, Eastern Colorado and Southwest Nebraska, all within this highly important 10th Federal Reserve District.

Highlights of the 10th District report: The highest prices in history were paid for farm products in 1948. The oil business is in peak prosperity.

Approximately 600 million bushels of corn were produced in the area last year. And, 1948 wheat production in the district was 36 per cent of the total national yield. The State of Kansas, lying wholly within the KMBC-KFRM coverage area, produced 231 million bushels of wheat, or 18 per cent of the national total. Winter wheat acreage in Kansas this year will reach 15,805,000 acres, or an increase of 63 per cent over 1939!

In pointing out the national importance of the Kansas City Livestock market, one of the top three in the nation, the Federal Reserve report indicated that choice beef steers in the summer of 1948 sold at $40.50 per hundred in Kansas City . . . the highest price ever paid for such market cattle.

The Farm mortgage debt is the lowest in 25 years in America, while farm land prices are at the highest level in history. In 1948 the area served by The KMBC-KFRM Team showed a 10 per cent increase in farm land prices.

The 10th District produced 19 per cent of the total American crude petroleum last year, with Oklahoma and Kansas the two highest states within the District.

Retail trade in the 10th District in 1948 approached 9 billion dollars, a six per cent rise over 1947. More than one-third of that dollar volume falls within the area covered by The KMBC-KFRM Team.

That's why we say The KMBC-KFRM Team serves one of the richest areas in America . . . including 3,970,000 people in the Kansas City Primary Trade area—1,159,740 radio homes, with a purchasing power of $4,739,317,000, serving 202 counties in 5 States.

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage throughout the great Kansas City Primary Trade area!

KMBC-KFRM Sports Head Has Busy Schedule

Sam Molen, Sports director for The KMBC-KFRM Team, is actively engaged in a busy spring sports calendar. In addition to his two daily sportscasts, Molen is covering outstanding spring sports events in the Kansas City area. Indoor and outdoor track, NAIB Basketball tourney, NCAA playoffs, boxing and spring training camp baseball highlights are among the many activities of this busy sports commentator. Molen, in 1946, won The Sporting News award as the outstanding sports broadcaster in the Middle West.



CLASS 9. DRUGS & REMEDIES

**

NETWORK (Gross) 1948 $22,566,488 1947 26,710,685 1938 †

SPOT (Net) 1948 $13,240,000

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
STERLING DRUG CO.*			$7,194,594	$8,168,159	$1,360,492
"American Melody Hour"; (eff. July 14) "Mr. Chameleon" Lancer, Fitzgerald & Sample	Aspirin	CBS-138-½	658,466		
"American Album of Familiar Music" Lancer, Fitzgerald & Sample	"	NBC-155/CBC-½	746,103		
"Lorenzo Jones" Lancer, Fitzgerald & Sample	Aspirin, Milk of Magnesia, Energine	NBC-146-1¼	857,031		
"Bride & Groom" Lancer, Fitzgerald & Sample	Drugs & Personna Blades	ABC-214-2½	2,025,268		
"Young Widder Brown" Lancer, Fitzgerald & Sample	Haleys M-O, Toothpaste, Milk of Magnesia	NBC-145-1¼	856,369		
"Big Town"; (eff. June 29) "Mystery Theatre" Bedlar & Ryan; (eff. June 29) Lancer, Fitzgerald & Sample	Ironized Yeast, Milk of Magnesia, Aspirin, Milk of Magnesia Tablets	CBS-149/CBC-½	740,271		
"Waltz Time" Lancer, Fitzgerald & Sample	Milk of Magnesia	NBC-150/CBC-½ (Jan.-July)	454,055		
"Stella Dallas" Lancer, Fitzgerald & Sample	Milk of Magnesia, Double Danderine, Ironized Yeast, Aspirin	NBC-146-1¼	857,031		
MILES LABS			$5,885,540	5,531,884	1,387,906
"Queen for A Day" Wade Adv.	Alka Seltzer	MBS-489-1¼	1,302,848		
"News of the World" Wade Adv.	Alka Seltzer & Vitamins	NBC-144-¾ NBC-133-½	1,504,433 931,461		
"Quiz Kids" Wade Adv.	Alka Seltzer & Vitamins	NBC-149-½	588,342		
"Fred Beck—News" Wade Adv.	All Products	CBS-13-1¼	111,285		
"Tum 'n Abner" Wade Adv.	Vitamins	CBS-137-1¼ (Jan.-Sept.)	926,510		
"Herb Shriner Time" Wade Adv.	Alka Seltzer, Vitamins	CBS-133-1¼ (Sept.-Dec.)	256,001		
"Hilltop House" Wade Adv.	Alka Seltzer, Vitamins	CBS-124-1¼ (Sept.-Dec)	264,660		
AMERICAN HOME PRODUCTS*			$2,448,364	$4,672,318	$994,057
"Hollywood Star Preview" Sullivan, Stauffer, Colwell & Bayles	Anacin	NBC-127-½ (Jan.-Aug.)	460,040		
"Just Plain Bill" Lancer, Fitzgerald & Sample	"	NBC-58-1¼	769,148		
"Our Gal Sunday" Lancer, Fitzgerald & Sample	"	CBS-84-1¼	779,333		
"Hollywood Star Theatre" Sullivan, Stauffer, Colwell & Bayles	Bisodol Mints & Kolynos	NBC-129-½ (Sept.-Dec.)	249,997		
"Peke Manners" Sullivan, Stauffer, Colwell & Bayles	Drugs	ABC-13-1¼	69,183		
"Front Page Farrell"	Cold Tablets, Kolynos	NBC-58-1¼ (Jan.-Feb.)	120,663		
CARTER PRODUCTS CO.			$1,554,801	$1,763,034	.....
"Jimmie Fidler Show" Sullivan, Stauffer, Colwell & Bayles	Liver Pills & Arrid	ABC-79-¼ MBS-215-¼	358,284 360,029		
"Gabriel Heatter"	Liver Pills & Arrid	MBS-329-½	836,488		
SERUTAN CO.			$1,168,266	$1,207,614	.....
"Gabriel Heatter" by S. Durstine Adv.	Serutan, Nutrex, RDX	MBS-213-½	599,570		
"Victor H. Lindlahr"; "John B. Kennedy" (eff. July 12-Sept. 13) by S. Durstine Adv.	"	MBS-104-1¼	568,696		
EMERSON DRUG CO.			$829,580	$844,703	$17,024
"Inner Sanctum" BBDO	Bromo-Seltzer	CBS-153-½			

† Additional expenditures in other product groups In 1938 Classes 9 and 26 (Toiletries) totalled $19,413,860

Source: Publishers Information Bureau
** BROADCASTING estimate

(Continued from page 72)

April), MBS ($136,422); Norwich Pharmacal Co. (Pepto-Bismol, Unguentine, Swav), *Fat Man*, half-hour a week, ABC ($726,525); Pharmaco Inc. (Chooz), *Charlie Chan*, 25 minutes a week (Jan.-June), MBS ($233,399) *Official Detective*, 25 minutes a week (Jan.-July), MBS ($207,054); (Feen-A-Mint), *Jim Backus*, weekly half-hour (Jan.-May), MBS ($190,692), *Song of the Stranger*, weekly quarter - hour (Jan. - March), MBS ($124,319), Rexall Drug Co. (all products), *Jimmy Durante-Summer Theater-Harris-Faye Show*, weekly half-hour, NBC ($859,386); Smith Brothers Inc. (cough drops), *Stop the Music*, 15 minutes a week (Oct.-Dec.), ABC ($128,086); Vick Chemical Co. (all products), *Meet the Missus*, three quarter-hours weekly (Sept.-Dec.), CBS ($18,840).

Vick also had a 10-minute video program, *Picture This*, on a 7-station NBC-TV network, but it went off the air in February, leaving Whelan Drug Stores' *Revue of Stars*, weekly half-hour on three DuMont stations, the only drug-sponsored video network show.

Lewis-Howe Co. is using film announcements on seven stations in New York and St. Louis for Tums. Sterling Drug Co. sponsors *OK Mother* five half-hours a week on WABD New York for Bayer asirin, Phillips Milk of Magnesia and Lyons Toothpaste, with a trailer for Fletcher's Castoria. W. W. Lee Co. (Save the Baby Cough Remedy) sponsors a quarter-hour piano program a week on WRGB Schenectady; Skillerns Drug Co. (chain) has a 10-minute *Sports Prevue* weekly on WBAP-TV Fort Worth-Dallas. Infra Appliance Corp. (health lamp), Lehn & Fink Products Corp. (Lysol), Moran Audiphone Co., Rexall Drug Co. and C. R. Bundt Co. (pharmaceuticals) use TV announcements in single-city campaigns.

CLASS 10. ENTERTAINMENT & AMUSEMENTS

NETWORK 1948.....$5,215*
SPOT 1948.....$2,435,000**
*Source: Publishers Information Bureau
**BROADCASTING ESTIMATE

Class 10:. . Amusements

NTERTAINMENT business has ever amounted to very much as purchaser of radio time and 1948 as no exception. The Follies of 949 was the only enterprise to use etwork time during the year and e Rorabaugh summary of spot business for 1948 reveals only two entries in this category—Paramount Pictures and Selznick Releasing Corp. Selznick has been out of radio since August; Paramount used some 35 stations in October and November and this January conducted a short announcement campaign in New York, Baltimore and Detroit.

Nor is the outlook for movie advertising, which a few years back was considered a standard part of the exploitation for any major picture, any brighter for the year ahead. Hollywood is having its own private depression, due to a combination of higher production costs, loss of foreign revenue and a decline in movie attendance by the American public, for which television is blamed in some quarters. Paramount's acceptance of a Government consent decree separating its production and theaters operations into individual and separate corporations is seen as the beginning of such a division for the entire industry, a view that

(Continued on page 76)

KFH IS TOPS



STATIONS WITH BEST LIKED WICHITA FARM SERVICE PROGRAMS

HAS BEST FARM NEWS

KFH		10.8
RADIO STATION	B	3.3
RADIO STATION	C	.—
RADIO STATION	D	.—

HAS BEST GRAIN AND LIVESTOCK MARKET REPORTS

KFH		17.5
RADIO STATION	B	3.7
RADIO STATION	C	.—
RADIO STATION	D	.—

.— Named by less than 1% of regular customers

Data is from "The Kansas Radio Audience of 1948" published by Dr. F. L. Whan for Station WIBW. The figures given here are based on number who usually listen to the type of program indicated.

KFH is TOPS in Wichita's farm market — the figures quoted here are a striking indication of the farm audience that is available to KFH advertisers. The KFH area is tops in "per farm income," in "retail sales per family" and by other indicia that determine the value of a market for sales development. Consider KFH for your radio program — it's TOPS by every standard.

5000 Watts - ALL the time

KFH CBS

WICHITA, KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Class 10

(Continued from page 74)

oes nothing to lighten the gloom. Unless and until these conditions hange, the movie people are not ikely to use much radio time on . national scale.

On the local level, where most usiness of this class is placed, ircuses, rodeos, race meets, fairs nd expositions of various kinds ow consider radio one of their ajor means of telling the public hat the show is on. Amusement arks, bathing beaches and the like ave also found radio advertising ood for attendance during the ummer season. Local motion picure theatre operators, like the icture producers, are using less ir time than before: an analysis f the more than 1500 local sponsors of network co-op shows reveals only five movie exhibitors among them.

Amusement advertisers have not rushed into television in overwhelming numbers. In February this class contributed five advertisers to the video total—three night clubs, one dance hall and one motion picture theater chain—each using a single local TV station.

Class 11: ..... Foods

"THE USE OF RADIO advertising by grocery manufacturers in 1949 should at least be equal to its use in 1948," Paul S. Willis, president, Grocery Manufacturers of America, predicts in a special statement to BROADCASTING.

Food advertising for the year got off to a slow start on the nationwide networks, however. Publishers Information Bureau reports that gross time billings to food advertisers in January totaled $3,970,556, down slightly less than 9% of the January 1948 billings of $4,360,135.

Mr. Willis' prediction backs up earlier statements of advertising executives of such major radio advertisers as Campbell Soup Co., Kraft Foods Co., Ralston Purina Co. and General Mills that their 1948 radio budgets will continue on the same level this year (BROADCASTING, Dec. 27, 1948). At that time, Pillsbury Mills announced plans for doubling its radio expenditures this year to a total of about $2 million. General Foods Corp. has also revealed plans for increasing advertising this year, with radio maintaining about the same percentage of the company's total as before.

Food prices, which on March 15 were 7% below the mid-March 1948 level for the nation according to the Bureau of Labor Statistics, are expected to continue downward throughout the year, but with no sharp breaks, by both industry and government authorities. They look for increased volume of food purchases to offset the lower prices, keeping the total dollar food sales up to last year's level. The Commerce Department, however, reported January sales of retail grocers as falling 3% below the total for January 1948.

Greater competition from other industries for the consumer dollar will call for greater sales and advertising efforts by food producers and retailers during the year ahead. Further advertising impetus will also be provided by intra-industry competition: The major tea growers of the world have raised more than $1 million for a U.S. advertising campaign to start late this year in an attempt to win over a nation of coffee drinkers, a move which the coffee producers are certain to combat with their own advertising. Frozen foods, which had their best year in 1948 and have started out even better this year, are heavily advertised by their individual producers and an overall industry campaign was urged at the industry convention in March. Any appreciable inroads of frozen foods on canned food products will call for counter advertising by the canners.

The outlook is not completely rosy, however, as the PIB figures indicate. Inventory losses, increased labor costs and other factors left many food companies at the end of 1948 with decreased profits to show for their record sales, a situation which inevitably led to curtailment of advertising budgets. Standard Brands, which found it necessary to cut its dividend for the first quarter of 1949 from 50 to 30 cents, has not replaced Edgar Bergen following his retirement from NBC last December.

American Meat Institute has dropped its institutional sponsorship of the Thursday morning *Fred Waring Program*. General Foods in the fall will replace Burns and Allen with *Father Knows Best* for

(Continued on page 80)

We're BIG

in service tho modest in size—23 years in serving our area, the richest and most populous in all the southeast.



greensboro, n. c.
5000 w. day & nite
columbia affiliate
gilbert m. hutchison,
general manager
represented by hollingbery

KGNC

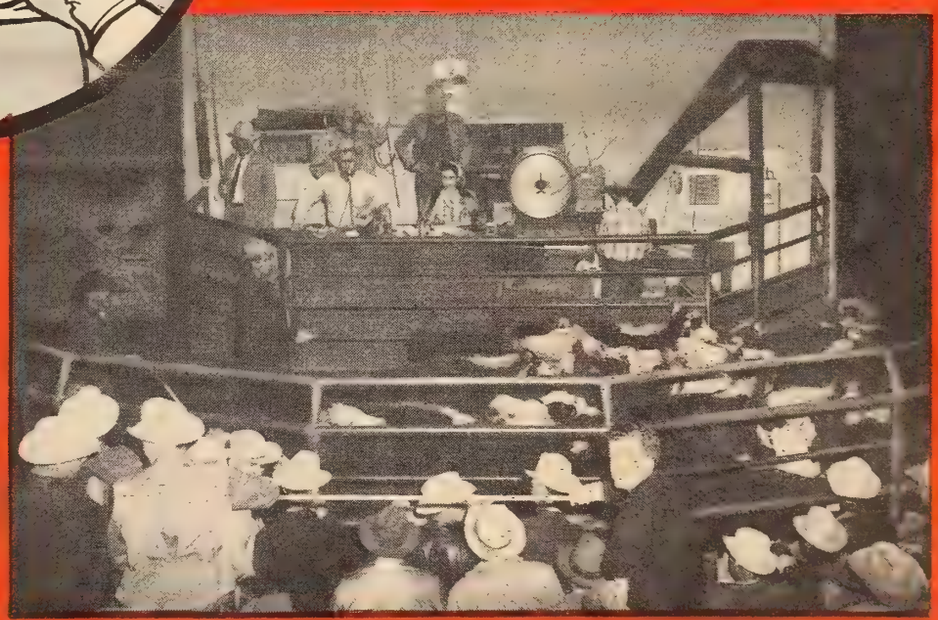
YOUR FIRMEST GRIP ON THE FABULOUS PANHANDLE

10,000 WATTS NIGHT AND DAY — 710 K. C.



16,443 HEAD OF CATTLE SOLD for over 2 MILLION dollars in 7 days!

KGNC CONTROLS TRAFFIC OF COUNTRY'S LARGEST* CATTLE AUCTION DURING RECORD-BREAKER!



AUCTION IN FULL SWING! EVERYTHING SMOOTH THANKS TO KGNC

THE PROGRAM THAT PUT IT OVER!

"THE TRADING POST"

WITH

UNCLE JAY

SPONSORED BY THE AMARILLO LIVESTOCK AUCTION COMPANY

HERE'S THE STORY:

On Sunday morning, March 13, it looked as though all the Panhandle cattlemen had decided to truck in stock to Amarillo for auction.

The pens of THE AMARILLO LIVESTOCK AUCTION COMPANY were filling up fast . . . allowing for trucks currently on the road, all pen space was taken.

At 12:30 Sunday, KGNC flashed the news that the auction pens were filled, and that UNCLE JAY would keep them posted on the regular Monday and Tuesday programs of THE TRADING POST.

At 2:00 P.M. Sunday, the cattle trucks stopped coming.

On the following Tuesday, UNCLE JAY announced that pen space would be available after 3:00 P.M. that day. Promptly at that hour, the cattle trucks began to roll in again.

KGNC's control performance is now recognized as an essential part of THE AMARILLO LIVESTOCK AUCTION COMPANY's operation. Over two million dollars business (March 14, 15, 16, 21, 22, 23, 24) is powerful evidence that it is paying off for both client and cattlemen!

HERE'S WHAT THE SPONSORS SAY:

"I wouldn't attempt to run this business without the support of our program, THE TRADING POST, on KGNC."

—Jay Taylor

"If you don't think the people in this whole country listen to KGNC, you're 'plumb' crazy. We KNOW they listen."

—Eddy Johnson

Jay Taylor and Eddy Johnson are co-owners of THE AMARILLO LIVESTOCK AUCTION COMPANY

KGNC
AMARILLO, TEXAS

* LEADS IN HEAD SALES ACCORDING TO THE U. S. DEPT. OF AGRICULTURE

AFFILIATED WITH NBC — MEMBER OF LONE STAR CHAIN

NATIONALLY REPRESENTED BY TAYLOR-BORROFF & CO., INC.



ARE YOU POURING IT ON IN THE RIGHT PLACES ON THE PACIFIC COAST?

IN THE HOTTEST sales territory in the country (the Pacific Coast), be sure you're pouring it on in the right places. Be sure your network is Don Lee, the only network with enough stations to get your sales message across in 45 important markets.

Mountains up to 15,000 feet high surround many Pacific Coast markets and make long-range broadcasting unreliable. Don Lee, with 45 stations, broadcasts *from within* the buying markets, where people listen to their own *local* network station rather than to out-of-town or distant ones.

Advertisers with complete market distribution use the network that gives them complete market penetration to match. One of these is Miles California Company, now in its 16th year on the Don Lee

LEWIS ALLEN WEISS, *President* WILLET H. BROWN, *Exec. Vice-Pres.* · WARD D. INGRIM, *Director of Advertising*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities

ONLY 10	3	6	26
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**



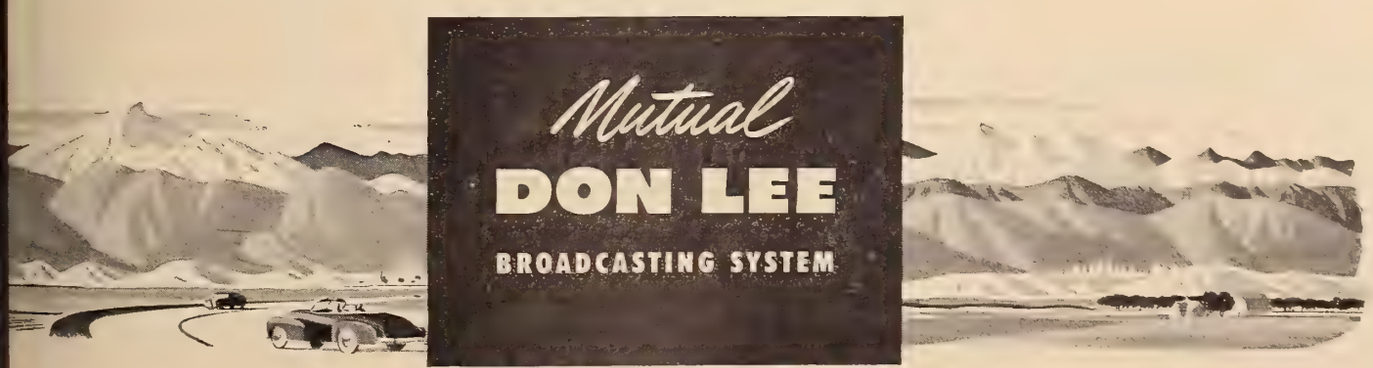


Network with the Alka-Seltzer Newspaper of the Air. Make your Pacific Coast advertising pay off with more sales by pouring it on in the right places: the 45 important markets delivered by Don Lee.

Don Lee Stations On Parade: KIEM—EUREKA, CALIFORNIA

Located on the shore of Humboldt Bay in Humboldt County is KIEM with 1,000 watts to give localized network service to the wealthy Northern California lumbering area. Recent listener surveys show KIEM to have 60.1% of the average daytime audience and 51.8% of the average evening audience. One of 45 mighty good reasons why your Pacific Coast advertising should be on Don Lee!

The Nation's Greatest Regional Network



CLASS 11. FOOD & FOOD PRODUCTS

NETWORK (Gross) — 1948 $47,208,282; 1947 47,062,179; 1938 21,784,263 — **SPOT 1948** (Net) $22,114,000 **

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
GENERAL MILLS INC.			$7,190,599	$7,053,473	$1,895,313
"Woman In White" Knox-Reeves	Bisquick	NBC-138-1 (Jan.-May)	281,360		
"Light of the World" Knox-Reeves	Cake & Pie Mix, Soup, Flour	NBC-67-1¼ (Oct.-Dec.)	176,032		
	Cake Flour & Cheerios	NBC-67-1¼ (Jan.-Oct.)	460,533		
"The Story of Holly Sloan" Knox-Reeves	Pyequick & Bean Soup	NBC-138-1 hr. and 5 min. (Jan.-May)	304,770		
"Betty Crocker" Knox-Reeves	Cake Flour	NBC-138-25 min. (Jan.-May)	117,226		
"Green Hornet" Dancer, Fitzgerald & Sample	Cereal Tray, Cheerios & Cake Flour	ABC-100-½ (Jan.-Aug.)	336,415		
"Breakfast Club" Tatham-Laird	Cereals, Flour, Cake Mix, Soup	ABC-236-1¼ (Aug.-Dec.)	393,767		

** BROADCASTING estimate

(Continued on page 82)

There's a market in Haiti, but---



what's the percentage when right in your own yard WSIX can hand you the stable Nashville market where 1,321,400 people spend $654,888,000 yearly in retail stores. WSIX's 60 BMB counties mean coverage plus in this 51-county retail trade area. So plan for more sales now via WSIX!

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Class 11

(Continued from page 78)

Maxwell House Coffee, at a reported saving of some $6,000 a week. Armour & Co., which in 1948 sustained a net loss of nearly $2 million from record sales of nearly $2 billion, will drop *Hint Hunt* at the end of its present contract, May 13.

Television is getting an increasing share of the food advertising budget. In February, according to the Rorabaugh TV Report, three advertisers were sponsoring video network programs, 50 using TV spot campaigns and 55 local TV advertisers. None of the spot TV food promotions is of major proportions and none of the network users—General Foods with three programs, Kellogg and Kraft with one each—appears to have cut into his AM budget to finance the TV advertising.

The overall food industry picture is summarized by Mr. Willis as follows:

"Food and grocery manufacturers established new sales records during 1948 and reports covering the first two months of 1949 indicate that this record will be maintained or, perhaps, beaten this year.

"Some members of GMA reported January sales up as much as 40% over January, 1948, and February volume maintained this same pace. These increases are attributed to the continued high consumer demand for nationally advertised brands—further evidence of the fact that when the American people have purchasing power, they will spend more of their income for food and, particularly, for the best known brands.

"Inventory stocks in distributors' hands at the end of the year were particularly low, as the result of a special drive during 1948 by distributors generally to reduce their stocks. Evidently these inventory stocks were reduced beyond the point of expectations, for many of the distributors found that their stocks were so low at the end of December, that the manufacturers received many orders for "RUSH" shipment in the new year.

"With disposable income remaining at high levels and grocery prices down from last year's high, there is reason to believe that consumer purchases of grocery store items will spell out good business for the balance of the year. The grocery industry is well aware, however, that competition has returned in its fullest force and that the industry can get its fair share of the consumer's dollar only through aggressive merchandising and advertising efforts.

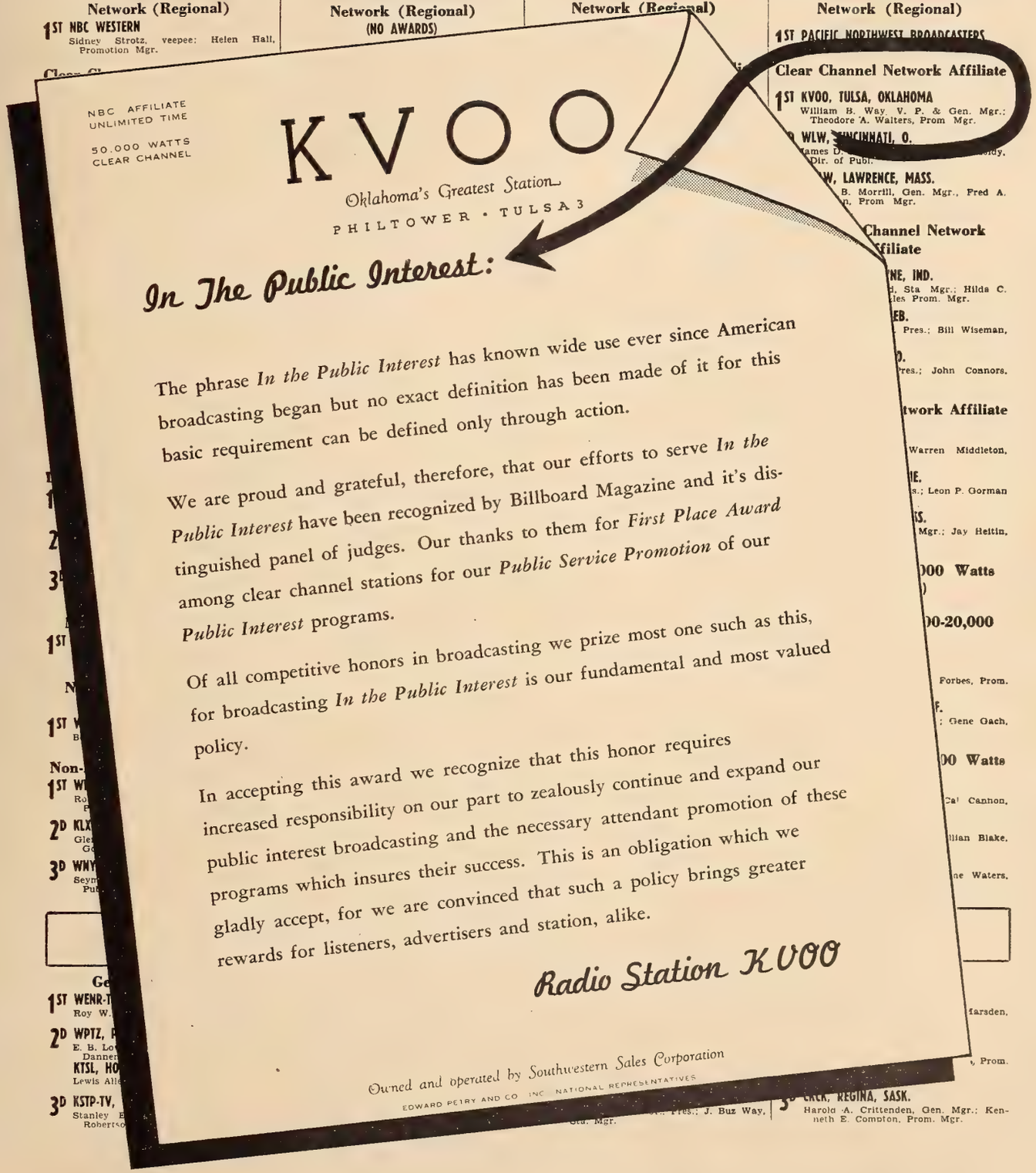
"This indicates that the use of radio advertising by grocery manufacturers in 1949 should at least be equal to its use in 1948. All

(Continued on page 82)

THE WINNERS

The Billboard's Eleventh Annual Radio and Television Promotion Competition

Audience Promotion	Sales Promotion	Audience-Sales Promotion	Public Service Promotion
Network (Regional)	Network (Regional)	Network (Regional)	Network (Regional)
1ST NBC WESTERN Sidney Strotz, veepee; Helen Hall, Promotion Mgr.	(NO AWARDS)		1ST PACIFIC NORTHWEST BROADCASTERS



Clear Channel Network Affiliate

1ST KVOO, TULSA, OKLAHOMA
William B. Way, V. P. & Gen. Mgr.; Theodore A. Walters, Prom. Mgr.

WLW, CINCINNATI, O.
James D. ... Dir. of Publ. ... dy,

...W, LAWRENCE, MASS.
... B. Morrill, Gen. Mgr., Fred A. ... n, Prom. Mgr.

...Channel Network ...ffiliate

...NE, IND.
...d, Sta. Mgr.; Hilda C. ...les Prom. Mgr.

...EB.
... Pres.; Bill Wiseman, ...

...O.
...res.; John Connors, ...

...twork Affiliate

... Warren Middleton, ...

...IE.
...s.; Leon P. Gorman ...

...IS.
... Mgr.; Jay Heltin, ...

...000 Watts
...)

...00-20,000

... Forbes, Prom.

...F.
...; Gene Gach, ...

...00 Watts

... Cal Cannon, ...

...illian Blake, ...

...ne Waters, ...

...farsden, ...

..., Prom. ...

3D CKCK, REGINA, SASK.
Harold A. Crittenden, Gen. Mgr.; Kenneth E. Compton, Prom. Mgr.

Class 11

(Continued from page 80)

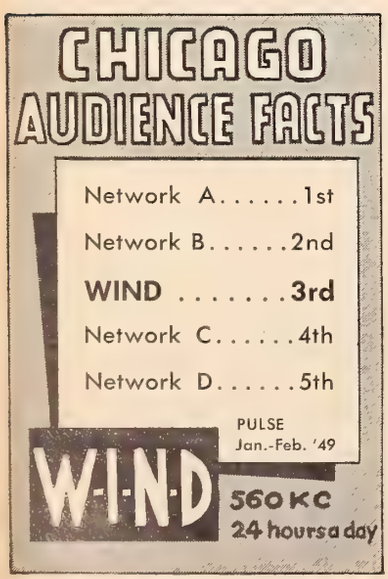
media representatives should be aware, however, that modern merchandising demands that advertising be placed where the most sales are produced. Total circulation and size of audience can not be the sole determining factor; the manufacturer must also take into consideration the merchandising cooperation extended by a medium in helping to bring about the final sale at the grocery store."

The following details of food advertising currently on the air came chiefly from PIB (network), Rorabaugh Reports on Selective Radio (spot) and our own files.

Network advertisers of canned and packaged foods during 1948, in addition to the companies listed in the accompanying table, include: Carnation Co., (evaporated milk), *Contented Hour*, NBC ($831,288); Albers Milling Co. a Carnation subsidiary (Albers Quick Oats, Carnation Corn Flakes), *Aunt Mary*, NBC, Oct.-Dec., ($40,986); Cream of Wheat Corp. (cereal), *Let's Pretend*, CBS ($356,624); George A. Hormel & Co. (canned meats), *Girls Corps*, MBS ($53,820), started in June, moved to ABC March 5, 1949; Kellog Co. (cereals), *Breakfast in Hollywood*, ABC, Jan.-July ($521,839), *Galen Drake*, ABC, Jan.-July ($526,801); Minnesota Valley Canning Co. (canned vegetables), *Fred Waring*, NBC ($434,231); Pet Milk Sales Corp. (evaporated milk), *Mary Lee Taylor*, CBS, Jan.-Oct. ($313,592), NBC, Oct-Dec., ($78,033); *Saturday Night Serenade*, CBS, Jan.-Sept. ($437,317); *Pet Milk Show*, NBC, Oct.-Dec. ($202,941); Ralston Purina Co. (cereals), *Tom Mix*, MBS, ($1,084,031).

National Biscuit Co. (Nabisco Shredded Wheat) now sponsors *The Straight Arrow* three half-hours weekly on MBS, expanding in February from regional Don Lee Network. General Foods Corp., (Grape Nuts) on Jan. 8 started sponsorship of *Gangbusters*, Saturday night half-hour on CBS.

(Continued on page 84)



Class 11 (Continued)

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
"Famous Jury Trials" Knox-Reeves	Cheerios, Kix, Pyequick, Soup, Wheaties	ABC-100-1½ (Jan.-Aug.)	347,530		
"Lone Ranger" Dancer, Fitzgerald & Sample	Cheerios, Kix	ABC-104-1½	1,705,909		
"This Woman's Secret" Knox-Reeves	Flour, Cereals, Wheaties & Wheathearts	NBC-11-1¼ (Jan.-June)	58,308		
		NBC-11-1¼ (June-Dec.)	58,922		
"Sam Hayes" Knox-Reeves	Pancake & Waffle Mixes	NBC-8-1½	71,136		
"Betty Crocker Magazine of the Air" Knox-Reeves	All products	ABC-180-1 hr., 40 min.	1,224,517		
"Today's Children" Knox-Reeves	Wheaties, Bean Soup, Bisquick	NBC-138-1¼	995,964		
"Jack Armstrong" Knox-Reeves	Wheaties, Cereals, Soup	ABC-198-1½ or 1 hr., alternate weeks (10 mos.)	635,831		
GENERAL FOODS CORP*			$6,268,427	$6,444,191	$5,239,606
"The Second Mrs. Burton" Young & Rubicam	Bakers Chocolate Tapioca, Swansdown	CBS-66-1¼ (Sept.-Dec.)	222,678		
"When A Girl Marries" Benton & Bowles	Calumet, Swansdown, Bird's Eye	NBC-77-1¼	819,000		
"The Second Mrs. Burton" Young & Rubicam	Certo	CBS-66-1¼ (May-Aug.)	125,549		
"Meredith Willson" Young & Rubicam	Jell-O	ABC-134-½ (Oct.-Dec.)	177,552		
"The Baby Snooks Show" Young & Rubicam	Jell-O & Jell-O Pudding	CBS-151-½ (11 mos.)	606,434		
"The Aldrich Family" Young & Rubicam	Puddings, Cornstarch, Tapioca	NBC-147-½ (10 mos.)	521,204		
"House of Mystery" Benton & Bowles	Posts Corn Toasties, Raisin Bran	MBS-481-½	501,637		
"Portia Faces Life" Benton & Bowles	Bran Flakes, Raisin Bran, Instant Postum, Wheatmeal	NBC-89-1¼	850,297		
"Burns & Allen"; "New Faces" (eff. June 17-Sept. 30) Benton & Bowles	Maxwell House Coffee	NBC-146-½	719,781		
"Wendy Warren and the News" Benton & Bowles	Coffee & Instant Coffee	CBS-145-1¼	1,174,408		
"The Danny Thomas Show"; Sweeney & March (eff. Aug.); "Jack Carson Show (eff. Oct. 8) Young & Rubicam	Sanka Coffee	CBS-151-½ (11 mos.)	545,887		
CAMPBELL SOUP CO.			$5,819,758	$5,081,294	$2,278,425
"The News 'Till Now"—Ed Murrow Ward Wheelock	Pork & Beans, Franco-American Prod., Soups	CBS-150-1¼	1,895,561		
"Club 15" Ward Wheelock	Soups	CBS-153/CBC-1¼ (Jan.-Nov.)	1,658,162		
"Double or Nothing" Ward Wheelock	Soups, Pork & Beans	CBS-119-2½ (Jan.-June)	895,267		
	Soups, Franco-American Spaghetti, Beef Gravy, Pork & Beans	NBC-130-2½ (May-Dec.)	1,149,143		
"Meet Corliss Archer" Ward Wheelock	Soups	CBS-147/CBC-½ (Jan.-March)	221,625		
SWIFT & CO.			$3,387,240	$2,825,084	$88,487
"Breakfast Club" J. Walter Thompson	Any Product	ABC-266/CBC-2½	2,112,742		
"The Adventures of Archie Andrews" J. Walter Thompson	Meats	NBC-163-½ (Jan.-Oct.)	297,909		
"Meet the Meeks" J. Walter Thompson	Margarine	NBC-162-½	363,589		
"Sky King" J. Walter Thompson	Peanut Butter, Canned Meat	ABC-198-1 or 1½ alt.weeks	613,000		
QUAKER OATS CO.			$2,679,533	$2,436,931	$878,068
"Ladies Be Seated" C. J. La Roche Co.	Pancake Flour, Muffets, Flour Products Ken-L-Ration	ABC-223-1¼	1,138,289		
"Those Websters"; "Roy Rogers Show" (eff. Aug. 29) Ruthrauff & Ryan; Sherman & Marquette	Oatmeal	MBS-485-½	706,328		
"Challenge of the Yukon" Sherman & Marquette	Puffed Wheat, Puffed Rice	ABC-199-¾ (Sept.-Dec.)	333,436		
"Terry & The Pirates" Sherman & Marquette	" "	ABC-221-1¼ (Jan.-June)	501,480		
NATIONAL DAIRY PRODUCTS CORP.			$1,875,830	$447,190	$1,466,957
"Kraft Music Hall" J. Walter Thompson	Cheese, Cheese Spreads, Miracle Whip	NBC-148/CBC-½ (10 mos.)	645,495		
	Miracle Whip Mayonnaise	NBC-147/CBS-½ (July-Aug.)	135,045		
"Sealtest Village Store"; "Dorothy Lamour Show" (eff. Sept. 9) McKee & Allbright; eff. Sept. N. W. Ayer & Son	Milk & Ice Cream	NBC-93-½	490,958		
"The Great Gildersleeve" Needham, Louis & Brorby	Parkay, Kraft Dinner	NBC-148-½ (10 mos.)	604,332		

Source: Publishers Information Bureau

* Expenditures in other product groups

few

except Westerners brought up on the Coast have mastered the Saturday sport of surf-riding. Required are a beach which slopes gently into shallow Pacific waters. The swimmer starts as far as 800 feet out, springs into a breaker at just the right second, lies flat on the crest, and skims back to shore, balanced perfectly, face over the roll of the wave, heels in its flying spindrift.



many

have mastered the ten-State Western Saturday sport of gathering around their radios—28% more than on other weekdays, specifically. The average number of listeners per set, Monday through Friday, is 1.68—but on Saturday, it's 2.12 persons. Other points: the sets are blanketed by the 33 stations of the NBC Western Network . . . and there are a few available Saturday periods on the No. 1 Network in that West.

The conclusion is obvious to an advertiser who wants his message heard most by most of the people as it rides the airwaves.

listening's first on a western saturday over

NBC WESTERN NETWORK

HOLLYWOOD • SAN FRANCISCO a service of Radio Corporation of America

Class 11

(Continued from page 82)

Quaker Oats Co. on March 30 discontinued its sponsorship of *Ladies Be Seated* on ABC to sponsor *Talk Your Way Out of It* on that network three afternoon half-hours a week.

Major users of spot radio for canned and packaged foods include: General Foods Corp., which in January started announcements for Minute Rice on 86 stations from the Atlantic to the Rockies and in March added some 40 West Coast stations. Same company is using 25 stations in Southeast and Midwest for *Professor Quiz* transcriptions, half-hour a week, for Grape Nuts Flakes. Kellogg Co. (variety package) last August started a 52-week campaign in 50 markets with an estimated budget of $1 million. A month earlier, General Mills boosted its spot campaign for Wheaties to more than 80 stations, and is continuing into 1949 at that level. Nestle Co. used spots on some 40 stations for its evaporated milk throughout 1948.

C. F. Mueller Co. (macaroni) has 5 to 15-minute programs on about 20 stations. Ronzoni Macaroni Co. uses programs on eight East Coast stations for its spaghetti. V. La Rosa & Co. broadcasts its Italian-language *Red Rose Radio Theater* six half-hours a week on an eight-station eastern hookup and uses a syndicated weekly 30-minute transcribed series, *Hollywood Theater* (in English), on 7 East Coast stations. Louis Milani Foods in November began announcements for its products on some 20 stations in a campaign that has continued into 1949. Stokely-Van Camp uses spots on 12 Yankee Network stations for its canned foods, and Allen V. Smith, Inc. (split peas), sponsors announcements on 13 eastern stations, both campaigns continuing from last year.

River Brand Rice Mills is using 10 New York Metropolitan stations seven days a week in an intensive 13-week campaign started in February. Borden Co. announcements for Starlac are now on 17 stations, including a 14-station Yankee Network hook-up. Other canned and packaged food advertisers, who began the year with more modest spot schedules, include: Albers Milling Co. (cereals), J. W. Beardsley's Sons (codfish cakes), Minnesota Valley Canning Co., (Kounty Kist Peas), Phillips Packing Co. (soups and vegetables), Pure Food Co. (Herb-Ox Boullion Cubes), Rochester Dairy Cooperative (evaporated milk).

National network advertising of food beverages in 1948, aside from the leaders listed in the table, comprised: Borden Co. (Instant Coffee), *County Fair*, CBS, ($367,694); Bosco Co. (Milk Amplifier), *Land of the Lost*, ABC, Jan.-July, ($94,851); Bowey's Inc. (Dari-Rich products), *Stars Over Hollywood*, CBS, Jan.-Sept., ($155,024); Lever Brothers Co. (Lipton tea, soup mix), *Godfrey Talent Scouts*, CBS, ($52,338); W. F. McLaughlin & Co. (Manor House Coffee), *Manor House Party* (Jan.-Feb.), NBC ($17,424); Nestle Co. (Nescafe), *Whiteman Record Club*, ABC (Jan.-June), ($588,941); Standard Brands (Chase & Sanborn Coffee, Tenderleaf Tea, Royal Pudding), *Charlie McCarthy Show*, NBC (Shaw Chorale in Summer), ($851,130), off at end of year, (Tenderleaf Tea), *One Man's Family* (Oct.-Dec.), NBC ($156,364); Wander & Co. (Ovaltine), *Capt. Midnight*, MBS, ($491,475).

J. A. Folger & Co. (coffee) sponsors Frank Hemingway's newscasts three times a week on full Don Lee Network, plus Mutual Intermountain Group and supplementary stations. William B. Reily Coffee Co. sponsors *Old Corral*, Ziv transcribed series, on 71 southern stations. Arnold & Aborn (Aborn's Coffee) uses weekly participations on 31 stations in New York and New England. David G. Evans Coffee Co. sponsors *Favorite Story*, transcribed series, in nine midwestern markets. General Foods Corp. uses spots and programs in New York for Maxwell House, Sanka, Yuban and Bliss Coffees. Other spot advertisers in this class include Donovan Coffee Co., S. A. Schonbrunn Co. (Savarin Coffee), Isbrandtsen & Sons ("26" Coffee), Nestle Co. (Nesta Soluable tea), Golden Wedding Coffee Co., Duffy-Mott Co. (Sunsweet Prune Juice). Duncan Coffee Co. and Old Judge Coffee Co. have announced plans to use radio.

Eight millers spent some $4 million for time on the major networks to advertise their flours and mixes last year. In addition to General Foods Corp., General Mills and Quaker Oats Co., whose network activities are itemized in the accompanying table, they were: Ballard & Ballard (Obelisk Flour), sponsoring *Renfro Valley Folks* on CBS ($168,262) gross time charges; H. C. Cole Milling Co. (Omega Flour), *Ernie Lee*, MBS ($46,821); Fisher Flouring Mills (Basket Mix, flours), *James Abbe*, ABC ($5,120), *Afternoon Final*, ABC ($24,185); International Milling Co. (Robin Hood Flour), *Queen for a Day*, MBS ($118,437); *Galen Drake*, ABC ($260,187), *Grand Central Station*, CBS, ($368,841); *Meet the Missus*, CBS ($47,690); Safeway Stores (Kitchen Kraft Flour), *Aunt Mary*, NBC ($18,211).

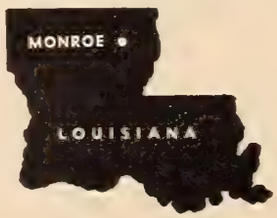
On March 28, 1949, Globe Mills

(Continued on page 86)



Know how they do it in Monroe?

THICK or thin, here's a female audience that takes life and malted milks with equally keen anticipation. On their toes when it comes to keeping abreast, they have a lot to say about the 223 millions of dollars spent in KMLB's seventeen northeastern La. parishes and three Ark. counties. They give plenty of ear to KMLB, the TUNED-IN station in these parts. They're waiting to hear about your product or service!



KMLB

MONROE, LOUISIANA

★ TAYLOR-BORROFF & CO., Inc.

National Representatives

★ AMERICAN BROADCASTING CO.

5000 Watts Day • 1000 Watts Night

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED

a good market

DESERVES A GOOD SALESMAN

Put WHAS to work for you in *steadily growing Kentuckiana**



The only radio station serving and selling all of the rich Kentuckiana Market

CBS
WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

50,000 WATTS ★ 1-A CLEAR CHANNEL ★ 840 KILOCYCLES

Victor A. Sholis, *Director* ——— J. Mac Wynn, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

* Figures given for Kentuckiana include all counties in which WHAS gives 50%-or-better BMB daytime coverage. "Radio Families" from BMB 1946 and 1948 statistics. "Net Effective Buying Income" from Sales Management *Survey of Buying Power.*

Class 11

(Continued from page 84)

Division of Pillsbury Mills (Globe A 1 Flours) started *Surprise Party* on ABC Pacific Network. In February of this year, General Foods used two to nine spots a week on 20 West Coast stations in a three-week campaign for Swansdown Instant Cake Mix.

Other flour advertisers on the air include: Bewley Mills (Bewley's Best Flour), sponsoring *Chuck Wagon Gang* on Lone Star Chain for the tenth consecutive year; Burrus Mill & Elevator Co. (Light Crust Flour), three 15-minute shows a week on 11 Southern Stations. General Mills (Sperry Flour Products), daily programs on 17 western stations, (Red Star, Purasnow Flours), spots in South; King Midas Flour Mills, announcements on 11 stations; Modern Foods (X-pert Cake Mix), participations on 13 stations; Pillsbury Mills (Pillsbury Best Flour), announcements on programs on 14 stations. Smaller schedules are used by Kitchen Art Foods (Py-O-My Mix); H. C. Cole Milling Co. (Omega and White Ring Flours); Pillsbury Mills (Pancake Mix).

Shortening advertising accounted for better than $3 million worth of national network time during 1948: Armour & Co. (Star Shortening), using *Queen for a Day* on MBS, Jan.-Aug. ($99,330); Lever Bros. Co. (Spry) with *Aunt Jenny*, CBS ($993,281); Procter & Gamble Co. (Crisco), *Welcome Travelers*, ABC ($887,360), *Perry Mason*, CBS, starting in November ($20,901), *Young Doctor Malone*, CBS ($574,239); Southern Cotton Oil Co. (Wesson Oil, Snowdrift), *Paul Whiteman*, ABC Jan.-June ($595,940), *Noah Webster Says*, NBC ($66,624). Only spot advertising reported for shortening was Southern Texas Oil Co. (Crustene Shortening), sponsoring Red River Dave McEmery on southern stations starting last September.

Network advertisers of fresh meat and dairy products in 1948, in addition to National Dairy Products Corp. and Swift & Co., listed in the table adjoining, were: American Meat Institute, sponsoring *Fred Waring*, NBC, with gross time charges of $851,032 for the year; Armour & Co. (meats) *Hint Hunt*, CBS ($1,080,560), program to move to MBS in May; Borden Co. (All products), *Your Song and Mine*, April-July; *County Fair*, July-Sept.; *Your Song and Mine*, Sept.-Dec., CBS ($848,814); Luer Packing Co., (meats), *Chuckwagon Tales*, CBS, June-Sept. ($4,212); Tillamook County Creamery Assn. (cheese), *Tillamook Kitchen*, NBC ($21,216), program moved to Don Lee at year's end; Washington Co-operative Farmers Assn. (Lynden poultry products) *Jack Gregson Show*, NBC, Jan.-July ($28,793).

Kroger Co., midwestern grocery chain, was the major meat advertiser using spot radio during 1948, sponsoring daily quarter-hours on 24 stations for Tenderay Beef. Other meat advertisers, using from one to five stations included: American Packing Co., C. A. Durr Packing Co., Hygrade Products, Illinois Meat Co., Oscar Mayer & Co., Rath Packing Co., Stadler Packing Co., Washington Beef & Provision Co.

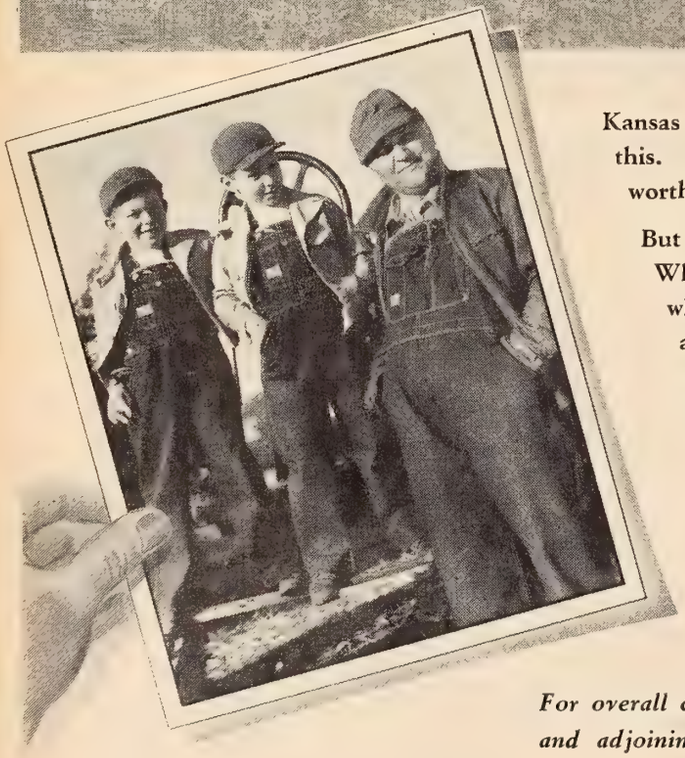
In the dairy products group of spot accounts, Swift & Co. used announcements for its ice cream all through the year, hitting a peak of 97 stations last summer and remaining on 45 during the winter. Eskimo Pies Corp. and National Dairy Products Corp., in spring-to-fall campaigns, each used announcements on up to 19 stations. Eskimo Pies in March kicked off its 1949 campaign with spots in three markets. A year-round ice cream advertiser, Breyer's Ice Cream Co. was using spots on 17 East Coast stations early in 1949. Other current dairy advertisers, all using fewer than ten stations, are: Abbott Arden Dairies Farms Co., Balian Ice Cream Co., Breakstone Bros., Foremost Dairies, Golden Bear Dairy, Irvingdale Farms, Maglias Ice Cream Co., Milk Foundation, Oak Dell Milk Co., Southern Dairies, Sheffield Dairies, Western Maryland Dairy Co., Yami Yogurt Products.

Since Jan. 1, 1949, National Dairy Products Corp. has sponsored for five-quarter-hours a week *Dorothy Dix* on ABC. Spot campaigns are planned by Brick Gold Corp. (dairy products) and Mickelberry Food Products Co. (farm sausage).

California Prune and Apricot Growers Assn. (Sunsweet Tenderized Fruit), *Surprise Theater Knox Manning* (Jan.-June), CB ($10,488), and Washington State Apple Commission (apples), *Knox Manning, Front Page Features* (Jan.-March), CBS ($15,295), were the only network advertisers of fresh fruits in 1948. Florida Citrus Commission, a heavy spot advertiser during the first nine months of last year when it sponsored announcements on some 7 stations, dropped out of radio in the final quarter but returned in January with five spots a week on 14 stations. Texas Citrus Exchange started heavy spot drive for Sure

(Continued on page 88)

An "OVERALL" Picture of WIBW Listeners



Kansas farmers like this raise families like this. They also raise $1,266,671,000.00 worth of crops and livestock.

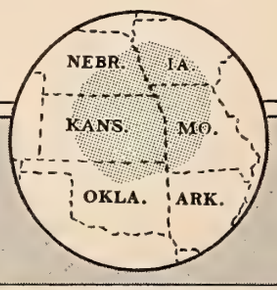
But here's what will interest you! When WIBW tells these farm families where to spend these millions, our advertisers see their sales shoot up.

After all, these families look on us as an old friend and neighbor. We think and speak the overall language. We program in their interests. That's why our buying recommendations get quick action.

For overall coverage and sales results in Kansas and adjoining states, your best bet is WIBW.

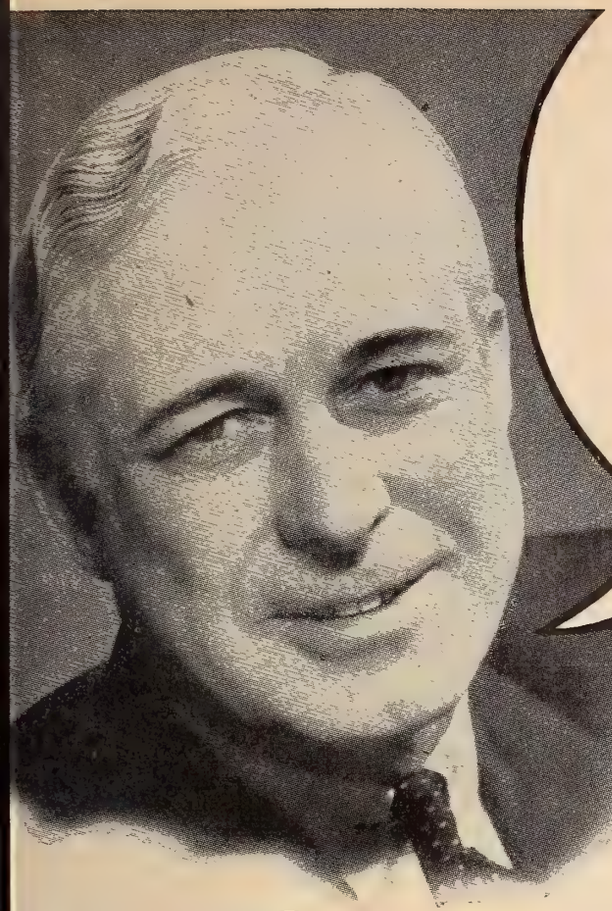
W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM



C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN · KCKN-FM



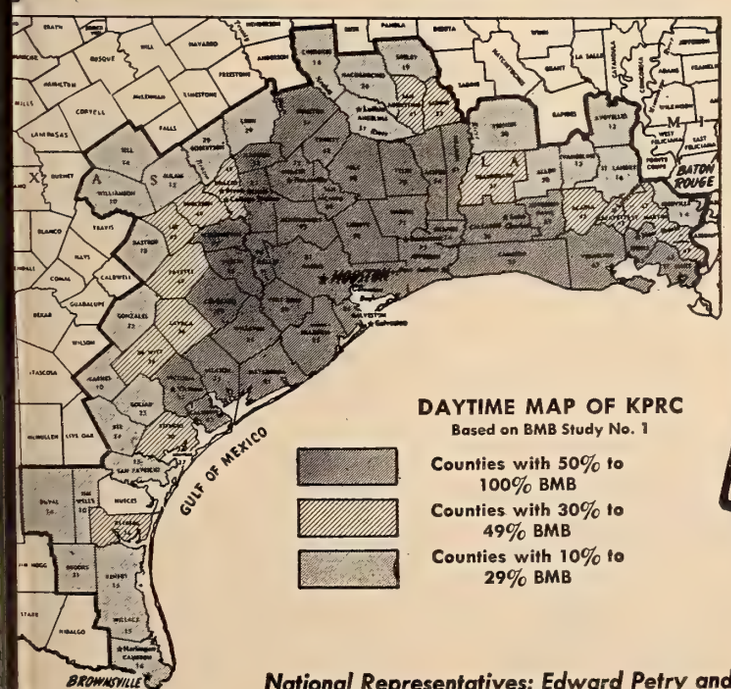
FIRST YOU PICK KPRC

FIRST in HOOPER RATING
FIRST in B. M. B. RATING
FIRST in SOUTH'S FIRST MARKET

• Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way ... effective way ... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.



DAYTIME MAP OF KPRC
Based on BMB Study No. 1

- Counties with 50% to 100% BMB
- Counties with 30% to 49% BMB
- Counties with 10% to 29% BMB

KPRC HOUSTON

950 Kilocycles — 5,000 Watts

National Representatives: Edward Petry and Company.. Affiliated with NBC and TQN.. Jack Harris, General Manager

Class 11

(Continued from page 86)

sweet fresh grapefruit and grapefruit juice throughout the Midwest around Jan. 1, 1948. United Fruit Co. is using spots in the Midwest.

Egan, Fickett & Co., has used participations on New York radio and TV programs for Hurdy Gurdy citrus fruits, new brand of Florida fruits, in addition to radio announcements for Nevins Indian River oranges and grapefruit.

General Foods Corp. is using more than 100 stations in an announcement campaign for Bird's Eye Frosted Foods. Deerfield Packing Corp. conducted a 17 week winter campaign for Seabrook Farms frozen food products, using one-minute spots on 24 stations in the Northeast, following a similar campaign in September. Snow Crop Marketers Inc. uses programs and announcements for its frozen foods in New York, St. Louis and Los Angeles. Zero House (frozen foods) is one of four Urbana Ill., firms co-sponsoring basketball broadcasts locally.

Network advertisers of bakery goods and miscellaneous foods, in addition to National Dairy Products (in table) were: Continental Baking Co. (Wonder Bread, Hostess Cake), *Grand Slam*, CBS ($756,889); First National Stores (institutional), *Guy Lombardo*, ABC ($71,448); Libby, McNeill & Libby (all products), *My True Story*, ABC ($1,778,550); National Biscuit Co. (crackers, etc.) *Whiteman Record Club* (Jan.-June,) ABC ($668,982); Planters Nut & Chocolates Co. (peanuts, oil), *Elmer Peterson*, NBC ($82,320); Safeway Stores (Sunnybank Margarine), *Dr. Paul* (Jan.-Feb.), NBC, ($13,850); Standard Brands (Blue Bonnet Margarine, yeast, cheese, coffee), *One Man's Family* (Jan.-Sept.), NBC ($468,282); Sunnyvale Packing Co. (Rancho Soups), *Meet the Missus* (Jan.-Feb.), CBS ($13,661); Welch Grape Juice Co. (fruit preserves), *Meet the Missus* (April-Sept.), CBS ($31,693).

Spotwise, Continental Baking Co. uses announcements on 116 stations for Wonder Bread, on 66 stations for Hostess Cakes. Ward Baking Co. uses announcements and programs on 113 stations for Tip-Top Bread and cakes, on seven stations for Aunt Hannah's Bread. Kroger Co. sponsors five-a-week quarter-hours on 21 midwestern stations for its bread. National Biscuit Co. has Premium Cracker announcements and programs on 15 stations, weekly half-hours for NBC Bread on 23. Capital Bakers advertise Capital Bread with announcements on 17 East Coast stations. Regan Brothers Bakery uses spots and programs on nine midwestern stations for Holsum Bread.

Langendorf United Bakeries promote bread sales with *Red Ryder* on 10 Don Lee stations. Interstate Bakeries Corp. (Butternut Bread) in March started *Cisco Kid*, three half-hours a week on 11 midwestern stations. Company has used this program for some time for Webar's Bread on a Don Lee California hook-up. Other bakery spot advertisers include: Arnold Bakers, Dugan Brothers of New Jersey, Freihofer's Baking Co., Purity Bakeries Corp., Old Homestead Baking Co. and Powers Bakery. More than 30 bakeries also sponsor network co-op shows in their communities.

Miami Margarine Co. (Nu-Mai Margarine) on January 4 began sponsoring quarter hour portion of *Queen for A Day* twice weekly on 245 MBS southern stations augmenting an extensive spot campaign. Standard Brands in November expanded in the South and Southwest the announcement campaign for Blue Bonnet Yellow Quick begun in August on some 65 stations. John J. Jelke Co. uses five-minute programs in Kansas City for Good Luck Margarine.

Rosefield Packing Co., Good Foods Inc. are now sponsoring the weekly half-hour transcribed *Hollywood Theatre* programs on more than 50 stations for Skippy Peanut Butter. Southgate Foods uses ABC's co-op *Breakfast in Hollywood* on eight stations in the Southeast for Red Mill Peanut Butter. J. W. Leavitt sponsors *Hobby Lobby* in Boston for Teddy Peanut Butter.

Network advertisers using the programs for a variety of food products included: Butler Packing Co. (Dennison's Foods), *Newswee Looks Ahead* (started August ABC ($19,616); National Biscu Co. (All Products), *Arthur Godfrey* (started Sept.), CBS ($480,275); Seeman Brothers (White Rose Food Products) *Buddy We Trio* (July-Oct.), ABC ($6,026 Nalley's Inc. (Mayonnaise, soup pickles etc.) on March 2 beg sponsoring *Meet the Missus* CBS.

Other food advertisers current using spot radio include: Gener Foods, (Bakers Coconut, Bake 4-in-1 Sweet Cocoa Milk, Bake Cocoa, Calumet Baking Powd Certo, Diamond Crystal Salt, S

(Continued on page 90)

TV ADVERTISERS
Class 11. Food & Food Products

Month	Net	Spot	Local	Total
July	—	—	—	20
Aug.	4	15	9	28
Sept.	4	13	12	29
Oct.	4	23	12	39
Nov.	4	28	11	43
Dec.	5	34	22	63
Jan.	4	54	32	90
Feb.	4	66	55	125

Source: Rorabaugh Report on Television Advertising



The MAGIC VALLEY of Texas

King Cotton is Back on the Throne

The Magic Valley has planted over 770,000 acres this spring—the equivalent of over 500,000 bales. The Valley is looking forward to a $75,000,000.00 crop—(That ain't hay, Bud—That's COTTON). Contact a Taylor-Borroff Representative about this rich market with a population of 250,000.

NBC-Lone Star Chain
1290 KC
1000 WATTS
KRGV
STUDIO
WESLACO
TEXAS

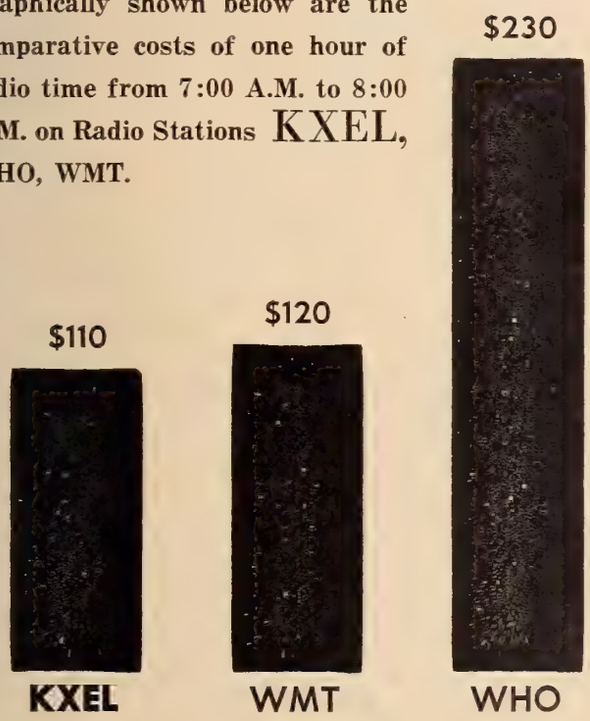
QUESTION:

In Northeast Iowa, Do Your RADIO DOLLARS end up in SALES or just Atmosphere?

CLUE:

Here is the COST

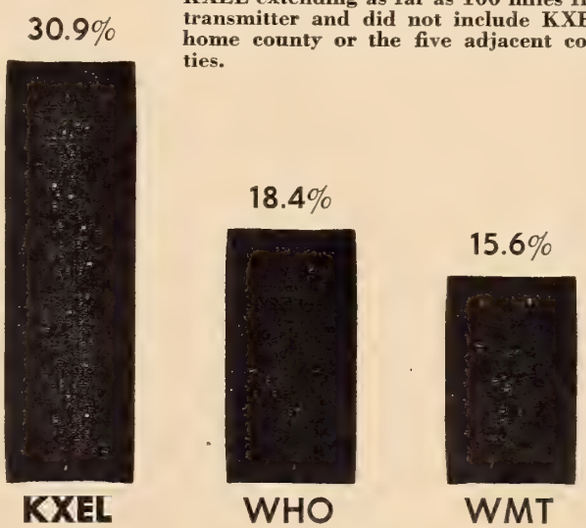
Graphically shown below are the comparative costs of one hour of radio time from 7:00 A.M. to 8:00 A.M. on Radio Stations KXEL, WHO, WMT.



Here are the LISTENERS

Shown below is the distribution of listening homes among the stations throughout the 14 county area studied by Conlan. The particular time shown below is Monday through Friday 7:00 A.M. to 12:00 A.M.

This Comprehensive Area Study was made in the fringe of counties surrounding KXEL extending as far as 100 miles from transmitter and did not include KXEL's home county or the five adjacent counties.



ANSWER:

Make no mistake. Your radio dollars end up in *more sales* when you use KXEL's 50,000 watt coverage to blanket Northeast Iowa.

- KXEL has more listeners.
- KXEL costs less.
- KXEL *national champion programs* are tailored with a comprehensive selling know-how that's unbeatable in this Northeast Iowa market of agricultural and industrial wealth.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY, WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA

Class 11

(Continued from page 88)

der's Condiments), Best Foods (Hellman's Mayonnaise, H-O Cream Farina, H-O Oats, Nucoa, Presto), Heekin Co. (Happy Family Baking Powder), H. J. Heinz Co. (all products), Wise Potato Chips Co., Olney & Carpenter (O&C potato sticks, cheese sticks and French Fried potatoes), Illinois Salt Co. (Sterling Salt), Little Crow Milling Co. (Coco Wheats), Carey Salt Co., L. De Martini Co. (nuts, bakers supplies etc.), Taylor-Reed Corp. (Q-T Frosting), Reddi-Whip Co., Salad Products Corp. (Lettuce Leaf Salad Oil), Minot Food Packers (cranberry sauce), Curtice Brothers (Blue Label Ketchup, Chili Sauce), Southern Cotton Oil Co. (Tavol Salad Oil), Crosse & Blackwell (kippered herring), Penn Sugar Co. (Quaker Sugar), P. J. Ritter Co. (chili sauce, relish, catsup, etc.) Mutual Citrus Products Co. (MCP Pectin and Lemon Juice), Pacific Citrus Products Co. (Hawaiian Pineapple Co. (juice and pineapple), Edible Oil Institute (institutional), Gem Packing Corp. (Gemma Cooking Oil), Crescent Nut & Chocolate Co.

About 125 food products are advertised on network cooperative shows. Some 21 grocers also sponsor these network co-op programs in their localities, with other food stores sponsoring other programs or announcements. Restaurants apparently are less likely radio advertisers, only eight being reported among sponsors of network co-ops.

Class 12: . . . . . Gasoline

INCREASED DEMAND for petroleum products, which had a record sale in 1948, and increased competition among individual companies to meet this demand, should mean increased radio and TV billings for gas and oil advertising during 1949, according to William R. Boyd Jr., president, American Petroleum Institute.

During 1948, Mr. Boyd reports in a statement to BROADCASTING, petroleum production "hit an all-time peak, totaling 2,016,282,000 barrels for the year; exploration and drilling also set new records, with a total of 40,063 new wells in 1948, an increase of 18.4% over 1947. Refined products and dollar volume sales also went up."

Citing estimates of "competent authorities that total demand for the current 12-month period will range from 3 to 5% higher than in 1948," Mr. Boyd states:

"As in other industries, supplies are more nearly approaching normal than they have for some years, and competition among the many units in the industry, always at a high peak of intensity, will doubtless receive added impetus during the current year. This situation probably will reflect itself in increased advertising activity, both in the printed press, on the radio and no doubt on television. It is difficult to even attempt to estimate the amount of money thus involved but it is logical to assume that as companies compete more intensively with each other for the available market, advertising expenditures will mount in direct proportion.

"Radio has been used extensively in the past as an advertising medium and television probably will be used increasingly in petroleum advertising as it grows and reaches into more and more homes and offices of consumers."

CLASS 12. GASOLINE, LUBRICANTS & FUELS *

NETWORK (Gross) 1948 $5,969,057; 1947 5,731,604; 1938 3,032,898 — **SPOT 1948** (Net) $2,682,000

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
TEXAS CO.			$1,241,898	$1,115,994	$405,265
"Texaco Star Theatre" Kudner Agency	Gas & Oil	CBS-162/CBC-½ (Jan.-March)	212,688		
"Texaco Star Theatre"; "Milton Berle Show" (Sept. 22) Kudner Agency	" "	ABC-252/CBC-½	802,848		
"Metropolitan Opera" Buchanan & Co.	" "	ABC-255-approx. 3 hrs (Jan.-March)	226,362		
SUN OIL CO.			$1,049,768	$1,022,624	$631,66
"Sunoco Three Star Extra" Roche, Williams & Cleary	Oil, Fuel, Gasoline	NBC-34-1¼			
GULF OIL CORP.			$612,714	$610,089	$399,36
"We the People" Young & Rubicam	All Products	CBS-121-½			
CITIES SERVICE CO.			$630,108	$613,380	$638,20
"Highways in Melody"; "Band of America" (eff. June 4) Ellington & Co.	Gas & Oil	NBC-81-½			
PURE OIL CO.			$629,000	$627,341	.....
"Kaltenborn Edits the News"; (Mon., Wed., Fri.; eff. May) "Harkness of Washington" (eff. May, Tues., Wed., Thurs.) Leo Burnett Co.	Petroleum Products	NBC-32-1¼			
STANDARD OIL OF NEW JERSEY			$311,300	.....	.....
"New York Philharmonic" Marschalk & Pratt	Institutional	CBS-153-1½ (Oct.-Dec.)			

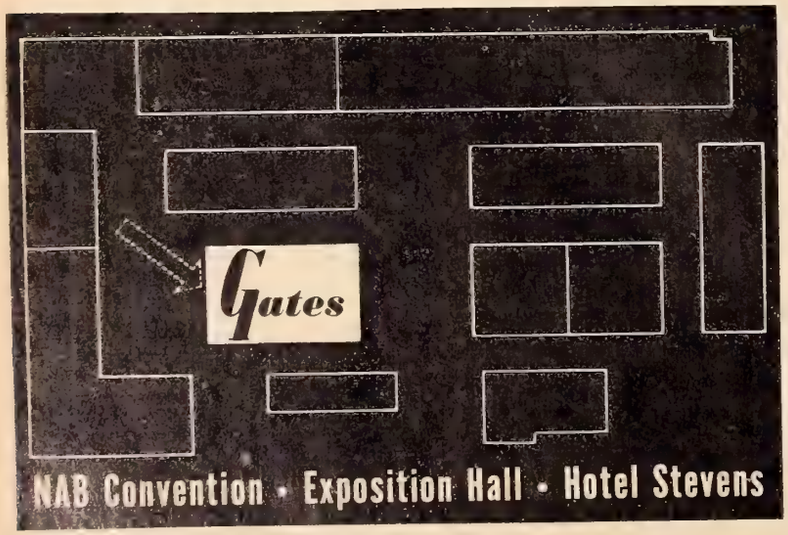
Source: Publishers Information Bureau — * BROADCASTING estimate

Substantiating Mr. Boyd's prediction of increased advertising of gasoline and oil during 1949, Publishers Information Bureau tabulation on nationwide network gross billings for January gave this group a total of $635,638, up 8.6% over the gross of $585,368 for January 1948. Network billings for this group should go up farther with the addition of *National Barn Dance*, now sponsored by Phillips Petroleum Co. each Saturday for a half-hour on ABC.

Other network advertisers in this class, in addition to the leading advertisers listed in the table, include American Oil Co., which started *Carnegie Hall*, weekly half-hour, on ABC last September, spending $104,011 for time during the remainder of last year. This program replaced this sponsor's *Professor Quiz*, which ended i ABC run in July. Arabian-Amer can Oil Co. last summer sponsore *Hope of Peace* quarter-hour week institutional series, on ABC ($133 242). Richfield Oil Corp. in Se tember moved *Richfield Reporte* daily 15-minute news progra broadcast in the West, from NB ($198,624) to ABC ($81,168).

Signal Oil Co. sponsors *T Whistler* on a western CBS ne work a half-hour a week ($7 275); Skelly Oil Co. has Al Drier's 15-minute newscast on midwest NBC hookup five mornin a week and *This Farming Busine* on Saturday ($180,288); Standa Oil Co. of California sponso *Standard School Broadcast* for Thursday morning half hour NBC on the Pacific Coast duri the school year ($28,607) a *Standard Hour*, 60-minute Sund program, on the same network

(Continued on page 94)



STILL first*



in the morning (8-12 a. m.)



in the afternoon (12-6 p. m.)

and **in total rated periods**

* October through February Hooper Ratings

This business of leading the pack is getting to be a habit at WFBR.

And we're leading not only on the Hoopers, either. We're way out in front in audience interest, audience *loyalty,* audience promotion!

Proof? As we go to press, word has just been received that WFBR has won 3rd prize nationally in the annual BILLBOARD audience promotion competition! No other Baltimore station won *any* award!

Add it up: all our firsts—audience loyalty—constant newspaper and car card advertising—a house organ—modern, handsome studios—and 100,000 people that see a broadcast in those studios every year—and your total *has* to be:

AM **WFBR** FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

WSM delivers the highest impact .



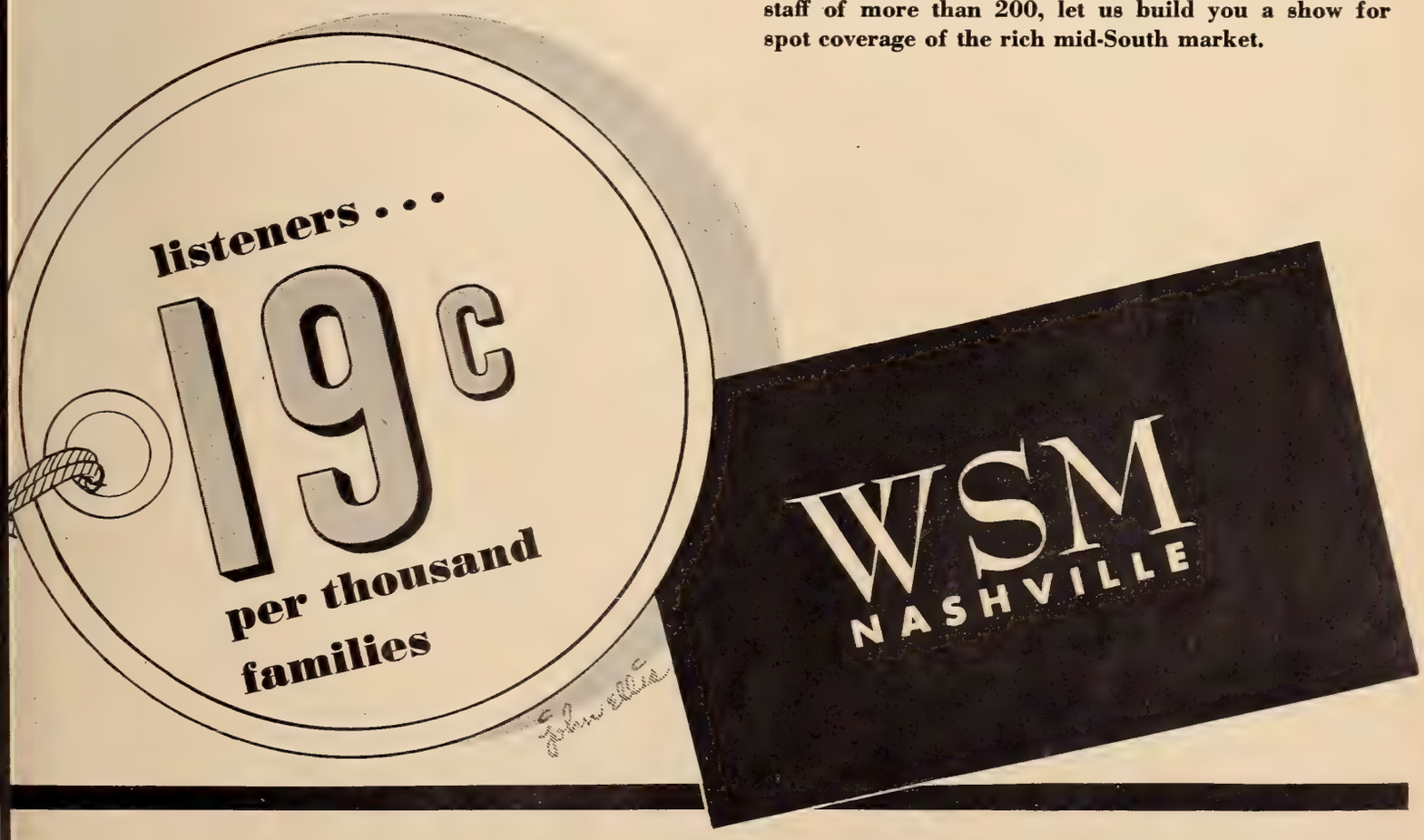
HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY

for the lowest rate in the nation

NIGHTTIME RADIO FAMILIES—19¢ per 1,000!
This is the lowest cost for any 50 KW station in the nation. The figures are obtained by applying 1946 BMB coverage data against WSM's current hourly rate.

WSM daytime coverage costs 20¢ per thousand radio families. That's the nation's fifth lowest 50 KW cost, bettered only by New York and Chicago stations. We'll be glad to send you one of our coverage maps showing where these families live.

These BMB based figures are the only yardstick of this nature that radio has. For further evidence of what WSM can do with its low cost coverage and its talent staff of more than 200, let us build you a show for spot coverage of the rich mid-South market.



Class 12

(Continued from page 90)

year round ($157,920).

Coal advertisers who used the networks during 1948 included: Appalachian Coals Inc., sponsoring Alvin Halfer's 5-minute newscasts five times a week on MBS from January to August ($203,349); Delaware, Lackawanna & Western Coal Co., with *The Shadow* on Mutual for a Sunday half-hour ($86,246), and Hudson Coal Co., with a 15-minute Sunday morning series, *D & H Miners*, on NBC ($49,088).

Oil companies for years have been among the leading sponsors of sports broadcasts and are adding video sports coverage to their promotional schedules as this field develops. Heading the sports sponsor list is Atlantic Refining Co. which this summer will sponsor its 14th consecutive season of professional baseball broadcasts. Atlantic 1949 line-up includes all home games of the Philadelphia Athletics and Phillies, broadcast on a regional hookup fed by WIBG Philadelphia; all home games of the Boston Braves and Red Sox, with WHDH Boston originating the broadcasts for a New England sports network; all games of the Pittsburgh Pirates, fed by WWSW Pittsburgh to a Western Pennsylvania network; all games of the Baltimore Orioles, on WITH Baltimore. In each area Atlantic will have a co-sponsor for the games, which total 616 for the season.

Atlantic will also sponsor video coverage of the Philadelphia games, using all three Philadelphia TV stations on a rotating basis. Each fall Atlantic continues its sports broadcasts by covering college and high school gridiron contests throughout the east. Overlapping of baseball and football last October pushed Atlantic's broadcast activities to a peak of 182 stations in that month, according to the Rorabaugh Reports, which showed 117 stations used by Atlantic in September and 116 in November. The company also sponsors telecasts of the U. of Pennsylvania football games each year.

Most oil companies had not announced their summer plans as this was written, but March saw Ashland Oil & Refining Co. sponsoring U. of Kentucky basketball games on a 17-station network in that state, similar to the one which broadcast the school's football season last fall. Magnolia Petroleum Co. was sponsoring Texas basketball playoffs on Texas State Network. Standard Oil of Indiana was sponsoring high school state basketball tournaments broadcasts on WIRE Indianapolis and KGLO Mason City, Iowa. This company, in addition to regular news and sports shows on 21 stations throughout the midwest, also sponsored numerous football broadcasts last fall.

TV ADVERTISERS
Class 12. Gasoline, Lubricants & Other Fuels

Month	Net	Spot	Local	Total
July	—	—	—	6
Aug.	2	5	—	7
Sept.	2	3	1	6
Oct.	2	7	1	10
Nov.	2	9	2	13
Dec.	2	7	4	14
Jan.	2	6	4	12
Feb.	2	10	6	18

Source: Rorabaugh Report on Television Advertising

Union Oil Co. last year sponsored football telecasts on KLAC-TV Los Angeles and Tidewater Associated Oil Co. used KTLA (TV) of that city for its video football coverage. Tidewater also sponsored west coast gridiron broadcasts on five Alaskan stations. General Petroleum Co. last summer broadcast Olympic Game films on KTSL (TV) Los Angeles and Petrol Corp had a wrestling series on KTLA. During the winter, Aetna Oil sponsored hockey telecasts on WAVE-TV Louisville; Sinclair Refining Co., wrestling on WMAL-TV Washington, plus 28 time signals a week on the same TV station; Clark's Super-Gas Co., hockey on WTMJ-TV Milwaukee.

Esso Standard Oil Co. is a perennial sponsor of newscasts, with five, 10 or 15-minute programs broadcast one, two or three times a day on 42 stations in the Esso service area, year after year. Shell Oil Co. uses news and other masculine appeal programs five to 15 minutes long, currently aired three to 24 times a week by 39 stations, with plans for expansion in the works. Socony-Vacuum Oil Co. maintains a similar broadcast schedule on nine stations, Texas Co. on eight. Petroleum Solvents Corp. (Siloo) uses announcements on 13 stations.

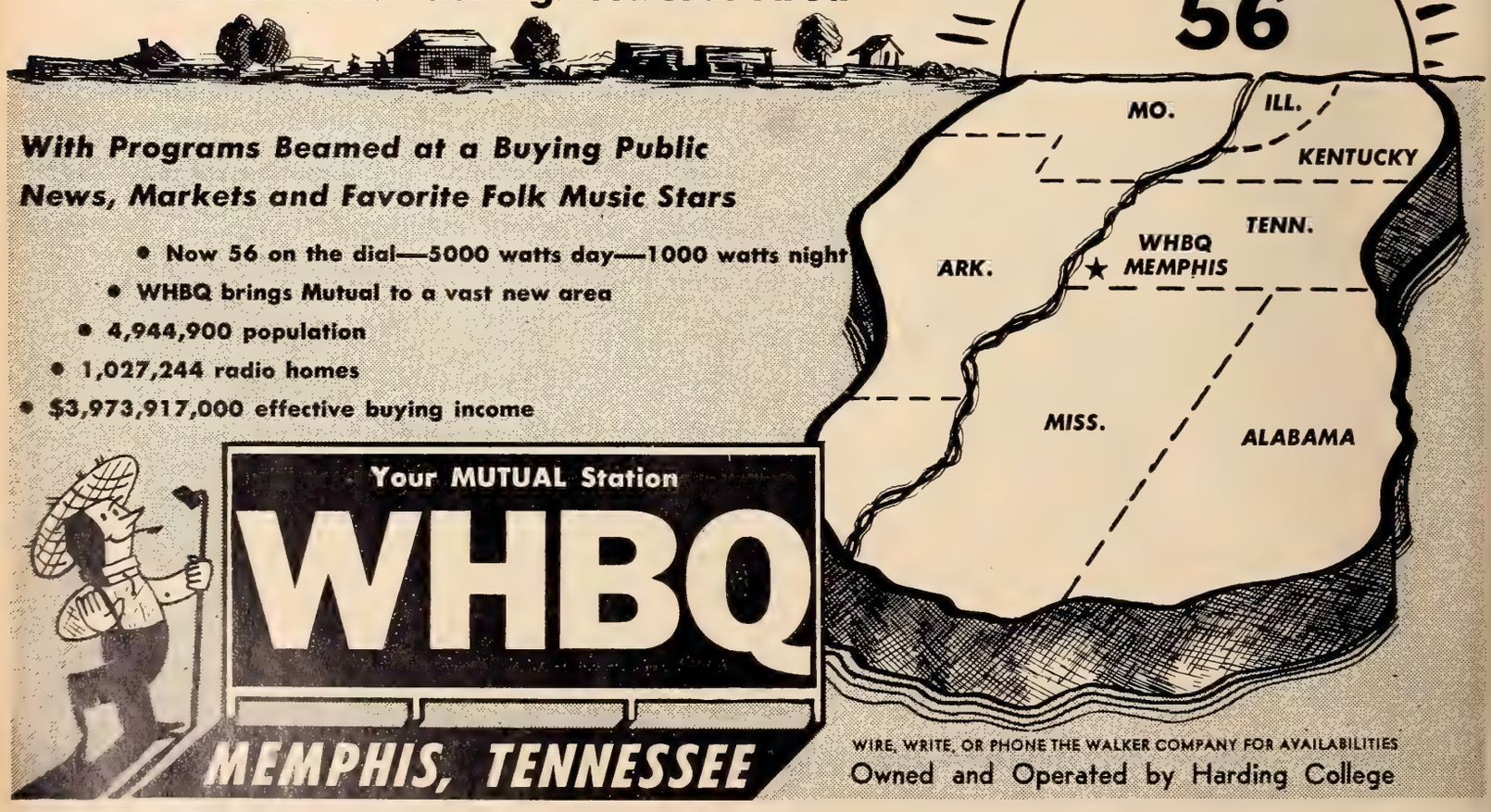
Phillips Petroleum Co. uses 10 and 15-minute programs three to six times a week on 25 stations, half-hour weekly shows on six. In March, Sinclair Refining Co. started a four-month campaign for a new anti-rust gasoline that called for the use of some 1,500 announcements on 15 stations in Chicago, Detroit, Cleveland and Indianapolis, plus three daily newscasts on WEMP Milwaukee.

Two major oil companies are in the forefront of TV network sponsors. Texas Co.'s Tuesday night 60-minute *Texaco Star Theatre* on NBC's video network was the top-ranking television program throughout the winter, achieving not only the largest viewing audiences week after week but also a sponsor identification index running well over 90%. Texas Co. also last fall sponsored the first experimental video broadcast of a full-

(Continued on page 96)

WHBQ

Covers this vast Agricultural Area



With Programs Beamed at a Buying Public

News, Markets and Favorite Folk Music Stars

- Now 56 on the dial—5000 watts day—1000 watts night
- WHBQ brings Mutual to a vast new area
- 4,944,900 population
- 1,027,244 radio homes
- $3,973,917,000 effective buying income

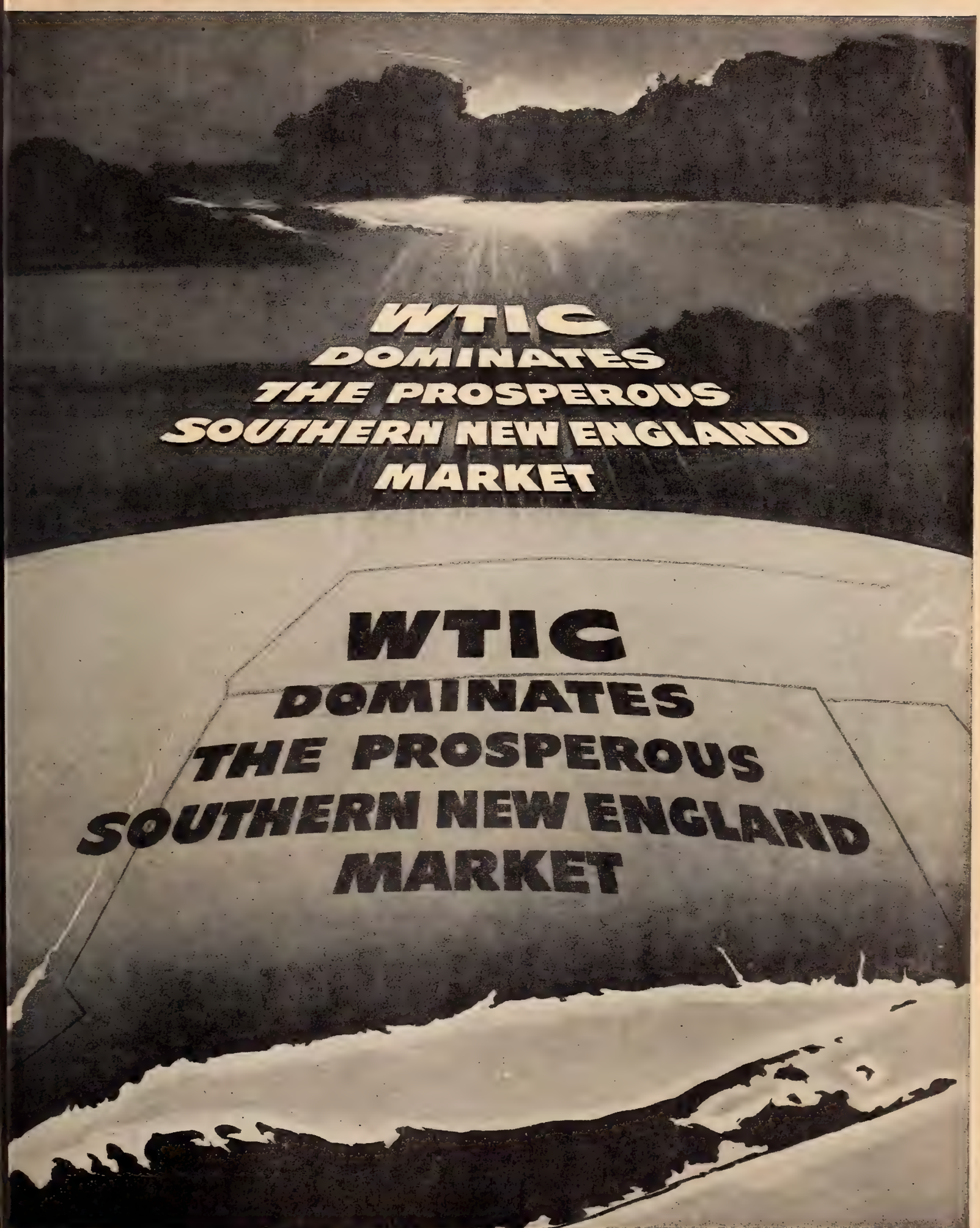
Your MUTUAL Station

WHBQ

MEMPHIS, TENNESSEE

WIRE, WRITE, OR PHONE THE WALKER COMPANY FOR AVAILABILITIES

Owned and Operated by Harding College



Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

Class 12

(Continued from page 94)

length opera on an ABC TV hookup, perhaps a forerunner of the time when this company's Saturday afternoon opera broadcasts will be seen as well as heard by the audience at home.

Gulf Oil Co. sponsors two TV network series, *We the People* on CBS, first sponsored program to be simultaneously broadcast and telecast on a regular basis, and *Gulf Road Show* on NBC. American Oil Co. in February sponsored NBC's telecast of the Army championship boxing matches as a one-time program and early in April Socony-Vacuum Oil Co. sponsored the same network's TV pickup of *Julius Caesar* from the Little Theater in the Folger Shakespeare Library in Washington.

Oil company spot, but not sport, TV users include Pate Oil Co., Standard Oil Co. of New Jersey, Fleetwing Corp. and Southern California Gas & Oil Co., all using announcements; MacMillan Petroleum Corp., sponsoring *Roving Camera*, 15-minute weekly program, on KTLA (TV) Los Angeles; Sun Oil Co., sponsoring *Curious Camera*, also a quarter-hour a week, on WMAR-TV Baltimore.

The extent of local radio sponsorship by oil and coal companies may be estimated from their use of network co-op programs, which are currently sponsored by 24 gas and oil firms, three service stations and eight coal companies. The class counts six sponsors of TV at the local level.

Class 13: Horticulture

FERRY-MORSE Seed Co. did not begin its annual campaign for its seeds until Feb. 5 this year, so the Horticulture column of network business shows a blank for January, compared with a gross of $27,195 for that month of last year. For the fifth year, Ferry-Morse is sponsoring *Garden Gate*, Saturday morning quarter-hour program, on CBS, in the pre-planting season. This year's campaign is to run 16 weeks.

Spot advertisers in this category include Stern Nurseries, using one to 12 quarter-hours a week on seven Southern stations; Northrup, King & Co., with spots and programs on 16 midwestern stations in February for its seeds, feeds and seed corn; Garst & Thomas Hybred Corn Co. and Pioneer Hybred Corn Co., using spots and quarter-hours for their seed corn; California Spray Chemical Co., advertising Ortho Garden Spray in a 26-week *Garden Guide* campaign on eight MBS California stations; Mountain View Nurseries tested two 15-minute periods on WENR Chicago in January, may be back with regular schedule.

Allied Florists Assns. of Greater Baltimore and Greater Philadelphia use announcements on stations in those cities; Retail Florists Assn. of Colorado sponsors the *Singin' Sam* transcription series on KFEL Denver.

CLASS 13. HORTICULTURE **

		NETWORK (Gross)	1948	$ 98,946	SPOT 1948 (Net)	$446,000
			1947	197,170		
			1938	2,236		

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
FERRY MORSE SEED CO.			$98,946	.....	.....
"Garden Gate" MacManus, John & Adams	Seeds	CBS-161-¼ (Jan.-May)			

Source: Publishers Information Bureau

** BROADCASTING estimate

Breakdown by Business Categories Continues on page 102

KANS

WICHITA, KANSAS

NOW

5,000 WATTS

1480 ON THE DIAL

AFFILIATED WITH
NATIONAL BROADCASTING COMPANY

Represented by
TAYLOR-BORROFF & COMPANY, INC.

EXPANDED COVERAGE FOR A GROWING MARKET

KANS ½ MV/V Daytime coverage represents 32.21 per cent of the entire population of Kansas and 3.68 per cent of Oklahoma. Effective buying income per family: over $6,000 for Wichita; over $4,000 average for entire coverage area. Population—705,000. Radio families—177,936.

Of sales we sing . .



Steinman Stations

WORK
York, Penna.

WDEL
Wilmington, Del.

WEST
Easton, Penna.

WGAL
Lancaster, Penna.

WKBO
Harrisburg, Penna.

WRAW
Reading, Penna.

. . . . because sales are our business. Through NBC network shows, radio's finest, and skillful local programming, each of these six stations in its respective community is a listening habit. A habit that is proving profitable to many national advertisers. These six Steinman stations offer you a wonderful sales opportunity. Write for information.

Represented by

Robert Meeker Associates

Chicago San Francisco New York Los Angeles

NBC AFFILIATES

two are always better than one...



Two instead of one can make all the difference in the world... in a wedding... or in an important retail market. Take Baltimore, Maryland, for example.

Baltimore, as you know, is a rich market with plenty of radio and television stations... but only one broadcasting organization that offers *both*. That one is WBAL.

You'll want to know, of course, why WBAL goes to all this extra trouble for its listeners, its viewers and its advertisers.

There's far more to it than the mere fact of a mathematical increase in circulation. There are the highly interesting possibilities of merchandising, promotion and publicity that are so important to all sales at the local level.

With WBAL *and* WBAL-TV, you provide yourself with an automatic one-two sales punch that, in effect, puts every one of those sure-fire techniques to work for you. You multiply the effectiveness of every commercial message you broadcast in either medium.

The strength of the WBAL combination is perhaps best illustrated by this fact. Many advertisers, who as yet use only one of the two media, have noticed heartening increases in the effectiveness of their advertising... just because the name WBAL, and much of the talent appearing on WBAL, is associated



in the public mind with both radio and television.

If it is true, then, that you see interesting commercial possibilities for your product or your service in the wealthy Baltimore market . . . let us hear from you. Or perhaps you'd prefer to get in touch with Edward Petry & Company, our national representatives. They are ready and able to speak for us as well as we speak for ourselves.

in Baltimore, WBAL—
and only WBAL, offers both . . .

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

2610 North Charles Street
Baltimore 28, Md.

WBAL *and* **WBAL-TV**
Mean Business in Baltimore!

Editorial

Lest *They* Forget

ALL YEAR long broadcasters are subjected to bleatings of the do-gooders, plaints of over-commercialism, or need for good taste and morals on the air. Thankfully less is heard of the Blue Book and of commercial-versus-sustaining balance from the FCC, and that is ascribable to the more practical approach of FCC Chairman Wayne Coy, himself a former broadcaster.

As broadcasters meet in annual convention, a communication came to the editors of this journal which was like a breath of fresh air dispelling the venom of the do-gooders and the time-grabbers. On another page is published the report of Harold Franklin, program director of the Institute for Democratic Education in New York.

"In view of the charges sometimes leveled at the industry for its derelictions in public service programming," he writes, "it is interesting to note that broadcasters have proved most cooperative where IDE's programs are concerned." His program, *Lest We Forget,* has been broadcast by more than 900 independent and network affiliated stations. Stations have contributed, free, 6,500 hours of time valued at nearly $1 million since 1945—better than half in Class A time.

This record does not surprise us. The fact that Mr. Franklin took time out to bare his thoughts did, because it is a refreshing departure from the norm. Mr. Franklin has received the cooperation of radio because he has not tried to badger or browbeat and because, as an experienced program executive, he has produced top-quality shows, with top talent. He has made it *easy* for stations to cooperate.

Radio likes it that way.

Tackling TV Hysteria

WITHIN the next few weeks—no one appears to know precisely when—the FCC will thaw the TV freeze and set TV standards for the new utlra-high frequency domain as well as for the present VHF spectrum.

If normal methods are used, the public will be thrown into confusion. TV is technical. No matter how carefully the FCC may handle its public notice, there will be garbled reports. The grape-vine will spread the story that present receivers are obsolete or obsolescent; that color will supersede black-and-white before you can say tropospheric, and that the public, therefore, should lay off buying sets, any sets—AM, FM or TV.

The Radio Mfrs. Assn. has appointed a committee to give the public, trade and government accurate TV information, apparently in anticipation of the thaw and the new allocations. And there lies vividly on the RMA memory the Zenith foray and the subsequent garbled versions of all the horrendous things that were happening to TV.

We suggest the radio manufacturers, for their own salvation, contribute a war chest of at least $100,000. Let them use it to buy spot announcements everywhere. Let them buy newspaper space, too. Let them, just this once, get the drop on the saboteurs and tell the simple, factual story that present-day TV won't be obsolete tomorrow, next year or five years from now. If they don't, there will be fewer manufacturers to contribute to the next war chest, just as there are fewer now than there were two years ago.

What Price Sports?

IS RADIO "as free as the press"?

On most counts yes, because radio newsmen are accredited on equal footing with the press, in Federal, state and local newsgathering. Strides forward are being made, notably through the work of the National Assn. of News Directors, in procuring for radio the same freedom that is accorded newspapers.

It is in the field of sports that radio falls down hardest in its freedom fight. There's the danger that radio is being taken for the kind of ride that could prejudice irreparably its claim to news freedom.

A warrior in the cause of sports freedom is Rogan Jones, owner of KVOS Bellingham, Washington, who more than a decade ago waged an uncompromising battle against newspapers in his area. Every time radio pays to cover a sports event, Mr. Jones lucidly proclaims, the cost of doing business is raised. And every time radio pays, particularly at the local level, the station defaults on its claim of freedom to access of news.

Radio doesn't pay for "rights," maintains Mr. Jones. It pays for exclusive rights—to keep other stations out. Rather than compete among themselves, he suggests sports rights funds be spent competing with other media.

The sports freedom issue arose last month in South Carolina when the legislature considered a "Privilege Fee" bill which would allow state-supported schools and colleges to sell exclusive broadcast rights. The South Carolina Broadcasters Assn., headed by Bevo Whitmire, of WFBC Greenville, killed the measure, on the ground that radio has as much right on a state athletic field as a newspaper.

The advent of TV has underlined the importance of sports freedom. Despite the fact that television has imbued new life in many sports which were decadent, stations and sponsors are paying for exclusive rights. Newspaper coverage rights, gratis, are taken for granted. Radio was the salvation of baseball and perhaps football in other years, by promoting the sports and the attendance. TV is doing the same thing. Yet we have ham-and-egg fighters, and grunt-and-groan wrestlers demanding a "cut."

Last Fall the British Columbia Assn. of Broadcasters took cognizance of this problem. They adopted this resolution:

> Whereas the actuality broadcasting of sports events promotes both the sports and attendance, therefore be it resolved (a) that members of the BCAB refuse to pay any fee for the rights to any actuality broadcast of any sports event and (b) that BCAB members *shall not* facilitate the payments for rights by sponsor or agency.

We commend that language to the NAB Convention meeting this week in Chicago.

WRC Helps Itself

THIS is the year radio will have to get out and sell itself—station managers agree on that—but they also agree that radio must have the facts. Advertisers no longer buy time by asking, "How much?", they ask, "What listeners, and how many, will I get for my dollar?"

The station that can show its advertisers those facts is that much ahead.

WRC Washington has a new and different audience survey—conducted by Research Director James Seiler. It takes nothing from existing audience measurements to say WRC has opened up new fields for radio research.

It is this kind of hard work for radio and by radio that will keep it growing as it has in the past. Complacency has no place in the business scene in 1949. There's always a new way, a way that hasn't been tried. It's radio's obligation to do as WRC has done, go out and get facts that prove radio is what it is—a successful and productive advertising medium.

Our Respects To —



THOMAS CAMPBELL CLARK

AS TRUST-BUSTER, champion of the people and firm supporter of American ideals and civil rights, Tom Clark is as vigorous in protecting the innocent as he is in prosecuting the guilty. The tall, easy-going, unpretentious Texan, who came to the Dept. of Justice in 1937, has reached his present post of Attorney General of the United States a step at a time.

The descendant of a long line of lawyers, Mr. Clark is the second Texan in modern times to serve in this high position. The other was the late Thomas Watt Gregory, appointed during Woodrow Wilson's administration.

The man who will make the keynote speech at NAB's Management Conference in Chicago this week is not new to broadcasters and those in radio's allied fields. The Attorney General has had occasion to play an important role in many legal decisions which have affected the FCC, radio manufacturers, and broadcasters.

Born Sept. 23, 1899, in Dallas, Thomas Campbell Clark is the son of William H. and Jennie (Falls) Clark. His early home was a huge Victorian house surrounded by great lawns and clusters of trees. It was located on what was then Dallas' most exclusive residential street.

After he finished high school in 1917, Tom was sent to Virginia Military Institute because his father wanted him to be an officer. As it turned out, the youth joined the National Guard the following year. During World War I he served as first sergeant with Company I of the 153d Infantry Div., remaining in the continental U. S.

When the war ended Tom entered the U. of Texas, securing his AB in 1921 and LL.D in 1922.

While at the U. of Texas he managed the university's publications, selling advertising on the side. Mr. Clark still recalls how he worked for $35 per month, assisting the faculty in grading papers. At that time, his monthly budget never exceeded $75.

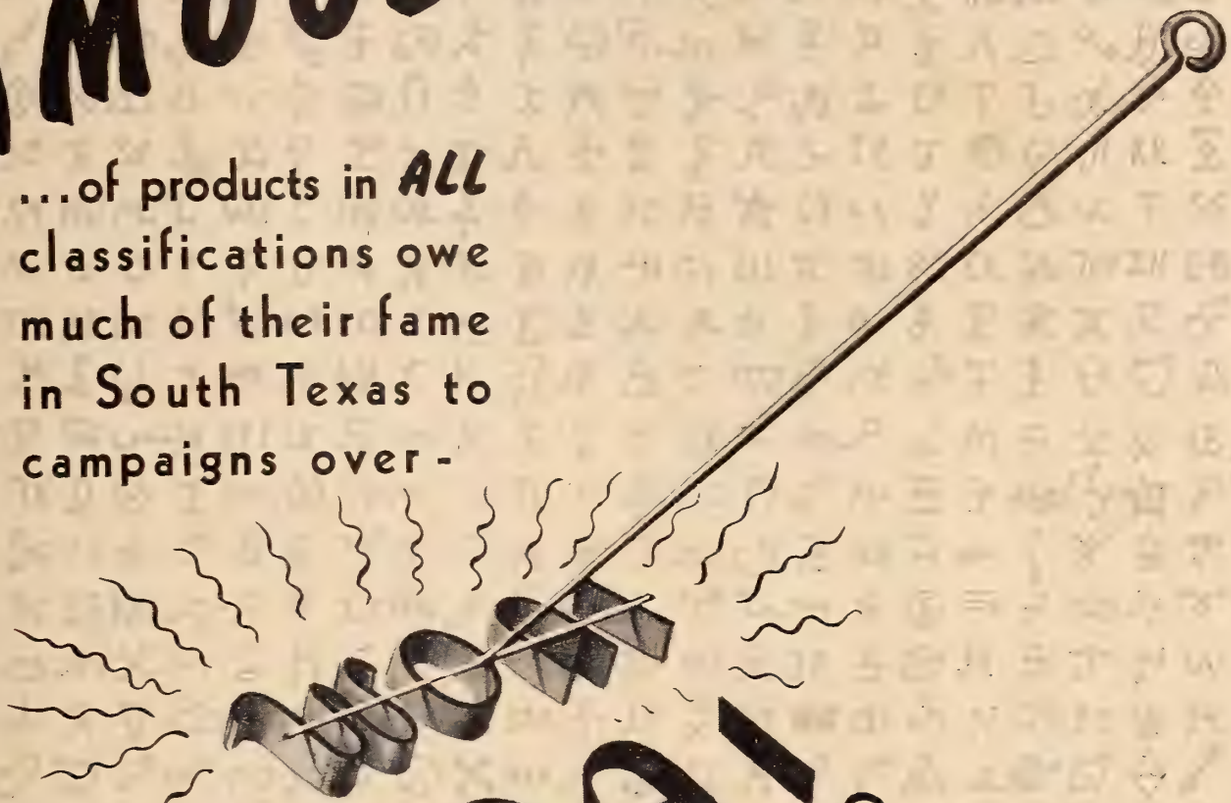
From 1922 to 1927 he was an associate in Clark and Clark, the family law firm, having entered the office with his father after being admitted to the Bar of the State of Texas and the Texas Supreme Court.

In 1927 Mr. Clark became assistant district attorney, taking charge of civil suits involving Dallas County. According to records, he never lost a case. He became a law partner of his boss, William McCraw, after the latter had served two terms as attorney general of Texas. He was admitted to practice before the U. S.

(Continued on page 174)

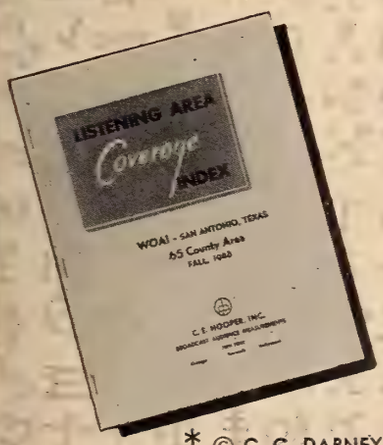
FAMOUS BRANDS*

...of products in *ALL* classifications owe much of their fame in South Texas to campaigns over -



WOAI SAN ANTONIO

-*Another* FAMOUS WESTERN BRAND!



ROUNDUP TIME in 65 South Texas counties alone recently showed WOAI leading the herd both day and night by more than 2 to 1!

* © C. C. DABNEY, Fredericksburg, Texas

WOAI San Antonio

NBC - 50,000 WATTS - CLEAR CHANNEL - TQN

Represented by EDWARD PETRY & CO., INC. - - - - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas, San Francisco, Atlanta, Boston

Class 14: Household Equipment

SALES OF HOME APPLIANCES hit an all-time high in 1948, despite a year-end slump which continued into the opening months of 1949, leading many companies to cut prices and curtail production of refrigerators, ranges and some smaller appliances. A mid-March pick-up, which, however, did not bring sales back to the level of a year ago, was hailed by some retailers as the end of the slump, while others saw it as only a momentary response to bargain prices.

Avco's Crosley Division, which has tripled its advertising budget to $6 million for 1949, in March was contemplating no cuts in either prices or production. Admiral Corp., which had reduced refrigerator prices 15% and range prices 20-25% when its new line came out in January, stated that no additional price cuts for these products would be made.

But Westinghouse Electric Corp. on April 1 began a gradual curtailment of appliance production, while General Motors Frigidaire Division planned to lay off some workers in the next few months, "probably not more than 1,200 out of 20,000." Servel Inc. in February cut its refrigerator production back 25%. Bendix Home Appliances Inc. omitted the dividend on its common stock for the first quarter of 1949, as did Apex Electrical Mfg. Co. Apex, which has laid off 1,000 of its 3,000 employes, anticipated losses for the first half of 1949 just about matching the $945,170 profits made in the like period of last year. Easy Washing Machine Corp. deferred dividend action until June. And most refrigerators and ranges were priced at five to 10% below last year's level.

The sales decline of appliances in recent months has not been matched by any curtailment of radio appropriations. The network advertising of household equipment, which last year came close to doubling the 1947 volume, amounted to gross time purchases of $703,268 in January, not quite 1% ahead of the $697,630 gross for January 1948. In February, Homemakers Institute and Servel Gas Refrigerator Dealers started *What's My Name* as a Saturday morning series on ABC.

Crosley Division of Avco Corp. was planning a network television program and a spot radio campaign on about 100 stations for its refrigerators this spring. General Motors is offering Frigidaire dealers their choice of five syndicated radio programs for local use on a cooperative basis with the company sharing time and talent costs equally with the dealer. General Electric Co. has increased its Sunday night period on CBS-TV from 30 minutes to a full hour, featuring *Fred Waring and His Pennsylvanians*. Scott Paper Co. now cosponsors *Dione Lucas' Cooking School*, Thursday evening half-hour on CBS-TV, and Rockwell Mfg. Co. (Homecraft power tools) in March started *That's O'Toole* as a Sunday afternoon 15-minute program on ABC's video network.

Admiral Corp.'s *Broadway Revue*, a full Friday evening hour on both the NBC and DuMont television networks, continues as the major item in this company's appliance advertising, whose 1949 budget has allocated $750,000 for television alone.

General Electric appliances are advertised by both sound broadcasting and television in many local campaigns, sponsored by GE Supply Co., city-wide GE dealer organization or individual distributors. Nash-Kelvinator Co. has been using video spots and programs in four cities for its refrigerator line. More than 40 appliance dealers also sponsor individual TV campaigns in their localities, the most ambitious being that of Pierce-Phelps of Philadelphia, sponsoring *Homemakers' Matinee* for a full hour five afternoons a week on WCAU-TV. In the same city, Trilling & Montague, Norge dealers, have sponsored basketball on WFIL-TV in cooperation with the refrigerator company.

Hudson Paper & Pulp Co. uses programs and announcements on 11 East-Coast stations for paper napkins. Modglin Co. (brooms) sponsors quarter-hours of *Morning Matinee* on WLW Cincinnati and WINS New York, and of *Housewives Protective League* on WBBM Chicago. General Appliance Corp., Marcalus Mfg. Co. (paper napkins), Rap-in-Wax Co.

(Continued on page 104)

CLASS 14. HOUSEHOLD EQUIPMENT & SUPPLIES **

		1948	1947	1938
NETWORK (Gross)		$8,628,906	4,620,212	743,707
SPOT (Net)		1948 $1,998,000		

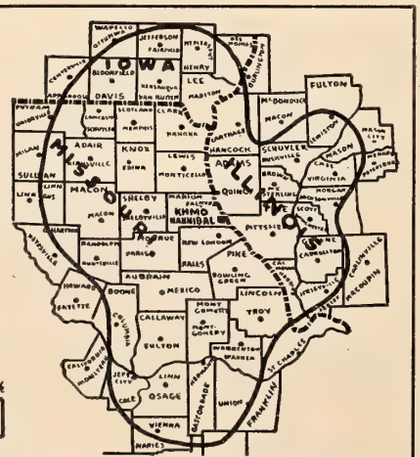
LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
GENERAL ELECTRIC CO.			$3,283,378	$630,857	$391,871
"G.E. Houseparty" Young & Rubicam	All Products	CBS-164-25 min.	1,826,896		
"Fred Waring" BBDO	Institutional	NBC-161-½	783,084		
"Tales of Willie Piper" "What's My Name" (eff. June) BBDO	Lamps & Bulbs	ABC-169-½	673,398		
PHILCO CORP.*			$1,526,203	$1,395,065	.....
"Breakfast Club" Hutchins Adv.	Refrigerators, Freezers Radios, Air Conditioners, TV Receivers	ABC-265-1¼			
WESTINGHOUSE ELECTRIC CORP.			$1,318,029	$1,137,412	.....
"Ted Malone" McCann-Erickson	Laundromats, Refrigerators, Irons	ABC-212-1¼			
GENERAL MOTORS CORP.* (Frigidaire Div.)			$800,779	$815,463	.....
"Man Called X"; "Lum 'n Abner" (eff. Oct.) Foote, Cone & Belding	Refrigerators	CBS-164-½			
NASH-KELVINATOR*			$689,199	.....	$345,344
"The Human Side of the News" Geyer, Newell & Ganger	Kelvinators, Stoves, Home Freezers	ABC-119-25 min.			
SEEMAN BROS. INC.			$630,525	$455,187	.....
"Hollywood Headlines"; "Tomorrow's Headlines" (eff. July 31) William H. Weintraub	Air Wick	ABC-125-¼	165,883		
"Monday Morning Headlines" William H. Weintraub	Air Wick	ABC-204-¼	464,642		

Source: Publishers Information Bureau *Additional expenditures in other product groups ** BROADCASTING estimate

KHMO offers
Nat'l Advertisers
intense coverage of
this rich 42-county market
in Missouri-Illinois-Iowa

KHMO is the only station in Hannibal . . . 120 miles from St. Louis . . . an INDEPENDENT area, sales-wise, boasting 255,140 Radio Families (BMB) and Retail Sales in 1948 of $617,263,000 (Sales Management). Call John Pearson Company for details.



KHMO Now on— Mutual Network 1070 KC SERVING THE RICH TRI-STATE AREA 5000 WATTS 1000 WATTS at NITE

Wayne W. Cribb, General Manager
Nat'l. Rep. — John Pearson Company

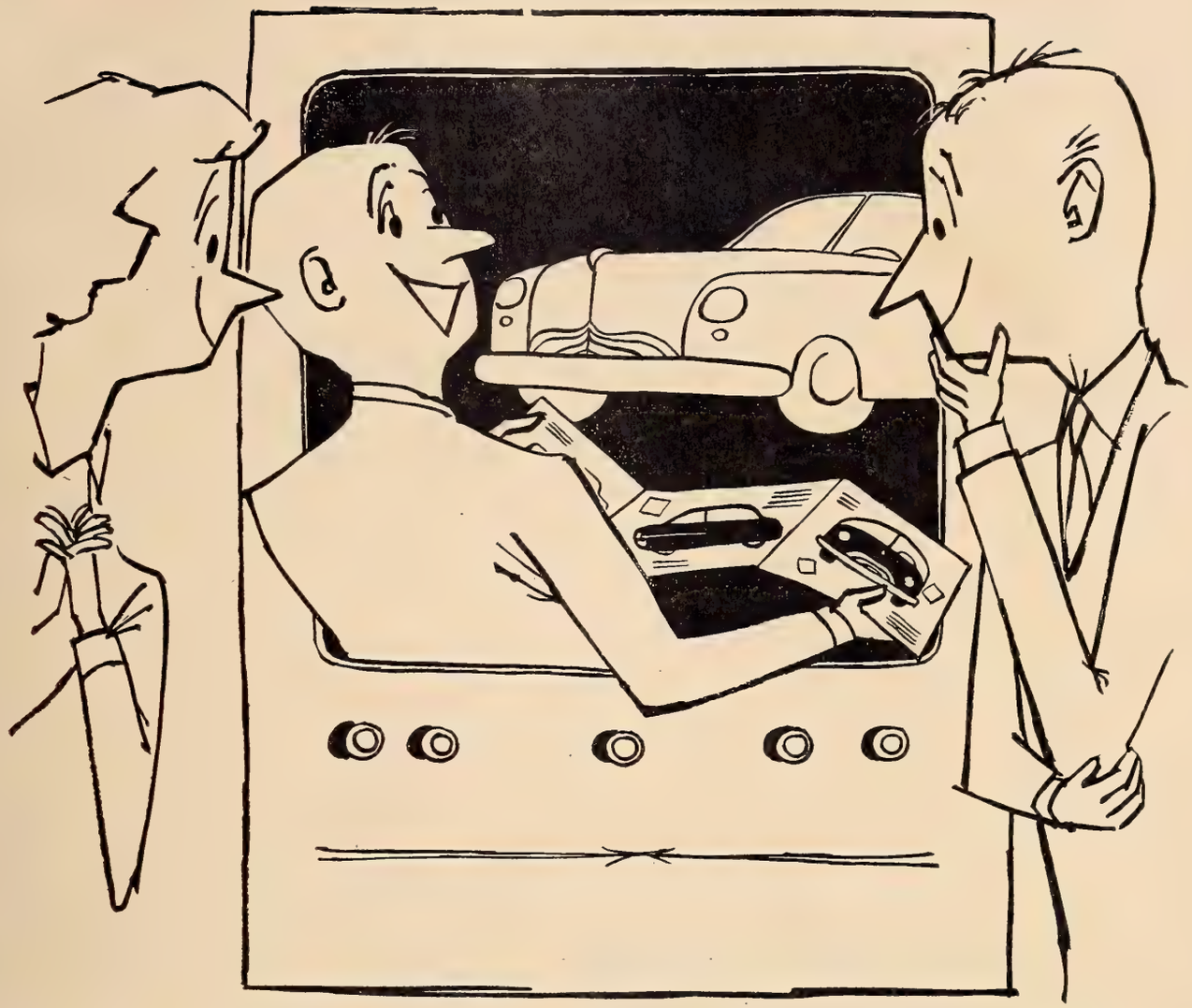
CHICAGO AUDIENCE FACTS

Saturday
3:00 to 4:00 PM

WIND 19%
Network A.....14%
Network B.....12%
Network C.....12%
Network D..... 6%

PULSE Jan.-Feb. '49

W-I-N-D 560 KC 24 hours a day



On WCAU you're in Philadelphia

WCAU-TV offers 150,000 showrooms in Philadelphia for a gigantic demonstration of the new models. Philadelphia, the nation's third largest city, is *second* in number of TV sets. Use the combination of eye and ear appeal in this very important concentration of buying power. WCAU-TV is a CBS affiliate.

THE PHILADELPHIA BULLETIN STATIONS

TV
AM
FM

Class 14

(Continued from page 102)

waxed paper), Sage Laboratories (air refresher) have also initiated campaigns. Many local household equipment retailers sponsor local campaigns, with more than 100 using various network co-op shows. Network advertisers in 1948 among this group, in addition to those listed in the table, include: Anchor-Hocking Glass Corp., sponsoring *Crime Photographer*, weekly half-hour (Jan.-March) on CBS, with gross time charges of $206,367; Bendix Home Appliances Inc. (washing machines), *George Fisher in Hollywood*, five 5-minute periods a week (May-July), CBS ($14,257); Club Aluminum Products Co. (household utensils) *Club Time*, weekly quarter-hour, ABC ($125,422); Modglin Corp. (Perma Grooms), *Meet the Missus*, quarter-hour a week (starting Sept.), CBS western network ($10,905); Stanley Home Products Inc. (Kitchen equipment), two one-time programs on ABC, *Northfield 1,000-Voice Choir* in May and *Boys' Town Choir* in December ($23,842). Since the beginning of the year, Seeman Brothers has discontinued *Tomorrow's Headlines* on ABC, started *Allan Jackson and the News* on CBS for a Saturday morning five-minute period; General Electric Co. has moved *House Party*, five half-hours a week, from CBS to ABC.

TV ADVERTISERS

Class 14. Household Equipment & Supplies

Month	Net	Spot	Local	Total
July	—	—	—	15
Aug.	1	6	10	17
Sept.	1	6	6	13
Oct.	2	6	9	17
Nov.	3	11	23	37
Dec.	3	16	31	50
Jan.	—	9	33	42
Feb.	2	2	42	46

Source: Rorabaugh Report on Television Advertising

Class 15: House Furnishings

FURNISHINGS are advertised primarily at the local level, with more than 130 retailers reported as sponsoring network co-op programs alone, in contrast to only four network sponsors and a small list of advertisers in this group using national and regional spot radio. Television similarly counts more than 35 local furnishings advertisers to two network clients

(Continued on page 106)

CLASS 15. HOUSEHOLD FURNISHINGS **

		1948	1947	1938
NETWORK (Gross)		$1,331,640	697,641	*
SPOT (Net)		1948		
LEADING NETWORK ADVERTISERS		$1,532,000		

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
INTERNATIONAL SILVER CO.			$853,074	$585,675	$85,095
"Adventures of Ozzie & Harriet"; "Silver Summer Revue" (eff. June 18) Young & Rubicam	Silver, Silverplate	CBS-152/CBC-½ (Jan.-Sept.)	653,445		
"Adventures of Ozzie & Harriet" Young & Rubicam	"	NBC-156/CBC-½ (Oct.-Dec.)	199,629		
ARMSTRONG CORK CO.			$429,779	$418,056	.....
"Theatre of Today" BBDO	All Products	CBS-165-½			
MANTLE LAMP CO.			$40,273	.....	.....
"Smilin' Ed McConnell" William Hart Adler Inc.	Lamps, Lanterns Heaters, Vacuum Bottles	ABC-144-¼ (Oct.-Dec.)			
LONG ISLAND MATTRESS CO.			$8,154	.....	.....
"Charles Collingwood News" Alvin Wilder Adv.	All Products	CBS-8-¼ (Aug.-Dec.)			

Source: Publishers Information Bureau

* Furniture & furnishings combined, $743,407

** BROADCASTING estimate

CBS KTRH

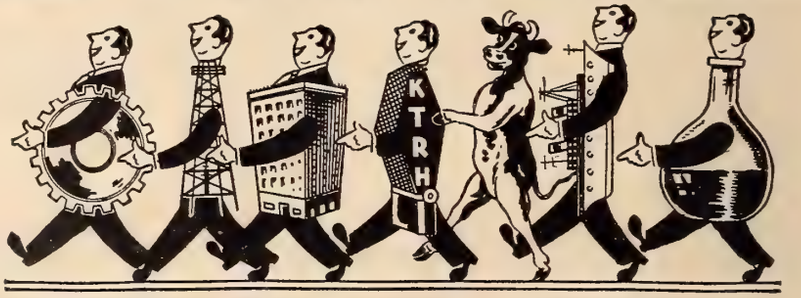
KEEPS STEP WITH HOUSTON'S PARADE OF PROGRESS

HOUSTON, TEXAS

50,000 WATTS

740 Kc

SERVING THE FAST GROWING GULF COAST AREA



New Programs

Add to CBS's great roster of shows — 51 new local quarter hours of live, personality programming per week.

New Studios

Houston's finest, just completed, sixth floor, Rice Hotel, leads in modern facilities and equipment.

New Promotion

With hard-hitting, consistent newspaper, radio and personal appearances. KTRH has instituted an intensified campaign.

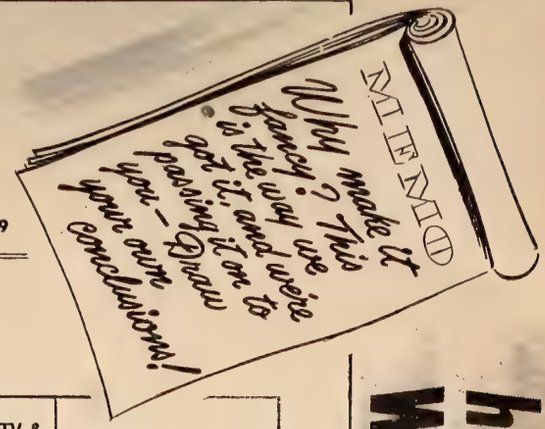
THESE PLUS AN AUGMENTED STAFF TO HELP YOUR "SELLABILITY" MAKE KTRH THE SOUTHWEST'S BEST BUY

Representative John Blair & Co.

HOOPER STATION LISTENING INDEX

CITY: YOUNGSTOWN, OHIO — City Zone — MONTHS: OCTOBER, 1948, FEBRUARY, 1949

Total Coincidental Calls—This Period 36,446



SHARE OF AUDIENCE

TIME	SETS-IN-USE	WKBN	Network Station B	Station C	Network Station D	Network Station E	Network Station F					FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	21.1	40.3	35.1	9.6	7.3	2.8	1.2					3.7	6,353
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	28.4	41.7	29.0	(13.2†)	9.7	2.3	1.4					3.9	9,482
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	41.2	50.1	27.1		14.2	4.6	0.8					3.2	17,170
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	30.2	24.0	30.6	(14.7†)	14.1	4.8	4.7					8.7	3,441
SATURDAY DAYTIME 6:00 A.M.—6:00 P.M.	NOT RATED IN YOUNGSTOWN												
TOTAL* RATED TIME PERIODS	31.0	43.9	29.3	(12.3†)	11.6	3.6	1.4					3.8	36,446

NOTE: No interviewing was conducted during the World Series broadcasts.

The Hooper *"STATION LISTENING INDEX"* is computed from the total station mentions secured from the coincidental questions *"To what program were you listening, please?"* and *"Over what station is that program coming?"* asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are *"Not at home,"* those who are *"Not listening"* and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for *"Sets-in-Use"* computation is *"Total Homes Called."*

*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

† The above measurements are adjusted to compensate for the fact that Radio Station C signs off at 5:45 P.M. in October and at 5:00 P.M. in November.

The Code of Practice governing the use of *"CONTINUING MEASUREMENT OF RADIO LISTENING"* applies to this *"STATION LISTENING INDEX."*

Fall-Winter Report, Oct. 1948 through Feb. 1949, C. E. Hooper, Inc.

here's the Youngstown Story . . .
WKBN delivers the audience!
REPRESENTED BY RAYMER • 5000 Watts on 570 • CBS •

Class 15

(Continued from page 104)

and a half dozen sponsors of TV spot campaigns.

Like household equipment, furnishings have hit the doldrums in recent months. The public, with its more pressing postwar requirements pretty well satisfied, was holding off further purchases, presumably in hopes of lower prices. Retailers, contemplating well stocked but customerless furniture departments, cut down their orders to the factories. January orders for new furniture were down to about half the volume of January 1948 and February orders were about 20% below those placed in January. As in other lines, the state of business for the rest of the year would depend on how the buying public felt about its own financial condition and whether this is the time to purchase such long-lasting items as davenports and rugs.

A number of furnishings manufacturers turned to radio for aid in stimulating the urge to buy their products now. Duro Furniture Mfg. Co., Los Angeles firm which had been sponsoring a weekly 15-minute program on KLAC in that city, stepped up its advertising late in March by adding *Mayor of Melody* on KOWL Santa Monica, *Duro Contest Hour* on KFOX Long Beach, *Sweet Swing* on KGIL San Fernando, *Western Hour* on KWKW Pasadena and *Platter Parade* on KFWB Los Angeles.

California Cotton Mills in April started a two-month campaign on 24 West Coast stations. Pepperell Mfg. Co. had announcements on 18 New England stations for its Peerless sheets. Comfort Bedding Co. was sponsoring *Stars Are Bright* on KTTV (TV) Los Angeles. Finger Furniture Co. in March made its first use of radio by starting *Favorite Story* on KTHT Houston. Lester Piano Mfg. Co. uses *Piano Playhouse* and *Keys to Happiness* on WFIL Philadelphia.

Bonafide Mills Co. (linoleum) and Bigelow-Sanford Carpet Co. both have programs on NBC's TV network. Bonafide sponsors *Stop Me If You've Heard This One* for a half-hour each Friday; the *Bigelow Show* is a Thursday half-hour. Armstrong Cork Co. continues its Saturday noon dramatic series on CBS but Alexander Smith & Sons Carpet Co., which last spring used 80 stations, last fall 24, in spot campaigns, was not using radio in the early months of 1949.

Current TV spot accounts include Baldwin Piano Co., sponsoring *Baldwin by Request* on WLWT (TV) Cincinnati; Slumber Products Corp. (Restonic Mattresses), *Restonic Time* on WMCT (TV) Memphis; and Eclipse Sleep Products Co., Morris Furniture Mfg. Co., Pequot Mills (sheets), Purified Down Products Corp. (pillows) Simmons Co. (mattresses), all using video announcements.

TV ADVERTISERS
Class 15. Home Furnishings

Month	Net	Spot	Local	Total
July	—	—	—	5
Aug.	—	1	7	8
Sept.	—	1	6	7
Oct.	—	5	8	13
Nov.	1	12	17	30
Dec.	1	9	20	30
Jan.	1	10	19	30
Feb.	1	4	36	41

Source: Rorabaugh Report on Television Advertising

Class 16: Industrial Materials

CLASS 16. INDUSTRIAL MATERIALS

NETWORK (Gross) 1948 $1,747,826 SPOT 1948 (Net)
1947 † 1938 130,204

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
U. S. STEEL CORPORATION			$1,052,090	$1,067,725	.....
"Theater Guild on the Air" BBDO	Institutional	ABC-257-1			
I. E. DU PONT de NEMOURS CO.			$695,736	$693,276	$250,455
"Cavalcade of America" BBDO	Institutional	NBC-152-½			

Source: Publishers Information Bureau

† See Class 6, Building Materials

DU PONT'S *Cavalcade of America* and US Steel's *Theatre Guild on the Air*, two of radio's outstanding institutional campaigns, make up almost the complete use of radio for industrial materials. Two local sponsors of network co-op programs and one local metal company which uses TV announcements were the only additional members of this class reported as using any form of broadcast advertising.

US Steel is increasing its radio budget for 1949 by remaining on the air through the summer. Following the wind-up of its current ABC Theater Guild series on June 5, the corporation will sponsor the NBC Symphony in a summer series of Sunday evening concerts, 8:30-9:30, and in the fall will move its hour-long dramatic programs to NBC at that time. The two-fold purpose of this series, according to a booklet recently issued by US Steel to explain the company's operations and policies, "is to create a better public understanding of the affairs and policies of United States Steel and the products made by it, and to provide, with an atmosphere of the theatre, the best in dramatic entertainment."

After a year of high production, sales and profits in 1948, the steel industry met with a slackening demand in February and March of this year and a number of plants were closed down for the first time since the war. On January 25 Irving S. Olds, chairman of the board of US Steel Corp., reported almost no let-up in the demand for steel, with stove manufacturers the only group to have canceled some orders for steel and those of relative unimportance.

Two months later, however, Ernest T. Weir, chairman of the board of National Steel Corp., said "The year 1949 started off with a continuing strong demand, but there is evidence that we have gone over the top. We may have business requiring full operations over the first six months, but I could not make this prediction for the latter part of the year. I believe that by next January the industry will find itself in normal condition."

WBBW

1240 Kc 250 Watts

in

Youngstown, Ohio

SERVING OHIO'S THIRD MARKET

with the latest in News—
the most in Sports—
the best in Music—

The Only Full-Time Independent

Serving the more than 500,000 listeners in the metropolitan Youngstown area

ON THE AIR — 5:30 A.M. TO 1:05 A.M.

WBBW

Represented Nationally by FORJOE & Company

CHICAGO AUDIENCE FACTS

Monday thru Friday
12 Noon to 5:00 PM

Network A.....1st
Network B.....2nd
WIND 3rd
Network C.....4th
Network D.....5th

PULSE Jan.-Feb. '49

W-I-N-D 560 KC 24 hours a day

RADIO SURVEY

EVERY SIXTY-SIX MINUTES (YEARLY AVERAGE) WE ISSUE A REPORT FOR A CITY, DISTRICT OR AREA IN ONE OF THE FORTY-EIGHT STATES.

EACH YEAR OVER FIVE HUNDRED COMPLETE GENERAL REPORTS ARE PUBLISHED FOR DISTRIBUTION AMONG OUR ADVERTISER AND AGENCY SUBSCRIBERS.

AND IN ADDITION, WE CONDUCT TWELVE HUNDRED OR MORE SPECIAL SURVEYS YEARLY FOR ADVERTISERS, AGENCIES, REGIONAL NETWORKS AND RADIO STATIONS.

ROBERT S. CONLAN AND ASSOCIATES

INCORPORATED

KANSAS CITY, MISSOURI

Class 17: . . . . . Insurance

MIRRORING THE SALES level of life insurance policies, which in 1948 was within 1% of the 1947 total, gross network advertising expenditures of insurance companies in 1948 were almost on a par with those of the preceding year. And in January 1949, when life insurance purchases were 2% below those of January 1948, gross network billings for this group also dipped slightly, totaling $341,859 this January against $344,977 the first month of last year, according to Publishers Information Bureau.

Mutual Benefit Health & Accident Assn. of Omaha in January replaced Gabriel Heatter's *Behind the Front Page* program on MBS with *Mayor of the Town*, weekly dramatic series, on the same network. Otherwise, the network lineup for this group entered 1949 as shown in the table.

Metropolitan Life augments its West Coast network program with five, ten and 15-minute programs and announcements aired three to six times a week on some 30 stations. Prudential, in addition to its *Family Hour* on CBS, sponsors a weekly quarter-hour on WNJR Newark. The volume of radio billings in this field at the local level is indicated by the fact that more than 30 insurance brokers are included among the sponsors of network co-op shows.

CLASS 17. INSURANCE *

		NETWORK (Gross)	1948	$4,238,745	SPOT (Net)	1948	$412,000
			1947	4,335,947			
LEADING NETWORK ADVERTISERS			1938	†			
Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938		
PRUDENTIAL INSURANCE CO.			$1,942,416	$1,964,463	.....		
"The Prudential Family Hour" Benton & Bowles	Insurance	CBS-151-½	568,990				
"Jack Berch Show" Benton & Bowles	"	NBC-136-1¼	1,373,426				
EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.			$876,747	$761,601	.....		
"This Is Your FBI" Warwick & Legler	Insurance	ABC-257-½					
MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. OF OMAHA			$728,733	$706,535	.....		
"Gabriel Heatter" Ruthrauff & Ryan	Insurance	MBS-455-½					
METROPOLITAN LIFE INSURANCE CO.			$471,543	$523,744	.....		
"Eric Sevareid", "Dave Vaile" (West Coast) Young & Rubicam	Institutional	CBS-22-2½ CBS-22-1¼ (Jan.-March)					
JOHN HANCOCK MUTUAL LIFE INSURANCE CO.			$186,618	$229,464	.....		
"Point Sublime" McCann-Erickson	Insurance	ABC-87-½ (Jan.-May)					
CALIFORNIA MEDICAL ASSN.			$32,688	$13,728	.....		
"California Caravan" Lockwood-Shackleford	Hospitalization Insurance	ABC-12-½					

Source: Publishers Information Bureau * BROADCASTING estimate † "Financial & Insurance" totalled $385,770 in 1938.

Only two insurance organizations were reported as using TV advertising in the Rorabaugh February compilation of video advertisers: Associated Hospital Service (hospitalization insurance), sponsoring two five-minute news programs a week on WGN-TV Chicago, and Federal Old Line Insurance Co. using announcements on KRSC-TV Seattle.

The outlook for the life insurance field in the months ahead is good, according to Holgar J. Johnson, president, Institute of Life Insurance, who told BROADCASTING:

"Life insurance in the U. S. reached a new peak of ownership in 1948, with an increase of three million in the number of people having policies. A total of 78 million Americans now own $201 billion of life insurance distributed by 584 competing companies. The year's purchases of new insurance were slightly less than in the previous year, but were only one-half of 1% under the record established in that year. It was the third successive pace-setting year of life insurance purchases; in these three years policies bought have nearly equalled those of the previous six years.

"In spite of this sharp rise in life insurance ownership since the end of the war, the coming year will undoubtedly see a very high level of buying sustained, with a new peak in total ownership achieved. This year this ownership of life insurance protection for American families went over the $200 billion mark for the first time.

"The American people have demonstrated their desire to save and to enhance their security through life insurance. While today's $6,000 average life insurance per insured family is well above past years, it is still far short of adequate for the kind of family security our people have established as their goal."

WAMS WILMINGTON, DELAWARE

1000 WATTS-1380 KC—DAY AND NIGHT

Delivering the "All-Year Round Audience"

Market Data

POPULATION		RADIO HOMES
0.5 MV/M - 1,214,048	———	301,162
2.0 MV/M - 908,762	———	225,136
*4.75 MV/M - 526,358	———	133,635

(*F.C.C. night-time protected interference free area)

WILMINGTON IS THE 35th LARGEST WHOLESALE MARKET IN THE U. S.

WILMINGTON RANKS 40th in U. S. cities in net effective buying income, per family.

WILMINGTON RANKS 72nd in U. S. cities in food store sales.

THE WILMINGTON METROPOLITAN AREA RANKS 4th in the U. S. in per capita income.

THE WILMINGTON METROPOLITAN AREA RANKS 53rd in retail market sales.

THE STATE OF DELAWARE RANKS 22nd ON THE LIST OF RETAIL SALES PER FAMILY, surpassing Pennsylvania, New York, Maryland and Massachusetts.

THE STATE OF DELAWARE RANKS 18th in net cash income per farm.

THE STATE OF DELAWARE RANKS 11th in density of population, showing the 4th greatest population gain on the Atlantic seaboard since the 1940 census.

MUTUAL FOR DELAWARE. WEED & CO. Nat. Reps.

TV ADVERTISERS
Class 17. Insurance and Banks

Month	Net	Spot	Local	Total
July	—	1	1	2
Aug.	—	1	1	2
Sept.	—	—	2	2
Oct.	—	—	2	2
Nov.	—	—	—	—
Dec.	—	2	—	2
Jan.*	—	4	15	20
Feb.	—	5	23	28

* Includes banks and loan companies in Jan. & Feb.

Source: Rorabaugh Report on Television Advertising

TV ADVERTISERS
Class 18. Jewelry, Optical Goods & Cameras
(see story page 112)

Month	Net	Spot	Local	Total
July	—	—	—	7
Aug.	—	5	8	13
Sept.	—	5	9	14
Oct.	1	8	7	16
Nov.	—	6	13	19
Dec.	1	10	18	29
Jan.	—	7	14	21
Feb.	—	5	18	23

Source: Rorabaugh Report on Television Advertising



"Manufacturing" chicks is a BIG business in the BIG KFAB area. Millions of chicks are sold every year over the BIG station KFAB. Among the hatcheries who profit by KFAB's BIG coverage in the BIG Middlewest are Gage County Hatchery, Hill Hatchery, Lincoln Hatchery, and others.

50,000 WATTS

KFAB

Your Columbia Station

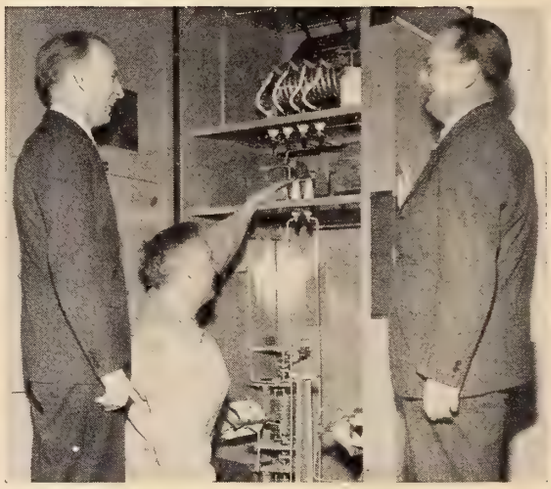
OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. **General Manager, HARRY BURKE**

KGW's magnificent new studio facilities now matched by all new transmitter equipment



LILLIAN MARKKANEN, KGW Secretary, evidently likes what she hears through the new desk top transmitter control console. Earl E. E. Petersen, KGW technical supervisor, twists the dials, while Chief Engineer Harold C. Singleton watches proceedings with amused interest



THESE THREE MEN, shown examining the new Phasing Unit, and Oscar R. (Andy) Anderson (not in picture) have been on the KGW engineering staff a total of 81 years Arthur H Bean, left, came with the station August 1, 1931; Clyde Bruyn, September 3 1933; and Clarence M Carlquist December 26 1925



EASY DOES IT! This shot shows one o the units of the new KGW transmitter bein derricked through a second story window of th transmitter house. The new installation will giv KGW the most efficient transmitting equipmen yet developed by the radio industry.

another



OREGON'S GOVERNOR DOUGLAS McKAY (at right) receives final instructions from KGW Manager H Q. Cox (left) before turning power-panel switch on the magnificent new Raytheon transmitter just put in operation by KGW. On hand for the occasion were Portland's Mayor, Dorothy McCullough Lee, and M. J. Frey, General Manager of The Oregonian. With the installation of the new transmitter, new towers and more efficient directional antenna, KGW completes a $1,000,000 program of modernization and improvement of equipment and facilities. Dialing KGW now becomes more of a "must" than ever for Pacific Northwest listeners.



THESE *"Healthy" Kilowatts* WILL CARRY YOUR ADVERTISING MESSAGE TO HOMES THROUGHOUT THE NORTHWEST

It is a proved engineering fact that the lower frequencies provide greater coverage in proportion to power than the higher AM frequencies. Thus KGW, on a frequency of 620 with 5,000 KW provides greater coverage than greater power at higher frequencies. The KGW directional antenna also gives greatest coverage in areas of greatest population in Oregon and Southern Washington.

step ahead for

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
NBC AFFILIATE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Class 18: . . . . . Jewelry

BULOVA WATCH Co., pioneer sponsor of time signals, has not only stepped up its sound broadcasting budget to a new high of approximately $3 million for 1949, but has appropriated a total of $500,000 for visual time broadcasts by television. Some 250 radio stations are now giving the correct Bulova time 365 days a year. In February, 39 TV stations in 24 markets were showing the time and the Bulova name to their viewing audiences, with more to be added as more TV stations go on the air.

Benrus Watch Co. has also increased its radio and television schedule, adding $500,000 to bring this year's budget for aural and visual broadcasting to a $1,600,000 total. Early this year, Benrus was sponsoring time signals on 103 radio and 39 video stations, with expansion planned. Elgin National Watch Co., General Time Instrument Corp. (Westclox Watches) and Gruen Watch Co. were also experimenting with TV spots on a limited scale.

Longines-Wittnauer Watch Co. whose half-hour musical *Symphonette* transcriptions have been broadcast one or more times a week on more than 100 stations, started a CBS series, *Festival of Song*, for Longines Watches in September and added a second program on the same network for Wittnauer Watches at the end of the year.

Revere Camera Co., which last summer expanded its network time with *Revere All Star Review* from 15 to 25 minutes weekly, experimented with television last December by sponsoring a quarter-hour program on WBKB Chicago and is planning regular use of this medium on an expanding scale during 1949. Bell & Howell (Filmo home movie equipment) in March started a spot campaign in major markets. New Haven Clock & Watch Co. last fall began *Memo for Tomorrow*, three-a-week news commentary, on Rural Radio Network, New York State FM group.

Abelson's, jewelry chain in New York and New Jersey, has been sponsoring 24 programs and more than 100 announcements a week on five stations in the group's market area. Kay Jewelry Co., West Coast organization, uses a daily hour on KNBC San Francisco and two spots a day on KFSD San Diego. Binyon Optical Co. sponsors *Favorite Story* on KIRO Seattle. About 50 local jewelers sponsor network co-op programs.

Croton Watch Co. in March began co-sponsoring (with Odell Co.) WABD (TV) New York's weekly fight telecasts from Westchester County Center. Ross Jewelry Co. sponsors wrestling telecasts on WTTG (TV) Washington. During December, Swank Inc., promoted the pre-Christmas sale of its cuff links and other men's jewelry with one-minute films on nine TV stations in the East.

Retail jewelry sales mounted from $360 million in 1939 to $1,275 million in 1945 and $1,540 million in 1946, years when many other industries were not competing for consumer dollars; dropped to $1,447 million with returned competition in 1947 and to an estimated $1,379 million in 1948, according to A. E. Haase, executive director, Jewelry Industry Council.

In the peak war years, industry leaders "began to study ways and means of making the entire industry more promotion minded than it had been in time past, as insurance against rapid sales declines in postwar years," Mr. Haase reports. They realized that following the traditional jewelry method of determining advertising expenditures on a fixed percentage of sales, meant a shrinking amount of promotion in times of sales recession and that this would automatically occur unless "some organization became the evangelist of promotion—by work as well as words—for the entire industry. This planning and thinking resulted late in 1946 in the creation of the Jewelry Industry Council."

Mr. Haase notes that advertising of watches, silverware and diamonds alone in 1948 amounted to $18.2 million, compared with expenditures of $2,291,282 in newspapers, magazines and network radio in 1939. Because of this increased promotion and because most jewelry items today compare favorably with the price of similar products in 1939, the jewelry industry thus far has done an excellent "hold-the-line" job and has not slipped rapidly back toward its pre-war sales volume, Mr. Haase states.

CLASS 18. JEWELRY, OPTICAL GOODS & CAMERAS **

NETWORK		1948	$1,201,942	SPOT 1948	$2,530,000
(Gross)		1947	1,247,061	(Net)	
		1938	85,095		

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
HELBROS WATCH CO.			$478,002	$457,827	.....
"Quick As a Flash"; "What Makes You Tick" (eff. June 6 to Sept. 5) William H. Weintraub	Watches	MBS-420-½			
SPEIDEL CO.			$262,269	.....	.....
"Stop the Music" Cecil & Presby	Watch Bands	ABC-176-¼ (May-June; Sept.-Dec.)			
REVERE CAMERA CO.			$242,651	$83,910	.....
"Jan August," 'Revere All Star Review" (eff. Mar. 11) Roche Williams & Cleary	Cameras & Projectors	MBS-52-25 min. (Jan.-Nov.)	188,144		
"The Jo Stafford Show" Roche Williams & Cleary	"	ABC-45-25 min. (Nov.-Dec.)	54,507		
LONGINES-WITTNAUER WATCH CO.					
"Festival of Song"—"Festival of Music" Victor A. Bennett Co. (eff. Dec. 26)	Longines Watches	CBS-165½ (Sept.-Dec.)	152,218		
"Festival of Music" (eff. Dec. 26)	Wittnauer Watches	CBS-167-½ (started Dec. 26)	11,452		
ELGIN NATIONAL WATCH CO.			$55,350	$55,892	.....
"Two Hours of Stars" J. Walter Thompson Co.	Watches	NBC-164-(Thanksgiving & Christmas)			

Source: Publishers Information Bureau

** BROADCASTING estimate

• LEADERSHIP IS EARNED • LEADERSHIP IS EARN

Whenever you think of
SYRACUSE
as a market—
(*and the Market Figures make you think*)

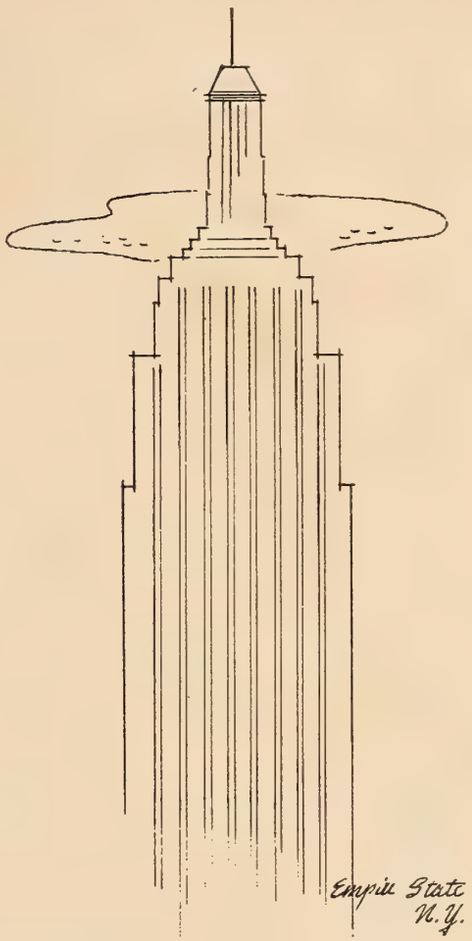
it's equally profitable to think of
WSYR
as the media that
blankets the Syracuse trading area

WSYRACUSE 570 kc—5000 watts
NBC Affiliate in Central New York

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

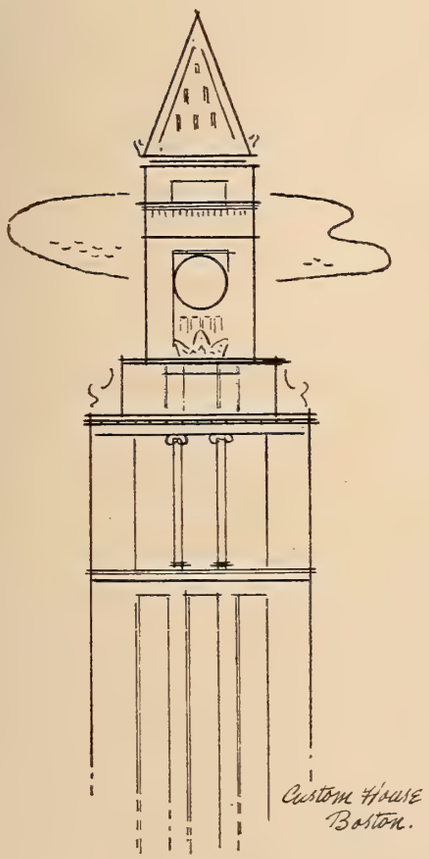
WBMS
salutes
WQXR
a great station



for pioneering with complete devotion to the best in music . . .

for building an audience of over ½ million New York families . . .

for setting the pattern that now succeeds so notably in Boston . . . Bravo, and Encore!



nothing succeeds in building audience-loyalty like music at its best!

We followed the WQXR pattern from the start.

And now — thanks to a consistent policy of good music — WBMS proudly controls *the most loyal listening audience in Boston!*

WBMS

1000 WATTS — 1090 ON YOUR DIAL
BOSTON, MASS.

Owned and operated by the FRIENDLY GROUP

WBMS	WPIT	WSTV	WFPG	WKNY
BOSTON MASS.	PITTSBURG PA.	STEUBENVILLE OHIO	ATLANTIC CITY N. J.	KINGSTON N. Y.

It takes a lot to cost so little!



A spot announcement on 50,000-watt WBBM delivers many more listeners than an announcement on any other major station in Chicago. And at far less cost!

A LOT: WBBM commands an average daytime Pulse rating of 6.7 . . . a 52% *higher* average rating than any competitor.*

FOR LESS: Because it reaches so many more of your customers, *the average WBBM daytime announcement delivers a bigger share of Chicago's radio homes at 37% less cost per thousand than such a spot on any other major Chicago station.*

If you're looking for a much better Chicago buy, use WBBM—Chicago's *most sponsored* station for 23 consecutive years.

*Pulse of Chicago, Jan.-Feb. 1949, 6:00 a.m.-6:00 p.m., Monday thru Friday.

WBBM ***Columbia Owned—50,000 watts***
Chicago's Showmanship Station

Class 19: . . . . Office Equipment

ADVERTISING of office equipment, stationery and writing supplies on the nationwide networks shrank from $4,230,989 in 1947 to $2,317,172 in 1948 and continued downward in January of this year, when the network gross time sales in this class amounted to only $148,973 in contrast to the gross of $273,838 for the same month a year ago, according to PIB records.

Spot billings for this type of product are estimated at less than $1 million. These may pick up this year, with Jos. Dixon Crucible Co. using 15 stations for Ticonderoga Pencil spots this year as against only eight stations a year ago, and with Parker Pen Co. and Ritepoint Co. planning spot campaigns this spring.

Locally there seems to be little advertising for stationery, office supplies, greeting cards and the like, with only three stationers or office supply firms included in the more than 1500 local sponsors of network co-op shows. The television picture is no better, three companies using local TV announcements, according to the latest list.

Speaking at the winter convention of the Wholesale Stationers' Assn., Henry E. Abt, president, Brand Names Foundation, urged this group to increase its advertising and pointed out that almost no attempt had been made to develop the potentially vast home market.

CLASS 19. OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES **

NETWORK (Gross)	1948	$2,317,072	SPOT 1948 (Net)	$992,000	
	1947	4,230,989			
LEADING NETWORK ADVERTISERS	1938	†			

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
EVERSHARP INC.*			$849,424	$1,194,729	.....
"Take It or Leave It" Biow Co.	Pens & Pencils	NBC-164-½			
HALL BROS.			$843,801	$832,215	.....
"Readers Digest—Radio Edition" (Jan.-May); "Hallmark Playhouse" (June-Dec.) Foote, Cone & Belding	Greeting Cards	CBS-157-½			
SHAEFFER PEN CO.			$456,606	$989,369	$2,835
"The Shaeffer Parade" Russell M. Seeds Co.	Pens, Pencils, Ink	NBC-165-½ (Jan.-Sept.)	448,477		
"Adventurers Club" Russell M. Seeds Co.	"	CBS-156-½ (Jan.)	8,129		
WATERMAN, L. E. CO.			$146,656	$586,713	.....
"Gangbusters" Charles Dallas Reach Co.	Pens, Pencils, Ink	ABC-202-½ (Jan.-March)			
CLARY MULTIPLIER CORP.			$11,596	.....	.....
"Newsweek Looks Ahead" Brisacher, Van Norden & Staff	Business Machines Pens	ABC-14-¼ (May-Aug.)			
EVANS PEN CORP.			$8,989	.....	.....
"Meet the Missus" Capka & Kennedy	Pens	CBS-27-¼ (Mar.-July)			

Source: Publishers Information Bureau

*Additional expenditures in other product groups
† "Stationery & Publishers" in 1938 totaled $470,671

** BROADCASTING estimate

Class 20: . Publishing & Media

NEVER one of radio's major sources of revenue, the publishing business showed few signs of becoming one this year. Network billings for this group in January grossed only $73,790, compared with $193,653 for January 1948, according to Publishers Information Bureau, which also recorded a 30% drop in publishers' use of network time for the year 1948 as compared with 1947.

In the book publishing field, William H. Wise & Co. started *Get More Out of Life* as three quarter-hours a week on ABC in January, its CBS program having ended in December. Doubleday & Co. began the year as the most active book publisher in spot radio, using programs of five to 15 minutes on 81 stations for "High School Self Taught," programs on 15 stations for "Business Encyclopedia," programs and spots on 17 stations for "Modern Home Medical Advisor," programs on six stations for "Opera Book," programs also on six stations for "Family Reading Club" and programs on two stations each for "Book League of America," "Etiquette Book" and "Live a New Life."

Among magazine spot users,

(Continued on page 116)

CLASS 20. PUBLISHING & MEDIA **

NETWORK (Gross)	1948	$1,450,097	SPOT 1948 (Net)	$595,000	
	1947	2,161,313			
LEADING NETWORK ADVERTISERS	1938	†			

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
CURTIS PUBLISHING CO. & CURTIS CIRCULATION CO.			$718,374	$922,706	.....
"The Listening Post" BBDO	Magazines	ABC-170-2¼ (Jan.-Oct.)	666,657		
"Election Returns" BBDO	"	MBS-460-to conclusion (one time)	51,717		
CHRISTIAN SCIENCE PUBLISHING CO.			$309,938	$315,874	.....
"The Christian Science Monitor" H. B. Humphrey Co.	Newspaper	ABC-73-¾			
AMERICA'S FUTURE INC.			$294,913	.....	.....
"Sam Pettingill" Andrew Gahagan Co.	Book	ABC-250-¼ (Jan.-Oct.)			
REICHOLD CHEMICALS INC.			$73,050	.....	.....
"Sunday Evening Hour" Kenyon & Eckhardt	Musical Digest Magazine, Vox or Recrds	ABC-116-1 (Jan.)			
DOUBLEDAY & CO.			$36,022	.....	.....
"John B. Kennedy-News" Huber Hoge & Sons	Books	MBS-60-¼ (Sept.-Dec.)			
WILLIAM H. WISE CO.			$17,800	.....	.....
"Sydney Walton" "How to Get More Out of Life" Huber Hoge & Sons	Books	ABC-37-¼ (Jan.) ABC-88-¼ (Nov.)	7,804		
		CBS-58-¼ (Nev.-Dec.)	10,716		

Source: Publishers Information Bureau ** BROADCASTING estimate † "Stationery & Publishers" totalled $470,671 in 1938.

WFBL

SYRACUSE, N. Y.

SELLS for YOU

...with Music!



WFBL's MUSICAL CLOCK

MON. thru SAT.
7:30 to
9:30 a. m.

Featuring eleven professional radio artists, The Clock includes eight musicians, two vocalists, and is led by the most popular Master of Ceremonies in Syracuse, Jim DeLine.

The Musical Clock this month celebrates its 10th anniversary on the air. 3120 consecutive broadcasts prove that the Musical Clock is doing a sound selling job for participating sponsors.

One sponsor has been selling with The Clock for over seven years. Another sponsor has used over 2200 consecutive broadcasts to sell his merchandise.

The Musical Clock Can Sell for You!

From hams to greeting cards to house-trailers, the Musical Clock has shown outstanding sales results for every kind of merchandise.



Ask FREE & PETERS for the WFBL Musical Clock Booklet and Availabilities

WFBL BASIC CBS

IN SYRACUSE . . . THE NO. 1 STATION
WITH THE TOP SHARE OF AUDIENCE
MORNING, AFTERNOON OR EVENING

Class 20

(Continued on page 115)

Crowell-Collier Publishing Co. last fall began an announcement campaign for *Collier's* on some 140 stations, to which have been added two 15-minute weekly programs on the Don Lee Network, *Mutual Newsreel* and *Rise and Shine*. Esquire Inc. (*Coronet*) is using Transit Radio announcements on WCTS (FM) Cincinnati and KPRC-FM Houston. Schwimmer & Scott, Chicago, has been appointed radio agency for *Coronet* effective with the May issue, indicating that greater use of radio is planned.

Newspapers' use of radio is chiefly at the local level, with 45 papers using network co-op programs, including 21 who sponsor local broadcasts of Mutual's *Meet the Press* series. Ten newspapers are using video announcements and programs in their communities, as are four video fan magazines: *Television Forecast*, *Television Guide*, *Tele-Views* and *Tele-Week*. Curtis Publishing Co. last June used an intensive two-day TV spot campaign in 10 cities to advertise an article on the then pending Louis-Walcott championship fight in that week's *Saturday Evening Post*.

P. J. Kennedy & Sons, Catholic book publisher, used TV spots on WFIL-TV Philadelphia in a three-week campaign for *The Crusade of Fatima* last December. Few other book publishers have tried this new medium, despite the urging of J. Raymond Tiffany, general manager, Book Mfrs. Institute. Noting that television families read less after the set is installed, Mr. Tiffany proposed that publishers use television to sell their books, rather than let it become a "devastating competitor."

Chief worry of magazine publishers at the moment is the possibility that Congress may increase second class postal rates as a means of balancing the Post Office budget, a move that would increase mailing costs of the *Saturday Evening Post*, for example, about $4 a year per subscriber, under the terms of the proposed change. Opponents of the move have pointed out the difficulty of passing along such an increase to subscribers. Until this question is settled it seems likely that any use of radio by magazines will be to promote news stand sales, not subscriptions.

Radio stations rarely advertise by radio, except through promotion of their own programs on their own stations. The exception that proves the rule is WIRL Peoria, Ill., which has bought the sign-off spot on WSIV Pekin, Ill., daytime station, to advertise WIRL's evening program schedule.

TV ADVERTISERS

Class 20. Publishing and Media

Month	Net	Spot	Local	Total
July	—	—	—	4
Aug.	2	3	2	7
Sept.	—	3	4	7
Oct.	—	4	6	10
Nov.	—	5	5	10
Dec.	—	3	4	7
Jan.	—	5	6	11
Feb.	—	2	15	17

Source: Rorabaugh Report on Television Advertising

Class 21: Radios & Instruments

"USE TELEVISION to Sell Television" is obviously the working slogan of video set manufacturers and retailers. This group, at both the national and the local level, makes the most extensive use of TV advertising of all types of advertisers, with seven TV network programs plus dozens of spot and local campaigns currently on the air.

Admiral Corp., now sponsoring the *Broadway Revue* for a full hour each Friday evening on the combined NBC and DuMont television networks, has allocated to television $750,000 of its $8 million 1949 advertising budget. Crosley Division of Avco sponsors *Who Said That?*, 30-minute Saturday night show on NBC-TV, and *Roll Call of Sports*, 10-minute series, on WDSU-TV New Orleans.

Allen B. DuMont Labs. promotes the sale of its TV receiver line with two half-hour programs on the DuMont Network: *School House* on Tuesday and *Window on the World* on Thursday. DuMont also sponsors *Window on the World* on KPIX (TV) San Francisco and four hours of news a week on WFIL-TV Philadelphia, plus announcements in seven markets.

Emerson Radio & Phonograph Co. relinquished its sponsorship of *Toast of the Town*, Sunday evening hour on CBS-TV, in March, but plans to resume video advertising soon. Motorola Inc. last month stepped up its time on NBC-TV from 15 to 30 minutes a week, replacing *The Nature of Things* with *Ripley's Believe It or Not* each Thursday. Motorola in February sponsored horse race telecasts on WDSU-TV New Orleans and will continue to telecast special events in addition to its TV network activities.

Philco Corp. backs up its NBC-TV series, *Television Playhouse*, 60 minutes each Sunday, with two AM network programs—Burl Ives on MBS and Bing Crosby on ABC—that also advertise Philco's TV and sound broadcast receivers and phonographs. RCA sponsors the five-a-week half-hour *Kukla, Fran & Ollie* early evening program on the NBC-TV network with stations not yet connected by cable or relay getting kinescopic record-

(Continued on page 118)

Now Building . . .



BIGGER 10,000 Watts, ample power to reach and sell one of the nation's richest and best marketing areas.

BETTER 680 Kilocycles, a "preferred address" on the radio dial.



WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer
President and Commercial Manager

George H. Roeder
General Manager

Baltimore 13, Md.

WEED & COMPANY

Exclusive National Representatives

New York • Chicago • Boston • Detroit • Atlanta • Hollywood • San Francisco

(Continued from page 116)

ings, as well as on WBKB Chicago, where the series originates. RCA also uses TV announcements in several cities and promotes its video and sound broadcast sets on the Sunday afternoon *RCA-Victor Show* on NBC.

Pioneer Scientific Corp. (Polaroid TV Lens) sponsors *Masters of Magic* on CBS-TV for a quarter-hour each Wednesday, uses TV announcements on 25 stations and a five-minute sports film on KTLA Los Angeles. Celomat Corp. (Vue Scope TV enlarging lens and Teleroto turntables) uses TV spots in eastern markets. E. L. Cournand Co. (Walco Tele-Vue Lens) formerly sponsored five-minute fight films on TV networks, now uses video announcements.

Dealers and distributors, individually, in groups and in cooperation with the manufacturing companies of radio and video sets, make much use of video advertising in their territories. During the first week of February, according to the Rorabaugh tabulation of TV advertising, 10 Admiral dealers in eight cities sponsored 5½ hours of programs and 18 announcements for this line; GE sets were promoted by 22 dealers in 13 cities with six hours of programs and 21 spots; Motorola had 11 dealers in 10 cities using seven hours of programs and 11 spots on its behalf; 17 Philco dealers in 13 cities used four hours, 40 minutes of program time and 38 spots; 12 RCA dealers in as many cities used four hours of programs and 32 spots; three DuMont dealers in three cities sponsored two hours, 30 minutes of program time and three spots; two Emerson dealers in two cities used a quarter-hour program and one announcement; two Crosley dealers in two cities used 10 minutes and six announcements; two Packard Bell dealers used an hour of program time and three spots; 29 radio and TV dealers not identified by brands used 50 minutes of programs and 100 announcements.

The Philco Distributor in Chicago sponsors 21 hours a week of Multiscope time on WBKB in that city. This device enlivens the station's test pattern during non-program hours with time, temperature and weather forecasts and UP news on ticker tape. Magnovox Co. uses five hours weekly of test pattern time on KSD-TV St. Louis for its radio sets. A Baltimore record shop and a New Orleans music store also use TV promotion in their localities.

An unusual TV promotion idea is the *Television Matinee* program on WGN-TV Chicago, broadcast six days a week and advertising only video sets. Participating sponsors include Admiral, Crosley, DuMont, GE, Hallicrafter, Motorola, Philco, RCA and Zenith.

Packard Bell Co. joined the list of AM network sponsors in January when it started Chet Huntley on 17 western CBS stations for a weekly quarter-hour. Farnsworth Television & Radio Corp.'s *Metropolitan Auditions of the Air* ended its 1948-1949 series on ABC March 13 with the completion of its annual competition. Its future advertising plans are uncertain, pending stockholder approval of the sale of the company to International Telephone & Telegraph Corp.

Zenith Radio Corp. last November began a half-hour weekly broadcast of *Columbia Masterworks* on Rural Radio Network New York State FM hookup, in a cooperative deal with the company's distributors in that State. Hart-Greer Inc., Zenith's Birmingham distributor, will sponsor the games of the Birmingham Barons local baseball club, this season on WAFM (FM) in that city.

The outlook is good, both for increased production of radio and video sets this year and for increased advertising as competition grows keener in the presence of a buyers' market that has already brought

(Continued on page 120)

CLASS 21. RADIOS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES **

	NETWORK	1948	$1,560,098	SPOT 1948	$1,421,000
	(Gross)	1947	1,646,353	(Net)	
		1938	1,193,580		

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
PHILCO CORP.*			$2,234,816	$1,013,085	.....
"Burl Ives" Hutchins Adv.	Philco Radios	MBS-200-¼	106,747		
"Bing Crosby" Hutchins Adv.	Radios & Refrigerators	ABC-241-½ (10 mos.)	601,866		
RADIO CORPORATION OF AMERICA			$628,832	$602,300	$129,360
"The RCA-Victor Show" J. Walter Thompson	Institutional	NBC-162-½			
FARNSWORTH RADIO & TELEVISION CORP.			$213,362	.....	.....
"Metropolitan Opera Auditions of the Air" Warwick & Legler	Capehart Radios & Phonos	ABC-140-½ (Jan.-May)	179,570		
	Farnsworth Radios, Phonographs, TV Receivers, Railway Communications Equipment	ABC-69-½ (Nov.-Dec.)	33,792		
PILOT RADIO CORP.			$9,291	.....	.....
"American Forum of the Air"	FM Speaker Device	MBS-22-½ (Jan.)			

Source: Publishers Information Bureau *Additional expenditures in other product groups ** BROADCASTING estimate

Radio Representatives, inc.

R R

NEW YORK ..... Peggy Stone
480 Lexington Ave.

CHICAGO ..... John North
737 N. Michigan Ave.

LOS ANGELES ..... Harlow Oakes
672 S. Lafayette Park Place

SAN FRANCISCO ..... Lowell Oakes
1085 Monadnock Building

In Attendance at NAB Convention
Peggy Stone
John North

STEVENS HOTEL — CHICAGO

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS

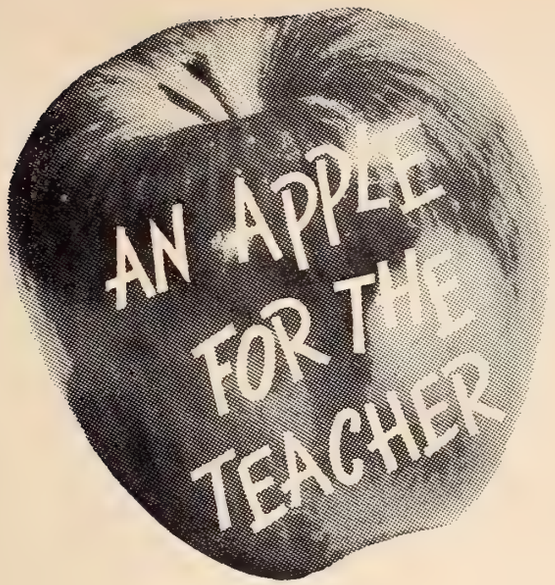
ATLANTA MACON SAVANNAH

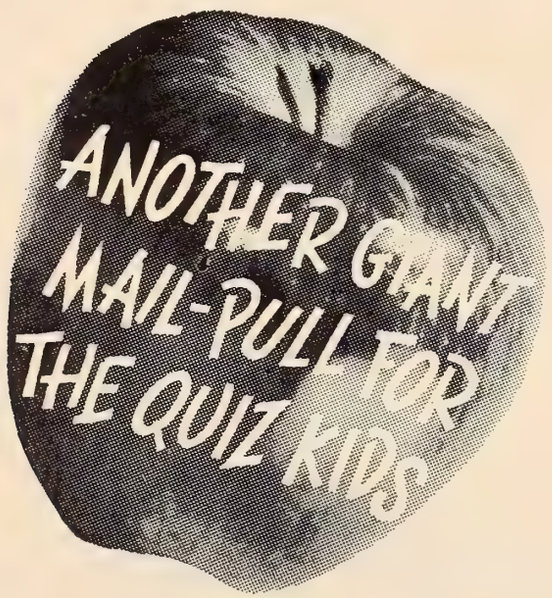
The Georgia Trio

WGA ATLANTA 5000W · 590Kc
WMAZ MACON 10,000W · 940Kc
WTOC SAVANNAH 5000W · 1290Kc

The C.B.S. Affiliates in Georgia's First 3 Markets

Represented, individually and as a group, by THE KATZ AGENCY, INC.





4 P.M. E.S.T. NBC

Quiz Kids



IN THE fourth annual "Best Teachers Contest," Quiz Kids piled up another mountain of mail. Our thanks to the N.B.C. affiliates for helping make this another great Quiz Kids' milestone in their nine-year record for the Miles Laboratories through Wade Advertising Agency.

LOUIS G. COWAN, INC. NEW YORK CHICAGO HOLLYWOOD

RB SHRINER TIME (CBS) • ELMO ROPER (CBS) • STOP THE MUSIC (ABC) • R. F. D. AMERICA (NBC) and a distinguished list of transcribed hits

Class 21

(Continued from page 118)

about price reductions for a number of receivers of all types. Corning Glass Co. has announced complete mechanization of the manufacturing process for viewing tubes, which has put the company "in a position to meet all potential requirements" and has also enabled it to cut tube prices. Despite a tube shortage at the beginning of the year which held back TV set production, RMA reported that 240,176 TV sets were produced in January and February, a good start toward the estimated total of 2¼ million video receivers this year.

Bond Geddes, RMA executive vice president, sums up the overall receiver situation for BROADCASTING in the following exclusive statement:

"Radio and television set sales in 1948 reached a new high of $750 million at the manufacturers' level and seem likely to surpass that figure in 1949. With the return of the keen competition for which the industry is famous, advertising expenditures of manufacturers, distributors, and dealers have risen sharply.

"Despite an overall drop of 20 percent in radio set production and the rapid rise in TV receiver manufacturing in 1948, heavy sales in two types of radios—the auto and the portable—continued to expand the radio audience.

"Approximately 3,400,000 auto radios and 2,600,000 portables were produced last year. Since the war 7,750,000 auto sets and 6,000,000 portables have added to the listening hours of 13,750,000 families.

"FM-AM and FM radio sets also are on the increase. Last year's output of 1,590,000 such receivers represented an increase of 35% over production in 1947, the all-time peak year in radio set manufacturing.

"While television will attract a greater share of manufacturing facilities this year than in 1948 and probably will account for more than half of the industry's income, radio will maintain its dominance in unit production. Even with a return to a prewar level of between 10 and 12 million sets, radio production in units will be about four times that of television."

The battle over the proper standards for phonograph records between Columbia Recording Corp., which last year introduced its long playing records, operating at 33⅓ rpm in place of the conventional 78 rpm, and RCA, which is just putting its new 45 rpm records on the market, will be accompanied by heavy advertising on both sides. Extensive use of radio is contemplated.

TV ADVERTISERS

Class 21. Radios, Phonographs, Musical Instruments & Accessories

Month	Net	Spot	Local	Total
July	—	—	—	32
Aug.	3	9	42	54
Sept.	3	6	51	60
Oct.	5	12	65	82
Nov.	6	13	60	79
Dec.	5	20	101	126
Jan.	6	14	106	126

Source: Rorabaugh Report on Television Advertising

Class 22: Retail Stores

"WHEN WE TALK to retailers today, we're talking to radio's best customers because the $156,646,000 local retail gross revenue estimate for 1948 is higher than that for national network or national spot business," according to Miss Lee Hart, NAB retail coordinator.

"Retailers became our best customers in 1947 when they bought 27% more radio advertising than they did in 1946," Miss Hart continues in her exclusive statement to BROADCASTING. "In 1948, retailers bought 34.6% more radio advertising than they did in 1946. We have already seen evidence that this trend will continue in 1949."

Echoing Miss Hart's prediction of more retail radio advertising in the year ahead, Howard P. Abrahams, manager of the sales promotion division of National Retail Dry Goods Assn., states that on the average American retailers will spend about 5% more for radio advertising this year than last. In his statement for this issue, Mr. Abrahams notes that retail sales and promotion have both "boiled" in recent years but that sales "are now simmering" whereas promotion "will continue to boil in 1949," with promotion men expecting to spend 5% more than they did in 1948 to keep sales at the 1948 level.

"These increases will be distributed down the line," he states. "Stores are pretty much in agreement when they say they will up newspaper dollars by 5%. In radio we see a great variation in thinking from the rapid boil stage down to the deep freeze. However, the final figure shows a 1949 increase of 5% over last year.

"Definite programming to sell items instead of institutional messages is on the increase. This is sound. It is about time that retailers merchandised radio in the way they merchandise their printers advertising.

"If radio is ever to have a substantial part in the retailers' promotion program, retailers must know more about how to use this medium. I think that a retail educational program by the broadcasters is the most important contribution they could make in 1949 for both the retailer and the broadcaster."

What radio is doing to educate the retailer for the better use of this medium and in so doing to help the broadcasters sell more time to retail advertisers is described in the conclusion of Miss Hart's statement, which reads:

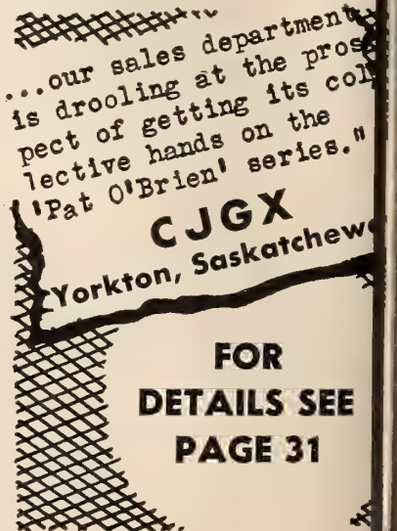
"Broadcasters who will benefit most from a higher retail revenue in 1949 will be those who can show retail clients the advantages of using radio, and those who offer clients a definite plan for getting the most results from radio advertising. NAB's Broadcast Advertising Department has compiled some of the most pertinent advantages of radio advertising into a twelve-point sales promotion plan and has outlined a five-point plan for helping retailers get results from radio advertising. A stepped-up concentration for retail business built around these two plans can help any broadcaster get more retail business for himself and contribute more to the upward trend of our 'best customer' business."

For this series, retail advertising on the air has been divided among the various product classes: Clothing and shoe stores in the apparel group, auto dealers in the automotive class, furniture stores under the household furnishings heading, as more appropriate than an attempt to lump all retailers together regardless of the type of merchandise they handle. There is no network table because there was no use of networks by retailers during 1948.

Television has been a popular medium with retailers from the start. In February, 609 local advertisers were using video time: 106 retailers of radio and video sets, 89 auto and auto accessory

(Continued on page 122)





"The Long Island Story"

DISTRIBUTION OF LISTENING HOMES AMONG STATIONS

	8:00 to 10:00 AM	10:00 to 12 Noon	12:00 to 2:00 PM	2:00 to 4:00 PM	4:00 to 4:30 PM
WHLI	**25.4**	**22.9**	**23.2**	**24.8**	**30.0**
NETWORK A	23.7	28.9	29.5	22.0	21.7
NETWORK B	16.2	18.1	18.5	21.0	18.3
NETWORK C	12.3	10.4	7.5	9.3	8.3
NETWORK D	9.7	9.6	9.9	12.6	16.7
ALL OTHERS	12.7	10.1	11.4	10.3	5.0

Source: Conlan Survey Periods: Sunday through Saturday—January 23-29, 1949
8:00 AM to 4:30 PM—Hempstead, New York

"THE VOICE OF LONG ISLAND"

FM
98.3 MC

WHLI

AM
1100 kc.

HEMPSTEAD, LONG ISLAND, NEW YORK

Joseph A. Lenn
Vice-President, Sales

Elias I. Godofsky
President

Paul Godofsky
Executive Vice President

CLASS 22. RETAIL STORES & SHOPS

NETWORK 1948.....

SPOT 1948.....$4,498,000*

*BROADCASTING estimate

Class 22

(Continued from page 120)

dealers, 55 food stores, 54 clothing stores, 45 department stores, 42 dealers in household appliances, 41 public service companies and other "consumer service" organizations, 36 furniture stores, 23 insurance companies and banks, 18 jewelry and optical goods stores, 15 newspapers and magazines, a dozen local soft drink and candy companies, with no other class including 10 local TV advertisers.

Storecasting, using radio to reach shoppers in stores and to influence their purchases at the point of sale, has been installed in several grocery chains and is expected to develop further this year. A television adaptation of storecasting is just getting under way in New York, following a successful test last winter.

TV ADVERTISERS
Class 22. Retail Stores & Shops

Month	Net	Spot	Local	Total
July	—	—	—	—
Aug.	—	—	14	14
Sept.	—	—	14	14
Oct.	—	—	28	28
Nov.	—	6	32	38
Dec.	—	—	45	45
Jan.	—	—	42	42
Feb.	—	—	45	45

Source: Rorabaugh Report on Television Advertising

Class 23: Smoking Materials

CIGARETTE SALES hit an all-time high last year and promise to do even better in 1949. Cigar sales are also up over recent years, although far from their all-time record set in 1909. That's good news for broadcasters because the tobacco companies are among their best customers for radio time.

Last year gross network time charges for tobacco and allied products exceeded $20 million, a 12½% gain over 1947. In January of this year the network gross of this group was $2,085,661 up 15.9% from the gross of $1,798,380 for the same month the year before. Spot radio time purchases for smokers' supplies are estimated at $3,392,000 during 1948, about one-sixth of the network volume.

This spot-to-network ratio may improve this year. American Cigarette & Cigar Co. is spending about $250,000 this spring for its first spot campaign in eight years for Pall Malls. Brown & Williamson Tobacco Co. (Raleigh, Kool, Life) has announced a 20% increase in its spot budget for 1949. R. J. Reynolds Tobacco Co. will use spot radio to introduce its new king-size cigarette, Cavalier, as Liggett & Myers Tobacco Co. has done to re-introduce its old-time favorite brand, Fatima.

P. Lorillard Co. maintains a year-round campaign for Old Golds on the Yankee and Don Lee regional networks plus individual stations. Benson & Hedges consistently uses a weekly half-hour on WNBC New York for Parliament cigarettes and Consolidated Cigar Corp. regularly advertises Dutch Master cigars on three 15-minute programs a week on WOR New York.

The Cigar Institute of America has prepared a comprehensive campaign of advertising and promotion calling for use of radio and other media to remove cigars from their "poor relation" position in the tobacco family, Howard S. Cullman, CIA president, announced last month. He accused the cigar makers of sleeping while the haberdashers cashed in on Father's Day and pointed out that proper promotion of this event might add an extra 5% to the year's cigar sales.

Liggett & Myers is again using baseball broadcasts, both aural and visual, to promote Chesterfields, with sponsorship of the Washington Senators on WWDC Washington, WPIK Alexandria, Va., and WTTG (TV) Washington, and of the New York Giants on WMCA New York and WPIX (TV) New York. P. Lorillard for Old Golds has signed up video coverage of the Chicago Cubs and White Sox on WGN-TV Chicago. R. J. Reynolds has added weekly boxing bouts on the DuMont TV Network to its *Camel Sports Caravan* of sports telecasts which has included basketball, track and boxing on CBS-TV. American Tobacco Co. last season spent between $350,000 and $400,000 for telecasts of eastern and midwestern college football games on regional TV networks for Lucky Strikes for the second consecutive year of a series which will probably be continued this fall. Brown & Williamson (Kools) sponsored basketball telecasts on WJZ-TV New York during the season just ended.

Luckies are also video-advertised on the Friday night half-hour *Your Show Time* dramas on NBC-TV. Larus & Brother Co. (Edgeworth Tobacco) sponsors the weekly five-minute *Sportsman's Quiz* on CBS-TV. *Godfrey and His Friends*, Wednesday evening hour on CBS-TV, and *Chesterfield Supper Club*, Friday quarter-hour on NBC-TV, plug Chesterfields. The *Original Amateur Hour* sells Old Golds for 60 minutes on DuMont's video network each Sunday. Phillip Morris & Co. in March started *Preview* as a Monday 30-minute series on CBS-TV for Phillip Morris cigarettes. Reynolds sponsors a Monday-Friday quarter-hour of video news, *Camel News Caravan*, on NBC-TV for Camel cigarettes.

Spot but not sports TV advertising for tobacco products includes: American Tobacco's Lucky Strike spots on 26 video stations. (The marching and dancing cigarette commercials for Luckies won the CCNY award for the best video spots of 1948.); Liggett & Myers with Chesterfield announcements on 19 stations; Phillip Morris spots on 17; Lane Tobacco Co. (Lords cigarettes), Brown & Williamson (Kools), I. Lewis Cigar Mfg. Co. (La Coronada) and R. G. Dunn (cigars) advertise on one TV station each. Ronson Art Metal Works uses announcements on 25 TV stations for its lighters; American Art Co. lighters are advertised with five-minute spots on WATV (TV) Newark.

In addition to the AM network sponsors listed in the table, the 1948 roster from this category included: American Cigarette & Cigar Co. (Pall Malls), sponsoring *Big Story* for a weekly half-hour on NBC with gross time

(Continued on page 124)

TV ADVERTISERS
Class 23. Smoking Materials

Month	Net	Spot	Local	Total
July	—	—	—	6
Aug.	1	5	—	6
Sept.	2	5	1	8
Oct.	3	8	—	11
Nov.	5	10	1	6
Dec.	3	8	1	12
Jan.	4	7	1	12
Feb.	6	17	3	26

Source: Rorabaugh Report on Television Advertising



Mr. Time Buyer—

Only ONE Station in every market DRAWS THE AUDIENCE

5000 WATTS
1250 Kc.

in TOPEKA it's WREN

CONLAN* NOV. 14 THRU NOV. 20, 1948

	4 HOURS 8 A.M. TO 12 NOON	6 HOURS 12 NOON TO 6 P.M.	4 HOURS 6 P.M. TO 10 P.M.
WREN	34.6	29.5	22.4
STATION A	30.5	27.0	32.3
STATION B	19.8	21.5	15.2
STATION C	12.3	16.2	21.5

MORE PEOPLE LISTEN MORE HOURS TO WREN THAN TO ANY OTHER STATION IN TOPEKA

* This survey paid for by all Radio Stations in Topeka.

National Representative—GEORGE P. HOLLINGBERY

HAVE YOU SEEN WREN'S NEW AND DIFFERENT MARKET PIECE?

CHICAGO AUDIENCE FACTS

Saturday
3:00 to 6:00 PM

WIND 19.3
Network A.....15.5
Network B.....10.6
Network C.....17.0
Network D.....10.1

HOOPER INDEX
Jan. 1949

W-I-N-D 560 KC 24 hours a day


MOVE OVER, I've had listeners in there for YEARS!
50,000 WATTERS
Could be, but the war's over, bub, Listeners don't "fish" for out of towners now a days. They listen to their home stations.
Timebuyers, like Frigidaire, who are abreast of the times, are realizing this change in the trend of the post war listening habits—and Frigidaire is doing something about it.
B. CURTIS
K V O B
ALEXANDRIA, LA.
LOUISIANA
KVOB
CENTRAL LOUISIANA'S
FASTEST GROWING STATION
Mutual Broadcasting System
NEXT MONTH 1000 w—970 kc
All programs duplicated over KVOB-FM at no extra cost
W. H. Dick, Gen. Mgr.
National Representative—Continental Radio Sales

Class 23

(Continued from page 122)

charges of $820,830 for the year; P. Lorillard Co. (Old Golds) had the 30-minute weekly *Old Gold Show* on CBS until July ($463,-920), in May started a quarter-hour of ABC's *Stop the Music* ($363,996) to which it is adding another quarter-hour this month (April 1949) by taking over the period used in Smith Brothers' winter campaign for cough drops, in September began *Original Amateur Hour* for a weekly hour on ABC ($363,996); Mail Pouch Tobacco Co., *Fishing & Hunting Club of the Air*, 30 minutes a week on MBS ($187,047); U. S. Tobacco Co., *Take a Number*, weekly half-hour on MBS starting in June ($249,506); Ronson Art Metal Works (lighters), *20 Questions*, half-hour a week on MBS ($631,-275).

So far this year, American Tobacco Co. (Lucky Strikes) has moved Jack Benny from NBC to CBS in the 7-7:30 p.m. Sunday spot, has cancelled its half-hour, five-a-week daytime show, *Your Lucky Strike*, after 13 weeks on CBS. Phillip Morris in January moved Horace Heidt into the NBC period vacated by Benny and in April moved him back to his former 10:30-11 p.m. Sunday period, cancelled *Kate Smith Sings* as of mid-April with a replacement sought but not announced as this was written.

R. J. Reynolds Tobacco Co. kicked off the New Year for Camels by sponsoring Mutual's broadcast of the Cotton Bowl Game on Jan. 1. Later that month Ronson Art Metal started its second MBS series, Johnny Desmond's five-minute Sunday spot, and Liggett & Myers launched *Tales of Fatima* for that brand of cigarette as a half-hour Saturday series on CBS.

CLASS 23. SMOKING MATERIALS *

	NETWORK (Gross)	1948	$20,323,300	SPOT 1948 (Net)	$3,392,000
		1947	18,243,906		
LEADING NETWORK ADVERTISERS		1938	8,780,469		

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
LIGGETT & MYERS			$5,043,752	$3,752,062	$1,689,370
"The Chesterfield Supper Club" Newell-Emmett	Chesterfield Cigarettes	NBC-164-1¼	2,835,956		
"Arthur Godfrey" Newell-Emmett	"	CBS-165-2½	2,207,796		
R. J. REYNOLDS TOBACCO CO.			$4,076,436	$3,945,149	$1,000,184
"The Bob Hawk Show" William Esty Co.	Camel Cigarettes	NBC-161-½	849,828		
"The Jimmy Durante Show" William Esty Co.	"	NBC-161-½ (Oct.-Dec.)	229,446		
"The Vaughan Monroe Show" William Esty Co.	"	CBS-160-½ (10 mos.)	646,833		
"Screen Guild Players"; Vaughan Monroe Show" (July 5-Oct. 4); "Bob Hawk Show" (Oct. 4). William Esty Co.	"	CBS-160-½	830,833		
"Football Game" (Jan. 1) William Esty Co.	Camels & Prince Albert Tobacco	MBS-377-to concl.	29,686		
"Paul Whiteman Record Club" William Esty Co.	"	ABC-245-1¼ (Jan.-June)	673,318		
"Grand Ole Opry" William Esty Co.	Prince Albert	NBC-158-½	816,492		
PHILIP MORRIS CO.			$3,844,044	$3,128,733	$1,167,354
"Horace Heidt" Biow Co.	Cigarettes	NBC-162-½	847,746		
"The Milton Berle Show"; "Call for Music" (Apr. 20); "Mel Torme" (July 6); "This Is Your Life" (Nov. 9) Biow Co.	"	NBC-144-½	782,595		
"It Pays to Be Ignorant"; "Call for Music" (Feb. 13); "Dinah Shore and Harry James" (Mar. 12); "Everybody Wins" (April 23); "Philip Morris Playhouse" (Oct. 29) Biow Co.	"	CBS-149-½	811,835		
"Heart's Desire"; "Kate Smith" (Sept 20) Cecil & Presby	"	MBS-217-1¼	695,463		
"Queen for a Day" Cecil & Presby	"	MBS-228-1¼	706,405		
AMERICAN TOBACCO CO.			$2,600,573	$2,815,855	$2,653,576
"Jack Benny": "Lets Talk Hollywood" (July 4-Sept. 26) Foote, Cone & Belding; BBDO (eff. April)	Lucky Strike Cigarettes	NBC-163-½	823,144		
"Your Hit Parade" Foote, Cone & Belding; BBDO	"	NBC-163-½	808,584		
"Your Lucky Strike" BBDO	"	CBS-167-½ (June-Dec.)	148,015		
AMERICAN CIGARETTE & CIGAR CO. "The Big Story"	(subsidiary) Pall Mall Cigarettes	NBC-163-½	820,830		
BAYUK CIGAR CO.			$1,351,759	$1,262,966	$272,306
"Inside of Sports" Neal D. Ivey Co.	Phillies Cigars	MBS-104-1¼			
BROWN & WILLIAMSON TOBACCO CORP.			$1,174,488	$1,174,488	.....
"Red Skelton"; Evening With Romberg" (eff. June) Russell M. Seeds Co.	Raleigh & Kool	NBC-161-½ (Jan.-Aug.)	521,568		
"People Are Funny" Russell M. Seeds Co.	Raleigh	NBC-164-½ (Jan.-June; Sept.-Dec.)	652,920		

Source: Publishers Information Bureau

* BROADCASTING estimate



Class 24: . . . . . Soaps

COMPETITION IS BACK in the soap industry, along with ample supplies of ingredients at lower prices and the rising use of detergents accompanied with a falling off in the sales of non-liquid soaps. At the end of March, tallow, a major soap ingredient, was priced at 5% cents a pound, lowest it had been since 1940. This indicates further decreases in the price of soap, following cuts of six cents for household soaps made last December by major producers, who lopped off another six cents in February.

Speaking at the convention of the Assn. of American Soap & Glycerine Producers last January, George A. Wrisley, retiring president, foresaw "competition for better products, competition for lower prices, competition for more effective selling methods." Logically this will lead to more advertising, to increase use of radio which has proved to be one of the most effective means of selling soap.

Advertising of laundry soaps and cleaning products on the networks during 1948 entailed gross time charges of more than $20 million, 6.3% above the 1947 total. In January of this year the gross for network time was $1,698,866, up 10% from the gross of $1,544,412 in January 1948. Spot time sales to this group for 1948 were estimated at $9,570,000, not quite half of the network total.

In addition to the companies listed in the table, soap and cleanser advertisers on the nationwide networks last year included: Allied Chemical & Dye Corp. (Swerl), sponsoring a 15-minute period of *Stop the Music* on ABC last summer, with gross time costs of $85,-629; American Home Products

(Continued on page 130)



RADIO

America's greatest western act, The Texas Rangers, has starred in more coast-to-coast network programs longer than any other similar group. You probably remember some of them—such as "Under Western Skies", "Circle G. Ranch", and "Nighttime on the Trail".

Since early in 1949 they have starred in their own new half-hour program each Saturday afternoon over the CBS coast-to-coast network, from Hollywood.

RECORD ALBUM

The Texas Rangers not long ago made America's first album of Cowboy Hymns, released by Bibletone. Hear The Texas Rangers at their best in these selections: The Touch of God's Hand; Jubilation; Cowboy Camp Meetin'; Gallopin' to Glory; Golden Wings & Silver Spurs; and Trail to Our Salvation. Watch for release dates by M-G-M of new Texas Rangers records. The Texas Rangers Song Book, with 48 pages of original western songs and pictures of The Texas Rangers, is sold by music stores everywhere.

TELEVISION

Every Monday evening since the CBS-Los Angeles Times station KTTV went on the air, The Texas Rangers have starred in their own half-hour Television show, featuring such guest stars as Curt Massey, Ernest Tubb, Merle Travis and Eddie Dean. Television isn't new to this group. The male quartet of The Texas Rangers, then billed as the Midwesterners, appeared regularly on television 16 years ago in Kansas City on W9XAL, experimental television station programmed by KMBC.

STAGE & SCREEN

Pre-war movies in which The Texas Rangers were featured included "Colorado Sunset", "Chip of The Flying U", and "Oklahoma Frontier". The group was reformed after military service, and recently has made numerous stage appearances on the West Coast and in the Midwest. Their post-war movie appearances for Columbia have included "The Last Roundup", with Gene Autry, and "Arkansas Swing", with the Hoosier Hot Shots.

NOW AVAILABLE FOR COAST-TO-COAST NETWORK, TELEVISION OR TRANSCRIPTION SPONSORSHIP!

The Texas Rangers transcriptions have been broadcast throughout the United States, Canada and Hawaii — the greatest number as well as the finest selections recorded by any western act. The Texas Rangers transcriptions have enjoyed Hooperatings as high as 27.4! Their selections have been transcribed vertically for highest fidelity, as well as laterally. Take your choice! Advertisers find that The Texas Rangers are an addition to their sales force! They are available to YOU, priced right for your station and your market!

For Complete Details Write, Phone or Wire

Arthur B. Church Productions
Kansas City 6, Missouri

1340 250 WATTS

WJOL
JOLIET, ILLINOIS

The Only Station in
WILL County
(Established in 1926)

JOE GARVEY,
Manager

Joseph Hershey McGillvra, Inc.,
National Representatives

WORZ
NBC AFFILIATE
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
CBS Affiliate
Representatives: J. P. McKINNEY & SON

CLASS 24. SOAPS, CLEANSERS & POLISHES

**

	NETWORK (Gross)	1948	$20,767,870	SPOT 1948 (Net)	$9,570,000
		1947	19,528,721		
LEADING NETWORK ADVERTISERS		1938	7,624,188		

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
PROCTER & GAMBLE*			$11,414,637	$10,121,243	$3,666,063
"Perry Mason" Pedlar & Ryan	Chipso	CBS-7-1¼ (April-May)	4,499		
Benton & Bowles	Chipso & Tide	CBS-27-1¼ (March) CBS-7-1¼ (May)	13,368		
Compton Adv.	Ivory Flakes, Spic & Span, Camay	CBS-56-1¼ (Jan.-August)	253,444		
Dancer, Fitzgerald & Sample	Oxydol	CBS-12-1¼ (Aug.-Nov.)	29,071		
	Tide	CBS-93-1¼ (April-Dec.)	350,252		
"Beulah" Dancer, Fitzgerald & Sample	Dreft	CBS-79-1¼	1,167,303		
"Joyce Jordan, M. D."; "The Brighter Day" (eff. Oct. 11) Dancer, Fitzgerald & Sample	Dreft	NBC-154-1¼	876,441		
"Road of Life" Compton Adv.	Duz	NBC-156/CBC-1¼	938,236		
"The Guiding Light" Compton Adv.	Duz	NBC-143-1¼	600,016		
"Truth or Consequences" Compton Adv.	Duz	NBC-143-1¼	620,511		
"Tom Brenneman's Breakfast in Hollywood"; "Breakfast in Hollywood" (eff. April) Benton & Bowles	Ivory Flakes	ABC-188-1¼ (Jan.-Aug.)	526,293		
"What Makes You Tick" Compton Adv.	Ivory Flakes	ABC-173-1¼ (Sept.-Dec.)	222,443		
		CBS-80-1¼ (Dec.)	11,764		
"Welcome Travelers" Benton & Bowles	Ivory Snow, Soap, Cleanser, Shortening, Shampoo	ABC-198-1¼	887,359		
"Rosemary" Benton & Bowles	Ivory Snow & Tide	CBS-63-1¼	509,744		
"Jack Smith" Dancer, Fitzgerald & Sample	Oxydol	CBS-82/CBC-1¼	1,367,619		
"Ma Perkins" Dancer, Fitzgerald & Sample Compton Adv.	Oxydol, Ivory Flakes	CBS-80-1¼	611,862		
		NBC-148/CBC-1¼	925,076		
"Life Can Be Beautiful" Dancer, Fitzgerald & Sample	Spic & Span	NBC-151/CBC-1¼	919,259		
"Gang Busters" Benton & Bowles	Tide	ABC-143-½ (Mar.-Dec)	355,893		
"Red Skelton Show" Benton & Bowles	Tide	NBC-144-½	235,954		
B. T. BABBITT INC.			$2,032,183	$2,010,192	$437,700
"David Harum" Duane Jones	Bab-O	CBS-55-1¼	859,831		
"Lora Lawton" Duane Jones	Bab-O	NBC-166/CBC-1	1,172,352		
S. C. JOHNSON & SON			$1,115,792	$863,226	.....
"Fibber McGee & Molly" Needham, Louis & Brorby	Johnson's Wax	NBC-165/CBC-½ (9 mos.)	582,282		
"Fred Waring Show" Needham, Louis & Brorby	" "	NBC-166/CBC-1 (June-Dec.)	533,510		
MANHATTAN SOAP CO.*			$946,703	$1,257,067	.....
"Rose of My Dreams"; "Strange Romance of Evelyn Winters" (eff. May 17) Duane Jones	Blue-White Flakes & Sweetheart Soap	CBS-162-1¼ (May-Nov.)			
LEVER BROS.*			$806,546	$725,408	.....
"Junior Miss" Needham, Louis & Brorby	Rinso, Lifebuoy	CBS-163-1¼ (May-June; Nov., Dec.)	109,236		
"Amos 'n' Andy" Ruthrauff & Ryan	Rinso	CBS-150/CBC-½ (Oct.-Dec.)	198,600		
"Amos 'n' Andy"; "Call the Police" (eff. June 1) Ruthrauff & Ryan	Rinso	NBC-151-½	498,710		
ARMOUR & CO.*			$681,961	$588,543	.....
"Hint Hunt" Foote, Cone & Belding	Chiffon Flakes	CBS-157- 50 minutes			

* Additional expenditures in other product groups

** BROADCASTING estimate

Source: Publishers Information Bureau

GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York
April, 1949

Mr. Ray Simms
Manager of Radio & Television Time Buying
Erwin, Wasey & Co., Inc.
Graybar Building
420 Lexington Ave.
New York 17, N. Y.

Dear Ray:

Henry Solomon, who is as astute as his name suggests, turned up in the office the other day, complete with our BMB report, some census figures and a report from the New York State Department of Commerce. "I have," said Henry, "been engaged in 'Project Pencil'."

"To begin with," Solomon went on, "WGY covers 38 cities in 63 counties located in five states.....that's 970,610 radio families all together, truly a rich rural and industrial population. The folks in WGY-Land purchased $2,614,123,000. worth of goods in 1948. In the WGY primary area alone, retail sales amounted to $1,390,290,000. How's that for a sales potential?"

Of course, no one knows better than you, Ray, that getting around is only half the story a radio station has to tell. Besides circulation, there is listenership. WGY has that, too. We are proud of our network programs from NBC, and we are programming locally in a manner which compels friendly attention. And we have a low cost for the coverage provided second to none. Your clients will appreciate that.

We told Solomon to continue his "Project Pencil". As for our "Project National Sales", Jim McConnell is still in charge. His NBC Spot organization is always ready to provide the WGY kind of service.

Most cordially,

G. Emerson Markham

G. Emerson Markham:acs

STATIONS MANAGER





P-r-r-rogramming

25 recorded packages wrapped in a record of sponsorship...designed for maximum listenership... and tied with YOUR purse strings in mind

AUNT MARY—One of radio's most successful daytime serial programs . . . sponsored "live" by a national advertiser over NBC Western Network . . . here's a heart-warming story of a woman's fight for human dignity and understanding—with listening appeal for young and old alike.

605 quarter-hours for 5-a-week broadcast

THE HAUNTING HOUR—Original psychological mysteries, "whodunit" thrillers, crime crusade themes and eery tales by ace radio writers . . . enacted by radio-stage-screen stars, including Betty Furness, Jed Prouty and Berry Kroeger.

52 half-hours for 1-a-week broadcast



THE PLAYHOUSE OF FAVORITES—The world's best-known and loved novels and plays in brilliantly dramatized editions . . . expertly adapted for radio—with all-star casts, including Wendy Barrie, Les Tremayne, John Carradine and Signe Hasso. Some of these prestige programs are *"A Tale Of Two Cities," "Rip Van Winkle," "Little Women," "The House Of The Seven Gables," "Adventures Of Tom Sawyer," "Camille"* and *"Robin Hood."*

52 half-hours for 1-a-week broadcast

FOR A ROOM WITH A VIEW . . .
on complete NBC SYNDICATED PROGRAM *details try* **"516"** *at the* **Stevens Hotel.**

We'll be happy to provide descriptive brochures, rates and audition records.



A Service of Radio Corporation of America

for the P-r-r-ractical PURSE . . . . .



HOUSE IN THE COUNTRY—Roof-raising, larious situation-comedy and a closet full of fun . based on the trials of a young city-bred couple their search for peaceful living in the country. well-constructed program, featuring top twork talent and family-styled for untry-wide appeal.

half-hours for 1-a-week broadcast



REFLECTIONS—The brilliant color of music woven with the golden thread of words . . . supplying a long-standing demand for a program designed for relaxed meditative listening . . . featuring Canada's finest radio talent . . . NBC-produced for maximum commercial effect and entertainment value.

104 quarter-hours for 2-a-week broadcast



E THREE SUNS AND A STARLET
n-bright rhythm styled of sunlight star-dust by America's shining exponents ubtle improvisation . . . further anced by the glowing warmth of guest lists Nan Wynn, Kay Armen, Irene and Dorothy Claire.

uarter-hours for 3-a-week broadcast



ALLEN PRESCOTT . . . THE WIFE-SAVER—Household hints and mirth-spattered patter that attract fan mail by the carload and put the program on the "Missus' " must list . . . mirthful nonsense that has placed Allen Prescott among network favorites and made sense to—and dollars for—many sponsors.

156 quarter-hours for 3-a-week broadcast



OTHER NBC LOW-BUDGET RECORDED PROGRAMS . . .

Adventure:

STAND BY FOR ADVENTURE—78 quarter-hours for 2-a-week broadcast

Romance:

MODERN ROMANCES—156 quarter-hours for 3-a-week broadcast

Hair-raisers:

THE WEIRD CIRCLE—78 half-hours for 1-or-more-weekly broadcast

MERCER MCLEOD . . . THE MAN WITH THE STORY—52 quarter-hours for 1-a-week broadcast

FIVE-MINUTE MYSTERIES—260 five-minute programs for 3-a-week broadcast

Human Interest:

BETTY AND BOB—390 quarter-hours for 5-a-week broadcast

Sports:

THROUGH THE SPORT GLASS with SAM HAYES—52 quarter-hours for 1-or-2-a-week broadcast

Juvenile:

HAPPY THE HUMBUG—54 quarter-hours (15 pre-Christmas—39 post-Christmas) for 2-or-3-a-week broadcast

MAGIC CHRISTMAS WINDOW—25 quarter-hours for pre-Christmas broadcast

DESTINY TRAILS—156 quarter-hours for 3-a-week broadcast

Musical:

TIME TO SING—156 five-minute programs for 3-a-week broadcast

CARSON ROBISON AND HIS BUCKAROOS—117 quarter-hours . . . frequency optional

TIME OUT FOR FUN AND MUSIC—65 quarter-hours for 1-or-more-weekly broadcast

ART VAN DAMME QUINTET with LOUISE CARLYLE—117 quarter-hours for 3-a-week broadcast

Especially for the Girls:

COME AND GET IT—156 quarter-hours for 3-a-week broadcast

Five-Minute Specialties:

THE NAME YOU WILL REMEMBER—260 five-minute programs for 3-or-5-a-week broadcast

GETTING THE MOST OUT OF LIFE TODAY—117 five-minute programs for 3-a-week broadcast



and to make the package complete

With each program series, NBC Radio-Recording supplies a complete audience promotion kit—glossy photos, mats, publicity releases and on-the-air announcements — designed to build a large following for your NBC Syndicated Programs.

This extra service—cheered by station men throughout the nation—is offered to Syndicated Program users at NO EXTRA COST.

dio-Recording Division

uilding, Radio City, New York • Chicago • Hollywood

Class 24

(Continued from page 124)

(Aerowax, Kolynos), started *Front Page Farrell* in May on ABC ($508,770), (Aerowax, Wizard Glass Wax), November only on CBS ($63,957); Chemicals Inc. (Vano), *Meet the Missus*, CBS western stations ($21,172); Colgate-Palmolive-Peet Co. (Super Suds, Palmolive), *Blondie* (Jan.-Sept.), CBS ($641,244); Cudahy Packing Co. (Old Dutch Cleanser), *Nick Carter*, MBS ($626,881).

Also: Drackett Co. (Drano, Windex), *Star Time*, ABC ($248,573); Faultless Starch Co., *Faultless Starch Time* (Oct.-Dec.), NBC ($13,876); General Foods Corp. (La France), *Second Mrs. Burton* (Jan.-May, July-Aug.), CBS ($307,509); Gold Seal Co. (Glass Wax), started *Meet the Missus* on a CBS West Coast hookup in May ($42,332), started *Arthur Godfrey* on CBS in August ($505,216); Pacific Coast Borax Co. (20-Mule Team Borax, Boraxo), *The Sheriff*, ABC ($615,225); S.O.S. Co. (kitchenware cleanser), *Knox Manning* (Jan.-March, Aug.-Dec.), CBS West Coast ($37,941), *Mr. Information* (Aug.-Dec.), CBS ($17,160); Soil-Off Mfg. Co. (paint cleaner), *Knox Manning* (March-Sept.), CBS western stations ($22,793).

Wilco Co. (Clearex Cleanser), in February started sponsoring three quarter-hours of *Ladies First* each week on the full Don Lee Network. Oakite Products Inc. uses two announcements a week on 12 Yankee Network stations, plus programs and spots on 13 others. S. C. Johnson & Son (Glocoat) in February started using three announcements a week on New England Radio Network.

Bon Ami is planning a national campaign for Glass Gloss to start this spring, following a winter test on the Pacific Coast. Lever Brothers Co. is adding about 25 markets to stations already carrying Surf announcements, which began last summer on 35 stations in 11 midwestern markets. This company will also conduct a three-month spring campaign for Silver Dust on the East Coast. Chemicals Inc. (Vano) supplements its West Coast CBS show, *Meet the Missus*, with programs and spots on seven stations in that area.

Haley & Raskob Enterprises is planning a spot campaign for its glass cleaner. Procter & Gamble Co. is using eastern stations for Bonus (granulated soap with a dishcloth included in the package). Dif Corp uses announcements on three stations. Perfex Co. (cleaners and starch) sponsors *Kitchen Klub* five days a week on 17 midwestern stations. Swift & Co. is using five quarter-hours a week on seven eastern stations.

Colgate-Palmolive-Peet Co. (Vel, Lustre-Creme) sponsors *Colgate Theatre* on NBC's TV network for a Monday half-hour; Procter & Gamble Co. (Duz, Ivory, Crisco) uses the same network for a half-hour on Tuesday for *Fireside Theatre*, which replaced *I'd Like To See* on April 5. Jiffy Products Co. (Zippy starch) uses announcements on five TV stations; Dif Corp., John Hanser Soap Co., Woolfoam Corp., E. L. Bruce Co. (cleaner) and B. T. Babbitt Inc. (Bab-O) have programs or announcements on single TV stations.

At the local level, laundries and cleaning services account for more than 50 of the sponsors of network co-op programs. Nine such concerns also use television in their localities.

Class 25: Sporting Equipment

AS A CLASS, the makers of sporting goods and toys are among the least frequent users of broadcast advertising. Last year, one company, Wilson Sporting Goods Co., sponsored two football broadcasts — the All-Star game in August on MBS, the National Professional Football Championship game in December on ABC—to provide this group's only listing in the network table.

A. G. Spalding & Bros. advertised its sporting equipment by sponsoring broadcasts of the Davis Cup tennis matches on eight stations and of the National Tennis Championship matches on 18 stations, the only spot advertiser reported from this class during 1948.

Unique Art Mfg. Co. uses video advertising for its mechanical toys by sponsoring a 15-minute segment of the Friday *Howdy Doody* broadcast on NBC's TV network. Lionel Corp. used a 13-week quarter-hour series, *Tales of the Red Caboose*, on ABC-TV last fall in a pre-Christmas campaign for its model railroad apparatus. Harper Boat Building Co. used video spots in Los Angeles last summer, and Cycloid Corp. at the same time advertised its sports equipment with TV announcements in Chicago.

Some 15 local sporting goods stores are included among the sponsors of network co-op programs, chiefly Mutual's *Fishing and Hunting Club of the Air* in markets where it is not used by Mail Pouch Tobacco Co. Most toy advertising is also done at the local level, usually by department stores in the month between Thanksgiving and Christmas.

CLASS 25. SPORTING EQUIPMENT & TOYS

NETWORK (Gross)	1948	$81,469	SPOT (Net)	1984	$237,000 *
	1947	158,039			
LEADING NETWORK ADVERTISERS	1938	†			

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
WILSON SPORTING GOODS CO.			$81,469	$74,129	.....
"Football Games" Ewell & Thurber Assoc.	Sports Equipment	MBS-to concl.	59,089		
		ABC-to concl.	22,380		

Source: Publishers Information Bureau * BROADCASTING estimate † No Class 25 in 1938 report

TV ADVERTISERS
Class 25. Sporting Goods & Toys

Month	Net	Spot	Local	Total
July	—	—	—	4
Aug.	—	1	1	2
Sept.	—	1	2	3
Oct.	1	3	—	4
Nov.	5	3	4	12
Dec.	3	8	5	16
Jan.	2	3	3	8
Feb.	1	2	6	9

Source: Rorabaugh Report on Television Advertising

TV ADVERTISERS
Class 24. Soaps, Cleansers & Polishers

Month	Net	Spot	Local	Total
July	—	—	—	4
Aug.	—	2	3	5
Sept.	1	3	5	9
Oct.	—	4	6	10
Nov.	1	2	1	4
Dec.	1	3	—	4
Jan.	1	5	—	6
Feb.	—	7	1	8

Source: Rorabaugh Report on Television Advertising

WFBG

25th Anniversary

Due to the prestige and goodwill built by twenty-five years of fine programming and public service

ANY TIME

IS THE RIGHT TIME

TO BUY TIME

— on —

WFBG : WFBG-FM

National Broadcasting Company Affiliate

In Altoona, Pennsylvania

JACK SNYDER, Man'g Dir.

HEADLEY-REED, Nat. Rep.


Certainly
WE HAVE
MOUNTAINS—
-- AND MARKETS TOO!
Arizona's San Francisco Peaks - 12,794 ft.
Arizona's 1948 Market Peaks -
● $1,200,000,000 spent for goods, services and taxes.
● $735,837,000 in retail sales ($175,000,000 in 1940)
● $424,712,559 in bank deposits ($99,000,000 in 1940)
Per capita sales, $1,108.00 (National average, $888.00)
Research Department
Valley National Bank
You'll want to use Arizona's most effective approach to this rich market . . . the seven line-connected NBC stations of the Arizona Broadcasting System, the state's largest network.
KTAR PHOENIX 5000 Watts - 620 KC
KVOA TUCSON 1000 Watts - 1290 KC
KYUM YUMA 250 Watts - 1240 KC
KYCA PRESCOTT 250 Watts - 1490 KC
KGLU SAFFORD 1000 Watts - 1480 KC
KWJB GLOBE - MIAMI 250 Watts - 1240 KC
KAWT DOUGLAS - BISBEE 250 Watts - 1450 KC
KTAR
NBC
28th YEAR
KTAR
PHOENIX, ARIZONA
National Representative
Paul H. Raymer Company
NEW YORK • CHICAGO • BOSTON • ATLANTA • DETROIT • SAN FRANCISCO • LOS ANGELES

Class 26: . . . . . Toiletries

CLASS 26. TOILETRIES & TOILET GOODS **

NETWORK (Gross)	1948	$ 32,145,225	SPOT 1948 (Net)	$1,878,000	
	1947	28,831,204			
LEADING NETWORK ADVERTISERS	1938	†19,413,860			

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
GILLETTE SAFETY RAZOR CO.			$6,262,539	$1,269,756	.....
"Gillette Fights" Maxon Inc.	Razors, Blades, Shaving Cream	ABC-213/CBC-to concl.	805,365		
"Sports Events" (baseball, racing, football, etc.) Maxon Inc.	Razors, Blades, Shaving Cream	CBS, MBS, ABC	444,319		
Toni Division:					
"Crime Photographer" Foote, Cone & Belding	Toni Wave & Shampoo	CBS-163-½ (April-Dec.)	649,914		
"Give & Take" Foote, Cone & Belding	"	CBS-160-½	421,632		
"This Is Nora Drake" Foote, Cone & Belding	"	CBS-152-1¼ (May-Dec.)	907,796		
"This Is Nora Drake" Foote, Cone & Belding	"	NBC-157-1¼	1,319,473		
"Ladies, Be Seated" Foote, Cone & Belding	"	ABC-230-1¼	1,176,916		
"Breakfast Club" Foote, Cone & Belding	"	ABC-229-1¼ (Jan.-July)	537,124		

(Continued on page 134)

USE OF radio for toiletries advertising is predominantly at the national level and chiefly on the national networks, where it is second only to foods in the volume of time used. Last year the gross network time purchases of this class exceeded $32 million, compared to less than $2 million spent for spot, according to our estimate. Local advertising of toilet goods is very slight, judging from the inclusion of only one advertiser of this type among the more than 1,500 sponsors of network co-op programs locally.

The 1948 expenditures of toiletries advertisers for network time were up 11.5% from the 1947 volume, but this upward trend was interrupted in January when, according to Publishers Information Bureau records, gross network time sales to this group were $2,912,057, a drop of 3% below the $3,000,748 gross in January of last year.

Whether this is a temporary setback or the beginning of a diversion of some advertising funds from networks to other media cannot be predicted at this time. Only one company, Sterling Drug, has announced its intention to curtail its network expenditures and Sterling had concentrated its advertising in the past almost exclusively on network programs. With the announced plan to take $1 million from its network budget for publication and video advertising, Sterling has cancelled NBC's *Manhattan Merry-Go-Round* which for years has promoted the sale of Dr. Lyon's dentrifices. The company now sponsors a daily afternoon half-hour program on WABD(TV) New York.

Toni Division of Gillette Safety Razor Co. has dropped two daytime programs—*Nora Drake* on NBC and *Ladies Be Seated* on ABC—from its network schedule which now includes three CBS shows, has increased its newspaper advertising and in May will start a weekly 30-minute TV series, also on CBS. Conversely, Lever Brothers Co. has started *Winner Take All* five quarter-hours a week on CBS, Chesebrough Mfg. Co. has added a weekly half-hour drama, *Little Herman*, on ABC, and Colgate-Palmolive-Peet Co. has doubled the size of the NBC network carrying its weekly *Sports Newsreel*.

Network toilet goods advertisers during 1948, in addition to those listed in the table, included: American Home Products (Kolynos, Anacin), *Mr. Keen*, CBS ($742,667 gross time charges), (Kolynos and other products), *Romance of Helen Trent*, CBS ($696,579), (Kolynos), *Front Page Farrell*, two months on NBC ($132,435); E. O. Anderson & Co. (Shontex), *Surprise Package*, two months on ABC ($6,288); Barbasol Co., *Billy Rose*, on ABC April-July ($131,111); Beauty Factors (Insta-Curl), in December started *Meet the Stars* on ABC ($7,248); Campana Sales Corp. (all products), *First Nighter*, CBS ($370,755), (Solitair Makeup), *Solitair Time*, NBC ($99,104).

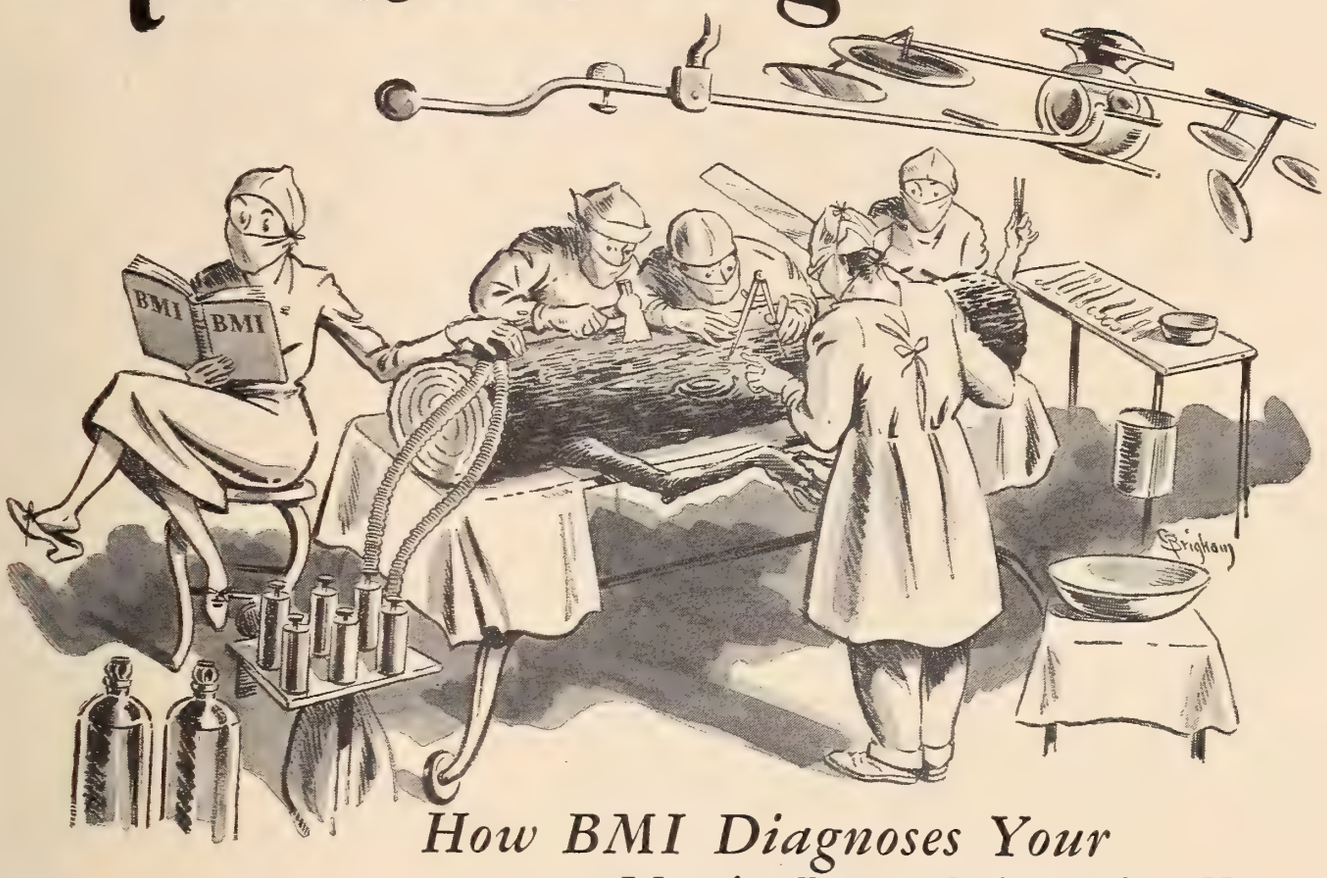
Chesebrough Mfg. Co. (Vaseline, hair tonic, lip ice), *Dr. Christian*, CBS ($754,924); Consolidated Royal Chemical Co. (Kranks Shave Kreem, Mar - O - Oil Shampoo), *Bob Elson on the Century* started in September on ABC ($20,677); Conti Products Inc. (Castile Shampoo), *Yours for a Song*, started November on MBS ($24,710); Eversharp Inc. (razors, blades, writing instruments), *Stop the Music* (Sept.-Dec.), ABC ($147,-

(Continued on page 134)





Operation "Log"



How BMI Diagnoses Your Music Logs Scientifically

EVERY 14 months your station supplies BMI with a log of the music you've performed each day for one month. This log, properly analyzed, determines the payment to composers and publishers, who are compensated by BMI on the basis of actual use of their music.

And, as important to you, your daily music log is the pulse of your station's musical programming. It is vital to you, for it charts the exact strength of the heart of your broadcasting. A study of your log helps you appraise the quality and selectivity of your music.

BMI will gladly send you a FEVER CHART, or analysis, of your station's log if you will simply ask for it.

In 1941 BMI instituted the first scientific and automatic system of checking actual broadcast use of music. Employing the very latest IBM electronic accounting and tabulating machines, BMI's "Operation Log" turns out a wealth of interesting facts and figures.

With more than 32,400 daily logs to be examined each year, the physical task of processing them is staggering. Every BMI licensee has been most cooperative in supplying its logs when asked to do so. This cooperation has resulted in standards of efficiency which amaze everyone who has seen BMI's logging system in operation.

You'll have an opportunity to see a typical BMI logging job at this year's NAB Convention when you visit the main exhibit hall at the Stevens for a look at BMI's "Operation Log" in action.

If unable to attend the NAB Convention, write to Station Relations Department at BMI for your copy of "Operation Log" in pamphlet form, illustrated.

AN INVITATION

You are cordially invited to visit the BMI Exhibit in the Main Exposition Hall and BMI Headquarters Rooms 535A—536A—537A at the Stevens During the NAB Convention

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago • Hollywood

Class 26 (Continued)

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
PROCTER & GAMBLE*			$5,290,477	$5,289,204*	$1,997,100*
"Pepper Young's Family" Pedlar & Ryan	Camay Soap	NBC-153/CBC-1¼	927,854		
"Lowell Thomas" Compton Adv.	Ivory Soap	CBS-78-1¼	1,424,078		
"Right to Happiness" Compton Adv.	Ivory Soap	NBC-152/CBC-1¼	924,303		
"Big Sister" Compton Adv.	Ivory & Drene	CBS-93/CBC-1¼	701,534		
"The FBI in Peace & War" Biow Co.	Lava Soap	CBS-149-½ (11 mos.)	703,830		
"Life of Riley" Benton & Bowles	Prell	NBC-139-½ (11 mos.)	608,878		
COLGATE-PALMOLIVE-PEET*			$3,701,001	$3,531,547	.....
"A Day in the Life of Dennis Day" Ted Bates	Colgate Dental Creme & Lustre Cream; Palmolive Soap & Lustre Creme	NBC-143-½ (10 mos.)	659,530		
"Blondie" William Esty Co.	Colgate Dental Creme, Super Suds	NBC-151/ CBC-½ (Oct.-Dec.)	220,038		
"Sports Newsreel of the Air" Sherman & Marquette	Colgate Shave Cream	NBC-71-¼	423,488		
"Mr. & Mrs. North" Sherman & Marquette	Halo Shampoo, Cashmere Bouquet Soap, Palmolive Shave Cream	CBS-151-½	763,386		
"The Judy Canova Show" Sherman & Marquette	Halo Shampoo, Palmolive Shave Cream, Super Suds	NBC-143-½ (9 mos.)	476,825		
"Can You Top This" Sherman & Marquette	Palmolive Brushless Shave Cream, Colgate Dental Cream	NBC-143-½ (Jan.-Sept.)	607,525		
"Our Miss Brooks" Ted Bates	Palmolive Soap Lustre Cream Shampoo	CBS-151-½ (Oct.-Dec.)	215,147		
"Kay Kyser's College of Musical Knowledge" Ted Bates	Palmolive Soap & Lather Shave Cream	NBC-143-½ (Jan.-June)	335,062		
LEVER BROS.*			$2,994,871	$2,593,902	$2,790,141
"Junior Miss" Needham, Louis & Brorby	Lifebuoy Soap Pepsodent	CBS-164-½ (7 mos.)	218,904		
"Big Town" Sullivan, Stauffer, Colwell & Bayles	Lifebuoy Soap	NBC-131/CBC-½ (Sept.-Dec.)	225,369		

(Continued on page 168)

CBS ($379,925); McKesson & Robbins (Tartan Suntan Oil), *Surprise Package* (May-Sept.), ABC ($8,118); Mennen Co. (men's toiletries), *Sam Hayes* (Sept.-Dec.), NBC ($67,488), replaced in January 1949 by *Bob Garred* on CBS.

Noxzema Chemical Co. (Noxzema and shave cream), *Mayor of the Town* (Jan.-June), ABC ($328,002), *Gabriel Heatter*, MBS ($328,476); R. B. Semler (Kreml), *Billy Rose* (Jan.-Oct.), MBS ($662,425), *Martin Block Show* (Jan.-April), MBS ($211,018), *Gabriel Heatter* (Oct.-Dec), MBS ($47,012); Volupte (compacts, cigarette cases, etc.), *The Better Half* (Sept.-Dec.), MBS ($52,115); Wm. R. Warner & Co. (Rayve Creme Shampoo, Hedy Home Permanent Wave), *Henry Morgan* (Jan.-June), ABC ($292,707); Wildroot Co. (all products), *Sam Spade*, CBS ($868,875), (hair tonic, cream oil), *King Cole Trio* (Jan.-April), NBC ($86,970) (shampoo), *Meet the Missus* (Dec.), CBS ($4,383).

Los Angeles Soap Co. (White King Soap), sponsors *Chandu the Magician* on full Don Lee Network plus two Arizona stations, *Breakfast News* on full Don Lee and MBS Intermountain networks. Colgate-Palmolive-Peet Co. uses participations in Yankee Network *News Service*. Andrew Jergens Co. in January started transcribed repeats of *Louella Parsons* on full Don Lee Network. Wildroot Co. sponsors *What's the Name of That Song?* on full Don Lee Network. Denalan Co. sponsors *Fulton Lewis, jr.* on eight Don Lee stations for its dental plate cleanser.

American Safety Razor Co. uses spots for Gem blades on four stations, for Star blades on three. Barbasol in February increased its spot list to 11 stations in New York, Pittsburgh and Detroit. Bristol-Myers Co. uses announcements for Ipana in selected markets. Consolidated Royal Chemical Co. uses transcriptions of its network show on 10 additional stations.

A. & F. Pears Ltd., English soap maker, is using the *Barbara Welles Program* on WOR New York, Fri., 4-4:30 p.m., as the sole advertising accompanying the return of Pears Soap to the American market. Pepsodent Division of Lever Brothers Co. has placed spots on 90 stations for Rayve Home Permanent Wave kit, which it acquired from Wm. Warner & Co. Procter & Gamble Co. will also use

(Continued on page 168)

WOC

FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

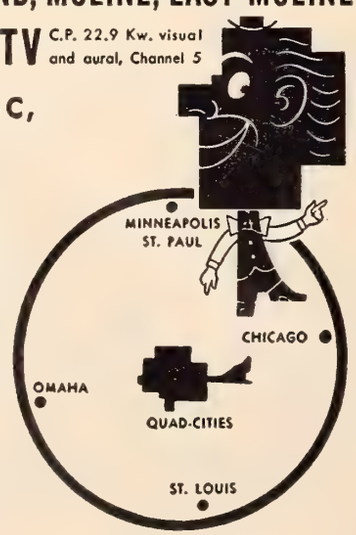
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

Class 26

(Continued from page 132)

839); F. W. Fitch Co. (shampoo, hair tonic, shave cream), *Fitch Bandwagon*, NBC, ending in May ($335,580); "42" Products (toiletries), *Bob Garred—News*, CBS ($54,736), *Don't You Believe It* (Jan.-June), ABC ($21,980); Illinois Watch Case Co. (compacts, cigarette cases, etc.), *Groucho Marx Show*, ABC ($378,942); Interstate Labs (Occuline Eye Pads), *Meet the Missus* (Jan.-Aug.), CBS ($16,252).

Andrew Jergens Co. (lotion, soap, perfume), *Walter Winchell*, ABC ($400,425), *Louella Parsons*, ABC ($404,407); L. B. Laboratories (hair oil, shampoo), *George Fisher in Hollywood*, started in June on CBS ($8,693); Lambert Pharmacal Co. (Listerine products, *Abe Burrows* (Jan.-June), CBS ($286,766); Los Angeles Soap Co. (all products), *Knox Manning* (Jan.-Aug.), CBS ($45,383), (White King products), *Elmer Peterson* (March-Dec.), NBC ($19,600); Manhattan Soap Co. (all products), *Knox Manning* (July-Dec.), CBS ($30,259), stepped up in February 1949 from three to five broadcasts a week; (Sweetheart Soap) *Katie's Daughter*, NBC ($1,276,942), *Rose of My Dreams* (Jan.-May), CBS ($169,924), *Evelyn Winters* (Jan.-Nov.),

TV ADVERTISERS
Class 26. Toiletries

Month	Net	Spot	Local	Total
July	—	—	—	2
Aug.	3	4	—	7
Sept.	2	4	2	8
Oct.	5	7	1	13
Nov.	5	3	1	9
Dec.	3	7	1	11
Jan.	3	4	—	7
Feb.	4	9	1	14

Source: Rorabaugh Report on Television Advertising

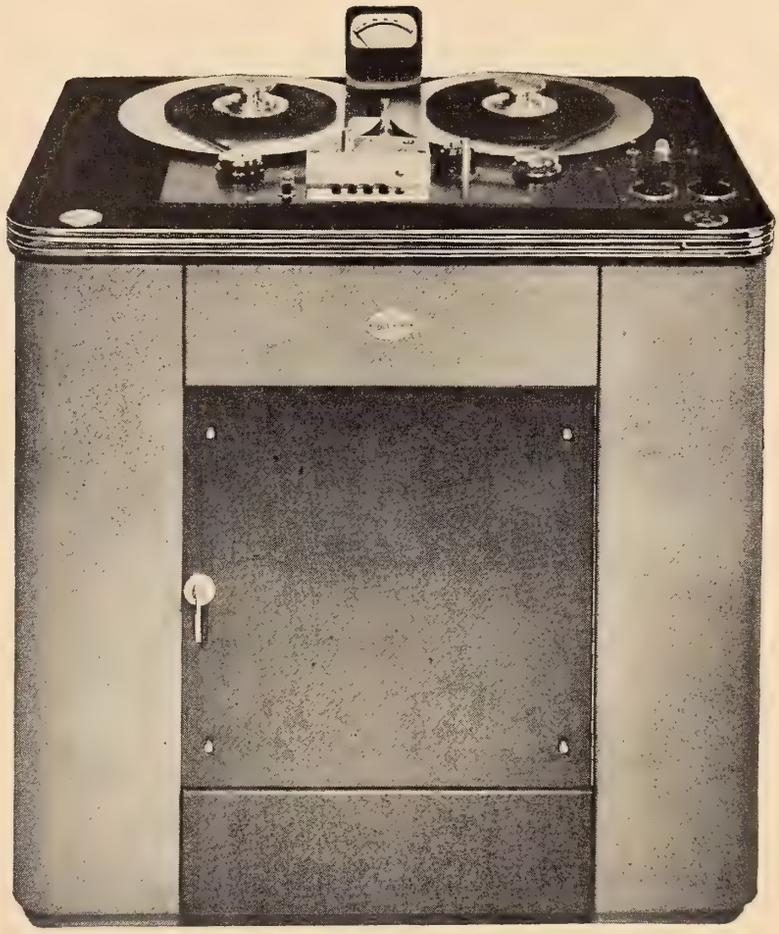
Now! A Top Quality Tape Recorder at a Reasonable Price

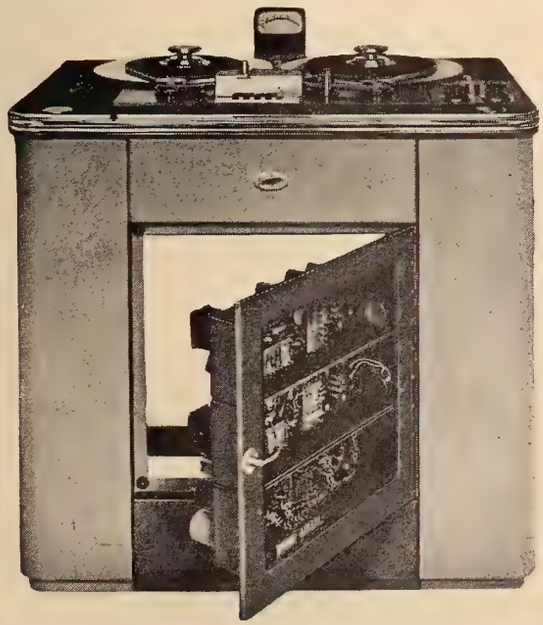
New PRESTO Magnetic Tape Recorder

AT LAST, a magnetic tape recorder that fully measures up to the most exacting requirements of broadcast network operations, independent stations and transcription producers, yet priced to have wide appeal.

Compare these specifications:

- Frequency response: 30 to 15,000 cps ± 1 db.
- Signal to noise ratio: Over 60 db below max. signal.
- Fast speed, 240 ft. per second forward and rewind, instantly reversible.
- Recording speeds 7½" or 15" per second (15" or 30" per second provided on request). Speed selection by special 2-speed motor.
- Reels direct mounted on motor shafts. Uses any type and size of reel up to 14".
- Erasing, recording and playback heads all mounted in separate housing – entire unit connected by plug-in for immediate replacement.
- Full-size illuminated scale V. U. meter on top panel.





Now! Greater Accessibility

Illustration shows how everything mechanical and electrical can be serviced from the front and top. Amplifiers and power supply are in swinging door behind removable panels. Mechanical units are mounted on top panel, hinged at rear so it can be opened upwards.

PRESTO

RECORDING CORPORATION

Paramus, New Jersey

Mailing Address:

P. O. Box 500, Hackensack, N. J.

In Canada:

WALTER P. DOWNS, Ltd., Dominion Square Building, Montreal

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

ALL SERIOUSNESS ASIDE—IT'S

the Henry Morgan Show



. . . proving there's no better way to die
than laughing at happy Henry Morgan, back
on his favorite cigar-store corner
and putting the Indian sign on any
straight face, tight lip, or raised eyebrow
within earshot.

MORGAN'S CREW

. . . GERARD, famous for his unreconstructed
voice; for the face that frightened
guest-sponsor Fred Allen into remonstrating
"What *is* this? Give me a stick so I can
beat it to death!"

. . . LISA KIRK, singing sensation of
Cole Porter's "Kiss Me, Kate," and the
accomplished music of Milton Katims and
his orchestra.

. . . PATSY KELLY, uneasy owner of the cigar
store and hilarious hunter of men.

THE HENRY MORGAN SHOW has everything
—everything but a full-time sponsor
who won't flinch when his sales go up like a
jack-in-the-box.



an NBC PRODUCTION

THE HENRY MORGAN SHOW is one of the many choice NBC productions now ready for low-cost sponsorship. Information on these new programs is available on request.

DISK RECORDER

For Lip Synchronous

STANDARD AND MICROGROOVE RECORDING



FAIRCHILD STUDIO RECORDER, UNIT 523

- **Continuous variation of pitch** from 80 to over 500 lines per inch.
- **Instant variation of pitch** with only one feed screw and the Fairchild precision selector.
- **Ability to change pitch while in operation increases dynamic range.**
- **Visible armature in the Fairchild cutterhead** permits easy and accurate alignment for high recording level—without distortion.
- **Absolute synchronism for use with sound on film dubbing.**
- **Velvet smooth direct to center turntable gear drive**—eliminates slippage, musical pitch change and insures positive timing of program material.
- **Laboratory quality microscope with adjustable light** for visual examination of the groove side walls.
- **Vernier control of depth and angle of cut**—adjustable during recording.
- **Precision recording—simplified operation.**

Above are some of the features that are responsible for the professional performance of the Fairchild Studio Recorder. Designed for continuous duty, the Fairchild Unit 523 offers the utmost in equipment flexibility for recording Standard NAB or MICRO-GROOVE pitch instantaneous transcriptions and masters. One lathe, one feed screw, one drive, one unit — FAIRCHILD.

SOUND EQUIPMENT



The Fairchild Recording Equipment Corporation also manufactures a complete line of audio equipment for recording installations. Write to us about your specific requirements and for complete details about UNIT 523.

Fairchild

RECORDING EQUIPMENT CORPORATION

154TH STREET AND 7TH AVENUE, WHITESTONE, L. I., N. Y.

Management

EARL C. PAGE has resigned as manager of WGLN Glens Falls, N. Y., to take over a station in Front Royal Va. **BILL KROUGH**, formerly program director of WGLN, has been promoted to manager.

WALTER KLINE has been named general manager of KAND Corsicana, Tex.

JAMES M. LeGATE, general manager of WIOD Miami, Fla., has been elected to board of directors of Miami Rotary Club. Mr. LeGate, past president of club, will be serving his fourth year on board.

W. H. GOAN, manager of WAYS Charlotte, N. C., is the father of a boy.

DIERRELL HAMM, manager of KANE New Iberia, La., has been awarded the Distinguished Award by U. S. Junior Chamber of Commerce as "Outstanding Young Man of the Year" in city of New Iberia, La.

TALL CORN GROUP

To Welcome 15th Member

THE IOWA Tall Corn Network of 14 stations is preparing a special program for a new member, KCRI Cedar Rapids (250 w fulltime on 1450 kc), slated to go on the air April 17.

The network April 4 launched a new quiz program, *Play Safe*, in cooperation with the National Safety Council. Prizes of $13,000 are to be given away during first 13 weeks.

At a meeting held March 23 in Des Moines the network unanimously re-elected George W. Webber manager and decided to broadcast baseball again this season. Network maintains sales headquarters at 407 Fifth Ave., Des Moines, and is represented in Chicago and New York by Everett-McKinney.

Member stations are: KSWI Council Bluffs, KROS Clinton, KSIB Creston, KSTT Davenport, KDEC Decorah, KWDM Des Moines, KDTH Dubuque, KVFD Fort Dodge, KOKX Keokuk, KFJB Marshalltown, KICM Mason City, KWPC Muscatine, KICD Spencer and KAYX Waterloo.

THREE PROMOTED

At KXOA KXOB KXOC

MANAGEMENT changes involving KXOA Sacramento, KXOB Stockton and KXOC Chico, Calif., have been announced by Lincoln Dellar, president of the three stations.

Morton Sidley, manager of KXOA, has been appointed vice president and director of sales for the three stations. Herbert N. Ferguson, manager of KXOB, has been named vice president and manager of KXOA and KXOB, while Keith Pinion, KXOB account executive, has been promoted to assistant manager of that station.

The appointments were made, Mr. Dellar said, to "effect a closer executive coordination among the three stations" and to allow him more time to devote to expansion problems of the three-station operation.

Mr. Sidley has been with KXOA since 1945. He previously was with KSFO San Francisco as sales manager. Mr. Ferguson entered radio in 1944 with KFRE Fresno, joining KXOB when it was opened in 1947. Mr. Pinion also has been with KXOB since its inception.



Mr. Sidley



Mr. Ferguson

Mr. Ferguson will make his headquarters in Sacramento, dividing his time between there and Stockton.

"VIC" DIEHM SAYS:



Get in the Know-Now!

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact

Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

AFFILIATED WITH NBC - MBS

WAZL

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 - Hazleton, Pa.

GALLAGHER—O'BRIEN

ELECTRIC COMPANY INC.

712 N. State St. DElaware 7-0460

CHICAGO 10, ILL.

ELECTRICAL CONTRACTING ENGINEERS

Electrical Contractors

for

WENR-TV

AVAILABLE THROUGHOUT MIDDLEWEST

Commercial

HENRY SEAY has returned to WOL Washington's commercial department after 2½ year absence from radio. Mr. Seay first joined station in 1931 when it was under management of **WILLIAM B. DOLPH.** He was with station for 16 years, leaving in 1947 to enter real estate business; his return renews an affiliation with the Cowles organization, owner of WOL.

BILL SINOR, former assistant manager and commercial manager of KOPP Ogden, Utah, has joined KGVO Missoula, Mont., as commercial manager.

NOEL C. BREAULT, formerly with WFCI Providence, R. I., has joined WNOC Norwich, Conn., as sales manager. **JACK PURRINGTON,** program director, has been promoted to sales post.

WSNY Schenectady, N. Y., has appointed **Adam J. Young Jr. Inc.,** New York, as its representative. Appointment is effective April 15.

CHARLES M. SCHOOFF, former president of his own publicity firm, has joined sales staff of WCFL, Chicago Federation of Labor station.



Mr. Buskett

LAWRENCE C. BUSKETT, account executive for KMPC Hollywood for past three and one-half years, has been appointed assistant sales manager in charge of local sales.

HAROLD WOOLLEY, account executive, KEEN San Jose, Calif., and Anna Arrowsmith have announced their marriage.

DON CHRISTOPHER, formerly with KVOC Casper, Wyo., as sales manager, has joined sales staff of KEEN San Jose, Calif.

EDWARD D. BRANDT, formerly with WNCA Ashville, N. C., has joined WLOS Ashevillle as commercial manager. WLOS became an ABC affiliate April 1.

JOSEPH PORTER, formerly with WMTR Morristown, N. J., has joined sales staff of WTTM Trenton, N. J.

WASK Lafayette and **WIMS Michigan City,** Ind., have appointed **Robert S. Keller Inc.,** New York, as national representative.

JOHN McENIRY has joined sales staff of KLZ Denver.

LYLE W. HALL, formerly of Chicago and with sales staff of WJJW-FM Wyandotte, Mich., has joined sales staff of WJBL Detroit.

KCBQ San Diego has appointed **George P. Hollingbery Co.,** Chicago, as exclusive representative.

JIM PAUL, formerly account executive with McCann-Erickson, has joined sales staff of WCCO Minneapolis.



Mr. Paul

HENRY R. POSTER, former salesman with Thomas B. Noble Assoc., advertising art firm, and variously associated with the Biow Co., Mutual network, ABC and WNEW New York, has joined Headley-Reed Co., New York, station representative, as salesman.

TOM DAISLEY, formerly with WNOK Columbia, S. C., has joined sales staff of WIS Columbia.

MRS. ISABELLA LOGAN has rejoined NBC Hollywood in sales traffic department, replacing **ELIZABETH FRAZER** who is on four months leave of absence in Europe. Mrs. Logan was at one time secretary to **LEWIS S. FROST,** assistant to NBC Western Division vice president.

WEED & Co., station representative, has moved to new Hollywood offices at 6331 Hollywood Blvd. Telephone is Hillside 8611.

HERB GRIFFITH of WOL Washington sales department is the father of a boy, Herbert Merriweather III.

PAUL E. GILMOR, sales manager at WHBC Canton, Ohio, is the father of a girl, Mary Elizabeth.

Response ±2.5 db, 40 cps to 15 kc; Output -46 db



Broadcast Engineers Helped Design it!

Network Shows Use it!

Now Compare it with Any in Your Studios!

You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant Has E-V Acoustalloy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.

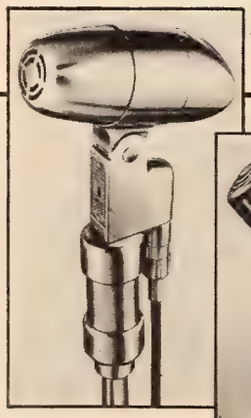
Write for full facts today!

New "650'

Response ±2.5 db,
40 cps to 15 kc.
Output —46db.
External Shock Mount.
Impedance Selector
List Price.....$150

Electro-Voice INC., BUCHANAN, MICH.

Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab



New "645"

Response ±2.5 db,
40 cps to 15 kc.
Output —50 db.
External Shock Mount.
Impedance Selector.
List Price.....$100



The "635"

Response ±2.5 db,
60 cps to 13 kc.
Output —53 db.
Impedance Selector.
For Hand or Stand.
List Price.....$60

WMIT Extends Time

WMIT (FM) Charlotte, N. C., extended its daily operating schedule, effective April 3. Station now operates 10 hours and 15 minutes daily, from 12 noon to 10:15 p.m. Owned by Gordon Gray, president of the Piedmont Publishing Co. (WSJS), Winston-Salem, and Assistant Secretary of the Army, WMIT operates on Channel 295 (106.9 mc). Harold Essex, managing director of WSJS, is WMIT general manager; John M. Dunnagan is Charlotte studio manager.

CHICAGO AUDIENCE FACTS

Sunday
9:00 to 12:00 AM

WIND 19.4%
Network A....12.5%
Network B....12.4%
Network C....10.1%
Network D.... 7.9%

PULSE Jan.-Feb. '49

W-I-N-D 560 KC 24 hours a day

NOW record your programs by the sensational new COLUMBIA LP Microgroove Method and save money!



Our Complete Facilities for Recording, Processing and Pressing by the new Microgroove Method offer these important advantages:

Greater Economy!

- ★ Substantially Lower Cost Per Record
- ★ More Program Time Per 12" Disc than on Present 16" Record
- ★ Lower Shipping Costs

Greater Convenience!

- ★ Easier to Handle ★ Saves Storage Space
- 12" Record Plays 20 minutes, each side
- 10" Record Plays 13 minutes, each side
- Full Columbia Transcription Quality Throughout

Years of collaboration by Columbia research and engineering experts have produced the greatest advance in recording in years! See and hear this amazing new development before you plan your next transcription series!

PROMPT SERVICE AND DELIVERY



CALL, WRITE, WIRE----------



Columbia Transcriptions

A DIVISION OF COLUMBIA RECORDS INC.

Trade Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas (Lp) Trade Mark

New York: 799 Seventh Ave., Circle 5-7300
Los Angeles: 8723 Alden Drive, Bradshaw 2-2759
Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

We'll be at the NAB Convention, Stevens Hotel, Room 532A

AM · FM · TELEVISION
TOWERS



Erection detail of 490'
AM - FM - TV tower for
WAZL — Hazleton, Pa.

STAINLESS, INC.
50 CHURCH STREET • N.Y.C.
PLANT NORTH WALES, PA.

News

WALTER E. HEULLE, former member of Westchester County Publishers News Bureau, has joined WOR New York's news department writing staff. Mr. Heulle replaces **ROBERT O'CONNOR** who was appointed director of sports for WOR-TV.

JAMES FLEMING, former CBS war correspondent, and more recently attache of Economic Cooperation Administration, has joined NBC's news staff.

VICTOR KOPP, former disc jockey in Pocatello, Idaho, has joined KXOB Stockton, Calif., as news editor.

URSULA M. HALLORAN, formerly in advertising department of Gimbels Pittsburgh, has joined NBC as assistant trade editor of press department.

JOHN B. BAKER Jr. has joined WHBC Canton, Ohio, as assistant news editor. He will do three newscasts Mon.-Fri.

JOHN McDONALD, farm director for WSM Nashville, Tenn., has been appointed member of Tennessee Citizens 4-H Club Leadership Committee.

MARIE STACK, CBS television news assignment editor and **ARTHUR BONNOR,** formerly of CBS news staff, now with WOR New York, have announced their marriage.

PEARSON SUED

$300,000 Asked

DAMAGES of $300,000 from Commentator Drew Pearson have been asked by Attorney General Fred N. Howser of California in a suit filed in District Court in the District of Columbia. The commentator was charged with making "untrue, false and defamatory statements" to discredit Mr. Howser.

It was charged in the suit that Mr. Pearson in a broadcast had made certain statements linking Mr. Howser with gambling. If he is successful in the suit, Mr. Howser said, all money awarded, except court costs and lawyer's fees, will go to charity.

WILM ELECTION

Announcers, Others Involved

A THREE-MEMBER panel of the National Labor Relations Board last Thursday directed the Delaware Broadcasting Co., operating WILM Wilmington, Del., to hold a secret ballot election within 30 days to determine whether or not the station's staff announcers, news editor, assistant news editor, women's program director and salesmen-announcers wish to be represented by the Philadelphia local of the American Federation of Radio Artists (AFL).

The panel, including John M. Houston, James J. Reynolds Jr. and Abe Murdock, ruled in favor of AFRA in excluding WILM's program director, Francis X. Gallagher, from the unit eligible to vote in the election. AFRA's contention that Mr. Gallagher holds a supervisory position was upheld.

The NLRB panel, affirming rullings previously issued by an NLRB trial examiner, decided in favor of WILM on the matter of whether or not News Editor William P. Frank and three salesmen-announcers, James King, Chauncey Eanes Jr. and Jackson Lee, should be included in the unit eligible to vote.

CANCER SOCIETY

Radio's Donation Estimated

TIME and talent contribution by radio and television for American Cancer Society's 1949 drive total $14,500,000, Walter King, ACS radio director, announced April 1. Transcriptions featuring top talent and live talent scripts totaling more than five and one-half hours of radio time have been sent to all stations. Network shows totaling two and one-quarter hours are scheduled plus three hours of network announcements.

For video, special shorts, totaling 17 minutes, are scheduled for local telecasts and a one-hour network review has been prepared. Television spot time using ACS kits will be used, but total time is not yet estimated.

NEVER A NEED
FOR A "CONFERENCE"
TO MAKE THIS CHOICE

In Memphis it's always a clear-cut case for

WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
68 ON YOUR RADIO

Represented by
RADIO REPRESENTATIVES, INC.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

April 1, 1949

To the PRESS and RADIO:

Subject: THE RAILROADS' FUTURE

Newspaper and radio people frequently ask about the future of our railroads -- what the railroads will be like in the years ahead, and where they will fit into the transportation picture.

Prophecy is a risky business at best, but of one thing we can be certain: we shall always have railroads. We shall have them because only in trains of cars on tracks is it possible, or will it be possible, to produce mass transportation with the necessary economy in manpower, materials and mechanical power.

There is no question that the population of the United States will continue to grow, and this will mean increased demand for transportation service. To meet this greater demand, the railroads will grow in strength and capacity.

The railroads of the future will be better physically than the railroads of today, just as today's railroads are better than those of yesterday.

The real uncertainty is whether the railroads will be able to take in enough money to meet costs and at the same time produce a reasonable rate of return on net investment, which is so essential if we are to continue to have the sort of railroads this country needs to carry its commerce and serve it in defense.

Railroad revenues depend on two things: traffic and rates. First of all, there must be a sufficient volume of business for the railroads to handle. But regardless of the volume of traffic, revenues will not be adequate unless the rates are compensatory.

Sincerely yours,

William T. Faricy

Allied Arts

RAY RICE, publicity director for past four years of Raytheon Mfg. Co., New York, has resigned to open his own publicity office. Mr. Rice will retain his present staff, taking over space now occupied by Raytheon's publicity department at 60 E. 42nd St., and will handle company's publicity on an account basis.

J. O. WILSON and WALLACE SWANSON have joined Florez Inc., Detroit promotional and training specialists. Mr. Wilson as senior account executive, and Mr. Swanson as member of editorial staff.

WILBUR S. HINMAN Jr., deputy chief of Ordinance Development Lab. of National Bureau of Standards, has been appointed assistant chief of Bureau's Electronics Division.

DAVID J. ATCHISON, former farm radio editor at NBC's Central Division, has been named assistant director of public relations for American Medical Assn., Chicago, after working as associate editor of *Nowadays* magazine.

GEORGE W. SLADE, who has been assistant director of Lowell Institute Cooperative Broadcasting Council since Dec. 1, 1946, has resigned [BROADCASTING, March 28], to become director of public information for United Prison Assn. of Massachusetts.

Equipment

A. H. NICOLL, president of Graybar Electric Co., New York, has been elected president of New York Rotary Club. Mr. Nicoll will take office May 5.

PAUL P. SMITH has been appointed renewal sales representative of Sylvania Electric Products Inc., New York.

PHILCO Corp., Philadelphia, has announced immediate delivery on an indoor television aerial which can be placed anywhere in a room and is completely adjustable as to channel and direction. Aerial is priced at $6.95.

ELECTROVOX Co., East Orange, N. J., has announced removal of its factory and general office to 60 Franklin St., East Orange. Telephone: Or. 4-1060-1-2.

Television

SAUL REISS has joined television department of United World Films, New York, as sales representative and sponsor and agency contact.

JERRY FREEDMAN, formerly with Southern Television Productions, has joined Video Events Inc., New York.

IMPRO Inc., Los Angeles, has announced that first of series of 52 twelve minute 16mm television films, *Artists and Their Models*, has been completed. Series will be leased to sponsors, with price to range from $75 to $125 each according to number of television sets in given area.

CINEVISION PRODUCTIONS, Los Angeles, has announced production of first in 13-week series of 14-minute television films, *Adventure in Arizona*.

FRENCH NETWORK
For N. America Planned

PLANS for the creation of a new network, a purely symbolic one, were revealed last Tuesday by Pierre Crenesse, director of the French Broadcasting System in North America. Uniting all of the 200 stations which regularly broadcast Radio Diffusion Francaise programs (transcribed in France in the English language and distributed to North American stations), the "Inter-National Goodwill Network" is to have no formal organizational or financial set-up. Members will receive special certificates signed by Director General Vladimir Proche of Radio Diffusion Television Francaise in Paris.

One half hour—11:45 a.m. to 12:45 p.m.—has been placed at the disposal of the new network by Radio Diffusion in Paris, and member stations, both commercial and college outlets, are requested to submit programs, transcribed in French, for broadcast from Paris over the French system. Programs should range, Mr. Crenesse said, from five to 30 minutes in length, and should illustrate some aspect of American life. Interviews with farmers, factory workers, students, were suggested to build "better understanding and good will . . . and to put people of these nations in direct contact with each other." Transcriptions should be sent to the French Broadcasting System, 934 Fifth Ave., New York.

AAAA CHAPTER
New Chesapeake Group Forms

AMERICAN Assn. of Advertising Agencies last Wednesday announced the formation of the Chesapeake Chapter. New group will include the ten offices of AAAA member agencies in Baltimore, Washington and Richmond.

The new chapter is an expansion of the former Baltimore group which voted the change at its recent annual meeting. The following were elected as officers:

Chairman, Theodore A. Newhoff, Theodore A. Newhoff Advertising Agency; vice chairman, Sidney Levyne, S. A. Levyne Co.; secretary-treasurer, Fred J. Hatch, McManus, John & Adams Inc., governors: Joseph Katz, Joseph Katz Co.; Wilbur Vansant, Vansant, Dugdale & Co. Inc., all are of Baltimore.

WHBF-FM Ups Power

POWER increase from 3.6 kw to 35 kw at WHBF-FM Rock Island, Ill., was announced last week by General Manager Les Johnson after installation of a 10 kw FM transmitter. The station, on the air since October 1947, broadcasts 8 a.m.-10:15 p.m. seven days weekly.

For Years, the Favorite from Coast to Coast...

George A. Starbird

MICROPHONE BOOMS & STANDS



Here's why Starbird Microphone Booms and Stands are used in nearly every leading broadcast station in the country—

- Designed to provide almost any microphone arrangement. "Spot your mike" where you want it; save valuable set-up time.
- Rubber tired, 3-inch, double ball bearing casters provide smooth silent change of location.
- Equipped with adapters to fit all standard microphones.
- Balancing counterweight prevents tipping under various loads—plus heavy cast iron base to insure steadiness.

Built to Give Years of Dependable Service... and to reduce set-up time.

Write for Descriptive Literature

MELETRON CORPORATION

950 North Highland Avenue, Los Angeles 38, California

MANUFACTURERS OF GEORGE A. STARBIRD EQUIPMENT



Tailored RADIO PICTURE ALBUMS FOR YOUR STATION— AT NO COST TO YOU...

Let folks *see* your station and staff through these colorful, beautifully-prepared albums —"tailor-made" to be distributed throughout your broadcast area . . . at no cost to you or your listeners. Available to only one station in any city. Proven to build listeners . . . new accounts . . . added revenue.

AT THE CONVENTION

Enjoy a free scenic ride over Chicago in our company NAVION plane the "*Gray Goose*" from Chicago's new lake front airport, 5 minutes from the Stevens. We also invite you to drop in and see us at our suite in the Stevens Hotel.

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

Write for full details, visit us at the Convention, or phone us now — 4-3262

WILK SURVEY

Stresses 'Underserved' Area

WILK Wilkes-Barre, Pa., has told FCC that 540 kc with 50 kw is the "only possible" assignment available to provide primary service to some 523,470 presently "unserved" persons in the Wilkes-Barre-Scranton area.

The engineering study, originally prepared in December 1947, was submitted in response to FCC requests for comments on its proposal that use of 540 kc be limited to 1 kw generally and prohibited altogether within 25 miles of more than 200 named military installations.

WILK conceded that its proposal "does not fall within the limitations suggested" by FCC. However, the station said, the Wilkes-Barre-Scranton area "is one of the most under-served metropolitan districts" in the Northeast. Use of 540 kc with 50 kw, WILK claimed, "would provide a primary service to a 'white area' consisting of 523,470 people." In addition, service would be provided to 345,806 who receive primary service from other stations, it was pointed out.

WILK, currently on 1450 kc with 250 w but seeking 980 kc with 5 kw day 1 kw night, said it "has sought a means for well over a year" to provide service throughout that area. The station said it considered Baltimore and Pittsburgh the only other large metropolitan areas where 540 kc could be used in the Northeast and pointed out that both cities already have Class 1 stations.

$12.7 Million Net

NET PROFIT of $12,721,610 for 1948 has been reported by Sterling Drug Inc., which also announced its 16th annual consecutive sales increase.

Sales of $134,276,862 were reported in 1948, an increase of $3,621,552 over 1947. The 1948 net profit was slightly higher than that for 1947, which was $12,058,903.

EDUCATION

Greater Radio Use Urged

CHARLES A. SIEPMAN, chairman of the New York U. department of communications and author of the FCC's famed Blue Book, delivered a key address at the 38th annual Schoolmen's Week of the U. of Pennsylvania on March 30. He urged schoolmen to exploit the educational possibilities in radio and television.

"But," Mr. Siepman said, "the teachers of the country have not taken advantage of [radios'] opportunity, and educational institutions have not taken over the places allocated to them on the FM band of frequencies. We cannot expect the FCC to reserve this air space indefinitely." Mr. Siepman said he was "not opposed to adventure serials of the 'cliff-hanger' type for children," but added "we are interested in exactly why children like to listen to that kind of program because then we could apply the technique to something sensible."

Technical



C. EDWIN REED has been named film studio technical director at NBC Chicago's video engineering department and **FRANK C. SCHNEPPER** has been transferred to TV division from AM engineering field staff.

CLARENCE L. TOUW, formerly chief engineer at KICD Spencer, Iowa, has joined KGVO Missoula, Mont., in same capacity. **ARTHUR D. DAHL**, formerly of KMHK Mitchell, S. D., has joined station as chief operator.

FRANCIS DUBOSE has been appointed chief studio control operator at WIS Columbia, S. C., replacing **ED HODGENS** who has been assigned to transmitter.

TNT Radio Measurements Co. (consulting radio engineers) moving to larger quarters at 1228 E. Compton Blvd., Compton, Calif. Phone is Nevada 63170. Principals are **JAY E. TAPP** and **RAYMOND B. TORIAN.**

I. A. MARTINO, chief engineer of WDRC Hartford, Conn., has returned to his desk after a long illness. Mr. Martino has been with station for more than 25 years.

Turntable



RADIO FEATURES, Chicago, has appointed Charles Bell Jr. of Nolan & Twichell, Albany, N. Y., as New York state sales representative.

FREDERIC W. ZIV Co., Cincinnati, has announced that Adolph Menjou and his wife, Verree Teasdale, are recording series of informal discussions, titled *Meet the Menjous*, for company. Firm announced that WOR New York has contracted for the open-end transcriptions for 52 weeks, effective April 25.

C. G. (Tiny) RENIER has resigned as national sales manager of Des Autels & Graham, Hollywood program packager. He has announced no future plans.

SESAC

TRANSCRIBED LIBRARY SERVICE

The Greatest Value Ever Offered

An expanded full-size library of matchless selections
gilt-edged in quality and presentation

Come to Suite 553A
Hotel Stevens, Chicago

LISTEN **TO OUR NEW SUPERB RECORDINGS**

HEAR **ABOUT OUR NEW TOP-NOTCH CONTINUITY SCRIPT DIVISION**

SESAC Inc. 475 Fifth Avenue, New York 17, N. Y.

THE BEST MUSIC SESAC IN AMERICA

CHICAGO AUDIENCE FACTS

Monday thru Friday
3:00 to 5:00 PM

Network A.....26%
Network B.....19%
WIND 10%
Network C..... 7%
Network D..... 6%

PULSE
Jan.-Feb. '49

W-I-N-D 560 KC
24 hours a day

Memo to Editors

COAL MINE OPERATORS IN SEARCH OF HIGHLY TRAINED PERSONNEL

So rapid and extensive has been the process of mechanizing U. S. bituminous coal mines, that it multiplies the industry's needs for skilled engineers and trained mine machine operators.

To meet this need, the bituminous coal industry, working through its national association, is developing a complete over-all program to interest young men, including the sons of miners, in electing coal mining either as an engineering career, or as a good lifetime job at better than average pay.

At the college level, Maurice D. Cooper, director of the industry's mining training program, has recently completed a survey of the 165 American colleges and universities offering engineering degrees. Thirty-three are awarding degrees in mining engineering and of these, 17 are offering degrees in coal mining engineering.

"Obviously, this indicates no great demand on the part of college engineering students for courses in this field," says Henry C. Woods, Chairman of the industry's Committee on Engineering Education, "nor are the scholarships now offered by many coal operators sufficient to attract ambitious young men." As a first step in correcting this condition, Mr. Woods points out, more operators must follow the example set by a few companies and offer part-time and vacation employment at good pay to coal mining engineering students.

At the high school level, Mr. Woods urges that coal operators encourage school officials in mining areas to focus the attention of high school boys on coal mining as a good wage-earning job. In many cases operators are cooperating in the introduction of vocational training courses in practical mining procedures. In Illinois, operators are financing literature and other informative material on modern coal mining for high schools. They are also providing an annual week-long seminar for from 30 to 40 high school principals with all expenses paid, in order to create interest in directing high school students into mechanized coal mining.

The necessity of getting the right *trained* man for each specialized responsibility and each mechanized job is something to which the more progressive operators are keenly alive. It is a sound way to protect the industry's investment in its billion-dollar improvement program.

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

BITUMINOUS COAL... LIGHTS THE WAY... FUELS THE FIRES... POWERS THE PROGRESS OF AMERICA

Promotion



TELEVISION set, offered as prize by Red Blanchard of KPRO Riverside, Calif., on his daily, 4-5:15 p.m. disc show, has caused a minor upheaval in that city. Mr Blanchard conducted an old-fashioned scavenger hunt—the television set as prize. For an hour and fifteen minutes youngsters in area sat glued to their radios, for Mr. Blanchard strung his clues throughout show. The minute it was over they swarmed forth in search of the objects. They raked the town dump, raided the neighbor's attics and nearly razed buildings to gather such objects as sardine can keys, and fertilizer sacks. Contest closed on April Fool's Day, but while it was running it created such a stir that the Los Angeles *Mirror* carried its story in Fred Beck's "What Next?" column. KPRO has sent copies of column to advertisers and agencies. On sheet on which column is printed are station statistics.

'Case History'

"CASE HISTORY" of a program promotion stunt is WIS Columbia, S. C.'s theme for its latest promotion piece. Station ran a "Name the Puppy" contest on its *Wanda and John* early morning (6:45-7 a.m.) show. Resulting promotion piece lists details of contest such as, program, time and day, sponsor, product, idea, plan, rules, run and results, under the musical banner "Where, Oh Where Has My Little Dog Gone?"

'See Yourself on Television'

DURING Home and Food Show in Davenport, Iowa, WOC-TV Davenport set up its mobile television unit, with invitation to guests to "See Yourself on Television." In addition to practical demonstration, station distributed brochure explaining television questions generally asked by viewers. And to complete its participation, WOC originated schedule of news broadcasts and musical programs from Home and Food Show booth.

'Who Is Friendly Mike?'

TO CONTINUE its promotion campaign to increase use of FM sets in Indiana, WCSI(FM) Columbus, is conducting "Who Is Friendly Mike?" campaign. "Friendly Mike" is slogan used by WCSI. Hollywood star has cut clues to his identity, and local merchants have contributed prizes to back campaign. Only persons with FM sets are permitted to enter contest.

Getting Acquainted

KTED Laguna Beach, Calif., scheduled to take air latter part of this month, is really playing "good neighbor" to Laguna's citizens. Whenever a member of station's staff observes parked car with red violation flag showing on parking meter, two pennies are inserted in meter, and following card placed on car's windshield: "Hello There!—In passing by your automobile we noticed the parking meter violation. Please accept, courtesy of . . . KTED, the additional 24 minutes we metered for you. Remember . . . for the best in music, news, sports, and public service . . . it will soon be . . . KTED . . ."

Call Letter Identification

IN CONNECTION with changing its call letters from KQW to KCBS San Francisco, station has appointed McCann-Erickson, San Francisco, to handle promotion of new call. Initial campaign calls for 950 insertions of some 100 different advertisements in 30 Northern California newspapers. This newspaper campaign is in addition to an extensive radio campaign which the station used for a week preceding the change.

Timely Topic

BASEBALL theme characterizes WPEN Philadelphia's April program folder. Stadium is pictured with batter hitting over the fence seven black balls imprinted with: "Direct Listener Mail," "WPEN Picture Poster Boards," "WPEN Newspaper Ad," "WPEN Trolley Cards," "WPEN Car Cards," "WPEN Billboards" and "All WPEN Promotion Carries Product Identification Thus Providing Bonus Name Impressions for WPEN Advertisers." On the fence is this message: "In baseball, extra hitting power helps win games. In radio, extra selling power assures sales successes. . . ."

WABF (FM) 'Program Magazine'

COMPLETE magazine is published monthly by WABF (FM) New York for its listeners. *Program Magazine* carries complete listing of all programs, articles of interest to listeners, pictures and a letters to the editor column. Magazine sells for 20¢ per copy and $1.00 per year, and includes commercial advertisements.

Cooperative FM Promotion

GENERAL ELECTRIC Co., Syracuse, N. Y., has mailed to its radio distributors a brochure outlining a cooperative FM promotion plan. Brochure lists step-by-step procedure showing how FM stations, GE distributors and dealers can "work together for new profits in FM," using company's suggestions and promotional materials.

Personnel

MARYLIN MAYNE, formerly in promotion and public affairs office of KGO San Francisco, has been promoted to KGO publicity manager. She replaces **BILL THOMPSON,** resigned.

JACK RYAN, manager of NBC Chicago press department, has been elected to board of directors of Headline Club, Chicago chapter of Sigma Delta Chi, professional journalism fraternity.

BILL TRACEY, promotion manager at WSAZ Huntington, W. Va., has been elected to membership of publicity and public relations committee for Ironton, Ohio, Centennial.

EVERYBODY'S TALKING ABOUT THE FOREIGN LANGUAGE LEADERSHIP IN NEW YORK OF

WHOM

"THE IL PROGRESSO STATION"

5000 Watts Day and Night

JUST LOOK AT THESE QUOTES:

"Today **WHOM** and its $250,000 studios are proving that the foreign language station can be an astounding success where there is a big foreign population. Under Fortune Pope, **WHOM** became one of a handful of top foreign language stations."
NEWSWEEK, November 29, 1948

"Under Fortune Pope's aegis, **WHOM** has risen to the status of one of the foremost foreign language outlets in the country."
BROADCASTING, December 27, 1948

"**WHOM** is the foremost foreign talk operation in the country."
BEN GROSS, N. Y. DAILY NEWS, January 10, 1949

OUTSTANDING RADIO PRODUCTIONS IN

ITALIAN
POLISH
JEWISH
GERMAN
SPANISH

plus

THE AFTER HOURS SWING SESSION NIGHTLY from 11 p.m. to 2 a.m.

1480 ON YOUR DIAL
WHOM

136 West 52nd Street, New York 19, N. Y. Circle 6-3900

GENEROSO POPE, *President* FORTUNE POPE, *General Manager*





Help them to help themselves



Every Easter Seal You Buy Helps a Crippled Child

Buy Easter Seals

When you buy Easter Seals you give crippled children a chance to overcome their handicaps. A chance for proper medical care, healthful recreation and special vocational training. When you buy Easter Seals you give these children an opportunity to help *themselves* to lead useful, happy lives. This year, why not buy *more* Easter Seals.

THE NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.

11 South La Salle Street, Chicago 3, Illinois

AMAZING DELIVERY!

WIBG has a remarkable record of delivering *results!* Only *proved* selling power can keep bringing back sponsors year after year . . .

WIBG

10,000 WATTS

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

FOR THE

7TH

STRAIGHT YEAR

BROADCASTING ALL HOME GAMES OF THE

ATHLETICS and PHILLIES

SPONSORED BY
THE ATLANTIC REFINING COMPANY
AND
SUPPLEE-WILLS-JONES (SEALTEST)

DIAL 990

Represented by ADAM J. YOUNG INC.

Production

CARROLL REYNOLDS, formerly MBS announcer-producer in Chicago, has been appointed production manager and night news editor at WIOU Kokomo, Ind.

STEVE McCORMICK has been appointed program manager of WOL Washington, effective today (April 11). He replaces LANSING LINDQUIST, resigned [BROADCASTING, March 28]. Mr. McCormick has been with WOL since 1935, serving as chief announcer, production manager, and since January as news editor. He is well known as Mutual's presidential announcer. LARRY FROMER, WOL's production supervisor, has been appointed producer of Mutual's *American Forum of the Air*, which originates from Washington's Shoreham Hotel under sponsorship of Universal Carloading.



Mr. McCormick

CHARLES VAUGHAN, formerly floor producer at WLWT (TV) Cincinnati, has been appointed junior producer at WLWD (TV) Dayton, Ohio.

ROBERT W. MENEFEE, former program director at WSLS Roanoke, Va., has joined announcing staff of WIP Philadelphia.

PENNY HITCHCOCK has been appointed women's director of WGLN Glens Falls, N. Y.

ROGER KRUPP, formerly staff announcer with ABC, NBC and CBS New York, has joined WTVJ (TV) Miami, Fla.

ROBERT L. SILVERBERG, chief announcer at WNOC Norwich, Conn., has been promoted to program director. AUDREY K. ALLEN has joined station to handle traffic and *Strictly for Women* program. CARTER CLEMENTS has joined WNOC as announcer.

OPIE CATES has joined CBS *Lum 'n' Abner* show as musical director.

CHARLES MOUNTAIN, Chicago radio actor, has joined announcing staff at NBC's Central Division.

JAY TROMPETER has joined announcing staff of WMOR (FM) Chicago. He was previously with WCFL and NBC Chicago and during war was manager of WXLN Nome, Alaska.

JEAN HERSHOLT, star of CBS *Dr. Christian* show, received citation April 6 on that show from Dallas Health Museum for program's "contribution to promoting confidence in the family doctor."

CHET GAYLORD, formerly with WBZ Boston, has joined WNEB Worcester, Mass., where he will conduct Mon.-Sat., 10-10:30 a.m. program.

JIM THOMAS has joined announcing staff of WSB Atlanta. He was formerly with WOPI Bristol, Tenn.; KRIS Corpus Christi, Tex., and WCYB Bristol, Va.

MARY WILSON has joined WTTM Trenton, N. J., as director of women's activities.

SID LASHER, veteran radio man, with WAGA Atlanta, Ga., since August 1947, has been appointed chief announcer at WAGA-TV.



Mr. Lasher

LEX BOYD, announcer at KROW Oakland-San Francisco, and Nyla Ruth Carroll have announced their marriage.

DON BRINKLEY, former television director at Earle Ludgin Agency, Chicago, has joined WBBM Chicago, as assistant program director.

MARION GIESEY, formerly with J. Grant Co., Pittsburgh agency, has joined WWSW Pittsburgh, as continuity chief.

HAL GREEN and ED LITTLE have joined announcing staff of WEBR Buffalo, N. Y.

FRED PARSONS, formerly announcer at WSB Atlanta, has joined announcing staff of WLW Cincinnati.

JAY RUSSELL, formerly with WWBZ Vineland, N. J., as continuity writer and disc jockey, has joined WNBZ Saranac Lake, N. Y., as program director and script chief.



Mr. Russell

"UNCLE" BILL JENKINS, formerly with WTOP Washington, has joined WEAM Arlington, Va.

ALAN NEWCOMB, formerly with WNCA Ashville, N. C., has joined announcing staff of WIS Columbia, S. C.

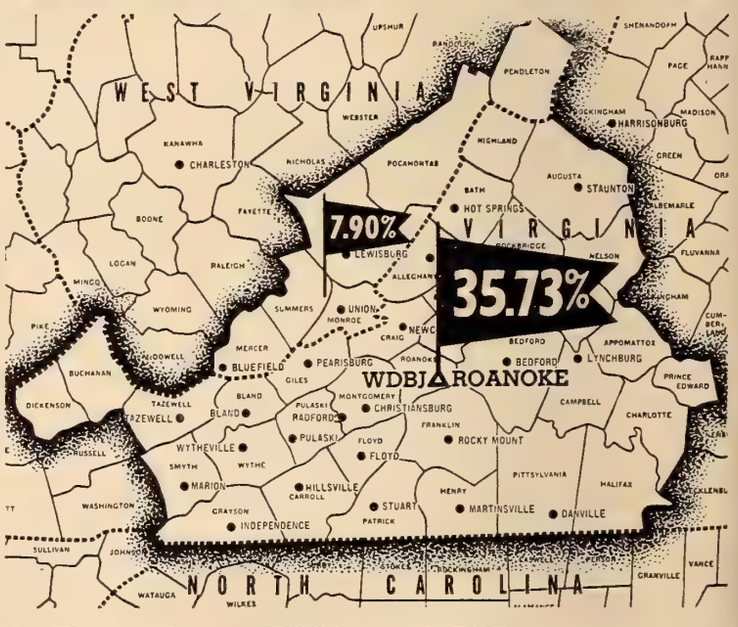
HARRY CREIGHTON, WGN Chicago announcer since 1943, moves to WGN-TV where he will work with JACK BRICKHOUSE, sports service manager, in narrating Chicago Cubs and White Sox baseball telecasts.

ERNIE DURHAM, who conducts nightly "bop" show on WONS Hartford, Conn., has been appointed managing editor of New England *Bulletin*, weekly Negro newspaper.

MARION REPENTER has joined WVET Rochester, N. Y., copy department. Prior to joining WVET, Miss Repenter was with program department of WHAM Rochester.

EMERSON BUCKLEY, associate music director at WOR New York, is the father of a boy.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



The market in WDBJ's total BMB coverage area represents 35.73% of Virginia's *total buying power.* (And 7.90% of West Virginia's).

In 50% or better BMB coverage WDBJ sells to 23.7% of Virginia's buying power.

Ask Free & Peters!

WDBJ
CBS · 5000 WATTS · 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., *National Representatives*

FINAL DECISIONS

Grants 4 Proposed, One Reversed

EFFECTUATING four proposed decisions and reversing another, FCC last week handed down final decisions granting:

- **All-Oklahoma Broadcasting Co.'s application for a new station at Tulsa using 740 kc with 50 kw day and 10 kw night, directionalized fulltime.**
- **KPHO Phoenix's application for 910 kc with 5 kw in lieu of its present 1230 kc with 250 w.**
- **Booth Radio Stations Inc.'s application for a new station at Saginaw, Mich., on 790 kc with 1 kw, directionalized fulltime.**
- **Lockport Union-Sun & Journal Inc.'s application for a new 250 w station on 1340 kc at Lockport, N. Y.**
- **White River Valley Broadcasters' application for a new station at Batesville, Ark., also on 1340 kc with 250 w.**

Mutually exclusive applications in all five cases were denied.

In the Saginaw case, FCC denied a petition filed by WKNX Saginaw charging that Booth Radio had recently filed an application for Grand Rapids for the purpose of (a) delaying action on a mutually exclusive application previously filed by WKNX or (b) to put John L. Booth, owner of Booth Radio, in a better position to bargain for purchase of WKNX. WKNX asked that the record be reopened but FCC said it found nothing to indicate the Booth application was filed for any reason except "to secure a station" in Grand Rapids.

Mr. Booth had denied the WKNX charges and said he never seriously considered buying WKNX.

The Commission reversed its proposed decision in the Batesville case, where Batesville Broadcasting Co. had been given a tentative nod over White River Valley in the initial proposal [BROADCASTING, Sept. 27, 1948].

The final decision to grant White River was based on FCC's conclusion that the diversity of interests represented in that company should outweigh Batesville Broadcasting's more extensive development of program plans and the more active role its owners planned to take in station affairs.

The reversal was viewed in some quarters as reaffirmation of FCC's policy of preferring non-newspaper applicants when other factors are generally equal. Batesville Broadcasting is controlled (51%) by the publisher of the only local daily. In oral argument Andrew W. Bennett, Washington attorney for White River, told FCC:

"If the Commission intends to abandon its newspaper policy, the proposed decision should be affirmed. On the other hand, if the newspaper policy is to be maintained, they should . . . reverse the proposed decision."

In the other cases, grants and denials were issued as contemplated in the proposed decisions. Denials went to:

KUOA Siloam Springs, Ark., which was competing with All-Oklahoma for 740 kc in lieu of its present 1290 kc with 5 kw, daytime only [BROADCASTING, Feb. 28]; KRUX Glendale and Desert Broadcasting Co. of Phoenix, rivals of KPHO in the 910 kc case [BROADCASTING, Oct. 11, 1948]; Federated Publications (licensee of WELL Battle Creek), which was seeking a new station at Lansing, and WSAM Saginaw (now on 1400 kc with 250 w) in the case won by Booth Radio [BROADCASTING, July 26, 1948]; Niagara Broadcasting System of Niagara Falls and Great Lakes System of Buffalo in the case involving Lockport Union-Sun [BROADCASTING, Jan. 24].

All-Oklahoma, grantee for the new Tulsa station, is headed by Sen. Robert S. Kerr (D-Okla.), president of WEEK Peoria, Ill. ABC affiliation is contemplated.

KPHO, which received a full-time grant for 5 kw on 910 kc, also is affiliated with ABC. KRUX in that proceeding was seeking authority to move from Glendale to Phoenix in addition to its bid for 910 kc (KRUX is on 1340 kc with 250 w). In this connection the Commission reiterated the policy first expressed in its proposed decision:

. . . In a comparative proceeding such as this and in the absence of compelling reasons to the contrary, the existing station located in the community where improved facilities are sought and which has rendered a meritorious program service to that community and proposes an extension of such service, is to be preferred to an existing station which has operated in a contiguous city and now seeks improved facilities and to move its main studio to the former city.

Comr. Frieda B. Hennock dissented, voting for KRUX.

In the Batesville case, Comr. Paul A. Walker voted for Batesville Broadcasting rather than White River. Comr. George E. Sterling took part in none of the decisions; Comr. E. M. Webster did not vote in the Batesville and Phoenix cases.

Ownership of the proposed grantees:

All-Oklahoma Broadcasting Co. — Most of the stock is owned by Sen. Kerr, former Oklahoma Governor, and several of his associates in the ownership of WEEK Peoria and in the oil and other businesses: Sen. Kerr 49%; D. A. McGee 12.25%; T. M. Kerr 11.34%; T. W. Fentem 5.67%; Dean Terrill 3.4%. Remaining stock is held by Elmer Hale (10%), who has minority interests in KMUS Muskogee and KIHN Hugo, Okla., and William R. Wallace (8.33%), who has 20% of KIHN.

Booth Radio Stations—Licensee of WJLB and WLOU (FM) Detriot and WBBC Flint; permittee for WBBC-FM Flint. Owned by John L. Booth. Affiliation with MBS is contemplated.

KPHO—Headed and controlled (51%) by Rex Schepp, veteran broadcaster. E. R. Borroff, Taylor, Borroff & Co., owns 10%. Tom Chauncey, Phoenix businessman and one-time manager of the station, owns 29%. This includes the 24% formerly held by Gene Autry, radio and film actor, who withdrew from KPHO after issuance of FCC's proposed decision. Under FCC rules, he was required to dispose of his KPHO interest when he acquired KOOL Phoenix.

Lockport Union-Sun & Journal—FM permittee (WUSJ) and publisher of "Union-Sun" and "Journal." Headed by Egbert D. Corson and controlled by himself (19.55%), his wife Katherine (21.96%) his sister Marjorie C. Kemble (46.5%), and his son Peter (2½%). Peter Corson is manager of WUSJ and will manage the AM station. Carl Raymond, who has been identified with stations in Buffalo and Schenectady and in Ohio and Massachusetts, will be assistant manager and program director.

White River Valley Broadcasters—Headed by Jared E. Trevathan, pub-

(Continued on page 172)

* More Stations Broadcast

HARRY. S. GOODMAN'S

Famous Prize Winning

Weather Forecast Jingles

Than any other open-end transcribed spot announcements

Available in both 15 and 30 second versions

Ask if your market is available—

Rooms 512-513 Stevens—NAB Convention

TV NEWS FLASH!

Weather forecast jingles are now ready for television.

See them in color.

NOW ON DISPLAY

HARRY S. GOODMAN RADIO PRODUCTIONS

19 E. 53rd Street, NYC

* Over 450 radio stations

THE

KMPC

LISTENING BOWL

• **is the richest part of the rich california market!**

POPULATION:
5,541,200

RADIO FAMILIES:
1,652,213

EFFECTIVE BUYING INCOME:
$7,226,477,400

To tap this "gold mine" KMPC offers 100 percent coverage of 8 Southern California Counties: Kern, Los Angeles, Orange, Riverside, Santa Barbara, San Bernardino, Ventura and San Diego.

KMPC is the only independent station in this area with sufficient power — 50,000 watts daytime, 10,000 watts nighttime — to support the above claim.

710 KC

KMPC

50,000 WATTS

10,000 WATTS nighttime

The Voice of Southern California

Paul H. Raymer Company, National Representatives

A Service of Broadcasting Newsweekly

APRIL 11, 1949

TELECASTING

SMPE REORGANIZATION

Plans To Include TV

IMPACT of television held the spotlight at the 65th semi-annual convention of Society of Motion Picture Engineers in New York last week. Highlight was a proposal to take in television engineers as members and to change the name of the organization to Society of Motion Picture and Television Engineers.

Announcement of the proposal was made at the society's semi-annual banquet Wednesday night by Earl I. Sponable, president of the organization and technical director of Twentieth Century-Fox Film Corp.

He revealed that the society's board of governors acted favorably on the recommendation at a meeting held before the five-day convention started last Monday.

The change would require an amendment of the society's constitution. Because revision of the basic charter is required, notice of the recommendation is being sent to all 3,000 members of the society. The entire question will then be thrashed out, following which there will be a mail referendum.

Mr. Sponable explained this and then asked the support of the members for the change. He said:

"With the great interest shown by the television industry in the engineering aspects of motion pictures, our society's important work in that field is being recognized, just as it was a few years ago, when sound was added to our previously silent films. Each of us is concerned because television depends on motion picture films and on motion picture people for program material, as well as engineering know-how."

The announcement by Mr. Sponable followed two entire days of the society's three-day meeting given over to television. It heard numerous speakers, on both the business and engineering level tell how the motion picture business can aid itself and television by getting in on the video act.

Among points made by various speakers:

● Television will cause network radio to enter a decline and in five years be superseded by coast-to-coast network television.

● Phonevision was held out as means to save Hollywood and to put television on a paying basis. Phonevision may be given a full-dress test later this year.

● Film costs are too high for television's pocketbook and therefore more live and less feature-length films will be on network shows.

● There is a need for low-cost feature films for television and it is possible to produce them.

● The TV commercial is destined to lean heavily on films because of the foolproof performance possible in motion pictures.

● Production on assembly-line basis of full-size theatre television equipment is expected in the near future.

● Value of 16mm equipment for use in television was criticized and defended. Critics said both 16mm sight and sound are inadequate while proponents claimed they are adequate if their possibilities are properly exploited.

Ralph B. Austrian, television consultant of New York, said radio was about to enter a decline. At the end of five years, it would be so hard hit by "lack of the advertiser's dollar," he predicted, that it will give way to local and regional broadcasting. It will be superseded by coast-to-coast network television, was his estimate.



Mr. Austrian

Mr. Austrian, former president of TKO Television Corp. and former vice president in charge of television for Foote, Cone & Belding, foresaw that in the New York area there would be a saturation of television sets which would reach over the 90% level.

He predicted that what would cause the expansion would be production of a receiver in the price range of $100 to $125.

He warned the motion picture business that television is a "small black cloud on its horizon now" but that it must do something about it. Because of the decline in movie attendance by televiewers, TV is a great threat to the film industry. He advocated using video to build box office.

"I think the industry will realize very shortly what a wonderful medium television is to advertise its own pictures," he said. "I think the motion picture industry will become one of the largest users of television advertising time."

John R. Howland of Zenith Radio Corp., accompanied by Dr. Alexander Ellet, inventor of Phonevision, presented a paper on Phonevision, at the same time presenting the premier showing of a film, "Zenith Presents Phonevision." In an interview prior to the presentation, Mr. Howland said a test of Phonevision, involving 300 wired homes for pay-as-you-see television, would be undertaken by Zenith some time this year, probably in the fall.

Phonevision Film

The film showed how Phonevision will work. It pictured a first-run movie telecast in scrambled form from a local television station, its receipt on a home receiver, the set-owner calling the local telephone company to switch on the unscrambling device connected to the receiver in the home but controlled by the local telephone exchange, and finally the unscrambled view on the receiver screen.

The motion picture contained a strong pitch to Hollywood to back Phonevision as a means of achieving an enormous box office through television.

As to the share of the proceeds from Phonevision, the picture indicated a three-way split between the telephone company, the telecaster and the motion picture producer, with the latter getting about 50%. The film declared the broadcaster's income from Phonevision will be far greater than the sale of the same amount of time to an advertiser. It was emphasized Phonevision does not replace television. Stations can handle it in addition to their regular "free" programming.



STATION signature cards for Crosley Broadcasting Corp.'s two new Ohio video outlets, WLWD Dayton and WLWC Columbus, are displayed by Marshall N. Terry (l), corporation's vice president in charge of television. Robert E. Dunville, Crosley vice president and general manager, gives his approval.

In questions after presentation of his paper, Mr. Howland said the equipment cost to a station to install facilities for Phonevision transmission would be about $3,000. The unscrambling device to be used in the television set could be built in for $10. Mr. Howland predicted that by 1955 there would be 19 million receivers in the United States, of which 10 million will be equipped for Phonevision. In his talk Mr. Howland said:

"Phonevision has set television free from the limitations of advertising sponsorship which have, while making American radio the finest in the world, likewise made radio a source of irritation to millions of people and prevented radio from becoming the great entertainment and cultural medium which a box-office for fine, costly features would make possible.

"Phonevision eliminates any possible need either for government operation of television or for turning this great industry over to the sole control of advertisers who are interested, not in the quality or value of the entertainment they provide, but in the amount of merchandise they can sell. . . .

"At least 80% of television entertainment will be in the form of motion pictures. . . . Hollywood must decide whether the great mass of revenue-producing entertainment required for Phonevision-television shall be provided by the American film industry or by other creators of entertainment. I hope that viewing of this film will help Hollywood to reach a wise decision."

The opening luncheon meeting of the convention was given a dismal view of motion picture use on television by Dr. Allen B. DuMont, President of DuMont Labs.

Cites Higher Costs

"It is cheaper to put on live shows," Dr. DuMont flatly told the engineers. He said DuMont network is attempting to cut down the use of film features because of their cost and the poor quality of offerings.

Teletranscriptions—film recordings from the viewing tube—also are apt to cost more than sending

he same show via cable, said Dr. DuMont. Cost of an original Teleranscription is $480 an hour plus 120 for each print, he said, whereas line charges are about $500 an our. If only a few prints are ade, however, viewing tube filmations can compete with a cabled ow. He foresaw, nevertheless, a ntinued used for film transcripons even after all network points ere hooked up via cable. They ould be especially valuable where me differentials interfered with esired program scheduling, he aid.

Large screen television for theares was given considerable attenon. Barton Kreuzer of RCA reorted at a Monday night meeting hat production on an assembly-ne basis of such equipment is exected in the near future. Pilot-un production, he said at a demontration of RCA equipment, is exected possibly by year's end. Price f a single unit would be about 25,000.

At a forum on television and notion pictures, Dave Gudebrod, anager of the motion picture deartment of N. W. Ayer & Sons, tated the requirements of a good elevision film feature for continung sponsorship. It must have box ffice appeal, continuity, technical xcellence and be reasonably riced, he said.

He illustrated his point by *Your Show Time*, half-hour dramatic lm the agency has developed for Lucky Strike cigarettes. He said he film is fed to the network via 5mm print but to non-connected tations by 16mm prints. He exressed the viewpoint that with roper planning it is possible to roduce good, reasonably priced lm features for television.

Joseph A. Moran, vice president f Young & Rubicam, said whether r not film will take over the teleision commercial will depend on ow skillfully such films are produced. The dependability of film vill help make it popular for such ommercials, he said.

Favors Short Spots

He advocated the use of short ommercials interspersed over a rogram, rather than a long oneshot commercial for a program. The latter type, he said, is an invitation to switch to another channel. He said 35mm film shows ome signs of becoming standard or commercials because of its exra quality.

On the matter of 16mm versus 5mm for use on television, varyng points of view were voiced.

Dr. Alfred N. Goldsmith, consulting engineer, expressed the pinion that 16mm prints from 16mm negatives, particularly from inescope negatives, are of a "marginal" character. He advocated, however, that present practices not e considered crystallized until after further research in both 35mm and 16mm films.

Clyde R. Keith of Western Electric Co. demonstrated "horrible examples" in 16mm sound recording, together with examples of good 16mm technique. Excessive flutter and high noise level can be improved to the standard now existing in 35mm operation, he said. This would require higher cost machines. Present 16mm equipment he characterized as too light—developed for a price market and not a professional market.

In defense of 16mm equipment, John A. Maurer, president J. A. Maurer Inc., Long Island, said lenses being used in 16mm kinescopes are inferior to those which could be used. Too many projection lenses, he said further, are on an amateur level.

Improvements in the 16mm techniques and equipment make it possible to obtain substantially higher quality of 16mm sound than is generally obtained commercially at the present time.

He said recognition of this fact and the need for 16mm in television have led to a proposal that the industry adopt a standard 16mm reproducing characteristic similar to that in use in the 35mm industry. His own conclusion was that sound quality of 16mm could equal that of the 35mm theatre standard and even surpass it if the television show required a higher standard. Mr. Maurer's talk was followed by a two-hour discussion period by a panel of experts on sound recording and reproduction.

Among others who touched on television subjects:

A. H. Brolly, Television Assoc., said known principles of television lighting make unnecessary purple lipstick and yellow rouge makeup for video appearances; incandescent and fluorescent lights are proper TV illumination.

Walter D. Engels and Maurice Kerins, WPIX (TV) New York, and George Lawlor, Houston Corp., in a joint paper told how they speeded up newsreel techniques. Reversal processing, they said, eliminated the time lag required for an extra step in conventional positive negative developing. They said this practice will be adopted eventually by all TV newsreels.

Otto H. Schade, RCA Victor, said a television system with a balanced resolution of 410 lines is technically capable of attaining an image quality equivalent to commercial 35mm films.

F. J. Bingley, WOR-TV New York, said because of lack of standardization among receiver manufacturers of the shape of the screen mask, telecasters should be careful about transmitting important picture information in picture areas likely to be masked off by the receiver.

Richard Blount, General Electric Co., described distortion due to improper lighting. Edward A. Bertram, De Luxe Labs, and Arthur J. Miller, Consolidated Film Industries Division, spoke on film laboratory practices for television. Roger D. Thompson, DuMont Labs, described techniques of picking up transparencies for TV transmission. F. N. Gillete, General Precision Lab, spoke on problems of video recording. William C. Eddy, Television Assoc., described a continuous reel capable of handling 100-foot loops of 16mm film. William F. Kruse, William F. Kruse Assoc., discussed the effect of video on education.



Another sponsor joins the WBAP-TV Fort Worth, Tex., fold as Karl Sharfenberg (seated r), president of West Texas Appliance Co., okays plans for his firm's sponsorship of *Philco Flying X Ranchboys*. Giving approval to the action are (l to r) Mrs. Lois Craig, account executive of James McBride Advertising, Fort Worth; Roy Bacus, WBAP-TV commercial manager, and E. A. Favorite, vice president of the appliance firm. The half-hour weekly variety show, formerly carried sustaining, now advertises Philco receivers for the West Texas Appliance Co. and all Fort Worth and west Texas Philco dealers.

'RANGER'-TV

Gen. Mills, Producer Sign

GENERAL MILLS closed a contract last Monday with Lone Ranger Inc. and Jack Chertok, Hollywood producer, for 52 weekly, half-hour television shows [BROADCASTING, April 4] at a cost of $750,000, the company announced. The *Lone Ranger* will be telecast on an ABC video network of more than 20 stations beginning in mid-September. Dancer - Fitzgerald - Sample, who has serviced *Ranger* radio programs and has been a General Mills agency for nearly 25 years, will handle the show.

The company plans to carry the programs to virtually every TV market, rather than just a few populous cities, according to Lowry Crites, director of media for General Mills. He and Ed Smith, director of radio and television production, said they believe the $750,000 sum is the largest single TV show production outlay to date.

Time Schedule

The programs, to be telecast Thursday at 7:30 p.m. Eastern, 6:30 p.m. Central, and 7:30 p.m. Mountain and Pacific time, will plug the company's cake mixes and other nationally advertised products, it was disclosed.

In markets where ABC has no TV affiliate, *Lone Ranger* will be available on a spot basis. General Mills expects it will be telecast in "well over 100 markets" before the end of the three-year period which the company feels is necessary to prove its potentialities both from a commercial viewpoint and as an audience builder.

Mr. Chertok, who is associated with Apex Film Corp., is widely known in Hollywood as producer of many feature movie successes, commercial films, and TV productions.

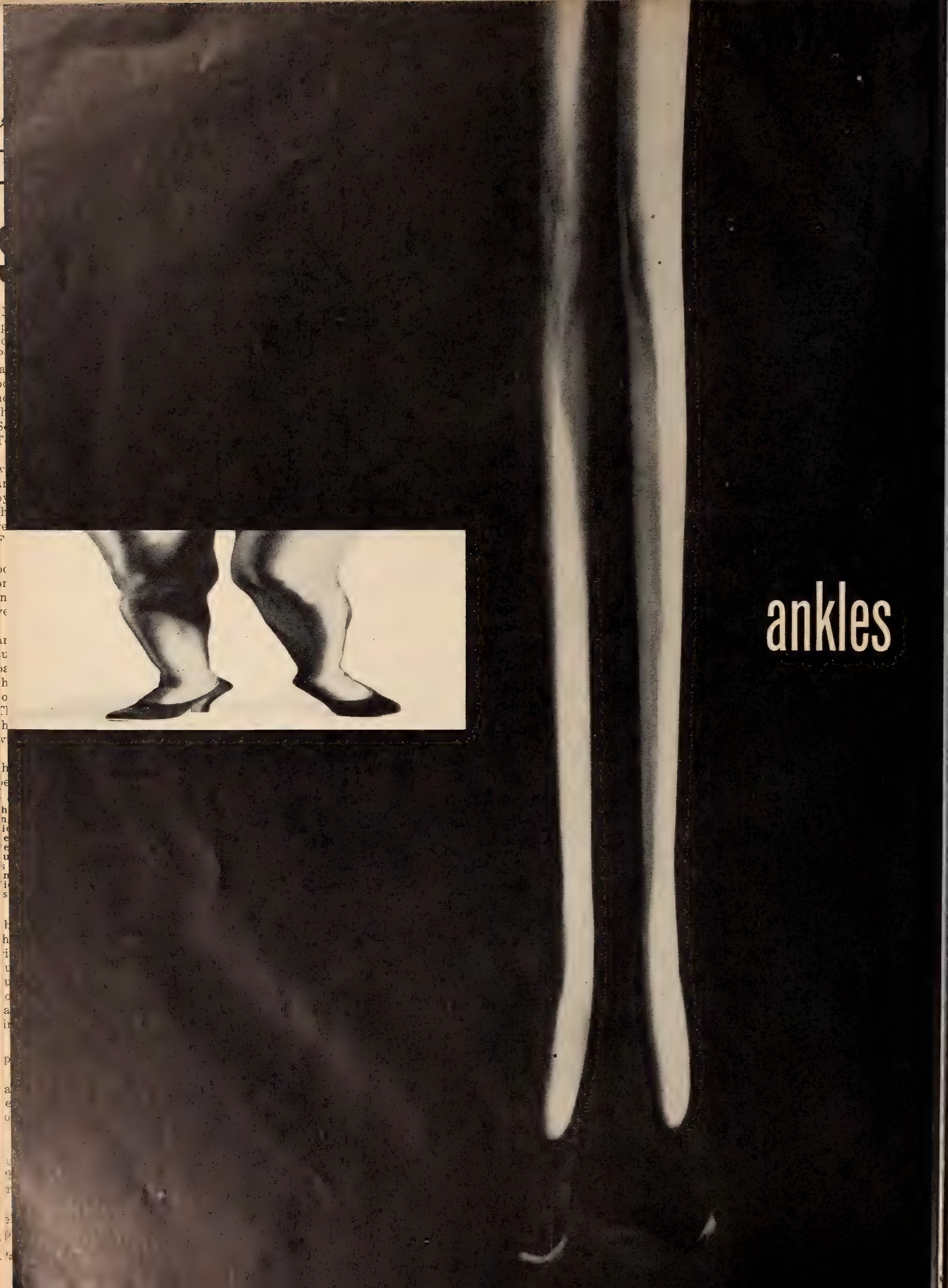
George W. Trendle, who signed the contract for Lone Ranger Inc., first presented the program to the radio world Jan. 30, 1933. Broadcasts now enter an estimated 11,800,000 homes Mondays, Wednesdays and Fridays via ABC.

BUSINESS REPORT

Sees No TV Change Soon

NATIONAL Better Business Bureau assured its members and the public April 6 that telecasting on present channels "will continue indefinitely" and that obsolescence of present television receivers would not occur "in the foreseeable future."

The bureau's conclusions were reached on the basis of information solicited from Wayne Coy, FCC Chairman, and from leading television broadcasters. The survey was prompted by inquiries from the public and from Better Business Bureaus throughout the nation.


ankles

The Coney Island-mirror distortions you see on some television screens can add alarming pounds to the prettiest girl you know. But it doesn't happen at CBS-TV.

ANKLES ARE SLIMMER HERE... because CBS engineers "stretch" them, to counteract the tendency toward widening effects on the TV screen. By the time you see them they're as pretty as they ought to be.

ACTORS ARE COOLER AT CBS... more at home... because they don't fry in tropical studio temperatures, thanks to "cold light," also developed by CBS experts.



are slimmer on CBS

THE SCENE IS LIVELIER AT CBS... because backgrounds can be made more fluid and variable with rear-screen projection... another CBS-TV development.

AND PROGRAMS ARE BETTER ON CBS... built with the same skill, enthusiasm and care that have given CBS-TV its technical leadership. Indeed CBS is today the largest and most successful creator of package programs in television.

YOUR PROGRAM WILL DO BETTER ON CBS-TV ... the network with six of the top ten Hooper-rated programs, four of which are CBS package programs.

RADIO INSTITUTE

Ohio U. To Feature TV

TELEVISION will highlight the 19th annual Institute for Education by Radio at Ohio State U. May 5-8, according to preliminary program plans announced by I. Keith Tyler, institute director.

Implications of television for American life will be considered at the second general session May 6—the first session in institute history to be devoted exclusively to a discussion of the new medium. A tentative outline calls for speeches by a motion picture executive, a network representative, a prominent educator and a distinguished editor on what television will do to the lives of millions of Americans.

The place of television on the institute program also is being expanded through the scheduling of three specialized group meetings. These will deal with TV writing, production and the use of television and educational broadcasting. In addition, chairmen of work-study groups and sectional meetings will integrate television, as it affects their various fields, into numerous individual programs, the director said.

KRABER PROMOTED

Given DuMont Network Post

TONY KRABER, former program manager for WABD (TV) New York, last Tuesday was promoted to program presentation manager for the DuMont Television Network.

Announcing the promotion, James Caddigan, network's director of programming and production, also outlined a revised organization plan for the program department. Henceforth, supervisors of each of DuMon't three studios, and Harry Coyle, director of the network's mobile operations department, are to report to Mr. Kraber, who will supervise the work done by announcers, directors, floor managers, make-up artists, scenic designers, stenographic and administrative personnel and studio crews.

New programs will be planned and produced under supervision of Lawrence Menkin, program planning manager, to whom all program department writers will report. Frank Bunetta will head training of production personnel and development of special effects, and will report directly to Mr. Caddigan.

TV Mfrs. Assn.

NEWLY formed Television Mfrs. Assn. is now officially incorporated under the laws of New York State, it has been announced by Michael L. Kaplan, president-elect of the association and president of Sightmaster Corp. Initial meeting was held March 14 [BROADCASTING, March 28]. The association will operate on a national scale.



SHOWING KNBH-NBC Hollywood television outlet facilities to Col. B. J. Palmer (second from l), president of WHO Des Moines, a recent visitor to Los Angeles, are (l to r): Edward Sobol, KNBH executive producer; Col. Nathan Levinson, technical director of Warner Bros., and John Gaunt, KNBH producer,

KGO-TV PLANS

Oakland Games Slated, May Start Expected

KGO-TV, the ABC television station in the San Francisco Bay Area, has contracted to carry home games of the Oakland baseball team when the station begins regular programming early next month, Gayle V. Grubb, KGO and KGO-TV general manager, announced last week.

The first baseball game, which is slated to be KGO-TV's initial telecast, is scheduled for May 5.

The station, operating on Channel 7 (174-180 mc), has been on the air with test patterns for more than a month. Beginning with the May 5 debut, the station will be on the air regularly five nights a week, Tuesday through Saturday.

KGO-TV will be the second San Francisco TV station on the air and the second to contract for coverage of Bay Area baseball games. KPIX, the area's first TV station which went on the air last Christmas Eve, already is covering games of the San Francisco Seals.

Mr. Grubb did not reveal terms of the contract between KGO-TV and the Oakland baseball team. He said only that the contract had been worked out during the preceding week by himself and Clarence Laws, president of the Oakland club.

Announcement of the baseball contract also was the first announcement of the date when KGO-TV plans to begin its regular programming. Previously its debut date was expected around the end of May or first of June, although no official announcement to this effect had been made.

ABC television engineers were working to put both KGO-TV and the network's Los Angeles station, KECA-TV, on the air during May. But the tentative schedule was to start the Los Angeles station first, early in May, and the San Francisco station about a month later.

A change in plans reversing this order was reportedly prompted by the almost complete halt of TV set sales in the Bay Area.

Set sales in the area boomed immediately preceding and following KPIX's debut. During the last two weeks of December the number of sets in use jumped from less than 100 to more than 2,000. By the end of January the number was up to 3,500. Then sales fell off drastically and the number today still is short of 4,000.

TV set manufacturers and distributors reportedly felt sales would pick up again when a second TV station started operation. With this in mind, their representatives contacted ABC to get the San Francisco outlet on the air as soon as possible.

ABC obliged by reversing its previous schedule and started rushing the San Francisco station on ahead of KECA-TV.

KGO-TV, operating from Sutro Mansion atop Sutro Mountain in San Francisco, has a 508-ft. tower which gives an overall height of 1,362 ft.

CANTOR ON VIDEO

Pabst To Sponsor on NBC-TV

EDDIE CANTOR has signed with Pabst Sales Co., Chicago (Pabst Blue Ribbon beer), for a semi-monthly TV variety show to be telecast on NBC starting Tuesday, Oct. 4, he announced at a personal appearance in Milwaukee April 1. Mr. Cantor, who broadcast his regular Friday evening show from Pabst's hometown, hopes to get the half-hour segment after Milton Berle's *Texaco Star Theatre*.

"If we don't get a good time, we'll go to another network," he added. Telecast will be designed along variety show lines, with Mr. Cantor operating a school of show business and introducing six or eight persons on each program. Mitzi Green, who has appeared with Mr. Cantor on AM, may join the permanent TV cast, he said. The star hopes to originate the show before an audience in Hollywood and have kinescope recordings made for the East and Midwest TV networks. If this is not possible, program will emanate from New York. Agency is Warwick & Legler, New York.

TV SET MARKET

Only 3% Saturation—Craig

THE 1½ million television receivers which have been sold to date represent only 3 to 4% saturation of the national market, John W. Craig, vice president of Avco Manufacturing Corp. and general manager of its Crosley Division, said last Tuesday. Mr. Craig addressed a luncheon meeting of the National Retail Furniture Assn. at the Shoreham Hotel, Washington.

Predicting that in the next decade "television, more than any other product, will provide stability and strength to organizations in the retail furniture, department store and appliance fields," Mr. Craig called for further easing of consumer credit controls to stimulate present sales. "By 1953 we should have produced and sold 20 million television receivers," he said.

The production of 50 million radio sets in the past three years and the impact of television will reduce radio sales in 1949, Mr. Craig asserted, but he pointed out, the industry's expected production of 9 to 10 million receivers still will be higher than the best prewar year. "We can do much to soften the impact of television by utilizing television to sell radios and phonographs," he said.

VIDEO FILM KIT

Cancer Society Prepares

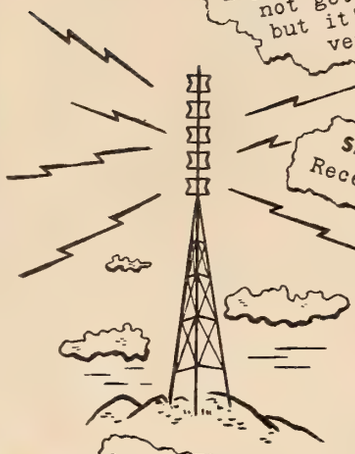
AMERICAN CANCER Society's kit of nine films, to be supplied to all video stations, was revealed in New York, March 30 at a special news preview. Films, consisting of spots and "featurettes," range in length from 15 seconds to three minutes each, and include two animated cartoon shorts.

Written and produced by Walter King, society's director of radio and television, the animations were made by Animated Arts Productions, New York, and the others by B. K. Blake Productions, also New York. The entire kit, it was understood, was produced for approximately $5,600, or the cost of two average one-minute features. Several New York stations have already accepted the kits for use.

WLWD Mobile Unit

NEW $100,000 mobile television unit of WLWD (TV), Crosley Broadcasting Corp.'s new video station in Dayton, Ohio, was dedicated and put into use April 1. In brief ceremonies, John T. Murphy, WLWD manager, dedicated the unit to the citizens of Dayton through Mayor Louis Lohrey. Others present at the christening included R. J. Rockwell, vice president in charge of engineering, Crosley Broadcasting Corp.; Willard Moore of Cincinnati, designer of the unit; Howard Lepple, WLWD chief engineer, and other members of the staff.

So. Calif. LOVES KNBH



BAKERSFIELD
Engineers claim we could not get your signal but it's coming in very clear

RIVERSIDE
Excellent in Riverside

SAN BERNARDINO
Reception excellent

ONTARIO
Keep up the good shows and you have us as a steady viewer

LOS ANGELES
Thank you for the best in television

SAN JACINTO
Your programs are of the highest order

FULLERTON
Came in so clear

PERRIS
Your broadcast last night was perfection

SANTA ANA
The top in TV entertainment

CORONA DEL MAR
Pictures and sound both come in like a million

LAGUNA BEACH
Clarity of picture unbelievably good ...programming tops

SAN CLEMENTE
Received you here as if the station were located in town

SAN DIEGO
Signal so strong I brought you in without a booster
Enjoy every minute of your time on the air

Unsolicited, thousands of letters, brimming over with enthusiasm for programs and picture alike, have been pouring in on NBC, Hollywood, ever since KNBH went on the air in January. And contrary to engineering opinion, hundreds of them have come consistently from so-called "fringe" areas, 100 miles and more from the transmitter, where TV reception in the past has been spotty and unreliable. KNBH is coming through to them consistently and clearly!

Unprecedented coverage of America's third market area... and its third television area as well (approaching 100,000 receivers)... makes KNBH the top TV buy. Join KNBH's distinguished group of TV advertisers, including Texaco, Philco, Chevrolet, RCA, Lucky Strike, Bigelow, Chesterfield, Disney Hats, Bona Fide Mills, and Motorola. Call us for particulars on program packages priced to meet your budget.

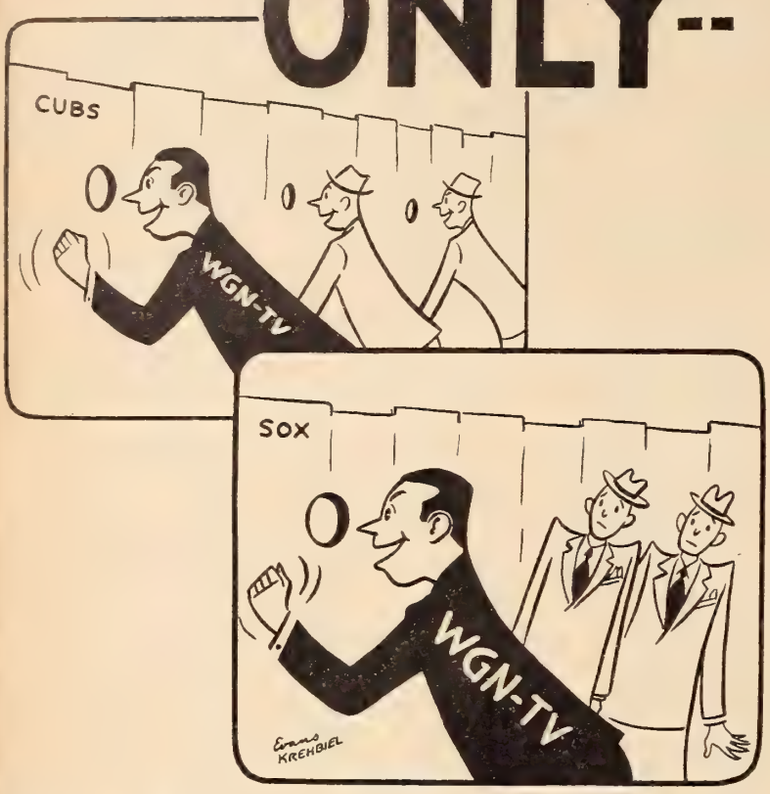
KNBH
HOLLYWOOD
Channel 4

NBC Television

THE NATIONAL BROADCASTING COMPANY
Sunset and Vine, Hollywood

A Service of Radio Corporation of America

ONLY--



WGN-TV "SEES" EVERY GAME!

Chicago televiewers don't have to *switch* channels to see the Sox and Cubs. No searching or hunting for top notch announcing—Jack Brickhouse, Chicago's ace sportscaster, is on Channel 9 with *every* game.

For the second consecutive year WGN-TV will be the only station televising the Chicago White Sox complete day and night home schedule and all the Chicago Cubs' Wrigley Field games.

Sorry that it's not all available now but you can still* sell your products on:

"Player of the day"— dugout interviews before the games

Half of all Games — the only Chicago station able to make this offer
(Every Other Game)

"The Scoreboard" — scores of other games and Grandstand Interviews

*Subject to Prior Sale

CBS
DUMONT

WGN-TV
CHANNEL 9 · CHICAGO

KFMB-TV PLANS

May 15 Start Expected

KFMB-TV San Diego will start telecasting May 15 on Channel 8, according to Jack Gross, owner and general manager.

Station's programming will start initially with 20 hours weekly, according to Mr. Gross. Of this total, he said that approximately one-third would be pickup of kinescope recordings of ABC, CBS and NBC. The pickups would be largely simultaneous with time of telecast in Los Angeles area since Mt. Soledad, site of KFMB-TV transmitter is in direct sight with Mt. Wilson, location of Los Angeles area stations' transmitters.

Beyond kinescope, he said that film and remote programming would constitute roughly one-third of his programming and the remaining third would likely be local studio originations. For remotes, he said that rights have been obtained to one Saturday afternoon game of the San Diego Padres, professional baseball team, with likelihood of one additional week-night game.

Although Mr. Gross advised BROADCASTING that any announcement of sponsors at this time would be premature, he said "there is a tremendous interest on the part of local advertisers." Rates, he said, will scale down from $200 basic hourly rate and that one-minute, nighttime film spots would cost $32. Within the station's viewing area, he says that estimates place the set ownership at 3,500.

Formal opening of the station will not take place until KECA-TV, Los Angeles owned ABC outlet, goes on air. At that time, he said a full scale opening will be staged. Latter station is expected to be on the air by the end of June, if not before.

WENR-TV EXPANDS

4,000 Sq. Ft. Are Added

ADDITIONAL 4,000 square feet of space has been acquired by WENR-TV Chicago, ABC-owned outlet, in the Civic Opera Bldg. Station will occupy space formerly used by Universal Recording Co., which will announce plans soon for enlarged quarters in a new location.

A third TV studio will be added to station's facilities as WENR-TV moves into the 42nd floor. Its present studios are in the former Chicago Civic Theatre and on the 44th floor. Main reasons for the long-term leasing of more space are "a decided increase in both local and national business and a strenuous program schedule," according to John H. Norton Jr., ABC Central Division vice president.

Mr. Norton also disclosed that new engineering and programming crews will be employed. He said the sales staff now has three account executives handling video sales operations exclusively.



FIRST Broadway "spectacular" to promote television sets is this 11-story Philco sign at the corner of Broadway and 46th St., New York. The drum major, four stories high, twirls a 30-foot baton, by way of animating Philco's slogan: "Philco—The Leader." On the photo-electric screen below, Broadway stars and cartoon movies appear in silhouette. Display was created for the Philco Corp. by Douglas Leigh.

CANADIAN TV

Vote on Control Urged

A NATION-WIDE vote should be taken to determine the medium controlling television, R. A. Hackbush, president of the Canadian Radio Technical Planning Board and general manager of Stromberg-Carlson of Canada, stated in Toronto at a meeting of radio technicians. He pointed out that a separate communications board should be set up which would regulate all forms of broadcasting.

Mr. Hackbush also pointed out that Canadian TV receiver manufacturers are worried about the proposal to place one of the two Toronto TV stations on Channel 3, which is next to WBEN-TV Buffalo on Channel 4. Such assignment of a Toronto station, will make it impossible to see WBEN-TV on Toronto receivers, he stated, when Toronto station is on the air.

SEEMAN BROS.

Plans Heavy Use of Video

SEEMAN Bros., through William H. Weintraub & Co., New York, is planning extensive use of television in key cities to highlight its current advertising campaign on Air-Wick deodorizer.

The agency's video department is currently working out detailed program plans. Seeman also is extending its radio coverage, having recently added *News Commentary with Ed Wallace* on WTAM Cleveland to its schedule of two national radio news programs—*Monday Morning Headlines* on ABC and *Allen Jackson and the News* on CBS.



WWJ-TV, first television station in Michigan, is firmly stamped on the minds of Detroiters.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the television screens in the Detroit market.

FIRST IN MICHIGAN . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

COMMON prediction of Hollywood movie tycoons, peering through the heady haze of their Corona-Coronas, is that television programming will amount to nothing until telecasters discover the miracle of film.

A discussion last week with television program experts indicated they already have seen the miracle, but have not found it comparable with, say, the Revelation at Lourdes.

Among the points on which most program executives agreed were:

● In the last few months there has been a general diminution in the use of "feature" films—the aging Hollywood products that are of insubstantial theatrical consequence and hence available to television.

● Despite the incursion of probably 300 film companies into the field of film production for television during the past year, no more than a handful of program properties remotely worth their price has been developed.

● Economic attitudes of the cinema and television differ to the point of total misunderstanding.

In the view of telecasters, Hopalong Cassidy has a niche in the future, but he is not destined to inherit the earth.

On the other hand, program executives agreed, the value of film for commercial announcements is indisputable, the flexibility of cinema techniques is immeasurably useful for integration of film sequences in live productions, and the use of film happly relieves telecasters of some strain on facilities.

DuMont Cutback

As an example of the extent to which feature film programming has been diminished, DuMont Television Network has within the past few weeks cut back its use from five and a half hours per week to two and a half—out of a total average weekly programming of 45 to 50 hours—on its key New York station, WABD (TV).

James Caddigan, DuMont director of programming, flatly asserted: "The quality of available material is not good."

CBS-TV has reduced its film programming, fed to the East Coast network, by 50% since last summer.

Charles M. Underhill, CBS director of television programs, pointed out that CBS had found it impossible to interest sponsors in feature film. He thought that advertisers objected to the lack of continuity in a feature film series, although he said it had been possible to sell some commercial spots in and around films.

Film rentals rise in proportion to the number of stations fed by a network telecast, Mr. Underhill pointed out, and because of that CBS found it uneconomical to use feature films for network sustaining programs. Live programs are cheaper.

ABC uses film basically as sustaining programming for its East Coast network, telecasting about four hours of film per week out of a total of 27 program hours.

Alexander Stronach, ABC eastern television program manager, believes there are indications of viewer resistance to film *per se*. Analyses of program popularity ratings, he said, show that "people look for live programs."

"They seem to want the immediacy of live television," he said. "Only by reaching a point of excellent entertainment could film overcome this resistance. In a contest between old film *vs.* new live, new live will win every time, and, generally speaking, you can put on live cheaper."

Except for westerns, most feature length film available to television is at least 10 years old, Mr. Stronach said. "It's outdated."

Despite the decrease in the use of feature films by networks and New York stations, however, it was pointed out that individual stations outside New York were in many instances able to show them economically. Film rentals are relatively inexpensive in markets smaller than New York, it was said.

"Some stations can get feature films for $150 or less," one network executive said. "If they sell some spots in and around them, they can make out."

Disagreement with the theory that the public objects to film *per se* came from Norman Blackburn, NBC national director of television programming. "I don't think the spontaneity factor is important," he said. "You can do special shows on film that couldn't be done live,"

Discounting feature films originally made for theatrical presentation, Mr. Blackburn said that the chief problem of motion picture production for television was economic. "Hollywood," he said, "is under the mistaken impression that quality films must be expensive and that television advertisers ought to expand their budgets to accommodate the expense."

Sinn Favors Film

That a promising future is augured for economical television film made especially for television does exist was indicated by John L. Sinn, executive vice president of the Frederic W. Ziv Co., a leading radio transcription production firm which has also undertaken television film programming.

Mr. Sinn said his company's investigations showed that film would be a bigger factor in television than transcriptions are in radio.

"A live television show is more difficult and costly to produce than is a radio show," he said, "and local TV outlets do not have the budget to cover such costs. With the use of film, the local sponsor can present a television program of top-notch calibre at a cost that is within his budget. Sponsors like the *Chicago-Tribune*, which owns its own station (WGN-TV), even purchase films.

"It is our feeling that the physical set-up for television will make stations and sponsors more dependent upon film than they were upon transcription for radio."

Probably the outstanding example of filmed programs produced for television and now regularly telecast on a network is the *Your Show Time* series on NBC, sponsored by American Tobacco.

The sponsor bought the weekly, half-hour dramatic series for $7,500 per show from Grant-Realm Productions, a Hollywood company. Yet the production cost per program amounts to as much as almost twice that figure, and seldom is below $12,500, Mr. Blackburn said.

Production costs of the *Your Show Time* series are regarded as almost impossibly low in Hollywood, according to Mr. Blackburn, yet they exceed the price that the sponsor is able to pay. " 'Cheap' means one thing in Hollywood, and another thing in TV," he said.

Grant-Realm hopes to break even or even make a small profit on the *Your Show Time* series by exploiting residual value. American Tobacco's $7,500-per-program price covers exclusive use of the film for only a year. After that the producer can make other disposition of the pictures.

As a comparison of costs of filmed and live productions, Mr. Blackburn cited another half-hour dramatic series, *Chevrolet on Broadway*, a weekly program on NBC-TV, sponsored by Chevrolet Div. of General Motors.

The *Chevrolet on Broadway* production budget is under $7,500 a week. Mr. Blackburn believes that *Your Show Time*, which costs its producers a minimum of $12,500, and *Chevrolet on Broadway*, which costs less than $7,500, are "a standoff in quality."

Although he thought it would take some time, Mr. Blackburn believed that eventually film producers will "straighten out their economics."

"There are bound to be more and better films for television," Mr. Blackburn said, "but in making

(Continued on page 162)

TV SET figures reported to BROADCASTING during the past week:

Chicago, Ill., area—115,503 as of Feb. 28, reported by city's Electric Assn.

Washington, D. C., area—40,750 as of April 1, reported by Television Circulation Committee representing TV stations WOIC WTTG WNBW WMAL-TV, all Washington.

RCA TOP SELLER IN HOME TV SETS

Advertest Metropolitan New York Study Shows

RCA, Philco and DuMont television receivers account for almost 60% of home-owned TV sets today, according to a survey of 525 TV homes in the New York metropolitan area last month by Advertest Research, New Brunswick, N. J.

The percentage breakdown showed RCA leading with 28.1, Philco second with 16.3 and DuMont third with 14.1. Other percentages were: General Electric, 8.4; Motorola, 5.6; Fada, 3.7; Crosley, 3.7; Emerson, 2.8; Magnavox, 2.6; Admiral, 2.6 and all others, 12.1.

The Advertest study also covered TV set ownership in homes according to income groups. Philco led with 30.7% in the under $3,500 yearly income group and RCA in the three other groups, over $7,500, $5,000 to $7,500 and $3,500 to $5,000.

Percentages for the over $7,500 a year group were: RCA, 46.1; DuMont, 11.5; Philco, 7.6; Motorola, 7.6; Fada, 7.4, and others, 19.8.

Other precentages:

$5,000 to $7,500—RCA, 25.0; DuMont, 19.4; Philco, 11.1; General Electric, 10.9; Motorola, 2.9, and others, 30.7.

$3,500 to $5,000—RCA, 22.5; Philco, 19.3; DuMont, 16.1; General Electric, 9.6; Motorola, 6.4; Crosley, 6.4, and others, 19.7.

Under $3,500 — Philco, 30.7; RCA, 15.3; Emerson, 9.4; General Electric, 7.2; Motorola, 7.0, and others, 30.4.

GOLD RUSH

1949 style

or look what's happening to



WHIO-TV Dayton's (OHIO) first commercial TV station

Only 49 days in commercial operation, WHIO-TV already has 40 national and local advertisers. TV set sales in Dayton are skyrocketing, too! Real proof of WHIO-TV's acceptance by both viewers and advertisers. Now is the time to start reaching the profitable Dayton market via television, while choice availabilities can be had on WHIO-TV. Contact your nearest Katz representative.

WHIO TV
DAYTON, OHIO
AM ★ FM ★ TV

Represented Nationally by
The Katz Agency, Inc.

Telestatus

(Continued from page 160)

them a lot of people are going to lose their shirts."

In the view of another television program executive, who for a time was an official of a motion picture company in Hollywood, the basic psychology of Hollywood enormously increases the difficulties of its adjustment to television.

Accustomed to lavish expenditures, Hollywood does not know how to cut corners and economize.

"I've seen the time of a hundred people wasted because somebody forgot to plug the camera into the power," he said. "And nobody thought anything of it."

It was the belief of this executive that economical production techniques for television film will probably originate elsewhere than Hollywood. "People who have been working in the Hollywood movie business have a lot of expensive habits to overcome," he said.

The volume of films prepared by Hollywood producers and made available for network telecasting is inconsiderable to date. Hal Roach has made several pictures which are being auditioned, but as yet have not been bought. The *Public Prosecutor* series produced by Jerry Fairbanks and purchased by NBC is yet to be telecast; the network is hoping to find a sponsor.

A 13-week mystery series made by the Independent Motion Picture Producers Releasing Organization of Hollywood, and purchased by CBS for $7,500 per program, is not yet on the air. CBS is offering this series to advertisers at a figure considerably below the $7,500 price it paid, again hoping to resell the series later to recover its investment.

One agreeable aspect which any television programming executive finds in film is that its use imposes virtually no strain on facilities. To that degree, film is economical in television. None of the studio facilities camera crew, electricians, production workers or cast of a live program is needed.

In another use, film has proved invaluable. The filmed commercial has become even more important to television than the recorded commercial in radio.

The proportion of filmed commercial spot announcements varies on New York stations from 75% to 95%, and probably half the commercials on television networks are filmed.

Many programming chiefs think that film will be more and more widely used in integration with live productions.

Mr. Underhill, CBS director of television programs, said that CBS was rapidly increasing its activities in that field. An example of the technique occurred in a recent telecast of *Suspense*, a weekly, half-hour dramatic show which is predominantly a live production.



WILLIAM WEDDELL (l), radio director of Leo Burnett Co., Chicago, compares notes with two sports celebrities at KFI-TV Los Angeles. Seated is Bill Veeck, president of the Cleveland Indians, who was guest expert on *Let's Talk Sports* show, which features Tom Harmon (center). Show is sponsored by Burnett's client, Brewing Corp. of America, for Carling's Red Cap Ale.

A sequence in the program required the chief actor to be chased by police. The actor, Eddie Albert, was to run through two alleys, leap a fence, enter a building, run up the stairs and into a room. This sequence was filmed on location under the direction of the *Suspense* production staff by a single cameraman commissioned for the particular job.

The film was so integrated into the live production that it was difficult if not impossible to identify it as film. CBS has used many such filmed sequences, some shot especially for the purpose, others selected from library material for background.

The *Camel Newsreel*, five quarter-hours per week on NBC-TV, also mixes considerable film with live production in what is probably the most complicated integration of film-live production on the air.

The use of integrated film suggests the probability that telecasters will expand greatly their own production of film, with their directors and producers supervising the work of cameramen who are either staff members or commissioned for particular assignments.

Present Production

In one respect telecasters are already in the film business up to their necks. The breathless expansion of film recording of live shows, for re-telecast on stations beyond the reach of network interconnection, has now reached a point at which the combined film output of television networks greatly exceeds that of Hollywood.

Different networks call the process by different names: On CBS it is "film recording;" on DuMont it is "Teletranscriptions," and on NBC and ABC it is "Kinescoping." The processes, however, are fundamentally alike.

NBC recently announced [BROADCASTING, March 28] that it was averaging 14 hours a week of kinescoping, amounting to an average yearly film production 50% larger than the total volume of Hollywood feature-length pictures.

Although this activity proceeds at other networks at somewhat slighter volume, it is vastly important to all. Under present operations, film recording of live shows is limited in use to re-telecasting on non-interconnected stations and to intramural purposes such as presentations to advertisers and agencies.

A primary circumspection in the use of kinescoping is imposed by unions. It is a general union rule that kinescoped programs must not be reused after 30 days from their production date.

Expansion of the commercialization of kinescopic film is believed doubtful, owing to union objection.

As examples of possible new uses to which kinescoping could be put, assuming union attitudes changed, executives cited the requests of some advertising agencies to kinescope commercials and programs which are now produced by motion picture techniques.

Kinescoping a program directly off the television tube is a cheaper process than shooting a movie. It does not require as many technicians, cameramen and production workers, a matter to which unions naturally object.

One advertiser, whose product is not distributed in New York, is known to have offered one New York network station a program so that it could be kinescoped there for distribution to six stations in cities where his product was sold. His offer was rejected on the grounds that such a procedure would constitute a commercialization of kinescoping to which talent and technicians, unions and guilds would object.

The question of film in television, like the bigger question of television itself, is not yet settled, all television programming executives agreed.

As one executive put it: "Everybody's feeling his way around. Anyone who has answers these days is welcome."



Leadership

IN THE UTAH MARKET

27 years in radio . . . the pioneer television station between St. Louis and the Pacific Coast —that's the record of KDYL and KDYL-TV. Some sponsors say our sales results for them are "magic," but we know it's colorful showmanship and expert "know how" that builds leadership!

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative: John Blair & Co.

CHICAGO AUDIENCE FACTS

Monday thru Friday
12 Noon to 3:00 PM

Network A.....1st
Network B.....2nd
WIND 3rd
Network C.....4th
Network D.....5th

PULSE
Jan.-Feb. '49

W-I-N-D
560 KC
24 hours a day



DU MONT

Du Mont television broadcasting started April 1, 1939

. . . another Du Mont "First"

FIRST in Development. Du Mont's development of the cathode ray picture tube made electronic television practical.

FIRST in Precision Electronics. World's foremost maker of scientific instruments employing the cathode ray tube.

FIRST in Radar. In 1933, Dr. Du Mont filed a patent application which the army asked him to withdraw. That was radar.

FIRST in Telecasting. Du Mont was the first to operate a television network and first with daytime telecasting.

FIRST in Station Equipment. Many stations have been planned and built by Du Mont.

FIRST in Fine Receivers. Du Mont built the first commerical home receiver (1939) and was first on the market with fine postwar receivers (1946).

For information on television advertising, write or call:

DU MONT TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y.

First in all phases of television . . . and only in television

Copyright 1949, Allen B. Du Mont Laboratories, Inc.

OLESEN CAN SOLVE TV LIGHTING FOR YOU!



Good TV reception starts in your studio. It can be helped or harmed by the quality of your studio lighting.

TV lighting poses special problems, a fact more and more engineers learn every day. It is significant, also, that more and more TV studios are turning to Otto K. Olesen in Hollywood for solution of their lighting. Olesen has led in specialized lighting techniques for 35 years, and is now applying this know-how to the solution of TV lighting.

No matter what your requirements—whether you want in-stock fixtures or need special designing and construction—call on Otto K. Olesen in Hollywood. You can be confident your lighting problems will be expertly diagnosed and cleared up.



Stop Worrying!
WIRE — PHONE OR MAIL COUPON

MAIL THIS COUPON FOR MORE INFORMATION!

OTTO K. OLESEN CO.
1534 Cahuenga Blvd.
Hollywood 28, Calif.
Phone: GLadstone 5194

Gentlemen: Send me complete data on TV studio lighting.

Name_____

Firm_____

Address_____

Title_____

NOTE: Use margin of page or address letter if you wish data on special TV lighting problem.

'GO SLOW' ON TV

Swezey Cautions Alabama Meet

ALTHOUGH television "is here to stay" and "from an advertiser's standpoint is immeasurably greater than sound alone," Alabama broadcasters were warned to "go slow" in entering the dual approach business.

The warning came from Robert D. Swezey, executive vice president of WDSU Broadcasting Services Inc., New Orleans, in his speech to members of the Alabama Broadcasters Assn. in convention at Mobile April 1-2.



Mr. Swezey

In the closing session, Howard Pill, WSFA Montgomery, was elected president of the association and Bert Bank, WTBC Tuscaloosa, vice president. Tom Martin of WAPX Montgomery was chosen secretary-treasurer.

Directors elected were: Richard B. Biddle, WLAY Muscle Shoals; Lionel Baxter, WAPI Birmingham; Marion Hyatt, WJHO Opelika; Bill Covington, WCOV Montgomery; Emmet Brooks, WEBJ Brewton, and Howard Martin, WALA Mobile.

Mr. Swezey's talk on television was a straight-from-the-shoulder type of honest-to-goodness advice and stirred the delegates. He told them in well-chosen, unbiased words that television "is a different animal from radio. It's more like show business and just because you have made a success in the standard radio field is no indication that you'll succeed in television. If you do go into television you're going to need capital, stamina and real ability. We are not making a profit up to date but we hope we can before too long," he said, adding that WDSU-TV New Orleans has been on the air since December 1948.

Mr. Swezey formerly was a vice president of Mutual.

Johnston Reports

Retiring President Henry P. Johnston, WSGN Birmingham general manager, in his annual report, said broadcasters want the same libel protection now granted newspapers in Alabama, and that a bill to accomplish this would be submitted to the 1949 legislature. Mr. Johnston said the measure may be "somewhat similar" to one recently enacted in Georgia which places newspapers and radio stations on an equal footing.

By unanimous vote the association approved a change in its constitution and by-laws to provide six directors instead of three.

The association agreed to work out with the U. of Alabama a plan to put a field secretary at the university. A committee had approved a close-working relationship with the university and the Alabama Polytechnic Institute (Auburn). The field secretary would maintain a fulltime office at the university and the working agreement would be similar to one which the university has with the Alabama Press Assn. Under the agreement the two educational institutions would provide technical courses which would equip college students for positions with Alabama stations.

John Fontaine of Chattanooga, Tenn., and Fred Palmer, Columbus, Ohio, were heard in comprehensive talks on sales and advertising techniques.

In conjunction with the ABA meeting, the Associated Press Broadcasters of Alabama met and elected W. Emmett Brooks of WEBJ Brewton, president. It was the second annual meeting of the group.

Jim Reese of WWWB Jasper was chosen vice president for his second term. Members of the board of directors were chosen as follows: Bill Needham, WTBF Troy; John Garrison, WFUN Huntsville; Howard Pill, WSFA Montgomery; G. P. Hamann, WBRC Birmingham.

Mr. Pill, retiring president, said the Alabama organization, first of its kind in the nation, had been responsible for several important contributions to the AP news report during the past year.

Mr. Needham was re-appointed chairman of the Continuing Study Committee of the AP Radio Report. Others named to this committee were: Frank Bush, WMFT Florence, and Pat Courlington, WAVU Albertville.

BALTIMORE TV

Aids FBI Pursuit

TELEVISION facilities of WBAL-TV Baltimore, on March 30, aided FBI agents in alerting video audiences to be on the lookout for a "badly-wanted" bank robber. Station reports the man sought was Clyde Milton Johnson of Glendale, Calif., who had escaped from Miami, Fla., City Jail on March 2, less than an hour before he was to be flown to Memphis, Tenn., where he was wanted for a $43,000 bank robbery.

FBI agents, who said it was known Mr. Johnson and his alleged girl friend, Billie Frances Glaze, reportedly had been in a Baltimore night club since that time, asked WBAL-TV to televise pictures and descriptions of the couple. It was the first time in that area police authorities had used television facilities in the pursuit of their investigation, WBAL reports.

TV Meeting Proposed

SUGGESTION that TV station sales managers meet informally during the NAB Convention was made last week by George W. Harvey, sales manager of WGN-TV Chicago. Volunteering as corresponding secretary, Mr. Harvey wrote commercial managers asking them to meet for a discussion of problems and plans. He pointed out that the NAB television session Wednesday morning will be general.

TV TO AID MOVIES

Paramount's Shupert Thinks

TELEVISION is more likely to help the motion picture industry then harm it, George T. Shupert, director of commercial operations, television division, Paramount Pictures Inc., last Tuesday told members of the Colorado Assn. of Theatre Owners in Denver.

Pointing out that video is the perfect medium by which to promote motion pictures, Mr. Shupert predicted that television would do an unprecedented selling job for the movie industry, via trailers.

"An old proverb tells us to fight fire with fire," Mr. Shupert said. "At Paramount we have a modern version: 'Fight television with television'." Paramount's planned strategy, he continued, includes turning video to the theatre's advantage by telecasting stage shows and audience participation shows."

SLIDE PROJECTOR

For TV Developed by Gray

NEW SLIDE projector, the Telop, for use with television film cameras has been developed by Gray Research and Development Co., Hartford, Conn., the company announced last week.

The Telop is a dual projector, the announcement said, and can be used for flashes of news photos, temperature readings or time, station or sponsor identification, titles, announcements, or superimposition of slides to aid lecturers. Four slide openings, two vertical and two horizontal, receive either physical objects or five-card slide holders.

OKLAHOMA VIDEO

WKY-TV Installs Antenna

INSTALLATION of antenna for WKY-TV Oklahoma City was completed last week and the station hopes to air a test pattern by this Friday (April 15) and begin operations by mid-May or early June.

The five-bay, super-turnstile TV antenna is mounted on a 968-foot tower at Britton, eight miles northeast of Oklahoma City. Installation was completed April 3 after a five day delay due to bad weather. WKY-TV, owned by the WKY Radiophone Co., will operate on Channel 4 (66-72 mc).

Spot Accounts

(Continued from page 54)

AVERAGE NUMBER OF STATIONS

	QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Maxwell House Coffee	2	2	2	2
Maxwell House Instant Coffee	2	2	2	2
Minute Maid Orange Juice	9	10	—	—
Nescafe	—	—	1	1
Nu-Grape Soda & Sun Crest	1	1	—	—
Orange Crush	—	8	—	—
Postum (Instant)	—	13	14	9
Sanka & Instant Sanka Coffee	1	1	—	1
Savarin Coffee	2	2	2	2
Tetley Tea	2	—	—	—
"26" Coffee	*	6	5	5
Walter Baker's Cocoa	1	10	1	1
Welch Grape Juice Co. (all products)	—	54	51	6
White Rock Beverages	33	38	34	6
White Rock Sparkling Water	1	—	—	—
Yuban Coffee	2	2	1	4
CIGARETTES & TOBACCO				
Alligator Cigarettes	2	—	—	—
Dill's Best Tobacco	10	8	—	—
Dutch Master Cigars	—	—	4	5
El Praco Cigars	—	—	4	5
Embassy Cigarettes	1	16	22	15
Harvester Cigars	10	10	6	4
Old Gold Cigarettes	31	77	79	74
Parliament Cigarettes	1	1	1	1
CONFECTIONS				
Bolster Bar	—	37	—	41
Brock Candy Bar	102	60	51	81
Charms	—	5	—	—
Chase Candy	—	—	—	7
Chuckles	—	—	—	—
Delicia Sugar Wafers	—	*	*	*
Fanny Farmer Candies	8	4	4	5
Good & Plenty	1	1	—	—
Kernal Fresh Salted Nuts	6	6	6	—
Loft Candies	—	—	—	3
M & M Candies	33	6	—	—
Milk Shake Bars	—	26	27	24
Nestles Semi Sweet Chocolate	6	6	6	6
Pecan Pete Candy Bar	*	*	*	*
Rockwood Chocolate Bars	41	41	41	41
Suchard Chocolate Bars	18	7	1	14
Suchard Chocolate Squares	—	8	3	10
Warren's Chewing Gum	1	—	—	—
Whiz Candy Bar	*	*	*	*
DRUGS				
Algaederm	2	3	2	1
Bell-Ans	—	—	—	3
Black-Draught	95	98	—	108
Brandenfels Scalp Application	2	—	—	—
Cardui	95	98	—	108
Cystex	3	3	3	3
Dr. Barron's Foot Pads	—	1	—	—
Dr. Pierce's A-Nuric	—	1	—	—
Dr. Pierce's Favorite Presc.	3	1	—	—
Dr. Pierce's Golden Medical	8	2	—	8
Dolcin	*	60	82	*
Father John's Medicine	24	—	—	—
Foley's Honey & Tar Cough Syrup	3	*	*	*
Johnson's Back Plasters	10	—	—	—
Kyron	—	—	4	5
Lydia E. Pinkham Vegetable Comp.	—	23	14	9
Medrex	1	1	1	1
Mendaco	3	3	3	3
Mentholatum	9	—	3	5
Musterole	8	—	—	63
Musterole Brand Liniment	1	—	—	—
Nervine	75	89	86	92
No-Doz Awakeners	—	—	3	2
Pertussin	51	—	—	179
Piso's for Coughs	8	—	—	—
Pomind	3	3	3	3
Serutan-Nutrex-RDX	3	1	1	1
Stanback Headache Powders	73	77	71	70
Therm Massage	—	1	—	—
Tyrone	95	98	—	108
FOODS				
Abbott's De Luxe Milk	3	2	2	2
Abbott's Ice Cream	10	9	9	9
Amazo Instant Desert	—	2	*	*
Amazo Syrups	—	—	—	—
Armour Dairy & Poultry Prod.	—	9	*	*
Armour's Meats	3	2	*	*
Armour's Shortening	—	1	*	*
Arnold Brick Oven Bread	1	—	—	—

AVERAGE NUMBER OF STATIONS

	QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Aunt Hannah's Bread	7	7	7	7
Baker's Coconut	—	—	1	1
Baker's 4 in 1 Sweet Cocoa Mix	—	—	—	2
Beardsley's Codfish	—	—	—	1
Beatrice Foods	2	1	—	—
Berio Olive & Francesconi	—	—	—	15
Betty Crocker Soup	3	2	—	—
Betty Gaylord Cream Pie Mix	—	—	2	2
Bird's Eye Frosted Foods	79	93	—	102
Bird's Eye Frosted Peas	—	—	13	—
Bisquick	5	5	—	—
Black Hawk Meats	7	1	1	1
Blue Label Ketchup & Chili	6	6	6	6
Borden's Dairy Prod.	8	8	—	—
Borden's Starlac	1	1	1	1
Breakstone Dairy Products	—	—	1	3
Brer' Rabbit Molasses	21	—	—	—
Breyer's Ice Cream	14	14	15	16
Brill's Spaghetti Sauce	—	—	—	12
Broadcast Corned Beef Hash	5	6	4	4
Bud Waffle Syrup	19	—	—	—
Calumet Baking Powder	9	11	12	15
Campbell Soups	1	*	*	*
Capital Bread & Cake	13	15	4	8
Carnation Evaporated Milk	1	1	1	1
Castleberry's Foods & Sauces	—	2	—	—
Certified Bread	1	1	1	1
Chef Boy-Ar-Dee	52	52	—	—
Clinton Puddings	—	—	15	3
Comstock Pie Sliced Apples	6	8	—	—
Consolidated Dairy Products	—	3	9	9
Crax	8	15	30	6
Crust Quick	—	—	1	—
L. De Martini Prod.	—	—	1	—
Diamond Crystal Kosher Salt	—	—	—	1
Diamond Crystal Shaker Salt	15	4	2	2
Dole Pineapple & Juice	2	1	—	1
Dugan Bros. Baking Prod.	1	1	1	1
Durr's Pork Prod.	1	1	1	1
Eskimo Pies	—	12	14	—
Fleischmann's Bread & Rolls	2	—	—	—
Florida Citrus Commission	74	74	72	—

(Continued on page 166)



CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

Five Star Final

April • HOLLYWOOD • 1949

TV Daily "Comics" . . .

"COLT McKEEN", TV's first daily Western "comic strip" on film, has been completed by **Five Star Productions.** Five-a-week strip will be marketed directly to ad agencies with national price set at low figure of $300 per episode, commissionable. Hollywood demo screenings are now under way, with New York screenings set for May.



FIVE STAR has two other 5-minute daily TV shows in work. **"QuiZoo,"** game-and-puzzle strip, is aimed to sell at $200 daily. Third strip of projected 15-minute block will be **"Johnny Handy,"** kid adventure strip. Price $300 daily—less 15%. Samples on these ready June 1.





"BANDIT," Colt's thievish coon is also cast in **"Artist in Crime,"** Five Star's "comic strip mystery." This weekly 15-minute show is priced at $1250, gross. **"Guess Again,"** cartoon quiz show, is available on Animatic through ABC network, New York, at $1000 weekly, net.

1200 TV Com'ls . . .

TEN YEARS in business, **Five Star** has produced more than 1,200 short ad-films for Theater and TV use. Clients include Ford, Dr. Pepper, Coca-Cola, Whitman's Sampler, etc. **(ED. NOTE: See story on p. 5 of Telecasting section of Feb. 28 BROADCASTING.)** TV spot prices start as low as $250 commissionable, with free script and story board services included.





FIVE STAR, located at 6526 Sunset, H'wood, is recognized as **"World's Largest Producer of Cartoon Advertising Films."** These new cartoon TV shows will add further to this enviable reputation. Staffed by top craftsmen long skilled in advertising and showmanship, **Five Star Productions** is bound to maintain its edge, budget-wise and Sales-wise, in all types of TV production. Write for specific data.

Spot Accounts

(Continued from page 165)

AVERAGE NUMBER OF STATIONS

	QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Foremost Dairies Ice Cream	—	—	—	1
Friehofers Hollywood Bread	3	3	—	—
Gemma Cooking Oil	9	8	2	1
Golden Blossom Honey	10	9	9	9
Good Luck Margarine	1	—	—	—
Gravem Inglis Baking Products Co.	4	4	4	4
Grennan Cakes	1	1	1	1
H-O Cream Farina	25	24	3	3
H-O Oats	26	25	3	3
Happy Family Baking Powder	10	13	13	13
Hellmans Mayonnaise	26	25	7	4
Herb-Ox Boullion Cubes	2	1	1	1
Holsum Bread & Doughnuts	6	7	8	13
Home-Spun Biscuits	1	1	1	1
Homespun Bread	—	—	3	—
Horsey Canned Citrus Fruits & Juices	—	1	—	—
Hostess Cakes	65	65	65	65
Jane Logan Deluxe Ice Cream	10	9	9	9
Joy Cake Mixes	12	—	—	—
Jumbo Peanut Butter	19	2	—	—
Junket Brand Rennet Powder	24	—	—	—
Kellogg's Corn Flakes	—	—	*	*
Kellogg's Pep	—	—	*	*
King Midas Feeds	—	—	—	6
King Midas Flour	11	11	11	11
Kounty Kist Peas	1	1	1	1
Kroger Bread	23	23	23	21
Kroger Co. (Various Products—Fall Sales Campaign)	—	—	—	10
Kroger Salad Dressing	—	—	—	2
Lay's Potato Chips & Fritos	—	1	—	—
Lettuce Leaf Salad Oil	—	12	15	1
Light Crust Flour	16	19	21	14
Lipton's Spaghetti Sauce	2	—	—	—
Mayrose Meats	—	—	1	—
Milani Foods	—	—	—	20
Minot Cranberry Sauce	—	—	—	1
Minute Rice	52	36	21	71
Minute Tapioca	17	50	—	—
Maglias Ice Cream	1	1	1	1
Mueller's Macaroni	20	20	20	20
Musselman's Applepie	12	—	—	—
NBC Bread	23	24	20	18
Nabisco 100% Bran	24	25	12	11
Nabisco Shredded Wheat	196	144	87	—
Nestle's Evaporated Milk	27	42	42	43
Nucoa Margarine	25	24	3	3
Nu-Maid Margarine	87	96	89	80
Omega Flour	9	11	10	15
Oscar Mayer Meat Products	7	6	3	3
Pepperidge Farm Breads	—	12	—	—
Pet Evaporated Milk	24	24	24	—
Peter Pan Peanut Butter	1	—	—	—
Phillips Soups & Vegetables	2	1	1	1
Pillsbury Best Flour	26	20	13	7
Pillsbury Dual Cake Mix	—	—	1	—
Pillsbury Farina	1	1	—	—
Pillsbury Pancake Mix	—	—	—	1
Pillsbury White Cake Mix	—	5	—	—
Post's Cereal Products	1	1	1	1
Premium Crackers	16	16	1	10
Presto Cake Flour	25	24	3	3
Purasnow Flour	6	5	7	7
Pyequick	3	2	—	—
Q-T Instant Frosting	1	1	—	6
Q-T Pie Crust & Pastry Mix	1	1	—	—
Quaker Sugar	12	12	—	—
Ralston Cereals	1	1	1	1
Red Band Flour	1	1	—	—
Red Star Flour	3	3	3	3
Robin Hood Flour	2	2	2	2
Rochester Dairy Evaporated Milk	1	2	2	2
Ronzoni Spaghetti Products	7	7	7	7
Seabrook Farms Frozen Foods	—	1	—	—
Sealtest Ice Cream & Milk	—	17	19	—
Sheffield Milk	1	2	2	1
Skippy Peanut Butter	33	34	35	43
Smith Split Peas	14	12	12	12
Snider Condiments	8	8	—	2
Snow Crop Frozen Foods	3	—	—	4
Southern Dairies Ice Cream	8	9	6	2
Sperry Drifted Home-Perfected Flour	14	15	16	16
Sperry "La Pina" Flour	—	—	16	16
Sperry Pancake & Waffle Mix	14	15	16	16
Sperry Wheat Hearts	14	15	16	16

(Continued on page 172)



PLEASED with the contract that gives KLAC-TV Los Angeles exclusive television rights to all Los Angeles Angels home games are (l to r) Don Fedderson, vice president and general manager, KLAC-TV; Don Stewart, Angels' president, and Dave Lundy, station's general sales manager. Pabst Beer will sponsor half of season's scheduled games. Remaining games are as yet unsigned.

WGN-TV ANTENNA

To Be Completed by May 1

TELEVISION antenna for WGN-TV Chicago will be in operation atop the Tribune Tower by May 1, according to Engineering Director Carl J. Meyers. The 100-foot TV-FM antenna, supported by a 33-foot steel mast, will tower 610 feet above ground level. This is more than 180 feet higher than the present TV antenna on top of the Daily News Bldg.

Three studios in the new building annex will be available for TV shows only, and three others may be used, Mr. Meyers said. The master control room will have an adjoining projection room and announcing studio. The main audience studio of WGN will be remodeled for simulcasts. The entire TV operation, including executive and business offices, are expected to move from the Daily News Bldg. headquarters to the Tower annex by January, Mr. Meyers said.

CHICAGO AUDIENCE FACTS

Sunday
12 Noon to 2 PM
Network A.....1st
WIND 2nd
Network B.....3rd
Network C.....4th
Network D.....5th

PULSE Jan.-Feb. '49

W-I-N-D 560 KC 24 hours a day

NEW Program, *Orders of the Day*, is being aired by WWDC Washington in cooperation with D. C. division of American Automobile Assn., the District schools and the police. Broadcast by Milton Q. Ford every schoolday morning at 8, program is directed at 3,500 members of School Safety patrol in Washington. It is designed to reach patrols just before they leave home for their beats, and it gives last minute changes in traffic conditions and emergency instructions. Mr. Ford also airs news of meetings and points out ways in which work of patrols can be improved.

'Pet Parade'

FEATURING "Uncle" Jim Willard, noted animal authority and official of SPAC, new series of programs devoted to youngsters and their dogs entitled, *Pet Parade*, has been started by WCAU-TV Philadelphia on Saturdays, 6:15-6:30 p.m. Youngsters show their dogs, usually mixed breed variety, and tell about their methods of training and feeding. Mr. Willard poses a general question on dog care and gives a prize for best answer by a youngster on the show. He awards a puppy a week to writer of best letter telling why he should have the dog and what will be done to give it a good home.

Programs

Hobby Show

FIFTEEN minutes of interviews with interesting hobbyists is format of WMAR-TV Baltimore's *Donald Kirkley's Hobby Show*. Each Sunday at 10:15 p.m. some well-known hobbyist brings part of collection to show the television audience and tell some of the interesting stories and sidelights of the hobby. Each week the guest leaves some memento of his hobby with Mr. Kirkley to be put on display in the set. In addition, a scrapbook of the program is kept with a picture of each week's guest, his hobby and autograph.

Public Service Time

AN HOUR and a half of consecutive public service programs began its weekly schedule on KJR Seattle, Wash., on Sunday, April 3, between 11 a.m. and 12:30 p.m. In 11 a.m. time slot is ABC's *Child World* series, followed by local panel discussion of show, transcribed at Radio Hall on U. of Washington campus. At 11:30 *Science Headlines* is presented, followed by *University Guest*. The Seattle Art Museum's *Art For Your Sake* comes on at 12 noon. The strip concludes with *Speaking of Books*, moderated by Rev. Josiah Bartlett, minister of University Unitarian Church. Objective of programming is to provide continuity of high-quality community interest programs in the important listening period.

PER INQUIRY

New Offer Made to Stations

ANOTHER in the growing number of per inquiry advertising offers to radio stations has been reported in New York.

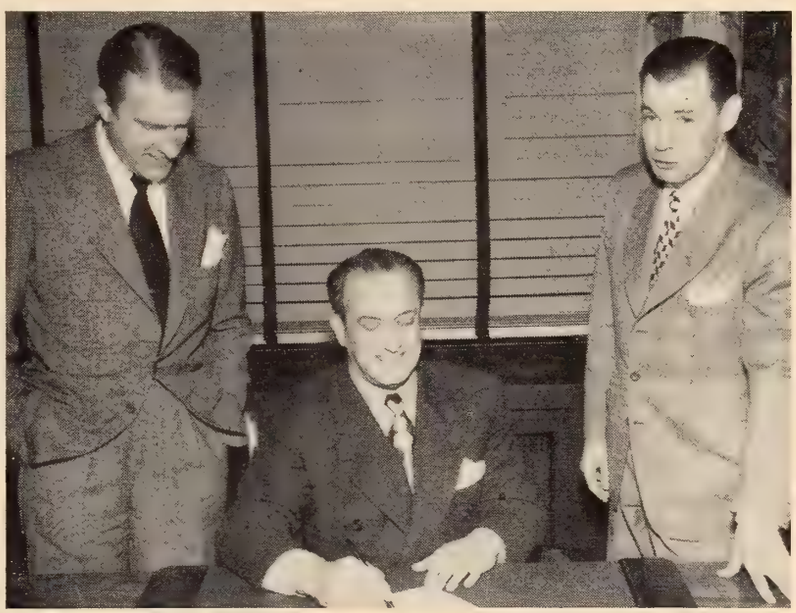
Stations reportedly were being solicited by the Marvel Sales Corp., of 18 E. 41st St., New York, to sell the "Little Marvel Electric Water Heater."

According to a letter sent to stations by the sales company, the heater, which can be attached to any cold water faucet, sells for $4.98. "We will allow your station $2 per sale on a per-order basis," the letter reads.

"Or we will buy time if your station will guarantee orders on the same pro-rata basis," the letter adds.

The Marvel Sales Corp. claims to have spent "over a quarter of a million dollars in magazines, newspapers and radio advertisements" in the past ten months. Attached to the letters to stations were tear sheets of advertisements which, the company said, were "appearing in leading magazines."

There was no indication in the letter that magazines were accepting the advertising on the per inquiry basis that was offerred to stations.



AL GOODMAN (seated), orchestra leader, will record exclusively for Associated Program Service in transcription field under terms of new contract. With him are two APS executives, Andrew M. Wiswell (l), vice president and recording director, and Richard S. Testut, vice president and general manager.

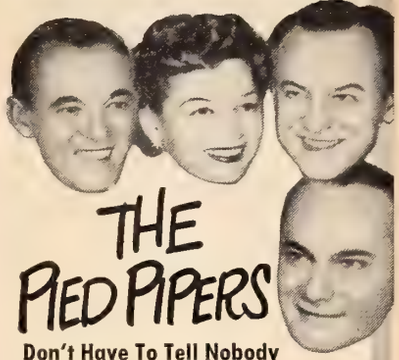
Protection

LEGISLATION to impose severe punishment upon anyone using radio as part of a plan to overthrow the government was proposed March 31 by Rep. Anthony Cavalcante (D-Pa.). The bill (HR 3927), which was referred to the House Judiciary Committee, would make it a crime for any person, as part of a plan to overthrow the government of the United States by force or violence, to incite contempt for the government, by use of motion pictures, publications or broadcasts. Conviction would carry a fine of not more than $10,000 or imprisonment for not more than 10 years or both.



GRAB A BIGGER SLICE OF THE AUDIENCE...

Spin These Special RCA Victor "DJ" Platters*



THE PIED PIPERS
Don't Have To Tell Nobody
Little Lost Dream
DJ-677



LARRY GREEN
You're So Understanding
Blue Rhumba
DJ-678



BUDDY MORENO
Thank You
My Bashful Nashville Gal From Tennessee
DJ-679



THE PAGE CAVANAUGH TRIO
Bianca
Always True To You In My Dreams
DJ-680

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

here's how you can reach the TOP QUARTER MILLION
Families in Southern California!

FROM SANTA BARBARA TO THE MEXICAN BORDER

250,000 CHOICE families have paid MORE for their radio sets to get the high fidelity reception and quality programming of FM broadcasting. KFMV REACHES THEM ALL. It is the only independent FM station broadcasting from 6000 foot Mt. Wilson, and is unexcelled in power (58,000 watts) by ANY Southern California station.

KFMV'S SPECIALIZED PROGRAMMING

is geared to the high-income high-cultural level with emphasis on classical music and good features. Examples are the West's only radio program dealing with the legitimate theater ("On Stage with Ben Kamsler"), the only broadcast on the world of art, and the exclusive release of Representative Helen Gahagan Douglas' "Your Congresswoman Reports" from Washington.

MAIL TELLS THE STORY.

Hundreds of letters are constantly pouring in from enthusiastic listeners . . . executives, movie stars, producers, doctors, professional men in the high income areas of Beverly Hills, Santa Barbara, San Marino, Bel Air, Pasadena, La Jolla.

THIS IS AN AUDIENCE THAT CAN BUY
DO YOU WANT TO SELL IT?

Write TODAY for FULL Information
(Choice periods are open)

KFMV
UNION BROADCASTING CORPORATION
6540 Sunset Blvd., Hollywood 28, California

Class 26 (Continued)

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
"Lux Radio Theatre" J. Walter Thompson	Lux Soap & Flakes	CBS-153/CBC-1 (11 mos.)	1,230,710		
"My Friend Irma" Young & Rubicam; eff. August. Foote, Cone & Belding	Swan Soap Pepsodent	CBS-148-½ (11 mos.)	567,431		
"Bob Hope Show" "Corliss Archer" (summer) Young & Rubicam	Swan Soap Pepsodent	NBC-153/CBC-½	714,661		
"Hap Harrigan"	Dentrifices	MBS-2-1¼ (one time)	81		
"The Saint" Foote, Cone & Belding	Trim Hair Tonic	CBS-14-½ (Jan.-June)	37,725		
BRISTOL-MYERS CO.*			$2,101,045	$2,171,879	.....
"Break the Bank" Doherty, Clifford & Shenfield	Ipana, Sal Hepatica, Mum, Minit-Rub, Benex Ammen	ABC-201-½	770,003		
"Tex & Jinx" (July-Sept.) "Duffy's Tavern" Young & Rubicam	Ipana, Trushay	NBC-160-½	666,097		
"Mr. District Attorney" Doherty, Clifford & Shenfield	Sal Hepatica, Vitalis, Ipana	NBC-160-½	664,945		
STERLING DRUG*			$1,868,772	$1,543,493	.....
"Backstage Wife" Dancer, Fitzgerald & Sample	Dr. Lyons Paste, Double Danderine, Coconut Oil Shampoo, Energine Cleaning Fluid, Astring-O-Sol	NBC-146-1¼	857,031		
"Manhattan Merry Go Round" Dancer, Fitzgerald & Sample	Dr. Lyons Paste & Powder	NBC-152-½	677,158		
"Molle Mystery Theatre"	Molle Shave Cream, Double Danderine	NBC-140-½ (Jan.-June)	334,583		

Source: Publishers Information Bureau
** BROADCASTING estimate

* Additional expenditures in other product groups
† Includes all products, household soaps, etc.

Class 26

(Continued from page 134)

spot radio for its new permanent wave kit, Lilt.

San-Nap-Pak Mfg. Co. is using announcements and participations in eastern and midwestern markets for Lydia Grey Doeskin tissues and dinner napkins. Personal Products Corp. has a limited spot campaign for Yes tissues. New spot users this year include Sayman Products Co. (soaps and salves) and Sulfer-8 Chemical Co. (hair and scalp preparations).

Marlin Firearms Co. will use both radio and TV spots to promote its April tie-in with the American Cancer Society campaign in the greater New York area. Purchasers of Marlin razor blades will be asked to mail the empty cartons to the Society, to whom the company will pay the full price of all packages mailed between April 11 and 28 as its contribution to the drive.

TV network advertisers in the toiletries category include American Home Products sponsoring *Mary Kay & Johnny*, weekly half-hour on CBS-TV, for Kolynos and Anacin; Barbasol Co., *Week in Review*, 15 minutes a week on CBS-TV; Bristol-Myers Co. broadcasts *Break the Bank* on ABC AM and TV networks 30 minutes each Friday for Vitalis, Ipana and Sal Hepatica, and sponsors the Tuesday and Thursday *Lucky Pup* quarter-hour CBS telecasts for Ipana; Gillette Safety Razor Corp. continues to sponsor the Monday and Friday night fights on NBC-TV; Chesbrough Mfg. Co. this month started five-minute *Greatest Fights* films on NBC-TV following the Gillette fights; Colgate-Palmolive-Peet Co. has just begun sponsoring two quarter-hours of *Howdy Doody* a week, NBC-TV, for toothpaste and soap. International Cellucotton Co. (Kleenex) will shortly start a half-hour weekly TV show on ABC.

The two-hour Thanksgiving Day telecast on ABC last fall sponsored by Illinois Watch Case Co., which sponsors Groucho Marx on ABC's AM network, was so successful



that the company has signed a ten-year contract with ABC for two-hour holiday telecasts on both Thanksgiving and Christmas, beginning in 1949.

Toilet goods sponsors of video programs and announcements, all single-market campaigns, include: American Home Products (Kolynos), Lehn & Fink Products Corp. (perfumes), Marlin Firearms Co. (razor blades), Murphy Laboratories (Evergreen Pine Soap), Owen & Minor Drug Co. (hair tonic), Riesser Co. (Venida Hairnets), Skin-Tested Drug Products (Cyl-Dent dental cream), Sterling Drug (Molle), Wildroot Co. (hair preparations).

Class 27: . . . . Travel

EXCEPT for such institutional campaigns as those of Assn. of American Railroads and Universal Carloading & Distributing Corp., travel, hotel and resort advertising on the air is usually seasonal and local or regional. Even those campaigns are few and far between. Rorabaugh Reports for 1948 list only nine accounts in this class—three railroads, three airlines, two steamship companies and one travel agency. They used an average of 12 stations for an average length of four months. Only one, New York Central RR, is a year-round radio advertiser, using announcements on 15 stations.

In February, in addition to New York Central, Rorabaugh reported Northeastern Airlines using spots in eight New England cities and American Airlines with announcements on WWJ Detroit. Also that month, Delta Airlines used video spots on WSB-TV Atlanta and WBAP-TV Fort Worth-Dallas; Boston & Maine RR advertised its snow train with a skiers' program on WBZ-TV Boston; Colonial Airlines used spots on WABD (TV) New York and United Airlines on KPIX San Francisco.

Hotel New Yorker, New York, in March started a 13-week TV film campaign in Boston, Philadelphia, Baltimore and Washington. Beginning in May, WHEB Portsmouth and its FM station, WFMI, will carry announcements each half-hour throughout the day urging motorists to use Route 1 when traveling through Maine. Campaign, to continue through September, is being sponsored by the Southern Maine Route 1 Assn.

TV ADVERTISERS

Class 27. Transportation, Travel & Resorts

Month	Net	Spot	Local	Total
July	—	—	—	1
Aug.	—	1	3	4
Sept.	—	—	3	3
Oct.	—	—	3	3
Nov.	—	3	3	6
Dec.	—	2	4	6
Jan.	—	5	8	13
Feb.	—	4	8	12

Source: Rorabaugh Report on Television Advertising

CLASS 27. TRANSPORTATION, TRAVEL & RESORTS

NETWORK (Gross)	1948	$333,616	SPOT (Net)	1948	$842,000*
	1947	127,428			
	1938	34,875†			

LEADING NETWORK ADVERTISERS

Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938
ASSOCIATION OF AMERICAN RAILROADS			$298,560	.....	.....
"The Railroad Hour" Benton & Bowles	Institutional	ABC-254-¾ (Oct.-Dec.)			
UNIVERSAL CARLOADING & DISTRIBUTING CORP.			$31,200	.....	.....
"American Forum of the Air" Raymond Spector Inc.	Institutional	MBS-12-½ (Oct.-Dec.)			
PACIFIC GREYHOUND LINES					
"Romance of the Highways" Beaumont & Hohman Inc.	Bus Transport	ABC-9-¼ (Oct.-Dec.)	$3,856		

Source: Publishers Information Bureau * BROADCASTING estimate † Includes entertainment

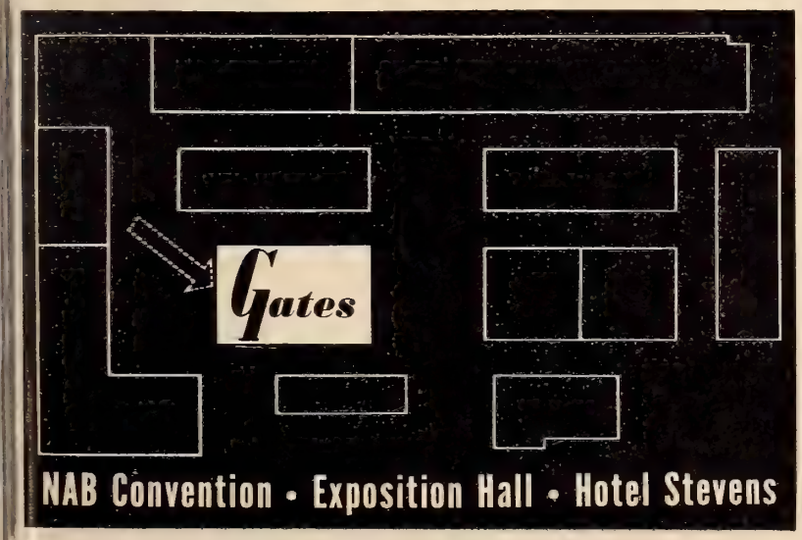
Class 28: Miscellaneous

RELIGIOUS BROADCASTS, broadcasts sponsored by labor unions, political programs and those sponsored by the makers of pet foods are among the different and dissimilar classes of broadcast advertising brought together into this final category.

Only nationwide network to provide time for commercial religious programs is Mutual. MBS during 1948, in addition to the series sponsored by the Lutheran Laymen's League, that of Voice of Prophecy and that of Radio Bible Class, as listed in the table, also broadcast *Great Scenes from Great Plays*, sponsored by the National League of Protestant Episcopal Churches, which from October through the rest of the year utilized $228,380 worth of MBS time at gross rates. A one-time broadcast, *Day of Restoration*, brought this organization's total MBS bill to $231,479 for the year.

Other Mutual religious clients were: Christian Reformed Church, half-hour Sunday morning *Back to God Hour* ($208,295); Young Peo-

(Continued on page 170)





WANTED!

Chance to sell farm equipment or services to MAINE FARMERS On Maine's most popular public service program

MAINE FARM TOPICS with JAKE BROFEE via MAINE BROADCASTING SYSTEM

★WCSH—Portland
★WRDO—Augusta
★WLBZ—Bangor
Plus affiliate
WAGM—Presque Isle.

ONE RATE—ONE CONTRACT FOR ALL—MAINE

Tuesdays, Thursdays and Saturdays now open to sponsorship
6:30-7:00 A.M.
Consult
WEED & COMPANY
Nationally
BERTHA BANNAN
New England

Miss Betty Bruns
Ted Bates, Inc.
New York City

Dear Betty:

Twould do yer little heart good ter see our Teen Talent Time show. Yessir, ole WCHS ter-gether with th' sponsor, Frankenbergers men's clothing store, goes right inter th' schools and per-duces variety shows. We goes from one school ter 'nother onct a week and lets th' students sing and play their gitars and harmonicies and hit's good fer ever'body. WCHS's 5000 watts carries hit all over th' place, th' sta-tion helps th' schools git a little publicity, and th' spon-sor's happy, too. Jist 'nother zample o' WCHS bein' on th' ball!



Yrs.
Algy

WCHS

Charleston, W. Va.

CLASS 28. MISCELLANEOUS

		NETWORK	1948	$2,836,308	SPOT 1948	$3,509,000
		(Gross)	1947	4,885,197	(Net)	
LEADING NETWORK ADVERTISERS			1938	861,428		
Advertiser, program, and agency	Product	Network No. of Stations Hrs. per Wk.	1948	1947	1938	
POLITICAL PROGRAMS			$1,213,282	.....	.....	
"Speeches. etc."						
BBDO (Republican National Comm.)		ABC	348,771			
Warwick & Legler		CBS	340,414			
(Democratic National Comm.)		MBS	191,258			
(other agencies)		NBC	332,839			
LUTHERAN LAYMAN'S LEAGUE			$338,526	$344,764	$94,034	
"Lutheran Hour"	Religious Talks	MBS-360-½				
Gotham Adv. Co.						
UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA			$293,854	$134,827	.....	
"Arthur Gaeth—News"	Institutional	ABC-103-¼ (April-Dec.)	238,025			
Mack & Arnold; (eff. April 14)						
Weinstein & Co.		MBS-62-¼ (Jan.-April)	55,829			
JOHN MORRELL & CO.			$292,283	$177,953	.....	
"Lassie"	Red Heart	ABC-155-¼	133,748			
Henri, Hurst & McDonald	Dog Food	NBC-163-¼	158,485			
RADIO BIBLE CLASS						
"Radio Bible Class"	Religious Talk	MBS-276-½	$289,280	$263,188		
Stanley G. Boynton Adv.						
VOICE OF PROPHECY			$279,231	$260,873	.....	
"Voice of Prophecy"	Religious Talks	MBS-269-¼				
Western Adv. Inc.						

Source: Publishers Information Bureau * BROADCASTING estimate

Class 28

(Continued from page 169)

ple's Church of the Air (Jan.-June) Sunday morning half-hour ($123,123); Fuller Foundation, *Pilgrim Hour*, Sunday noontime 15-minute series ($69,002); First Church of Christ Scientist (Apr.-Dec.) Saturday afternoon quarter-hour talks ($51,848); Mississippi Tabernacle, *Call of the Cross* (July-Dec.) Sunday morning half-hour ($12,944).

Valley Church of the Air uses a weekly half-hour on six Pacific Coast stations. The Methodist Home, orphanage at Waco, Tex., last fall sponsored a nine-week Sunday afternoon 30-minute series, *These Are Your Children*, on 16 stations of the Lone Star Chain, seven of the Southwest Network and three others. The Lutheran Laymen's League, which has increased its radio budget from $1,250,000 to $1,400,000 this year, uses its program abroad as well as at home and *The Lutheran Hour* is currently broadcast in eight languages to the peoples of 40 countries.

Network gross time sales of $1,208,503 for political speeches will not be approached before 1952, by which time television may be a strong contender for this type of business. The national network total was slightly more than two-thirds of the sum the campaign radio expenditures were estimated to have totaled [BROADCASTING, Nov. 1], with local and regional campaign broadcasts accounting for the remainder.

Labor had two regular programs on the air last year: Arthur Gaeth's ABC newscasts for the CIO electrical union and Dorothy Fuldheim's weekly talks sponsored on MBS (Jan.-Nov.) by the Brotherhood of Railroad Trainmen ($162,883). United Steel Workers of America sponsored a talk on wages by Phil Murray, CIO president, on MBS in May ($11,176), and the International Brotherhood of Boilermakers, Iron Shipbuilders and Helpers of America in September on ABC broadcast a program on the Taft-Hartley Law ($16,902).

"During the 1948 political campaign, radio was used extensively by the ILGWU, the UAW-CIO and Labor's League for Political Education, with the highlight a half-hour AFL show which tied in all of the affiliates throughout the country," Morris Novik, radio consultant whose clients include a number of major labor groups, told BROADCASTING. He estimated that labor spent close to $750,000 for radio activities during the year.

"All of these programs utilized, for the first time, the technique of local cut-ins," Mr. Novik reported. "The success of the radio campaign was a factor in the AFL's decision at the Cincinnati convention in November to allocate funds for a public relations campaign in 1949. At the February meeting the executive board approved the general plan for a radio campaign and designated a sub-committee to work out the details. Should these plans materialize, it will be the first time the AFL will be using radio as part of a general educational campaign rather than for some specific legislation, such as the Taft-Hartley campaign of 1947, or special political campaign, such as the last Truman campaign.

"Should these plans materialize, labor will pass the $1 million mark in 1949. My guess is that once labor starts using radio for information and education, it will find that it is the most effective and cheapest way of reaching the close to 60 million men, women and their families who are members of



The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

Welcome to Chicago

WILLIAM G. RAMBEAU COMPANY

Radio's First Exclusive National Representative

Headquarters

STEVENS HOTEL

and

360 NORTH MICHIGAN AVENUE

An 3-5566

unions or are gainfully employed," Mr. Novik said.

Pet food network advertisers, in addition to John Morrell & Co., during 1948 included: American Bird Products Inc. (bird food), sponsoring *American Radio Warblers* (Jan.-April, Oct.-Dec.), Sunday 15-minute series on MBS with total gross time charges of $24,043; Armour & Co. (Dash Dog Food), *Stars Over Hollywood* (Sept.-Dec.), Saturday half-hour on CBS ($54,472); Carnation Co. (Fisher's Dog Food, etc.), *Aunt Mary* (Feb.-Sept.) five quarter-hours a week on NBC western stations ($101,511); General Foods Corp. (Gaines Dog Food), *Juvenile Jury* (Jan.-June, Oct.-Dec.) Sunday 30-minute programs on MBS ($202,657); Lewis Food Co. (Dog and Cat Food), *Free for All* (Sept.-Dec.) Wednesday half-hour on CBS western stations ($22,143).

Hartz Mountain Products (bird food) sponsors *Canary Pet Show*, Sunday 15-minute program, on the full Don Lee Network. And National Biscuit Co. televised the Westminister Kennel Club dog show at Madison Square Garden Feb. 14-15 in the interest of Milk Bone Dog Biscuits.

The Grand Lodge of Free and Accepted Masons of New York used a half-hour on MBS in February 1948 for a Washington's Birthday program ($656). Bernard & Walker Real Estate Agency last fall sponsored broadcasts of the Western Kentucky State College gridiron season on WLBJ Bowling Green, Ky., and Mastic Acres Inc. is currently using announcements on WPIX (TV) New York for its land development project.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Feb. 28 291
Number of network commercials starting during March 1
Number of network commercials ending during March 7
Number of commercials on the four nationwide networks, Mar. 31 285

March Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
George A. Hormel & Co.	Hormel Girls' Corps	ABC	Sat. 12-12:30 p.m.	BBDO
Phillips Petroleum Co.	National Barn Dance	ABC	Sat. 10-10:30 p.m.	Lambert & Feasley
Quaker Oats Co.	Talk Your Way Out of It	ABC	Mon.-Wed.-Fri. 3-3:30 p.m.	C. J. LaRoche & Co.
Wm. H. Wise Co.	Get More Out of Life	CBS	Sun. 11:05-11:15 a.m.	Huber, Hoge & Sons
Fram Corp.	Sports Thrill of Week	MBS	Sat. 9:55-10 p.m.	Van Sant & Dugdale
Banj. Moore Co.	Your Home Beautiful	MBS	Sat. 10:30-10:45 a.m.	St. Georges & Keyes

March Deletions

Quaker Oats Co	Ladies Be Seated	ABC	Mon.-Fri. 3-3:15 p.m.	C. J. LaRoche & Co.
Toni Co.	Ladies Be Seated	ABC	Mon.-Fri. 3:15-3:30 p.m.	Foote, Cone & Belding Inc.
Beauty Facteurs Inc.	Meet the Stars	ABC	Thurs. 9:55-10 p.m.	Mackenzie Adv.
Farnsworth Television & Radio	Metropolitan Opera Auditions of the Air	ABC	Sun. 4:30-5 p.m.	Warwick & Legler
General Foods	Meredith Willson	ABC	Wed. 10:30-11 p.m.	Young & Rubicam
Texas Co.	Metropolitan Opera	ABC	Sat. 2 p.m. to concl.	Buchanan & Co.
Smith Bros.	Stop the Music	ABC	Sun. 8-8:15 p.m.	SSC&B
International Harvester Co.	Harvest of Stars	CBS	Wed. 9:30-10 p.m.	McCann-Erickson
American Tobacco Co.	Your Lucky Strike	CBS	Mon.-Fri. 3:30-4 p.m.	BBDO
Ace Markets Inc.	Songs by Great Singers	MBS	Sun. 1:45-2 p.m.	Klinger Assoc.
International Silver Co.	Adventures of Ozzie & Harriet	NBC	Sun 6:30-7 p.m.	Young & Rubicam
Pillsbury Mills	Bob Trout & the News	NBC	Sun. 4:30-4:35 p.m.	Leo Burnett Co.

ROLLINS TO ORR

Named Agency Vice President

JOSEPH R. ROLLINS, former advertising manager of Atlantic Refining Co., was appointed vice president of W. Wallace Orr Inc., Philadelphia and New York agency, effective April 1. Announcement of the appointment was made by W. Wallace Orr, agency president.



Mr. Rollins

In his new position, Mr. Rollins will devote his time to new business and account supervision.

GENERAL MILLS

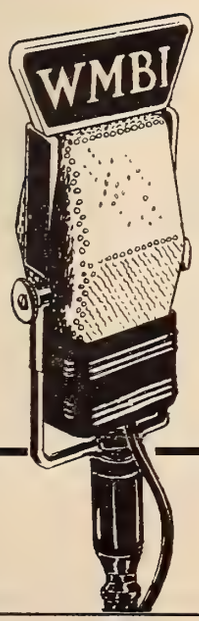
Plans Baseball Feature

TO HERALD the opening of the baseball season, General Mills has contracted with CBS for a special one hour network broadcast April 17 to be known as *Welcome Back Baseball*. Feature is expected to become an annual event.

Featured on the program are to be Bing Crosby and Bob Hope, who are respectively vice president of the Pittsburgh Pirates and part owner of the Cleveland Indians. Joining them in the salute will be Dinah Shore, Claudette Colbert, the four Crosby sons, John Scott Trotter's orchestra and the Jud Conlon Rhythmaires.

Program is to be written and produced by Bill Morrow and Murdo MacKenzie with Ken Carpenter as announcer. Agency for General Mills is Knox Reeves Adv., Minneapolis.

BROADCASTING
23 YEARS
WMBI



PIONEER CHRISTIAN STATION

ORIGINATING NEARLY 250 PROGRAMS EVERY WEEK

MOODY BIBLE INSTITUTE
153 INSTITUTE PLACE
CHICAGO 10, ILLINOIS

FM BROADCASTING SINCE 1941

WEAV
PLATTSBURG
NEW YORK
ABC
1000 W 960 Kc
Established 1935
Joseph H. McGilvra
Nat. Rep.

Sells

Consistently building sales for many national advertisers in TWO RICH trading areas . . . DAY and NIGHT

GLOVERSVILLE
&
JOHNSTOWN
CBS
250 W 1340 Kc
Adam J. Young, Jr.
Nat. Rep.
WENT



10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

START THE DAY WITH A SMILE



ON WMGM

Metro-Goldwyn-Mayer's Own Station

"Start The Day With A Smile" is the name of a happy program heard six days a week on WMGM, featuring the popular musical duo of Lanny and Ginger Grey. WMGM listeners keep that smile all day—and so do the sponsors who use WMGM's power, "know-how" and showmanship to sell their products in the World's Number One Market.

WMGM
"THE CALL LETTERS OF THE STARS"

NEW YORK • 50,000 WATTS AM—*plus* FM
Represented by Radio Representatives, Inc.

POWER UNITS

Weight Cut in Half

THE weight and bulk of battery power supply units carried by engineers on remote pick-up assignments have been cut in half due to re-designing by William Dacosta, field engineering supervisor at WOR New York.

Equipment, including field amplifier, formerly carried in two cases totalling 70 pounds, can now be carried in one 35 pound case, according to Mr. Dacosta.

The new design reduces the emergency power of the set-up about 30%, but Mr. Dacosta said it still was good for three and a half hours, enough for most assignments. Extra battery packs may be made up where longer power supply is needed.

Final Decisions

(Continued from page 151)

lisher of a Batesville weekly, who owns 12.9%. The stock is owned by 12 local business and professional men and Millard G. Hardin, attorney of Newport, Ark., who has 6.4%. W. L. Landers Jr., theatre manager, is chief stockholder (16.1%). Network affiliation is contemplated.

Ownership of the denied applicants:

KRUX Glendale—Licensed to Mrs. Gene Burke Brophy, also owner of KSOL Yuma.

Desert Broadcasting Co.—Owned in equal shares by Dr. J. N. Harber of Phoenix, a retired physician; John C. Mullins, Tulsa businessman, and W. Francis Wilson, Phoenix attorney and businessman.

Niagara Broadcasting System—Owned by Gordon P. Brown, licensee of WSAY Rochester.

Great Lakes System — Owned by seven equal stockholders, all residents of Buffalo and headed by John R. Gelzer, chief announcer and assistant to program director of WKBW Buffalo. Six of the seven stockholders are employed by Buffalo stations.

Batesville Broadcasting Co.—Controlled (51.2%) and headed by O. E. Jones, owner and publisher of the "Daily Guard" and "Weekly Record." Remaining stock owned by five Batesville business and professional men and Roy W. Milum and Robert S. Wheeler of KHOZ Harrison, Ark.

Federated Publications—Licensee of WELL Battle Creek and permittee of WELL-FM. Publisher of newspapers in Battle Creek, Grand Rapids and Lansing. Albert L. Miller is president; he and his son Robert and their families control 13.27%. The stock is widely held, 62.6% being owned by persons having less than 1% each.

WSAM Saginaw—Headed and controlled by Milton L. Greenebaum (63.5%), general manager, with the remaining stock held by his wife (5%), and a group of local business and professional men. Has FM permit.

KUOA Siloam Springs—Subsidiary of John Brown U.

Station Sales Course

INSTITUTE of Radio Broadcasting, Dallas, announces a 13-week course in "Radio Station Sales Promotion, Merchandising and Public Relations," beginning May 2. Course will be taught by Elbert Haling, former WFAA Dallas-WBAP Fort Worth public relations director, and will feature guest speakers from leading Southwest ad agencies and stations.

Spot Accounts

(Continued from page 166)

	AVERAGE NUMBER OF STATIONS QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Sterling Salt	—	—	2	1
Sunrise Meats	3	3	3	3
Supplee Milk & Ice Cream	—	12	12	—
Swansdown Ginger Bread Mix	—	18	26	15
Swift's Ice Cream	85	90	93	60
Tavol	8	7	3	4
Tenderay Beef	21	20	20	21
Timberville Whole Canned Chickens	12	—	—	—
Ti—Top Bread & Cakes	93	105	107	114
Tootsie Fudge Mix	5	7	—	—
Torino Food Products	1	1	—	—
Uncle Ben's Converted Rice	1	—	—	—
Union Biscuit Co.	8	10	10	10
Van Camp's Chili Con Carne	12	12	12	12
Van Camp's New England Style Beans	12	12	12	12
Van Camp's Tenderoni	12	12	12	12
Western Md. Dairy Products	3	3	2	1
Wheaties	9	12	87	82
White Deer Flour	1	—	—	—
White Ring Flour	9	11	10	15
Wonder Bread	116	117	117	117
X-Pert Cake Mix	—	13	13	13
LAUNDRY SOAPS & CLEANERS				
Chiffon Soap Flakes	1	1	*	*
Dif Cleaners	—	6	1	1
Johnsons Glo-Coat	—	—	6	—
Johnson's Glo-Coat, Paste & Cream Wax	14	14	9	9
La France Blue Soap Flakes	1	26	1	1
Lysol	—	7	6	6
Oakite	—	2	3	16
Perk Laundry Soap	16	18	*	*
Satina	—	4	—	—
Soapine	20	14	—	—
Surface-Nu & Surface-Kleen	—	5	—	—
Strykers Granulated Soap	—	—	2	2
Swerl Suds	9	—	20	—
Swifts Cleanser	—	1	—	—
Tag Soap	15	12	8	5
Tern	5	2	—	—
Vano Household Cleanser	12	12	13	10
Werx Soap	15	12	8	5
MISCELLANEOUS				
Adler Shoes	1	1	1	1
Air France	—	—	—	—
Allison Powes Hosiery & Lingerie	—	1	1	—
American Airlines	—	—	1	—
American School	—	—	—	2
Armour & Co. (Procurement Div.)	2	2	*	*
Asam Wallpapers	1	1	1	1
Avisco	1	1	—	—
Baldwin Pianos	—	—	1	—
Banjo Snuff	21	—	—	—
Bell Telephone Co. of Pa.	59	63	72	84
Bendix Radios	42	—	—	—
Bituminous Coal Institute	1	1	1	1

1000 Watts Daytime 1140 Kc

KLPR

Oklahoma City, Okla.

"The friendly voice of Capitol Hill"

CAPITOL HILL is that part of Okla. City south of the river, composed of 85,000 people who have their own Chamber of Commerce, Civic Clubs, etc. Our phone survey shows that KLPR has more than 60% of the audience thruout the day in Capitol Hill.

There are six stations uptown in Oklahoma City and KLPR in Capitol Hill—"A City Within a City"

AVERAGE NUMBER OF STATIONS	QUARTER 1st	QUARTER 2nd	QUARTER 3rd	QUARTER 4th
Bond Clothes	41	40	38	*
Bug-A-Boo	10	8	13	21
Canadian Furs	3	3	2	4
Capital Airlines	9	—	—	—
Celanese	24	22	*	*
Chesapeake & Ohio RR	7	7	—	—
Chesapeake & Potomac Telephone Co.	—	2	—	—
Chick-Chick & Presto Easter Egg Colors	7	—	—	—
D. L. & W. Blue Coal	1	1	—	2
Dash Dog Food	2	2	*	*
Detroit Edison Co.	1	1	1	1
Dixon Ticonderoga Pencils	8	8	8	14
Du Pont, Francis I., & Co. (Investment Brokers)	—	1	—	—
Esmond Baby Blankets	10	10	—	—
Famous Reading Anthracite Coal	21	36	27	—
Felton Sibley Paints	3	3	3	3
First Church of Christ Scientist	131	167	166	*
French Line	—	1	1	—
Good Luck Jar Ring	—	—	13	—
Goodyear Rubber Shoe Prod.	85	68	82	83
Granite City Steel Co.	—	1	1	—
Hat Research Foundation	83	—	—	32
Howard Clothes	1	1	—	—
Hudson Paper Napkins	7	7	7	7
Illinois Bell Telephone Co.	—	1	—	—
J-O Roach Paste	—	16	3	—
Johnson's Drax	—	10	—	—
Kelvinator Appliances	4	14	4	2
Knickerbocker Federal Savings & Loan Assn.	—	—	1	1
Knox Hats	1	—	—	—
Kipper's Coke	1	1	—	1
Lansear Travel Service	—	1	—	—
M & V Carbon Papers & Ribbons	*	4	—	—
Marcel Paper Products	—	—	1	1
Marshall-Wells Paints & Appliances	17	46	46	45
Martin Rosenberger Wallpaper	22	23	19	15
Matson Navigation Lines	*	*	*	*
Metropolitan Life Ins. Co.	27	27	26	29
Michigan Bell Telephone Co.	16	16	16	16
Milk Bone	12	13	12	12
Milk Foundations Inc.	1	1	1	1
Murray, Arthur, Dancing Studios	—	—	1	—
National Shoes	5	5	6	6
Newspaper Inst. of America	*	*	*	*
N. Y. Central RR	17	15	15	15
N. Y. Mail Order Co.	—	—	—	1
N. Y. State Savings Bank	1	—	—	—
Nu-Look Paint	—	—	1	—
Paramount Pictures (Calif.)	7	8	7	—
Paramount Pictures (N. Y.)	—	—	—	36
Peeress Sheets	—	—	18	18
Pestmaster DDT	—	—	1	—
Pioneer Products Co. (Radio Special)	1	*	*	*
Playtex Panty Girdle	—	—	156	—
Prudential Ins. Co. of America	1	1	1	1
Rap-In-Wax	1	1	1	1
Regal Shoes	—	2	1	1
Rheem Mfg. Co. (Household Appl.)	—	5	3	2
RKO Pictures	2	2	2	—
Ronson Accessories	—	20	20	20
Rooster Snuff	21	—	—	—
Sage Air Refresher	—	—	—	1
Santa Fe Railway	2	9	1	—
Selznick Releasing Corp.	8	13	—	—
Smith, Alexander & Son, Carpets & Rugs	*	80	—	24

(Continued on page 184)

WEOL 1000 WATTS FULL TIME **930** KC
WEOL-FM 50 KILOWATTS **107.3** MC



Cleveland Indians Ball Games Exclusively In Lorain County

SERVING 19 COUNTIES IN NORTHERN OHIO

ELYRIA-LORAIN BROADCASTING CO.
ELYRIA, OHIO

GENTLEMEN . . . *it's mighty like trying to paint a mural on a postage stamp!*

Seriously, we're not being facetious. To tell the entire amazing *sales* story of our food-quiz program, KITCHEN KAPERS, starring the nationally-known Tiny Ruffner in just a mere advertisement is utterly fantastic!

Why, the story of *mail* alone is a whopper . . . nearly 1000 pieces a week!

And the *sponsor* list! Pardon our pointing—but look over there to the right. You've looked? All right, now look again and note the "stars". Those stars denote *renewals.* Good, sound, firm renewals.

Live audiences? Well, there was that time last month when all Philadelphia had nary a trolley or bus or taxi . . . but 453 people arrived at KITCHEN KAPERS. Oh, yes . . . it was raining, too! But you see, they had their tickets!

And to those live audiences *all* the products are *displayed* by merchandiser Bob McKenna, lately of the Great Atlantic and Pacific. Bob is the busy "man in the field" whose waking hours are filled with arranging *point-of-sale displays for* KITCHEN KAPERS advertisers . . . and inclusions of *program mentions* in 87 newspapers in 77 cities within WIP's throaty voice.

Power? And power-selling is what's needed in the food field. And power-selling is what's in KITCHEN KAPERS' five half-hours a week . . . at the high-listening hour of 10:45 A.M.

The postage stamp is completely covered, but there's lots more to tell. Won't you let our sales rep "tell all"?

★J. W. BEARDSLEY
(Codfish Cakes & Shredded Codfish)

★THE BEST FOODS, INC.
(Presto, 2-in-1 Shoe Polish, Hellmann's Mayonnaise)

★THE BORDEN CHEESE CO.
(Cheese)

H. C. BRILL CO.
(Brill's Spaghetti Sauce)

CALIFORNIA LIMA BEAN GROWERS ASS'N

★CARR-CONSOLIDATED BISCUIT CO.

★DOYLE PACKING CO.
(Strongheart Dog Food)

★DURKEE-MOWER, INC.
(Marshmallow Fluff)

★I. J. GRASS NOODLE CO.
(Soup)

HOYT BROS.
(Dumpling Mix)

★ILLINOIS PACKING CO.
(Joan of Arc Kidney Beans)

★MODERN FOOD SALES
(X-Pert Cake mixes, Instant Icing)

PLANTATION CHOCOLATE CO.
(Candy)

★SIMONIZ COMPANY
(Simoniz)

J. STROMEYER CO.
(Syrup)

WM. UNDERWOOD CO.
(Canned Foods)

★WISE POTATO CHIP CO.

Edward Petry & Co. represents us nationally.

WIP
PHILADELPHIA

35 S. 9th Street, Phone WAlnut 2-6800

Respects

(Continued from page 100)

Supreme Court in 1932.

Mr. Clark joined the Justice Dept. in 1937, serving as special attorney in the Bureau of War Risk Litigation. The following year he was made special assistant to the attorney general assigned to the anti-trust division. In 1939, after serving as chief of the wage-hour division, Mr. Clark went to New Orleans to handle anti-trust cases.

The period from 1940 to 1942 was a busy one for the rising lawyer, and established his reputation as a trust-buster.

Appointed chief of anti-trust division's West Coast offices, he succeeded in obtaining decrees against manufacturers, distributors and varied associations. Included were a battery parts firm, Grocers' Assn., a marble company, California rice industry, Canners' League of California, Dried Fruit Assn., Evaporated Milk Assn., cement and lumber companies, fisheries, a brewer's association, tobacco distributors, Fruit Growers' Exchange and Westinghouse Electric Supply Co.

When war broke out, Mr. Clark worked closely with Lieut. Gen. John L. Dewitt, then in charge of the Western Defense Command, for relocation of people of Japanese origin. So vigorously did he prosecute cases involving Japanese aliens that, in 1942, an attempt apparently was made on his life in the form of a stick of dynamite, placed beneath his former home. Fortunately, he had already vacated the house.

In his work Mr. Clark cooperated with the Census Bureau (for count of Japanese homes by block), Agriculture (on crops they had begun before removal), and the Federal Reserve Bank (on land and mortgage aspects). His entire title was: Coordinator of Alien Enemy Control of the Western Defense Command and Chief of Civilian Staff for Japanese War Relocation.

In October 1942, Mr. Clark was named first assistant to Thurmond Arnold, assistant attorney general in charge of anti-trust. In that capacity he served as chief of the war frauds unit. The following year, when Mr. Arnold was appointed judge of U. S. District Court of Appeals for District of Columbia, President Roosevelt nominated Mr. Clark assistant attorney general in charge of anti-trust cases.

It was the trust-buster's work in war frauds, however, which caught the eye of the then chairman of the Committee on National Defense, Sen. Harry S. Truman.

That August — 1943 — he was named assistant attorney general in charge of the criminal division in a switch involving Wendell Berge, then division head. Mr. Clark held the post until June 30, 1945, on a stated policy of "no witch-hunting — practical, hard-hitting law enforcement."

On May 23, 1945, he was appointed U. S. attorney general, and while rumors of resignation have continually circulated since last November, Mr. Clark denies them emphatically.

Tom Clark has established himself not only in law enforcement but also in the field of education. Where "crime does not pay," civil rights and better citizenship do, Mr. Clark believes.

As a member of the Advisory Committee on Citizenship, he has met with prominent broadcast figures under auspices of the American Heritage Foundation which underwrote the Freedom Train's tour. It was Mr. Clark who appointed NAB President Justin Miller to the special committee two years ago.

In addition, Mr. Clark was one of the national judges in the Voice of Democracy contest (sponsored by NAB, RMA and U. S. Chamber of Commerce). He presented $500 scholarships and certificates to the winners, whom he congratulated and interviewed on their future plans.

Interested in Broadcaster

The Attorney General has evinced interest and concern in the welfare of the broadcaster. In 1946, under his leadership, four corporations and six individuals were indicted by the Dept. of Justice on charges of conspiracy to fix prices and monopolize production and distribution of variable condensers. Seeing monopoly as a conspiracy to impede development of broadcasting, Mr. Clark termed the case "important." The variable condenser industry, "although not to be classed as a basic industry, supplies a device without which the radio receiving set industry would be paralyzed." Indictment charged the firms produced and sold more than 75% of total condenser production.

More recently, last December, the Attorney General gave his blessing to the AFM-recording industry trust and labor agreements as being within the letter of the Taft-Hartley Act. Justice and Labor department approval permitted appointment of an impartial trustee to administer the union's welfare fund.

Tom Clark had one of his first tests as Attorney General in June 1946 when his department was called upon to study the AFM-WAAF [Chicago] strike case, involving legality of the Lea Act. (The Supreme Court upheld its constitutionality, and remanded the Petrillo case to Chicago District Court which found the AFM president not guilty.) Mr. Clark had appointed Otto Kerner Jr. to handle government prosecution, replacing J. Albert Woll.

In April 1947 Mr. Clark ruled that Presidential power to seize the telephone industry was implicit in the Communications Act.

The man who will address NAB this week holds a number of degrees: An LL.D from Bethany College and John Marshall College, 1945; LL.D Centre College, 1947, and LL.D. Missouri Valley College, 1948. He received a selective service medal from Gen. Lewis B. Hershey on March 19, 1946.

Tom Clark, whose appointment generally was popular at the outset, lives a simple private life in Washington. Not a flashy dresser, he is always tastefully attired. He is especially fond of bow ties, and in recent years has prefered blue serge suits for "ceremonial" occasions.

Mr. Clark married a fellow Texan, Mary Jane Ramsey of Cleburn, on Nov. 8, 1924. They have two children—Mildred, 16, and Ramsey, 21. Mrs. Clark was the daughter of W. F. Ramsey, former Texas judge and onetime chairman of the Federal Reserve Bank.

Varied Social Life

In addition to discharging the onerous duties and responsibilities of justice, the lean Texan is listed among fraternal and other organizations. He serves as counselor and member of the American Red Cross' central committee, as well as of the executive committee of the Dept. of Justice Post 41, American Legion. In September 1946 he was awarded a life membership by the post.

He belongs to country clubs ranging geographically from the wide open spaces of Texas to the perhaps more cramping confines of Chevy Chase, Md.; the University Club of Washington (D. C.); the District's famed National Press Club. His fraternal associations include Masonic (Scottish Rite, Shriner), Delta Tau Delta and honorary member, Phi Alpha Delta. In addition, he is a member of the American, Texas and Federal Bar Assns.

The Attorney General may well cherish as three of his most coveted distinctions those tendered for his fight on Communism. He holds certificates from the Army-Navy Union, oldest veterans group in America; the National Catholic War Veterans, and B'nai B'rith.

Yes **KFYR** 550 KC 5000 WATTS NBC AFFILIATE BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*



*ASK ANY JOHN BLAIR MAN TO PROVE IT.

CONSTANT SERVICE OF HIGHEST TYPE WILL NET SPONSORS INCREASED SALES IN

HALIFAX NOVA SCOTIA

JOS. WEED & CO.

350 Madison Ave., New York,

(Rep.)

5000 WATTS—NOW!

Agencies



DON MILLER, formerly account executive for Lincoln-Mercury at Kenyon & Eckhardt Inc., Detroit, appointed vice president and manager of agency's Detroit office. Mr. Miller replaces **NEIL MULHERN** resigned.

ARTHUR CASEY joins Gardner Adv. Co. St. Louis staff as director of radio and television activities. Mr. Casey was formerly with Stix, Baer & Fuller, St. Louis, as director of public relations; director of operations for WOL Washington; executive assistant to general manager of KMOX St. Louis, and owner-manager of Arthur Casey Players, a repertory company.



Mr. Casey

HARRY B. GOLDSMITH Jr., vice president of Russel M. Seeds Co., Chicago, assumed duties as media director April 1. **ARVID H. BERGSTEN,** assistant space buyer for eight years, named space buyer, succeeding **JOHN BERLING,** who resigned after 32 years with agency. **MERLE MYERS** continues as timebuyer.

HAROLD W. GIBBS joins William S. Bishop Agency, Chicago, as vice president and account executive after working at J. Walter Thompson, also Chicago, on the public relations and financial advertising staffs for the past four years.

HELENE HEINZ, formerly with J. P. Smith Shoe Co., Chicago, rejoins M. M. Fisher Assoc., Chicago, as timebuyer.

JOHN RUSSON, with J. Walter Thompson Co. Buenos Aires office since 1943, transferred to New York office as representative on RCA account.

ROBERT B. MASSON, formerly with ABC, Grant Adv. and Kudner Agency, joins radio and television department of Young & Rubicam, New York.

ED BRAUN, formerly freelance copywriter, joins Brisacher, Wheeler & Staff, Los Angeles, as copywriter.

C. RALPH BENNETT, creative director of all accounts at Fred Gardner Co., New York, appointed vice president and principal in agency. Mr. Bennett was formerly faculty member at U. of Minnesota, and copy executive with McCann-Erickson, Maxon Inc., and director of promotion for Street & Smith publications.



Mr. Bennett

WILLIAM STERLING joins Young & Rubicam's Hollywood television department. He was formerly with Paramount Pictures publicity department and production assistant to Louis de Rochemont, director at 20th Century-Fox.

JAMES HEFFERNAN, formerly partner in Milne-Heffernan Inc., Seattle, joins Guild, Bascom & Bonfigli, San Francisco, as an account executive.

JACK ROBINSON, formerly vice president of Buckley, Dement & Co., Chicago, joins Conley, Baltzer & Steward, San Francisco, as an account executive.

DAVID SCOTT named manager of Hoefer, Dietrich & Brown, San Francisco.

ANNE HOHMAN, formerly account executive with Beaumont & Hohman, Los Angeles, transferred to agency's San Francisco office as assistant administrative executive.

CONNIE TASHOF, formerly with WWDC Washington, joins Kronstadt Agency, Washington, as account executive.

SALLY CRAMER, formerly creative service director on Revlon account at McCann-Erickson, New York, joins Robert W. Orr & Assoc., New York, as account executive.

HARING CHANDOR, formerly in book and magazine publishing field in both editorial and advertising capacities, joins Smith, Smalley & Tester, New York, as account executive.

JACK HOOD, formerly co-owner of Davis-Hood & Assoc., Los Angeles, joins Jordan Co., same city, as account executive.

SPORTS

Bill Would Exempt Aired Events From Interstate Category

TWIN BILLS to exempt organized professional sports from interstate-commerce classification arising out of sports broadcasts or telecasts were introduced in the House last Tuesday.

The identical measures, by Reps. Wilbur D. Mills (D-Ark.) and A. S. Herlong Jr. (D-Fla.), would add a new subsection to the anti-trust provisions of the Communications Act and thus exempt organized pro sports from anti-trust prosecution. Hearings may be started April 14 by the House Interstate & Foreign Commerce Committee, according to Chairman Robert Crosser (D-Ohio).

Rep. Mills said the legislation is designed to resolve current confusion on baseball's anti-trust aspects and in effect to assure the legality of the so-called reserve clause in player contracts.

Passage might also affect the outcome of the Justice Dept.'s current study to determine whether the anti-trust laws are violated by current baseball practices with respect to radio and television rights.

Rep. Mills said the legislation resulted from current damage suits which baseball is facing. The suits were filed by three players who were suspended from organized baseball for jumping to the Mexican league. Each complaint charges that baseball is interstate commerce through the use of radio and television.

The bills would add the following to Sec. 313 of the Communications Act:

> No organized professional sports enterprise shall by reason of radio or television broadcasts of sports exhibitions, or by reason of other activities related to the conduct of such enterprise, be held to be engaged in trade or commerce among the several states, territories and the District of Columbia, or with any foreign nations, or in activities affecting such trade or commerce, within the meaning of any law of the U. S. relating to unlawful restraints and monopolies or to combinations, contracts or agreements in restraint of trade or commerce.

Religious Radio

TEN $150 fellowships to NBC summer radio institutes were announced April 1 for those active in religious radio. Eligible are those planning or providing sustainers for state and city federations of churches and ministerial associations or other inter-denominational agencies.

***More* LISTENERS**
***More* INFLUENCE**

The perfect sales combination. Give your product a chance on the station that holds more listeners and sells more merchandise.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

Those in the Know...
KNOW!



The more careful you are in the selection of your Miami Station -- the more certain you are to buy WIOD!

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers

ACTIONS OF THE FCC

APRIL 1 TO APRIL 6

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
SSA-special service authorization | CG-conditional grant

April 1 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Hennock)

Cecil W. Roberts and Jefferson County Radio and Television Co., Festus, Mo.—Granted petition to dismiss application for CP; removed from hearing docket application of Jefferson County Radio and Television Co.

Cowles Bcstg. Co., Des Moines—Granted petition for leave to amend application for TV CP to specify revised trans. site; accepted amendment.

WPTW Piqua, Ohio—Dismissed as moot petition requesting setting aside grant of application of Home Bcstrs Inc., Logansport, Ind.

Fall River Herald News Pub. Co., Fall River, Mass.—Granted petition for leave to amend application for TV construction to specify revised trans. site; accepted amendment.

Boston Metropolitan Television Co., Boston; King Bcstg. Co., Seattle; KCMO Bcstg. Co., Kansas City; Television California, San Francisco; Massachusetts Bcstg. Co., Boston—Granted petitions insofar as they request 30-day extension of time to file answer to petition of Twentieth Century-Fox of New England Inc., Boston, of California, San Francisco, of Washington, Seattle, of Missouri, Kansas City, of St. Louis, for declaratory order; extended time to April 22; denied petition of Massachusetts Bcstg. Co. insofar as it requested that 30-day extension of time to answer should run from date of possible denial of petition of March 18 which requested that Twentieth Century petition be dismissed.

KGEM Boise, Ida.—Granted petition for leave to amend application for mod. CP specify revised DA system; removed application from hearing docket.

April 1 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGHF Pueblo, Col.—Mod. CP increase power etc. for extension of completion date.

KMAC San Antonio—Same.

License for CP

WGLS Decatur, Ga.—License to cover CP new AM station.

WEAM Arlington, Va.—License to cover CP increase power etc.

AM—920 kc

Rural Bcstg. Co. Ltd., Wahiawa, Oahu, T. H.—CP new AM station 920 kc 1 kw unl. AMENDED re stockholders.

AM—1580 kc

Southland Bcstg. Co., Atmore, Ala.—CP new AM station 1080 kc 250 w D. AMENDED to request 1580 kc.

AM—1350 kc

K C S B San Bernardino, Calif.—CP change 1350 kc 500 w D to 1350 kc 500 w unl. AMENDED to request DA-N.

AM—1590 kc

Olney Bcstg. Co., Olney, Tex.—CP new AM station 1410 kc 250 w D. AMENDED to request 1590 kc.

Assignment of License

KWFC Hot Springs, Ark.—Assignment of license from Clyde E. Wilson to Spa Bcstg. Co. Inc.

KXXL Reno, Nev.—Assignment of license from Edward Margolis, Frederick W. Kirske, Byron J. Samuel d/b as Station KXXL to Chet L. Gonce.

KHBR Hillsboro, Tex.—Assignment of license from R. W. Calvert, W. N. Furey and Ross Bohannon d/b as Hill County Bcstg. Co. to William Solon Snowden and Ross G. Bohannon d/b Hill County Bcstg. Co.

Transfer of Control

WSFT Thomaston, Ga.—Transfer of control of Thomaston Bcstg. Co., licensee, from R. E. Hightower to Julian T. Hightower and estate of William H. Hightower Sr.

AM—1300 kc

WFLB Fayetteville, N. C.—CP change from 1490 kc 250 w unl. to 1300 kc 1 kw unl.

Modification of CP

WAMS-FM Wilmington, Del.—Mod. CP new FM station for extension of completion date.

WACE-FM Chicopee, Mass.—Same.

WGAL-FM Lancaster, Pa.—Same.

WIZZ Wilkes-Barre, Pa.—Same.

KSDS San Diego—Same.

WJIZ Hammond, Ind.—Mod. CP new FM station to change ERP to 8.93 kw.

WICA-FM Ashtabula, Ohio—Mod. CP new FM station to change ERP to 52.5 kw.

License for CP

WPOE Elizabeth, N. J.—License to cover CP new FM station.

WENY-FM Elmira, N. Y.—Same.

WIMA-FM Lima, Ohio—Same.

WQAN-FM Scranton, Pa.—Same.

Modification of CP

WJAC-TV Johnstown, Pa.—Mod CP new TV station for extension of completion date to Oct. 30.

TENDERED FOR FILING

AM—1310 kc

WDXI Jackson, Tenn.—CP change from 1310 kc 1 kw unl. to 1310 kc kw-D 1 kw-N.

Transfer of Control

WHTB Talladega, Ala.—Transfer control of 60% common stock from Melvin Hutson to R. A. Davidson.

KTOW Oklahoma City—Transfer of control of Sooner Bcstg. Co., licensee, through issuance of additional stock to several of present stockholders.

APPLICATION DISMISSED

AM—1190 kc

Biloxi Bcstg. Co., Biloxi, Miss.—DISMISSED March 29 application for CP new AM station 1190 kc 250 w D.

AM—1350 kc

KCSB San Bernardino, Calif.—DISMISSED March 29 application for assignment of license from Woodrow Miller to Town Crier Bcstrs. Inc.

AM—1490 kc

Birney Imes Jr., Cleveland, Miss.—DISMISSED March 30 application for CP new AM station 1490 kc 250 w unl.

April 4 Decisions . . .

DOCKET CASE ACTIONS

AM—910 kc

Announced decision granting application Phoenix Bcstg. Inc. to change facilities KPHO Phoenix, Ariz., from 1230 kc 250 w unl. to 910 kc 5 kw unl. and denial of application Desert Bcstg. Co. Inc. for new station at Phoenix 910 kc 5 kw unl. and application of Gene Burke Brophy to change facilities KRUX from 1340 kc 250 w unl. to 910 kc 5 kw unl. and move main studios of that station from Glendale to Phoenix, Ariz.

AM—1340 kc

Anounced decision granting application White River Valley Bcstrs Inc. for new station at Batesville, Ark. to operate on 1340 kc 250 w unl., subject to cond. that within 60 days from date of grant applicant file application for mod. CP, specifying trans. site and ant. system meeting requirements of standards. Application Batesville Bcstg. Co. Inc. for same facilities is denied.

Announced decision granting application Lockport Union-Sun & Journal Inc. for new station at Lockport, N. Y., 1340 kc 250 w unl.; denial of application of Niagara Bcstg. System for same facilities at Niagara Falls and application of Great Lakes System Inc., Buffalo. Lockport grant is made subject to cond. that applicant within 60 days from date of grant file application for mod. CP specifying trans. site and ant. system meeting requirements of standards.

April 4 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KYOR San Diego—Mod. CP increase power etc. for extension of completion date.

Assignment of License

WCOG Greensboro. N. C.—Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Greensboro, N. C. Inc.

WAYS-AM-FM Charlotte, N. C. — Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Charlotte, N. C. Inc.

WKIX Columbia, S. C.—Assignment of license from Inter-City Advertising Co. to Inter-City Advertising Co. of Columbia, S. C. Inc.

AM—1310 kc

WDXI Jackson, Tenn.—CP change from 1310 kc 1 kw unl., to 1310 kc 5 kw-D 1 kw-N unl.

(Continued on page 185)



SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCERS REPAIRED
SPECIALISTS W.E. 9-A, 9-B & RCA
INSTALL NEW STYLUS & OVERHAUL
9-A $25.00 9-B $22.50
Broadcast Service Co.
334 Arcade Bldg. St. Louis 1, Mo.

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

HERMAN LEWIS GORDON
Registered Patent Attorney
Patent Investigations and Opinions
Warner Building, Washington 4, D. C. NAtional 2497
100 Normandy Drive, Silver Spring, Md. SHepherd 2433

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING



CALL FORJOE • In Canada, RADIO REPS

REWARD!
To reward your listeners and yourself at the same time, give MICRO-LITE, the miniature keychain flashlight. Imprinted with your name and given as a premium, it is the best good will builder in the business. And its cost is negligible. (It has also worked wonders for stations themselves.)
For promotional plans tailored to your line . . . price list, sample, literature, write on your business letterhead to Dept. B4.
MICRO-LITE CO., INC.
44 West 18th St., New York City-11

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
LIttle Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY, RAY & PRICE
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

Worthington C. Lent
Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 14, Md.
OLiver 8200
*Member AFCCE**

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161
*Member AFCCE**

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI 4151
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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

California isolated 250 watt successful network station needs manager, preferably between 32 and 40 years old with business, sales, organization, all-round experience. Salary $100 weekly to start, possible opportunity later to take part ownership. Full details and picture first letter. Box 643a, BROADCASTING.

Salesmen

Good opportunity for experienced salesman with 1000 watt independent near Chicago. Send photo, qualifications, experience, salary desired. Box 615a, BROADCASTING.

Salesman—Established southern California independent, fulltime 5000 watt. Interested experienced salesman, successful background. Attractive proposition, qualified man. Send particulars including references, picture, previous experience, education, etc. Box 642a, BROADCASTING.

Salesman—Established 5000 watt ABC station in large midwest market has opening for man with successful record in handling local accounts. Give full particulars, references, picture, etc. Box 690a, BROADCASTING.

Permanent sales position open for time salesman. Independent, fulltime operation in clean Massachusetts city of 60,000. Must be experienced. Commission with starting draw guaranteed. Give all details in first letter—references and photo. Box 698a, BROADCASTING.

Asst. sales manager needed by new, growing station in Ohio. Accent on sales and public relations job. Very good arrangement for right man. Interview necessary. Send background in letter first. Box 704a, BROADCASTING.

Sales and promotion man for national wire news service to handle Indiana and Ohio. Excellent opportunity with growing concern. Some news experience desirable. Car desirable. Must contact radio stations, others interested in news service. Write for interview and describe qualifications. Box 713a BROADCASTING.

Salesman—1000 watt fulltime network affiliate, Atlantic seaboard city, seeks experienced radio time salesman. Only one salesman now on staff. Over 300 local accounts available to newcomer. Excellent opportunity for settled man desiring guaranteed income and permanent future. Station executive head is twenty year radio veteran. There'll be careful screening and no drinkers, floaters of arm chair high pressure wonders need apply. This is a real spot for man who likes radio and knows how to sell it. Present your case in person at NAB Convention by leaving where you can be contacted at Broadcasting Magazine headquarters, Hotel Stevens, Chicago. Address application there to "Interview". Otherwise send application with full details to Box 726a, BROADCASTING.

An outstanding 250 AM and 3000 FM operation with excellent coverage in good market enjoying public acceptance desires experienced salesman or sales manager $75.00 weekly salary plus commissions. $150.00 weekly quite possible. Send picture and full information first letter. All inquiries confidential. Write George Adkisson, General Manager, KOKX, Keokuk, Iowa.

Salesman — Experienced advertising salesman. Must be able announce if desired, sober, on the job. Permanent berth to right man. Installing FM now. Write full details Station WBUY, Lexington, N. C.

Independent station—with news, music and live local programming, aggressive promotion, needs salesman to translate all this into $$$$$. Want a man who can sell NOW; no time to spend months cultivating. Attractive proposition for capable man. Immediate opening. Contact Walter M. Windsor, at WGBA, Columbus, Ga., or at NAB Convention in Chicago.

If you have had several years radio time sales experience and want to make from $8000 to $15,000 per year, send complete information and photo to Earl Harper, WNOR, Norfolk, Virginia. Top drawing account to men we select.

Help Wanted (Cont'd)

Announcers

Experienced commercial announcers with ability to handle sound salable news shows. Progressive midsouth 5 kw network affiliate. Fair starting salary, pleasant surroundings. Send complete background, salary requirements, photo to Box 574a, BROADCASTING.

Farm station in small midwest town needs announcer, preferably with rural background, who can do all-round job including news, market reports, ad lib interviews, and western music disc shows. Real opportunity for a man who wants future in rural radio. Send full details, picture, and disc. Box 625a, BROADCASTING.

Experienced newscaster who can write and deliver news for regional network. Salary up to $400.00. Send aircheck, photo, qualifications, references, ratings, to Box 697a, BROADCASTING.

Announcer—Michigan station with national network has permanent, well paying position for capable, experienced announcer. Send qualifications, salary expected, audition disc and photo to Box 721a, BROADCASTING.

Need two announcers with first class licenses. Write full details to Fred Wamble, KANA, Anaconda, Montana.

Announcer-engineer, accent on announcing with CBS affiliate under union contract. Send disc and particulars to KBOW, Butte, Montana.

We operate several stations in California's wonderful Sacramento Valley and have immediate openings for highly qualified announcers specifically with first class engineer's tickets. Top salary, grand career opportunity. Excellent climate if you think you can qualify and seek association with alert growing organization send audition disc with full announcing and engineering background and references to Lincoln Dellar, KXOA, Sacramento.

WAIM, Anderson, S. C., wants staff announcer. Demands topflight work, and is willing to pay for it. Address Glenn P. Warnock, Mgr.

Experienced announcer. Handle own controls $50.00 to start. Automatic increase. Personal interview only. WEIM, Fitchburg, Mass.

Announcer, musical training, wanted by east coast station, CBS affiliate. College graduate preferred. WCUM, Box 360, Cumberland, Maryland.

How good are you? If you're proud of your air work, and if you're versatile enough to fill the opening in the staff of our independent aggressive station, we can make it worth your while. First man whose experience, physiognomy and audition qualify him will get a good job. Rush material to Walter M. Windsor, at WGBA, Columbus, Ga., or contact personally at NAB Convention in Chicago.

Immediately — Combination man for network station. Send salary requirements, background and disc. WMLT, Dublin, Georgia.

1000 Watt Mutual daytime affiliate desires experienced announcer. Apply in person to WTOB, Winston-Salem, N. C.

Announcer—production wanted by east coast station, CBS affiliate. Must be experienced in local programming. College graduate preferred. WCUM, Box 360, Cumberland, Maryland.

Technical

Engineer—250 watt Virginia network station. Experience, preferred but not necessary. References, background, salary expected, first letter. Box 633a, BROADCASTING.

Wanted—Engineer for 10 kw FM transmitter 10 miles from city. Apartment provided. Single man can save good part of salary if he desires by doing own cooking. Car desirable. Give complete details first letter. Box 641a, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Combination man for midwest daytime. Give details including salary. Box 689a, BROADCASTING.

Experienced, qualified combination man with first class ticket wanted. Send audition disc of voice and full record of abilities. Single man preferred. Salary $200.00 per month for forty hour week. Write or wire Chief Engineer, KVOC, Casper, Wyoming.

Wanted—Highly qualified engineer of sufficient proven technical ability to install five kilowatt directional station and assume chief engineer's position thereafter. Definitely prefer person who additionally has good announcing voice. Able to take limited announcing shift. Top salary excellent career opportunity with alert growing organization located in California's Grand Sacramento Valley. Send announcing audition disc and complete engineering background and references to Lincoln Dellar, KXOA, Sacramento, Calif.

Two combination engineer-announcers. Salary to match ability. Send full information first letter. WEEB, Southern Pines, N. C.

First class operator—no announcing. Transmitter operation and occasional remote and recording work at combined AM-FM operation. Prefer man with car. Contact William R. Atkinson, Chief Engineer, WGBA, Columbus, Ga. at once.

Production-Programming, others

Continuity writer, free lance, for spot commercials on assignments handled by mail. Write, giving full information and samples. Box 539a, BROADCASTING.

Portland's favorite station wants—We need a man or woman to handle classified ad department planned for our station soon. Our city is in the hundred twenty five thousand class, we are fulltime independent, aggressive and willing to give the right man or woman a fine opportunity. Make us an offer. Box 665a, BROADCASTING.

Continuity man—Here's where punch pays off. Long established 1000 watt network station has immediate opening for experienced "borax" commercial writer. Salary commensurate with ability. Send qualifications, sample copy and photo to WFDF, Flint, Michigan.

A young woman to conduct a woman's shopping program. The girl we are looking for must live in and be available for an interview in New England. She must be experienced, having knowledge of merchandising and salesmanship. She must be able to write and conduct a five a week series. This is an unusual opportunity for the right girl who is seriously interested in conducting a shopping program. Send complete background to Dick Bronson, Program Director, WPOR, Portland.

Situations Wanted

Managerial

Commercial manager 16 years radio and newspaper sales and management qualifies me for commercial manager's position with large regional or clear channel station. Excellent references. Contact at NAB convention through Broadcasting office or write Box 620a, BROADCASTING.

Man, 47, exceptionally qualified to manage radio station seeks that position with station in town not less than 30,000. Need $150 weekly plus opportunity earn considerable more through bonus plan or profit sharing arrangement. If interested please address Box 563a, BROADCASTING.

Manager or commercial manager. Eight years experience in sales, promotion and supervision. Understands successful station operation. Excellent references. Midwest preferred. Box 587a, BROADCASTING.

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Manager 15 years radio and newspaper, experienced all departments, strong on sales, capable executive, management and ownership experience, network and independent, metropolitan and small market. Solid family man, 2 children. Excellent references. Contact at NAB Convention through Broadcasting office or write Box 619a, BROADCASTING.

Situations Wanted (Cont'd)

Manager—Progressive, thoroughly experienced, must change due to sale of station. Ideas, ability. Married, vet 29, college. Prefer small town net or independent. Reply Box 652a, BROADCASTING.

Manager. Now administrative and program director of highly successful major market independent. Sales background. Economy minded. Ten years radio. College graduate. Would invest. Any size market or station. Top references. Results guaranteed. Box 634a BROADCASTING.

Manager has administrative-commercial experience, education and present employer recommendations to do a job for you. Box 644a, BROADCASTING.

Manager-program director—Let a radio man run your station. Twelve years experience in all phases of broadcasting, learned the hard way, both old and new operation. Married. Now employed. Box 649a, BROADCASTING.

Manager—Qualified to direct all phases of operation of low or medium powered stations from CP into operation, including engineering. Married and dependable. Highest recommendations. Box 671a, BROADCASTING.

Manager—Chief engineer team. Two experienced career radio men. Capable of building your new CP or of taking over your present situation and solving your personnel problem. Reply Box 653a, BROADCASTING.

Manager—Eight years experience all phases. Desire permanent location in small or medium market. Top references. Age 29, married. Presently station relations representative, national organization. Box 692a, BROADCASTING.

Manager, experienced in sales, programming, promotion, with a strong administrative background and know how, executive for seven years. Available immediately, 34 years of age, married. Best references. Box 696a, BROADCASTING.

Manager desires change to smaller city. Presently manager kw major city. Box 709a, BROADCASTING.

Salesmen

Salesman—Experienced, ambitious, fine appearance, best of references. Write stating proposition. Box 627a, BROADCASTING.

St. Louis connection desired for family reasons. Can do top job for station or national representative. Over ten years sales experience. Now with successful midwest 5 kw. Box 632a, BROADCASTING.

Several years radio experience, salesman and continuity writer. Prefer working as team on metropolitan station. One writes shows, commercials, other sells them. Have concrete evidence regarding qualifications and accomplishments. Box 674a, BROADCASTING.

Salesman — Seven years background including commercial manager, sports and staff announcing. Dependable conscientious family man. Age 32, Ex-GI. Box 680a, BROADCASTING

Announcers

Announcer—28, married, 2 years experience network affiliate. Good commercial and all-round staff man. Don't expect to make a million—just a living wage. Midwest only. Presently employed. Disc upon request. Box 487a, BROADCASTING.

Announcer, 22, single. Experience with network, double on continuity. Know board. Prefer Texas station. Box 510a, BROADCASTING.

Experienced — News, staff, specialized college sports, Class B baseball, college education, family, consider all, Texas or coastal preferred. Box 558a, BROADCASTING.

Announcer, producer, DJ, newsman with 8 years experience desires Great Lakes area. $80 plus talent. AFRA. Available April 15th. Box 586a, BROADCASTING.

Combination announcer-engineer with first phone wants change to Kentucky-Missouri area. Presently employed, married. Disc on request. $65.00 minimum. Box 610a, BROADCASTING.

Announcer-writer-actor, 27, 3 years BBC and SABC experience, desires similar situation in Manhattan. Resume on application. Box 630a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer — Experienced. Presently employed 1000 watt NY station. All phases. Seek staff position with northeastern station only. Top commercial delivery. Disc on request. Box 636a, BROADCASTING.

Experienced announcer-program director-continuity. 250 network 1000-indie. Specialities: news-children's. Requests-poetry. College grad-pro actor-single-veteran. Box 637a, BROADCASTING.

Experienced announcer. Desires to move to a larger market into union station. Two years in radio, general announcing including ad lib remotes, news and morning disc jockey. Several years background as violinist-vocalist popular and semi-classical. Education, Boston University and announcing course NBC. Box 639a, BROADCASTING.

Announcer - writer - producer, 5 years top experience. Congenial, conscientious, versatile. Box 640a, BROADCASTING.

Sports announcer. Ten years play-by-play. Top Hooper sportscast. Box 645a, BROADCASTING.

Announcer — Thoroughly trained all phases. Good, resonant voice. Disc, photo available. Box 648a, BROADCASTING.

Staff announcer, young, single. Desires position with 1 kw station. Limited exp. Disc available. Box 655a, BROADCASTING.

Do you need a good all-round announcer specializing in play-by-play? Experienced in all types announcing and console operation. Box 656a, BROADCASTING.

Announcer — Experienced all phases. Complete play-by-play all sports. Box 657a, BROADCASTING.

Experienced sportscaster, play-by-play baseball. East preferred. Box 662a, BROADCASTING.

Sportscaster, topflight play-by-play, steady, energetic, smooth delivery, all sports second nature, 27, well-groomed, pleasant voice, plenty of personality. Adds up to $$$ for you. Now with 5 kw NBC station. Box 663a, BROADCASTING.

Announcer, 5 years experience. All-round man. 27, married AFRA scale. Box 669a, BROADCASTING.

Recent graduate, single, fine voice and experience, eastern territory. Box 675a, BROADCASTING.

Announcer, 24, eligible for veterans' training, college background in journalism. Some radio experience. Prefer east or south. Disc, info on request. Box 676a, BROADCASTING.

Extremely competent, thoroughly educated announcer. Heavy on sales. Finest network references. Available immediately. Box 678a, BROADCASTING or phone Stanley 8465-R, Berwyn, Ill.

Veteran, completed 14 months training, needs experience. Available for on-the-job training or what-have-you as announcer-writer. Married. Will travel anywhere. Box 682a, BROADCASTING.

Announcer, 27, married, dependable all-round announcer, good sportsman. Clear projecting voice. Box 683a, BROADCASTING.

Displaced person, marooned deep in Dixie, wants emancipation. Topnotch announcer, first class license, capable technician. 2½ years with network affiliates. Versatile, stable, married. References from present employer. $75.00. Box 684a, BROADCASTING.

Morning man. 7 years. Lively. 25. Family. 50 kw exp. Box 685a, BROADCASTING.

Announcer, married, thorough experience on network and independent stations, also experienced as operator, top newscaster, disc jockey, west preferred. Box 686a, BROADCASTING.

Young, experienced, single announcer. 1 year plus at 5 kw CBS affiliate. Willing to travel. Box 688a, BROADCASTING.

How! No waste words, long story short. Young chief trickle tongue hunts happy hunting grounds progressive young station. Experienced, reliable, disc or tape on request. Box 699a, BROADCASTING.

Announcer — Music director-librarian. Network, independent experience. Good music adlib, disc jockey. Personable, 26, single, radio-music degree, references. Box 700a, BROADCASTING.

Situations Wanted (Cont'd)

Young, but have experience in staff announcing, DJ work and writing. Ambitious, versatile and will take any reasonable offer. Prefer midwest but will travel. Box 703a, BROADCASTING.

Sports announcer. Ten years topflight play-by-play, sportscast. Box 708a, BROADCASTING.

Staffer, three years experience, seeking opening in east. Special emphasis commercials, news. University graduate, single, 25. Excellent, complete references with photo and disc on request. Box 710a, BROADCASTING.

Announcer - newscaster - copywriter - market editor. Law graduate. 6 years in radio. 37, married. Steady, sober, cooperative, with best of references. Recently member of news department of large midwest station. Seeks permanent position. Box 714a, BROADCASTING.

No sleepless nights when your programs are in capable hands. If you need an experienced, confident, dependable, conscientious, production-minded announcer at your mikes and turntables contact Box 715a, BROADCASTING.

Experienced young announcer, now working, seeks spot with progressive station. Box 716a, BROADCASTING.

Stop right here—Announcer experienced in commercial copy, DJ news. Some knowledge of console, continuity writing. Graduate leading announcers school, Radio City, N. Y. Young, single, will travel. For disc, details, write Box 717a, BROADCASTING.

Look no further. Sparkplug announcer, 24, university degree, intelligent delivery; experienced in all phases of staff announcing and writing. Single, will travel. For details write Box 718a, BROADCASTING.

Announcer, single, vet. One year's experience. Looking for good steady job and will travel. Box 720a, BROADCASTING.

Student desires summer announcing job. Available June 11. Seeking experience. Willing to work. Write Box 723a, BROADCASTING.

Available immediately, one year's experience. News, commercials, sports, disc shows, board operation, single, will travel, disc on request. Box 724a, BROADCASTING.

Newscaster-announcer, single, 24. AB Degree in radio-speech from state university. Experienced, 1 kw urban and rural stations. News leg and casting, plus announcing, panel operating. Give me a month's trial. Fred Baker, Strongsville, Ohio—phone 5932.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15. Atlantic 5-0516.

Announcer, one year experience, MBS affiliate. Single, 24, operate console. Prefer midwest. Michael Gulla, 5009 S. Talman Ave., Chicago. Republic 7-5791.

Announcer—One year commercial experience plus radio college background. Available immediately. John Somers, 71 Gale Ave., Elgin, Illinois. Phone 6230Y-3.

Announcer, 27, single. Experienced two local stations, announcer Mutual affiliate. Can run board. Specialize sports, good music. Desire 100 mile radius Wash., D. C. John S. Low, 1711 18th St., N. W., Washington 9, D. C. DUpont 6447.

Experienced announcer, play-by-play and top DJ. Former sports director for metropolitan New York station. Married. College. Willing to travel for job that offers a future. Raymond A. Somers, 528 Rahway Ave., Woodbridge, N. J.

Capable announcer with some experience. Willing to work. Disc available. Will travel. Reply 1822 Oak St., Quincy, Illinois. Ph. 5799W.

Technical

Experienced engineer. Florida stations notice. Offer, please. Box 573a, BROADCASTING.

First class phone license, young, any position considered. Box 589a, BROADCASTING.

Hold first telephone, second telegraph amateur licenses. Any position considered. Box 590a, BROADCASTING.

Young man with first class telephone license, desires position in broadcasting. Box 591a, BROADCASTING.

Situations Wanted (Cont'd)

Program or operations manager — Unusual qualifications. Twenty years experience all departments including management. Well worth an inquiry. Box 617a, BROADCASTING.

Engineer, 38. Married. Fourteen years experience studio, transmitter, recording, etc. Box. 629a, BROADCASTING.

First phone, second telegraph, ex-ham. 17472 hours study & experimentation. 800 chief coastal radio-telegraph. 320 state police. 21910 ham. 82201 radio repair. 480 acting chief broadcast. 480 control room. 3057 broadcast. Doherty amplifier etc. Married. No liquor. No car. Box 631a, BROADCASTING.

Chief engineer position desired. My 15 years experience in broadcasting including 10 years as chief engineer in a responsible position would assure you of competent engineering and supervision. Thoroughly experienced in studio, recording and transmitter supervision and operation. Have installed and adjusted two directional antenna stations and one FM station and have a good background in television. My particular experience would provide you with the control necessary to build and operate a television station on the most economical basis. If business-like control of engineering interests you please write for additional details. Box 635a, BROADCASTING.

Holder of first phone, single, finished 2 years of radio school. Willing to travel. Voice for possible announcing. Any reasonable offer considered. Box 646a, BROADCASTING.

Competent engineer seeks permanent position in midwest. Chief of 3000 watt independent FM station. Construction AM, FM, studio experience. Excellent references. Box 660a, BROADCASTING.

Chief engineer—seeks position in established station or one with CP, medium or low powered. Fourteen years of varied broadcast experience includes construction, operation and maintenance. Married. Top references. Box 672a, BROADCASTING.

Combination man, married, 26, 2½ years experience. Prefer southeast. Box 673a, BROADCASTING.

Engineer, veteran, married, age 37, two years experience in broadcast including remotes, control board and recording. Ham 19 years. Presently employed. Desire position in midwest or west. Box 677a, BROADCASTING.

Engineer-announcer would like to specialize in engineering still make living. Experienced, competent, versatile. Interested TV, FM. Ready for suggestions. Write Box 694a, BROADCASTING.

Engineer-announcer. First phone. Sober, reliable. Family man. Good references. Available approximately May 15. Housing essential. Box 711a, BROADCASTING.

Holder of 1st phone, single, willing to travel. No experience except two years electronic school. Box 719a, BROADCASTING.

Engineer—First phone, second telegraph. 5 years marine operator. Want permanent position. Gene Luce, Scottsbluff, Nebr.

Situations Wanted (Cont'd)

Engineer with first phone desires location in Texas, southwest Louisiana, or New Mexico. Complete training in operating a fully equipped broadcast studio, disc training, all phases of broadcast engineering including building, repairing broadcast transmitters. Graduate of two radio schools. Cleatus E. Barnett, Route 2, White Plains, Kentucky.

1st phone, single. Desires work as engineer. Don Biskup, Orleans, Nebr.

Veteran. Have first phone, but no experience. Will travel anywhere. Write James Coll, 51 Columbus Ave., New York, N. Y.

Operator, first license, four years general broadcast experience. Want transmitter job. Age 30. Single. Location not important. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

Production-Programming, others

Promotion—Advertising manager or ass't. 8 years topflight promotion, publicity, advertising and exploitation experience. Talented writer, creative idea, contact man. Able to plan, develop and execute campaigns. Available May 1st. Box 628a, BROADCASTING.

Audience researcher, 33. Excellent personality. Five years internal-external survey experience. NBC trained, Broadcast Measurement Bureau, former employer. Columbia University educated. Box 647a, BROADCASTING.

News editor available. Tops on developing local coverage. Six years radio news editor and commentator. Newspaper background and foreign service. Unmarried, sober, steady, congenial. Mature voice. Large, small city. Now Atlantic coast. Box 650a, BROADCASTING.

Newscaster-editor. Nearly 10 years of newspaper and radio reporting. With 50 kw. News director, 5 kw, college graduate. Want position where good news coverage, writing, and broadcasting are important. Box 654a, BROADCASTING.

News, special events, program director, three years experience. Have done all major big nine sports. Write news and continuity. Excellent references. Available immediately Chicago area. Box 658a, BROADCASTING.

Continuity writer — married, college grad. Two weeks' notice. Box 666a, BROADCASTING.

Topflight copy chief who writes punch copy that sells every type of merchandise. Presently employed, experienced all phases, seeks change with opportunity for advancement. All offers considered, will locate anyplace. Box 661a, BROADCASTING.

Experienced copywriter with 5 kw regional net station. Highly commercial. Also nwsp. and radio news background. Single, vet, 28, Univ. grad. References. LeRoy Bannerman, Whiteville, N. C. Tel.: 3493.

(*Continued on next page*)

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Announcing, Acting, Engineering, Script Writing, Administration, Music and all phases of television and commercial broadcasting. Day and evening classes.

Write today for illustrated catalog of school, its facilities and its graduates.

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TELEVISION

START TRAINING NOW

165 N. Michigan, Chicago AN-3-6767

Situations Wanted (Cont'd)

Radio writer, successful, will handle assignments free lance only. All types commercial copy, spots and jingles, and dramatic shows both fictional and factual. Send specific assignment for trial. No snags involved. If you like my writing, I can keep it coming-fast, original, vivid tailored to fit your requirements and budget. Box 668a, BROADCASTING.

Girl Friday available immediately. Experience includes all phases radio with emphasis on sales, traffic and copy. Good secretary. Also have radio bookkeeping experience. Single. Age 28. Job more important than salary. Box 679a, BROADCASTING.

University graduate in radio-speech desires position involving dramatic talent, her main field of interest. Training included writing, directing, and presenting all types of programs. Box 691a, BROADCASTING.

Program director—Experienced. Background of eight years in production, management, sales, music. Desire permanent location in medium market progressive station. Reasonable salary. Married man, 29. Presently station relations representative, national organization. Box 693a, BROADCASTING.

Program director with top record available now. Ten years experience in all phases, administration, personnel and supervision no problem. Age 33, married veteran. Interested only in permanent position. Excellent references. Box 695a, BROADCASTING.

Experienced copywriter. Can also write and produce sports shows, local variety, other programs, pinch-hit announcing. College graduate, married. Good reason for making change. Prefer station in small city. Copy, script samples on request. Please state salary and future prospects. Box 667a, BROADCASTING.

Experienced radio newswriter. Newspaper plus 5 kw newspaper station background. Know production techniques. Single, vet, 28, jour. degree. References. LeRoy Bannerman, Whiteville, N. C. Tel.: 3493.

Program director-announcer. College graduate, 28. Four years successful metropolitan and small market experience. Top air voice. Know my business. Box 983, Coral Gables, Florida.

Dramatic scripts from catalogue or written on assignment. Will contract station or network. J. M. Parham, Box 1230, Winston-Salem, N. C.

Television

Salesmen

TV sales and production. January-April, 1949, Philadelphia billing: $40,000. Married, age 33, college background, will travel. Eight years sales (2 in television). Station and agency experience. Best references. Complete brochure available. Box 712a, BROADCASTING.

Announcer

Announcer-writer-producer, versatile. In announcing: outstanding feature is a pleasing selling punch. In writing: directness and originality, in production: thoroughness and showmanship. Network experience. Will travel and send disc, photograph and scripts. Box 687a, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer-producer-writer employed by NBC AM affiliate desires TV position. Little Theatre background, own air shows, married, 28, photo, disc available. Box 681a, BROADCASTING.

Technical

Cameraman—Trained in TV studio, first class phone, ten years amateur and repairman. One year experience in AM-FM transmitter operation and maintenance, studio control, remotes and recordings, 29, married. Desire permanent position with TV station or CP holder. Best references. Box 626a, BROADCASTING.

Television engineer, BS degree, IRE associate, 1948 earnings $5880, desires TV station executive or supervisory position near family in southeast. Nine years experience covers development, installation, operation at pioneer television station and has the "knowhow" derived from pre-war experimental and present-day commercial telecasting. Record of qualifications sent on request. Box 608a, BROADCASTING.

For Sale

Stations

For sale—250 watt Florida independent station. Profitable operation. Only cash offers considered. Box 706a, BROADCASTING.

Minority or controlling interest, thriving independent central Pacific Coast 250 watter, beautiful building, grounds, city site, apartment in connection, CP 1000 watts forced sacrifice. Box 722a, BROADCASTING.

Control of 1000 watt daytime station Newport, R. I. exclusively serving community 60,000 wth 1500 businesses $10,000. Information advanced only those who appear personally. WRJM.

1000 watt daytime station for sale. Large southern city. Contact M. Berman, 40 E. 41st St., New York 17, N. Y.

Equipment, Etc.

Lehigh 170' tower will support television or FM antennas—4 tower lights, beacon, flasher, everything new. Box 520a, BROADCASTING.

FM exciter complete with multipliers to 20 watts output on FM band. Made by leading equipment manufacturer. Good for making composite transmitter. $450. Write for description. Box 651a, BROADCASTING.

A RCA pylon type FM antenna No. BF-11A for use in the 88 to 97.4 megacycle band. Power gain of 1.5—price, $250 fob, Louisville. Box 659a, BROADCASTING.

G. R. 916a RF bridge like new, Ferris 22A signal generator with Ferris 450B amplifier. Box 702a, BROADCASTING.

DuMont 274 oscilloscope, and two RCA MI-4856 lateral pickups. Will sell at low price. Box 707a, BROADCASTING.

Overstocked with two WE 109A reproducer groups, complete with two new heads, $125.00 each or first best offer. WOTW, Nashua, N. H.

For Sale (Cont'd)

For sale—One kilowatt Western Electric transmitter 353E1 at sacrifice price. Make us an offer. Charles Winkler, WDGY, Minneapolis.

For sale—2 tone arms for RCA 70B turntables complete with pickup heads and filters plus 2 spare RCA 70B diamond point heads MI #4856 $150.00. Blaw-Knox 80 ft. self-supporting type H-21, non-insulated, heavy duty tower, spread 10'4", designed to support a type 54A four bay, eight unit W. E. Cloverleaf FM antenna, new 600' single conductor new versital telerium parkway cable, 2/0 stranded, AWG 600V on reel —$225.00 f.o.b. Flint. Chief Engineer, Radio Station WFDF, Flint 3, Michigan.

For sale—Western Electric transmitter, type 405B1 with spare tubes. ASSO 300 foot Blaw-Knox self-supporting tower complete with lighting. Will sell separately, WKAR, Michigan State College, East Lansing, Michigan.

Tower, self supporting, 179 feet, Blaw-Knox, used, good condition with lighting equipment. WOSH, Oshkosh, Wisconsin.

Two RCA 70-C1 turntables with RCA BA-2C booster amplifiers including plugs and cables. Contact WRZE, York, Pennsylvania.

Will sacrifice modified GE FM transmitter 88-108 mc, 1 kw rating, complete including tubes, $1000. GE monitor $250. Call Wash., D. C. TE 9087 or write Box 727a, BROADCASTING.

For Sale — Complete 16m/m camera equipment including two cameras (one cine-special, one Bell and Howell 70), complete lens complements, Zoomar lens, motor drives, 200 feet and 400 feet magazines, tripods, etc. Disposition as a package preferred. Address inquires Box 728a, BROADCASTING.

Wanted to Buy

Wanted—1 kw late model AM transmitter. State all details. No composite job. Box 624a, BROADCASTING.

Wanted—Boonton 160A "Q" meter, General Radio type 1001a or 805 signal generator ballantine model 300 voltmeter. Box 670a, BROADCASTING.

Tower & ground. 280 ft. unguyed, heavy duty. State condition, location, price, type, weight, etc. Also copper ground strap wire, and screen. Also wanted, oscilloscope with 4 megacycle vertical amplifier. KFEL, Albany Hotel, Denver.

Wanted to buy, used console, in good condition. W. G. Jones, WRQN, Vidalia, Ga.

Miscellaneous

Station wants reputable, honest P. I. deals with agency listing which can be checked. Can do good for you if you guarantee to do right by our listeners. Send to Box 705a, BROADCASTING.

Employment Service

Needed immediately. 18 annor/eng's to $325. 7 salesmen to $10,000. 9 announcers to $75. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Situations Wanted

Managerial

KEY MEN

ATTENTION! New stations or others interested in acquiring a complete staff of experienced radio personnel, with a proven record of successful operation. Economy-minded general manager, program director-disc jockey par excellence, experienced combo man, news editor-commentator of network caliber, commercial manager. These are all men uniquely equipped by training and experience to solve any problems presented in your locality. This is a package deal; a congenial, loyal organization of men who know their business and have worked together as a team over a period of time, with an enviable record of success. Lease arrangement preferred; will consider purchase with modest down payment, or straight salary with share of profits. Available immediately. Will go anywhere. Not afraid to tackle a station now in the red. Let us hear from you. Riley Gibson, 451 Cajon, Redlands, Calif.

For Sale

Stations

Due to illness, owner must dispose of CP for AM station in California on excellent channel. Immediate reply necessary.

Box 664a, BROADCASTING

CP FOR SALE

$12,500 AM and FM midwest metropolitan market AM clear channel low frequency. Must have prompt action. Manager available too if desired. Contact at NAB Convention through Broadcasting's Chicago office or write.

BOX 618a, BROADCASTING

Equipment, etc.

Western Electric 1 kw, 503 B-2 FM transmitter, complete with crystal for 100.3 Mc. operation and two complete sets tubes, as delivered from factory never uncrated. Immediate delivery at less than list price. Also, Western Electric 5A monitor.

BOX 729a, BROADCASTING

Midwest Network Opportunity $400,000.00

One of the most outstanding properties of its kind in the United States. This long established top network facility has everything—a fine record of large earnings, a beautiful plant, an enviable reputation for public service and advertising results. It completely dominates one of the midwest's richest and most desirable markets. Priced at a very low ratio to earnings.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

BROADCAST MANAGEMENT *CONSULTANTS*

"not a luxury for the few but an aid for the many"

Now Hear This—Now Hear This, all station managers and owners report to Broadcast Management Consultants for greater net profits.

Stand By For Ram—Stand By For Ram, we can Ram and Sink your operating costs.

Stand By To Abandon Ship—Stand By To Abandon Ship. To abandon your ship or station is just plain silly when Broadcast Management Consultants can salvage and repair for greater profits. We produce results or we don't get paid.

(Contact our executive offices for details without obligation.)

BROADCAST MANAGEMENT CONSULTANTS

SUITE 442 • 20 N. WACKER DR. • CHICAGO 6, ILLINOIS

For Sale (Cont'd)

Equipment, Etc.

FOR SALE

1 two fifty watt General Electric FM transmitter, type 4BT-1T. 1 set of new tubes for same. 1-BM-1A General Electric FM frequency and modulation monitor. 1 set of new tubes for same. One General Electric 1 bay circular antenna. One General Electric matching section. 80 feet 7/8 inch coaxial cable. One coaxial pressure gauge with relief value. Four 7/8 inch coaxial straight couplings. One 90 degree angle with copper extensions.

The above equipment for sale FOB, KGKL, San Angelo, for $4,250.00.

Schools

The SCHOOL of RADIO TECHNIQUE

• NEW YORK • HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

Send for free Booklet B.
Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

ANNOUNCING!

13-week comprehensive course in *Station Sales Promotion, Public Relations and Merchandising* —at Southwest's top radio broadcasting school. (GI approved)—beginning May 2.

Get Particulars now!

Institute of Radio Broadcasting, Inc.
2900 N. Fitzhugh
Dallas 4, Texas

FCC FUNCTIONS

Transfer of Common Carrier Urged

PROPOSAL that FCC devote itself exclusively to broadcast problems —with common carrier functions transferred to an expanded Federal Power Commission to be termed Federal Utility Regulatory Agency— has been made by Harry R. Booth, Washington attorney specializing in administrative law.

The proposal is made by Mr. Booth in a comprehensive article which appeared April 7 in the *Public Utilities Fortnightly* which is titled, "Do We Need a Separate U. S. Radio and Utilities Commission." At one time chief of the FCC's rate section, Common Carrier Division, Law Dept., Mr. Booth would revert the FCC back to its original authority over radio matters exclusively. With the Hoover Commission proposing to switch some of the FPC authority to Interior Dept. that agency would be in a better position to assume the common carrier tasks, he believes.

Mr. Booth states in his article that "It is hardly open to dispute that the growing importance of radio and television, and the momentous and major issues now before the Communications Commission and the industry, now require that the agency be in a position to give far greater attention to radio problems than in 1934." He says "the real issues would seem to be whether the agency should be free to give radio problems its exclusive consideration."

Mr. Booth points out that merely because FCC "believes that it is up to date in dealing with telephone and telegraph regulatory problems, does not mean that they do not take so much of the time of the Commission that they retard . . . the handling of its predominant and greater responsibilities over the broadcasting industry."

Mr. Booth also believes that the common carrier regulatory problems are of sufficient importance that they should be controlled by an agency "which is not as overwhelmed by the demands . . . of unrelated problems."

Publicity Utilities Fortnightly is published by Public Utilities Reports Inc., 1038 Munsey Bldg., Washington 4, D. C.

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST. can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

Hispano Broadcasting Co.
Transcribed Commercials
(in Spanish)
1826 Barnett Rd., L. A. 32
CA. 13609

I have been producing Spanish language programs in South California for the past 15 years and am one of the best known Mexican announcers. I write the copy and cut the transcriptions myself. Have a number of very fine clients and agencies now.

NETWORK STATION FOR SALE IN NEW YORK STATE

One station * Good Earnings * Reasonably Priced * Financing can be arranged * Market not affected by television.

Box 701a BROADCASTING

MAIL ANALYSIS

RR Report on Radio Offer

COMPLETE analysis, indicating types of listeners, of mail response received in answer to a radio offer has been compiled by the Assn. of American Railroads.

Early in March the association offered a free copy of the new edition of "Quiz on Railroads and Railroading" to listeners on its *Railroad Hour*, aired over ABC. During a three-week period following the announcement, 38,874 requests were received.

In analysing these requests the association found: 87% were from adults (62% from men and 24.8% from women); more than 14% included comments on the program, of which 5,554 were wholly favorable, nine mixed and only one unfavorable.

It was possible from the requests to identify the occupations of 5,752 individuals. Of these, 3,467 were teachers or students; 436 were professional people; 994 were businessmen; 554 were railroad employes; 34 were from libraries, and the balance were in mixed categories.

The association's report also stated that a number of the request letters referred to the program's commercials, "and in every case where this was done, the comments were favorable."

Broadcasters Syndicate

SEVEN new stations have joined the Broadcasters Program Syndicate according to Bruce Eells, general manager. They are WJW Cleveland; CJDC Dawson Creek, B.C.; KVVC Ventura, Calif.; KSYL Alexandria, La.; plus following members of the Arrowhead Network in Minnesota: WHLB Virginia, WMFG Hibbing, WEBC Duluth.

WOL Washington was credited by Police Commissioner Robert J. Barrett with providing principal promotional effort of Police Boys Club campaign. Club exceeded its $225,000 goal by $31,000.

An Outstanding Buy

Quotation from comment by Mr. Albert Zugsmith, Executive Vice President of The Smith Davis Corporation, and one of the nation's leading authorities on radio station values, who examined data on this West South Central network station.

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis
President

Albert Zugsmith
Exec. Vice Pres.

317 South 16th Street, Philadelphia, Pa.
KINGSLEY 6-1132

New Business



CROSLEY DIVISION, Avco Mfg. Corp., Cincinnati, for Shelvador refrigerators, sponsoring extensive spot campaign using singing commercials on 211 stations in all distributor cities. Campaign will be carried in April by Crosley, with spots being made available on cooperative basis during May, June and July. Radio allocation is part of an extensive campaign for Shelvador which Crosley has scheduled this year, and which will include a half-hour television show on all TV stations on air. Agency: Benton & Bowles, New York.

FRENCH LICK SPRINGS HOTEL, West Baden, Ind., contracts for three 15 minute programs per week on WCSI(FM) Columbus, Ind., for broadcasts of Glen Paxton, hotel organist, direct from hotel lobby. Contract is for 52 weeks and marks hotel's first use of radio. Contract placed direct.

L. BUCHMAN Co., New York, manufacturer of pillows and comforters, sponsoring television spot campaign on WCBS-TV New York, effective April 21. Agency: Fuller & Smith & Ross, New York.

U. S. BEET SUGAR Assn. appoints Foote, Cone & Belding, San Francisco, for extensive campaign to promote beet sugar. Radio will be used.

CHEMICALS Inc., Oakland (Vano liquid starch), appoints Garfield & Guild to promote new product called Dura Starch, a plastic, long-lasting form of starch. Initial campaign will use radio exclusively and business will be placed on programs featuring home economists.

MARIN DELL MILK Co., San Francisco, appoints Russell, Harris & Wood Inc., San Francisco, to handle advertising. Radio will be used.

THE SAN FRANCISCO *Chronicle* appoints J. Walter Thompson Co., San Francisco, to handle advertising. Radio will be used.

HUNT FOODS Inc., Los Angeles (food products), completed plans for $200,000 campaign for "Hunt's Heavenly Peaches," in New York market. Radio will be used. Agency: Young & Rubicam, New York.

P. BALLENTINE & Sons, Newark, N. J., to share in sponsorship of telecasts of home baseball games of Philadelphia Athletics and Phillies with Atlantic Refining Co., starting this month. Games will be telecast alternately over three Philadelphia stations. Agency: J. Walter Thompson Co., New York.

PACIFIC MUTUAL LIFE INSURANCE CO., Los Angeles, April 8 started five-weekly series of five two-minute films on Los Angeles TV stations. Extension to Seattle and San Francisco contemplated. Ray Patin Productions is preparing films. Agency: Foote, Cone & Belding, Hollywood.

J. B. ROERIG & Co., Chicago, through Stanton B. Fisher Inc., New York, starts spot campaign in New York market. On behalf of Amion tooth powder, firm has purchased three participations weekly on WCBS' *Hits and Misses;* five participations weekly on WOR's *Barbara Welles Program* and five station breaks weekly, and five weekly participation on *Kathie Norris Program* on WABD (TV).

LOUIS ROTH & Co., Los Angeles (Menons Clothing manufacturer), sponsoring 45-second spots on KNBH (TV) Los Angeles, with plans to expand to other western markets in near future. Contract is for 52 weeks. Films are produced by Caston Productions, Los Angeles. Agency: Ted H. Factor Agency, Los Angeles.

R & H BREWING Co., Staten Island, N. Y., begins sponsorship of Monday night boxing matches from Eastern Parkway Arena on WPIX (TV) New York, effective today (April 11). Contract is for 13 weeks. Agency: Paris & Peart, New York.

MARK MORRIS TIRE Co., San Francisco, appoints Wakefield Adv. Agency, San Francisco, to handle advertising. Radio will be used.

JACOB RUPPERT BREWERY, New York, through Biow Co., New York, to sponsor series of five minute sports highlight films on WPIX (TV) New York, preceding telecasts of New York Giants' games on that station. Films produced by Frederic W. Ziv Co., Cincinnati.

PHILADELPHIA NATIONAL LEAGUE BASEBALL CLUB appoints Weightman Inc., Philadelphia, as agency for Phillies' 14 farm clubs. Weightman Inc. now is placing radio advertising for parent Phillies club.

SCHINE HOTELS Co., New York (hotel chain), appoints Robert W. Orr & Assoc., New York, to handle advertising. Radio will be used.

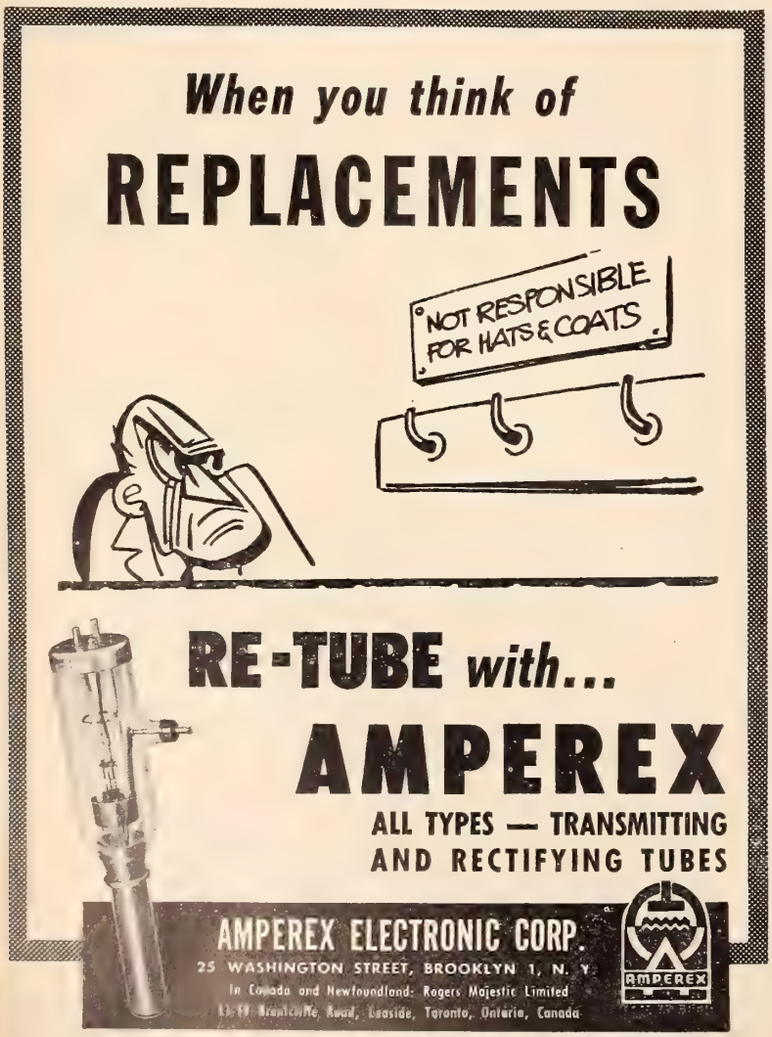
PILLSBURY MILLS Inc., Los Angeles, sponsoring five weekly quarter-hours of ABC *Surprise Package* on two Oregon affiliates, KEX Portland and KUGN Eugene, Mon.-Fri. (2:15-2:30 p.m. PST) for 52 weeks. Globe Mills Div. of Pillsbury sponsors same segment of program on other ABC Pacific Coast stations [BROADCASTING, March 14] Agency: Leo Burnett Co., Chicago.

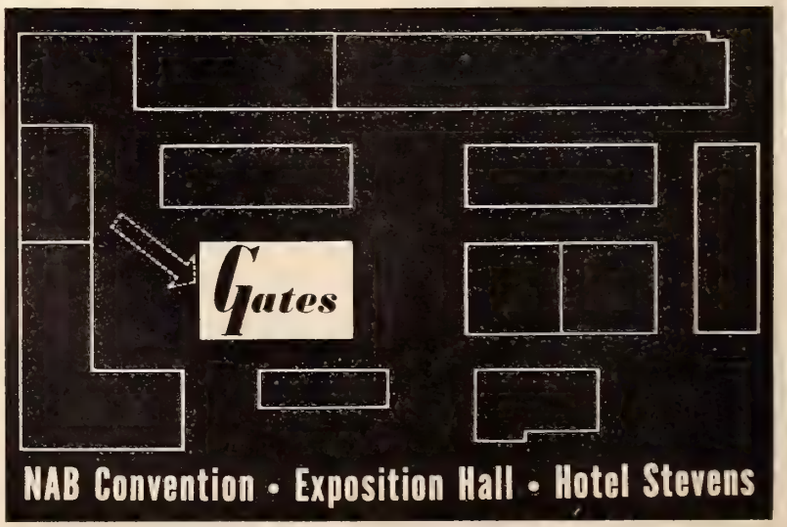
VIC HENDLER, Philadelphia distributor of appliances and tires, appoints Weightman Inc., same city, to handle advertising. Radio and television will be used.

KELVINATOR Div., Nash-Kelvinator Corp., Detroit, Mich., renews Edwin C. Hill's *The Human Side of the News* for 52 weeks, effective April 25, on 127 ABC stations. Agency: Geyer, Newell & Ganger, New York.

SHERWIN WILLIAMS Co., Cleveland, Ohio, for its paints, including Kem-Tone and Kem-Glo, appoints Fuller & Smith & Ross, Cleveland, to handle advertising, effective Sept. 1. Media plans have not been released.

CRIBBEN & SEXTON Co., maker of Universal Gas Ranges, appoints Christiansen Adv. Agency, Chicago, to handle advertising. Radio and television will be used beginning next fall.





NAB Agenda

(Continued from page 40)

NAB Committee Meetings

8:30-11:30 a.m.—
Sales Managers Executive
Small Market Stations Executive ..... PDR 1
9-11:30 a.m.—
Employer-Employe Relations Executive ..... PDR 20
Program Executive ..... PDR 14
Public Relations Executive .... PDR 3
Research ..... PDR 22
NARBA ..... PDR 21
Standards of Practice ..... PDR 6
Radio News ..... PDR 12
12-30-2 p.m. ..... Luncheon
Grand Ball Room
Presiding—Justin Miller, NAB President
Welcome—Howard Lane, WJJD Chicago, Chairman, Convention Site and Policy Committee
Address—Wayne Coy, Chairman, FCC

2-5 p.m.—
Sales Session .....8th Street Theatre
Presiding—A. D. Willard Jr., NAB Executive Vice President
Honorary Chairmen—Eugene Thomas, WOIC (TV) Washington, Chairman, NAB Sales Managers Executive Committee
Simon Goldman, WJTN Jamestown, N. Y., Chairman, NAB Small Market Stations Executive Committee
2:05 p.m.—*"Radio Today,"* Mr. Thomas
2:20 p.m.—*"It Can Happen Here"*—A Panel on Competitive Problems in Selling
Moderator—Maurice B. Mitchell, NAB Director of Broadcast Advertising
Panel Members—Don Menke, General Manager, WEOA; Martin Leich, Operations Manager, WGBF; John A. Englebrecht, General Manager, WIKY. All of Evansville, Ind.
2:50 pm.—*"A Department Store Makes Radio a Basic Medium"*—Howard P. Abrahams, Director of Sales Promotion and Display, NRDGA
3:05 p.m.—*"New Techniques for Successful Retail Radio,"* Lee Hart, Assistant Director, NAB Broadcast Advertising Department
3:20 p.m.—*Management's Responsibility to Radio's Selling Effort"*—Maurice B. Mitchell
3:40 p.m.—*"A Forecast of Business"*—Leo Cherne, Leo Cherne Assoc., New York
4 p.m.—*"Selling the Small Market Station"*—Simon Goldman
4:15 p.m.—All Radio Presentation—*Panel Members*—Gordon Gray, WIP Philadelphia, Chairman; Lewis Avery, Avery-Knodel, New York; Victor Ratner, Vice President, CBS, New York; Julian Haas, KARK Little Rock, Ark.; William B. Maillefert, WVET Rochester, N. Y.
5 p.m.— Adjournment
8 p.m.—
FM Session .....8th Street Theatre
Presiding .....Justin Miller
Chairman—Leonard L. Asch, WBCA Schenectady, Chairman, FM Executive Committee
Panel Members:
Dr. W. R. G. Baker, Vice President, General Electric Co.
Ted Leitzell, Sales Promotion Manager, Zenith Radio Corp.
Everett L. Dillard, President, Continental FM Network
Cy Braum, Engineer in Charge of FM, FCC
Sam Lesner, Radio Editor, Chicago Daily News
Miss Linnea Nelson, Chief Radio Timebuyer, J. Walter Thompson Co.
Leonard Marks, General Counsel, FM Assn.
William E. Ware, KSWI Council Bluffs, Iowa, President, FM Assn.
Harold Blodgett, Vice President, Patroon Broadcasting Co., WBCA
Frank E. Pellegrin, National Sales Manager, Transit Radio Inc.
Paul A. Walker, Commissioner, FCC

Tuesday, April 12

9 a.m. to 5 p.m. ..... Registration
Exposition Hall
Exhibits and Displays .. Exposition Hall and 5th Floor
10 a.m.—
Public Relations Session ....8th Street Theatre
"Public Relations at the Management Level"
Presiding .....A. D. Willard Jr.
Chairman—Frank King, Chairman, NAB Public Relations, Executive Committee
Introduction .....Mr. King
10:10 a.m.—*"PR in Programs Means Public Relations"*—Harold Fellows, WEEI Boston
Introduction .....E. R. Vadeboncoeur, WSYR Syracuse
10:25 a.m.—*"News: Prestige Through Reliability"*— Sig Mickelson, WCCO Minneapolis, President, National Assn. of Radio News Directors
10:45 a.m.—*"Employe Public Relations"* —Richard P. Doherty, Director, NAB Employer-Employe Relations Dept.
11 a.m.—*"You and Your Town"*—Robert T. Mason, WMRN Marion, Ohio
11:15 a.m.-12:00 noon—Panel Discussion —Mr. King, Mr. Fellows, Mr. Mickelson, Mr. Mason, Mr. Vadeboncoeur, Mr. Fair, Mr. Doherty, Mr. Richards
12:30 p.m.—
Luncheon .....Grand Ball Room
Presiding ..... Justin Miller
Address _____Tom C. Clark, Attorney General of the United States
2:30 p.m.
NAB Business Session .....8th Street Theatre
Presiding .....Justin Miller
2:35 p.m.—*"Broadcasting in Puerto Rico"*—Jose Ramon Quinones, WAPA San Juan, President, Puerto Rican Broadcasting Assn.
2:55 p.m. — *"BMI — A Report"* — Carl Haverlin, President, Broadcast Music Inc.
3:15 p.m.—*"Broadcast Measurement Bureau"*—General Discussion
4:30 p.m.—Resolutions—
5 p.m.—Adjournment
7 p.m.—Reception ..Normandie Lounge
6 p.m.—Annual Banquet ....Grand Ball Room

Wednesday, April 13

10 a.m.—
Television Session .....8th Street Theatre
A discussion of various phases and operating problems of television
Presiding .....Justin Miller
Chairman .....George B. Storer, President, Fort Industry Co.
Panel Members:
Terry Clyne, Vice President Biow Agency
Henry Grossman, Manager, Television Operations, CBS
E. Y. Flanagan, Vice President in charge of operations, WSPD and WSPD-TV Toledo
Elaine Phillips, Manager Film Procurement Fort Industry Co.
Stanlety Hubbard, President, KSTP and KSTP-TV St. Paul

FM DELETIONS

Two More Drop Facilities

TWO MORE FM authorizations were deleted by the FCC last week to raise the total number of drop outs this year to 56. Newly cancelled were WVNJ-FM Newark, N. J., and WMIL (FM) Milwaukee.

In surrendering its conditional grant, WVNJ-FM stated that the 1 kw power assigned by the Commission, maximum allowed under its Class A allocation, would not serve the city of Newark satisfactorily. Station was owned by Newark Broadcasting Corp., licensee of WVNJ there.

Permit for WMIL (FM), assigned to Myles H. Johns, expired March 1 and no reason for withdrawal was given, FCC said. Mr. Johns operates WOSH Oshkosh, Wis.

Newark Broadcasting, in its request to drop WVNJ-FM, told the Commission its contract with the union engineers would make it necessary to employ additional engineers for operation of the FM transmitter although the AM and FM transmitters are in the same building and adjacent to each other. WVNJ-FM is not in position to incur any such additional expense, the station stated.

Present AM outlet has been financial burden and continuation of FM plans would jeopardize proper development of WVNJ, the firm said.

IT'S A
GREAT DAY
WITH WLAV and WLAV-FM



WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)
WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.

AM ABC for Grand Rapids
WLAV
FM Power Plus Perfection

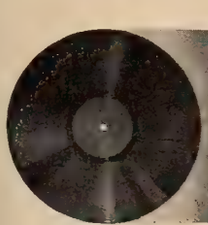
WRITE • WIRE • PHONE
for details on the new
★ ★ charlie ackerson show ★ ★
★ He Sings ★ He Talks ★ He Sells ★

Not since "Smilin' Ed McConnell" and "Singin' Sam" has there been so much potential sales success wrapped up in one neat, listenable, priced-right package!

This boy is ready . . . with girl trio and six piece Russ David Orchestra . . . to do a powerful selling job on high fidelity transcriptions . . . for you! Let us send you a record—today!

SPECIAL TO STATION MANAGERS!

Ask us about our Lew Preston Trio transcribed library of Western Ballads, Novelty, Spirituals, Hymns, Folk, Southern and variety songs! Over 100 tunes ideal for individualized programming.


Premier
RADIO ENTERPRISES
3033 LOCUST STREET • NEWSTEAD 3555
ST. LOUIS 3, MO.

WMIX - WMIX-FM
940 MT. VERNON, ILL. 94.1
"Covering Southern Illinois like a blanket of snow"
PROGRAM-WISE
CLIENT-WISE

CAUTION
BEFORE
SPEED
KTUC • 1400
Tucson

MAC BALDY
39 5 MINUTE SHOWS
▲
Written by:
MYRON SMITH
Directed by:
JACK WEIR LEWIS
Featuring:
BILL KLINE
▲
FREE COURTESY SPOTS
▲
MONARCH
PROGRAM LIBRARY, INC.
933-A Milwaukee Way
Denver 9, Colorado
▲
Send $2.50 deposit for audition record or write for additional information.
THE TALL SHOOTER

WIL
BLANKETING
THE
ST. LOUIS AREA
5,000
POWERFUL WATTS
DAY AND NIGHT

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles

Spot Accounts

(Continued from page 173)

AVERAGE NUMBER OF STATIONS

	1st QUARTER	2nd QUARTER	3rd QUARTER	4th QUARTER
Southern States Iron Roofing	12	—	—	—
Speakman Plumbing Fixtures	—	1	1	1
Stevens, Patricia, Modeling School	6	9	6	6
Stromberg-Carlson Radios	1	—	—	—
Strongheart Dog Food	20	15	13	*
Tom McAnn Shoes	10	10	10	*
Thompson's Hush Puppy Mix	—	2	—	—
2-In-1 Shoe Polish	25	22	3	3
Union Bag & Paper Corp.	4	4	—	—
Union Electric Co. of Missouri	—	—	4	4
United Airlines	2	4	3	1
Valley Church of the Air	6	6	6	6
Van Raalte Products	—	—	1	1
Viscose	—	—	—	1
Wabash RR Co.	—	—	—	1
Waltham Watches	*	*	*	*
War Assets Administration	16	17	—	—
Wesson Houseware	—	1	1	—
Weatherseal Screens & Storm Windows	—	—	6	5
Wisconsin & Michigan SS Co.	—	—	7	—
World Airways Inc.	—	—	1	1
Wurlitzer Music Stores	1	—	—	—
PUBLICATIONS				
Colliers Magazine	—	—	—	113
Coward-McCann Inc.	—	—	—	1
Day, John P., Inc. (Real Estate)	—	—	—	1
Doubleday & Co.				
Champlain View Garden	—	1	—	—
Dollar Book Club	61	—	8	1
Etiquette Book	—	—	—	1
Family Reading Book	—	—	—	1
High Self-Taught	—	2	—	5
Literary Guild	2	—	—	1
Live a New Life	—	—	—	1
Modern Home Medical Adviser	—	—	—	1
Mystery Book	—	—	—	1
Opera Book	—	10	5	4
Greystone Press	—	—	—	1
Omni Book Inc. (Books)	20	—	—	2
Oxford University Press (Books)	—	—	—	1
Putnam's, G. P., Sons	—	—	—	1
Rinehart & Co. Inc. (Books)	—	—	—	1
Science Illustrated	2	2	—	—
Simon & Schuster & Co.	—	—	—	1
Times-Columbia Distributors Inc.	—	—	—	1
Unicorn Press	—	—	—	119
Wise, William				
Children's Encyclopedia	—	—	—	*
Cook Book	—	—	2	*
Handy-Man's Guide	19	21	10	*
Knitting Book	5	—	—	*
Modern Encyclopedia	6	2	—	*
Modern Home Physician	16	26	15	*
Popular Home Decorator	—	—	—	*
Popular Educator	—	—	—	*
Practical Mathematics	—	—	—	*
Sewing Book	9	5	—	*
World Famous Paintings	—	—	—	*
Ziff-Davis Publishing Co.	—	—	—	1
RETAIL				
A & P Food Stores	2	1	1	1
Bennett, Richard, Inc. (Men's Apparel)	—	1	1	—
Big Star Super Markets	9	9	—	11
Doubleday Book Shops	—	—	—	1
Gamble-Rabinson Stores	22	—	—	—
Grand Union Food Stores	13	11	11	11
Kay Jewelry Co.	2	2	2	2
Lee, H. D. Co. Inc.	2	2	2	2
Rogers Food Stores	9	9	—	11
Schrafft's	—	—	—	1
Smith's Store (San Francisco)	1	1	2	1
TOILET REQUISITES				
Admiracion Shampoo	1	—	—	—
Barbasol	3	2	2	2
Castle Soap	—	1	—	—
Daggett & Ramsdell Products	1	—	—	—
Durham-Enders Razors	1	1	1	1
Fleets Chap Stick	—	—	—	1
Forhan's Toothpaste	—	—	—	11
Gem Blades	—	—	—	5
Kranks Shavekreem	7	8	14	30
Krashe Facial Oil	2	2	2	2
Kreml	—	—	—	1
Listerine Shaving Cream	3	1	—	—
Listerine Tooth Paste	3	1	—	—
Star Blades	—	—	—	3
Tartan	—	—	40	—
Woodbury Facial Soap	2	2	2	2

COY

Addresses N. Y. Rotary

BROADCASTING's progress gives assurance that "as we return to a buyer's market and as new products must be introduced to the public, business will have at hand an advertising medium that is keeping pace with its needs," FCC Chairman Wayne Coy declared Thursday.

Addressing a luncheon meeting of the Rotary Club of New York, Mr. Coy noted that the number of stations has "almost tripled" since the war and "in another two or three years . . . will have quadrupled." He pointed out that American business spent more than $500 million on radio advertising last year.

He told the Rotarians that "television will be your most compelling advertising tool" and "may prove to be the . . . cheapest when measured by sales made per advertising dollar invested."

The FCC chief envisioned "one or more television stations in every one of the nation's 140 major market areas" within two years. He predicted "close to 400" operating TV stations by the end of 1951.

He said he was "hopeful" that the solution to television's current technical problems and the need for more channels can be found "in the very near future."

Chairman Coy spoke on "The Stake of American Business in Our Communications System." He reviewed the complexity of the telephone, telegraph, radio and allied communications fields, and the scope of regulatory problems involved.

DC DST Approved

DAYLIGHT savings time was authorized for the District of Columbia March 31 when President Truman signed S135 following Senate and House approval. D. C. commissioners will establish fast time beginning April 24, with District reverting to standard time Sept. 25.

CHICAGO
AUDIENCE FACTS
Sunday
10:00 to 10:30 AM
WIND 22%
Network A 15.7%
Network B 10.0%
Network C 8.2%
Network D 5.7%
PULSE
Jan.-Feb. '49
W-I-N-D
560 KC
24 hours a day

FCC Actions

(Continued from page 176)

Applications Cont.:

License for CP

KING Seattle—License to cover CP increase in power etc.

TENDERED FOR FILING

SSA—900 kc

WKYW Louisville, Ky.—SSA 900 kc 1 kw-D 100 w-N unl. for period ending not later than Nov. 1.

AM—1270 kc

WLBR Lebanon, Pa. — CP change from 1270 kc 1 kw D to 1470 kc 1 kw unl. DA-N.

Transfer of Control

WWSO Springfield, Ohio—Transfer of control from Gus Sun, Phil Chakeres, Robert Shaw and Gus Sun Jr. to Bradley Kincaid, S. A. Cisler Jr. and Robert Shaw.

April 5 Decisions . . .

DOCKET CASE ACTIONS

AM—740 kc

Announced decision granting application of All-Oklahoma Bcstg. Co. for new station at Tulsa, Okla., 740 kc 50 kw-D 10 kw-N unl. DA and denial of application of KUOA Inc. for new station at Siloam Springs, Ark., 740 kc 10 kw unl. DA; Tulsa grant subject to engineering cond.

AM—790 kc

Announced decision granting application of Booth Radio Stations Inc. for new station at Saginaw, Mich., 790 kc 1 kw unl. DA, and denial of application of Federated Publications Inc. for same facilities at Lansing, Mich.; also denied application of Saginaw Bcstg. Co. to change WSAM Saginaw from 1400 kc 250 w unl. to 790 kc 1 kw unl. DA-2. Adopted memorandum opinion and order denying petition by Lake Huron Bcstg. Co. (WKNX Saginaw) for reopening of record in proceeding for purpose of taking further testimony concerning qualifications of Booth Radio Stations Inc. and adopted order granting motion of WSAM to withdraw pleadings, exceptions etc. in above proceeding.

BY THE SECRETARY

KULP El Campo, Tex.—Granted assignment of license from Louis Thurmond Culp Krueger, Lafayette Lionel Duckett, Charles Coppage Ingram, J. Edward Johnson and Ross Bohannan d/b as Wharton County Bcstg. Co. to Wharton County Bcstg. Co. Inc.

WOHS Shelby, N. C.—Granted license covering changes in vertical and FM ants.

WSM-FM Nashville—Granted license covering changes in FM station.

WSIC-FM Statesville, N. C.—Granted license new FM station; Chan. 289 (105.7 mc) ERP 2.4 kw; 335 ft.

WENR-FM Chicago—Granted license new FM station; Chan. 234 (94.7 mc) ERP 25 kw; 605 ft.

W M A Q-FM Chicago—Granted license new FM station; Chan. 266 (101.1 mc), ERP 24 kw; 610 ft.

WIL St. Louis — Granted license change frequency, increase power, etc.

WVNJ-FM Newark Bcstg. Corp., Newark, N. J.—Granted request to vacate cond. grant new FM station.

KPAC Port Arthur, Tex.—Granted CP install old main trans. at present location main trans. to be used for aux. purposes with power of 1 kw DA-N.

WJAC Johnstown, Pa.—Granted CP install new trans.

FCC Correction

In report of Secretary's actions dated March 11, FCC corrected item relating to Terrell Broadcast Corp., Terrell, Tex., to read: Granted authorization for 100-w test trans. for purpose of obtaining data with reference to signal intensity data in connection with its application for new AM station 1570 kc 250 w D, now in hearing on issues which include determination of interference to KHBR Hillsboro, Tex. Authorization of test is conditioned to operation being completed prior to commencement of equipment tests by KCUL Fort Worth, and further that operation take place D only with unmodulated signal except for voice identification each half hour.

FCC also announced that in report dated March 23 items referring to KUSC Los Angeles and WDTR Detroit are corrected to show renewal of FM license for KUSC was granted for period ending Sept. 1, 1950, and for WDTR for period ending Sept. 1, 1949.

Box Score

SUMMARY TO APRIL 6

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,969	1,920	233	...	427	253
FM Stations	724	305	591	27*	100	29
TV Stations	59	7	115	...	323	181

* 11 on air

CALL ASSIGNMENTS: WPRT Prestonsburg, Ky. (Kentucky Mountain Broadcasting Co., 960 kc, 1 kw day); WPKY Princeton, Ky. (Princeton Broadcasting Co., 1580 kc, 250 w day); WBRM Marion, N. C. (Lake City Broadcasting Corp., 1250 kc, 1 kw, day); WMUU Greenville, S. C. (Bob Jones U., 1260 kc, 1 kw, day); WOST Sparta, Tenn. (Sparta Broadcasting Co. 1050 kc, 1 kw, day); WBRM Brevard, N. C., changed to WPNF (Pisgah Broadcasting Co Inc.); WLFM Pittsburgh Pa., (Matta Broadcasting Co., Channel 245, 96.9 mc, Power 20 kw); WCIF-FM Madisonville, Ky. (Madisonville Broadcasting Co. Inc., Channel 285, 104.9 mc, power 0.675 kw).

WTOD Toledo, Ohio—Granted CP mount FM ant. on side of AM tower.

WGEM Quincy, Ill.—Granted CP install new trans.

WHAR Clarksburg, W. Va.—Granted CP install new trans.

WMUR-FM Manchester, N. H.—Granted mod. CP to make changes in ant. system.

Following received extension of completion dates as shown: KLEE-TV Houston, Tex., to 6-1-49; WGOS Goshen, Ind., to 10-18-49; WFJL Chicago, to 5-10-49; WLPM-FM Suffolk, Va., to 7-28-49; WMAN-FM Mansfield, Ohio, to 7-1-49; WCOL-FM Columbus, Ohio, to 6-22-49; KOMA-FM Oklahoma City, to 10-1-49; WAZL-FM Hazleton, Pa., to 7-13-49; WSLB-FM Ogdensburg, N. Y. to 6-19-49; KCBC-FM Des Moines, to 7-24-49; KYW Philadelphia, to 6-13-49.

KRKN Arkansas-Oklahoma Bcstg. Corp., Fort Smith, Ark.—Granted request for cancellation of license and deletion of call letters, effective 3-15-49.

KTIS Minneapolis, Minn.—Granted license new standard station; 900 kc 1 kw D.

WPAM and WPAM-FM Pottsville, Pa.—Granted assignment of licenses to Miners Bcstg. Service Inc.

WMIL Myles H. Johns, Milwaukee—Granted request to cancel CP new FM station.

KANE New Iberia, La.—Granted CP to install new trans.

KFLW Klamath Falls, Ore.—Granted mod. CP to make changes in vertical ant. and mount eleven foot FM ant. thereon.

W T V B Coldwater, Mich.—Granted mod. CP make changes trans. equipment, eliminate request for FM ant. and change studio location.

KBKW Aberdeen, Wash.—Granted mod. CP for approval of ant., trans. and studio locations and change type of trans.

WLOG Logan, W. Va.—Granted mod. CP to change type trans.

Following were granted extension of completion dates as shown: KPIX San Francisco, to 5-31-49; WSYR-TV Syracuse, N. Y., to 9-12-49; WTMJ-TV Milwaukee, Wis., to 6-23-49; WCON Atlanta, Ga., to 9-21-49; WSFL-FM Springfield, Mass., to 10-1-49; KFVS-FM, Cape Girardeau, Mo., to 9-25-49; KRFM Fresno, Calif., to 10-27-49; WNAC-FM Boston, Mass., to 7-1-49; WSNJ-FM Bridgeton, N. J., to 6-30-49; KWK-FM St. Louis, to 10-9-49; KTTS-FM Springfield, Mo., to 7-18-49; KBMT San Bernardino, Calif., to 10-27-49; WXRT Chicago, to 10-24-49; WJJL-FM Niagara Falls, to 7-27-49.

Following were granted licenses for new FM stations: WXYZ-FM Detroit, Mich.; WJLS-FM Beckley, W. Va.; KONO-FM Seattle, Wash.; WKRG-FM Mobile, Ala.; WMBS-FM Uniontown, Pa.; KVOE-FM Santa Ana, Calif.

Following were granted licenses for new noncommercial FM stations: WAER Syracuse, N. Y.; WSOU South Orange, N. J.; WNAD-FM Norman, Okla.; WTHS Miami, Fla.

WGRE Greencastle, Ind.—Granted mod. CP to change height above average terrain from 100 ft. to 76 ft.

KBKX San Antonio, Tex.—Granted extension of completion date to 8-24-49.

KEYE Perrytown, Tex.—Granted license new standard station; 1400 kc 250 w unl.

KEYD Minneapolis—Same—1440 kc 5 kw D.

KVOL Layfayette, La.—Granted license install new vertical ant. and mount FM ant. on AM tower and change trans. location.

WIHL Hammond, La.—Granted license new standard station and specify studio location; 730 kc 250 w D.

WPIC Sharon, Pa.—Granted CP install new vertical radiator with FM ant. mounted on top.

KFGQ Boone, Iowa—Granted CP mount FM ant. on AM tower.

WCOV Montgomery, Ala.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WDDH Hickory, N. C.—Granted extension of completion date to 6-10-49.

WMRC Greenville, S. C.—Granted extension of completion date to 7-1-49.

WSIX-FM Nashville—Granted license new FM station; Chan. 248 (97.5 mc), ERP 71 kw, 705 ft.

WXYZ-TV Detroit—Granted mod. CP to change ERP from vis. 32.1 kw, aur. 16.7 kw to vis. 27.9 kw, aur. 13.9 kw; change of power gain and slight ant. change.

April 5 Applications . . .

ACCEPTED FOR FILING

License for CP

KGHF Pueblo, Col.—License to cover CP increase in power etc.

WDUN Gainesville, Ga.—License to cover CP new AM station.

Modification of CP

KVFM San Diego—Mod. CP new FM station for extension of completion date.

WNEX-FM Macon, Ga.—Same.

WRXW Louisville, Ky.—Same.

WGTR Boston—Same.

WMUN Muncie, Ind.—Mod. CP new FM station to change ERP and ant. height.

KOIN-FM Portland, Ore.—Same.

License for CP

WISR-FM Butler, Pa.—License to cover CP new FM station.

WNIQ Uniontown, Pa.—Same.

WPRO-FM Providence, R. I.—Same.

TENDERED FOR FILING

Assignment of License

WKUL Cullman, Ala.—Assignment of license from H. H. Kinney and D. T. Kinney to Hudson C. Millar Jr. and Alexander B. Millar d/b as Cullman Bcstg. Co.

KWTC Barstow, Calif.—Assignment of license from William T. Brown, Burton C. Boatwright and Robert E. Reno d/b as Mojave Valley Bcstg. Co. to Mojave Valley Bcstg. Inc. No change in ownership.

KDAN Oroville, Calif.—Assignment of license from Dan L. Beebe, Floyd L. Sparks and Betty Clark, partnership, to Dan L. Beebe, Floyd L. Sparks, Betty Clark Sparks, Arden Booth and Dan L. Beebe Jr. d/b as Oroville Mercury Co.

KSON and KWFM San Diego—Assignment of license and CP from John Ward Studebaker Jr., John Gordon Studebaker and C. Frederic Rabell d/b Studebaker Bcstg. Co. to Studebaker Bcstg. Co. Inc. No ownership change.

Transfer of Control

WQQW-AM-FM Washington, D. C.—Transfer of control of present voting common stock to group of new Class A stockholders.

SSA—770 kc

KOB Albuquerque, N. M.—SSA 770 kc 50 kw-D 25 kw-N from June 1, 1949, for next regular license period.

AM—550 kc

WLIN Merrill, Wis.—CP change from 730 kc 1 kw D to 550 kc 1 kw-D 500 w-N DA-DN.

APPLICATION DISMISSED

WEXT Milwaukee — DISMISSED March 31 transfer of control from Sydney Charney, Fred Froede, Bruno B. Bitker, George Grabin, Arthur Meyerhoff and Ben Barkin to Lee K. Beznor David Beznor, Gerald Bartell, Rosa B. Evans and Loraine A. Cromey.

AM—1450 kc

KCSU Provo, Utah — DISMISSED April 1 CP to change from 1490 kc 250 w unl. to 1450 kc 250 w unl.

NAB CODE

Enactment Power Is Upheld

POWER of the NAB board to enact, amend and promulgate standards of practices or codes was upheld in a mail referendum of the membership. By a 760-270 vote the members rejected an amendment proposed by Edward Breen, KVFD Fort Dodge, Iowa, which would have withdrawn the board's code powers. Mr. Breen retired Saturday as a director-at-large for small stations.

On the other hand, the membership adopted a by-laws amendment placing a new limit of two consecutive terms on NAB board service. The vote in this case was 583 to 465.

The code was adopted by the board at Los Angeles last May 19, to take effect July 1, 1948 and with due regard to advertising contracts in effect as of the date of adoption but in no case later than May 19, 1949.

WIND PROTESTS

Baseball Line Rates

WIND Chicago has protested against Western Union's proposed new rates governing use of its baseball play-by-play service [BROADCASTING, March 14], claiming they would discriminate against radio stations as compared to newspapers and press associations.

The protest said WIND is the originating station for the Midwest Baseball Network, furnishing baseball broadcasts to some 30 stations in Illinois, Iowa, Michigan, Nebraska, Minnesota, Indiana and Wisconsin.

Contrary to Western Union's interpretation, the Chicago station claimed WU's past tariffs contemplated use of the Western Union baseball service over more than a subscriber station.

The proposed new rates, to become effective April 18 unless set aside by FCC, would call for payment of $2 per game by each station using the service, plus the regular fee paid by the subscriber or originating station. These additional payments, WIND claimed, "would constitute a net profit since no additional payments, costs or charges are incurred" by WU.

WIND also argued that the "identical service is furnished to newspapers and/or press associations, which subscribers may incorporate information received from [Western Union] in news services furnished to non-subscribers without additional charges of any kind."

Management

(Continued from page 39)

go through the same experience that marked the Standards of Practice debate at Los Angeles last May. At that time the code opponents uttered a few chirps and the meeting developed into a sweeping victory for code supporters.

In any case, NAB reorganizations traditionally bring out some of the industry's hottest oratory. Should the subject move along in a routine way tomorrow afternoon, there is good chance that the tangled BMB situation will be worked over by its friends and enemies. The whole audience research question has been a touchy one, especially since BMB got into management difficulties during the winter.

A new Audience Measurement Committee headed by John Elmer, WCBM Baltimore, was scheduled to meet at 10 a.m. Sunday. This committee faces the headache of guiding the current BMB Study No. 2 through to a conclusion. Then it faces the problem of working out a suggested measurement formula for the future. Already several NAB districts have advocated establishment of a separate corporation, similar to BMI, to develop a comprehensive industry-operated measurement system designed to help advertisers buy radio time efficiently.

Could Submit Ideas

Should this committee come up with some ideas this early in its career, it might choose to submit them to the convention. Buyers of radio time insist they must have a yardstick to guide them in their use of the medium but such a magic formula has not yet been found in nearly three decades of broadcasting.

The sales situation is uppermost in the minds of many broadcasters, judging by informal conversations heard around the industry in recent weeks and at the Stevens late last week. That is why it has the best spot on the three-day agenda.

Following FCC Chairman Coy's address to the opening luncheon today, the convention will move to the adjacent Eighth St. Theatre where all meetings will be held.

Coming at the arrival of a new era of competitive inter-media and intra-broadcasting selling, the sales meeting will go into the main problems of bringing money into the cash register. Maurice B. Mitchell, NAB director of broadcast advertising, will moderate a panel discussion at which the new tricks of competing media will be unveiled.

Mr. Mitchell will follow with a discussion of management's responsibility to radio's selling effort, a subject that may lead to some very plain talk.

Even before the convention gets under way, the sales problem will be worked over at an 8:30-11:30 Monday morning meeting of the NAB Sales Managers Executive Committee and the Small Market Stations Executive Committee.

The sales managers came out last winter with a red-hot resolution calling on the NAB board to provide for an aggressive sales campaign pitched to meet the lavish promotions of printed media. The board squeezed much of the punch out of the project and the committee may revive its demand. The All-Radio Presentation will be discussed (see story below).

One of the ideas discussed by committeemen is the creation of a separate corporation similar to the Bureau of Advertising of the American Newspaper Publishers Assn. The newspaper bureau is separately financed to the tune of well over a million dollars and operates without the handicap of internal ANPA supervision and industry schisms. One of the barriers to all-out sales promotion, according to some who favor the idea, is hesitancy on the part of some newspaper-owned radio properties to endorse aggressive competitive selling.

The top management problems will come up at the general business meeting tomorrow afternoon. With expiration of the second NARBA a fortnight ago [BROADCASTING, April 4], the continental allocation picture became even more complicated. What this development means will be considered by the board and at a meeting of the new NARBA committee authorized by the board at New Orleans in February. G. Richard Shafto, WIS Columbia, S. C., director-at-large for medium stations, is chairman of this committee, which scheduled a 9 a.m. Monday meeting. Several other phases of international radio relations will be considered.

In the top management bracket is the policy to be followed in Congressional and government relations. Judge Miller recently polled board members on their lobbying views, asking them if they desired fulltime legislative counsel, counsel during sessions of Congress, or a professional lobbyist.

Some industry elements have contended Judge Miller's main job is of a lobbying nature and he is understood to have indicated he will follow the board's mandate, even to registering himself as a lobbyist. Already NAB has contacted a number of possible candidates for a lobbying post, though final decision on the whole problem is due at the Wednesday-Thursday board meeting.

Television rises to a place of new prominence in convention proceedings, appearing at a number of places on the agenda. TV is tied into the reorganization question. One of the motives behind the three-ply (AM, FM, TV) functional setup proposal is to keep all forms of broadcasting within NAB's ranks. The entire Wednesday morning program is devoted to TV and the visual medium and enters, of course, into the intra-broadcasting competitive situation.

Johnson, Hill Decline

Up to the weekend there had been little open discussion of the Washington legislative situation, though state legislative matters are likely to be discussed informally.

No official representative from Capitol Hill will attend the convention. Sen. Edwin C. Johnson (D-Col.) and Rep. Robert Crosser (D-Ohio), chairmen of the Senate and House commerce committees, respectively, were invited but both said pressure of legislative activities would prevent their attending.

The NAB Legislative Committee had not even scheduled a meeting during the convention though most other standing committees will meet.

Scheduled to meet at 9 this morning were the Employe-Employer Relations Committee, Program Executive Committee, Public Relations Executive Committee, Resolutions Committee (10 a.m.), NARBA Committee, Standards of Practice Committee and Radio News Committee.

Though the Standards of Practice group was authorized by the board in November, its membership had not been announced up to the weekend. NAB headquarters indicated that the committee's composition should become known this morning, if acceptances have been received from those invited to serve.

The code committee's main job is to promote observance of the stand-



CONGRATULATIONS on his election as president of the Pioneers Club are extended to William Hedges (r), NBC vice president, by (l to r) Mark Woods, ABC president and past Pioneers president; Edgar Kobak, MBS president and immediate past president of the Pioneers, and H. V. Kaltenborn, club's founder. Annual dinner was held at Toots Shor, New York restaurant, March 31 [BROADCASTING, April 4].

RADIO FILM

Script Plans Ready For NAB Meet

SCRIPT PLANS for the All-Radio Presentation film, designed to depict radio's selling power, will be ready for the NAB Management Conference at the Monday afternoon sales meeting in the Eighth St. Theatre.

The All-Radio Presentation Committee discussed the script at a meeting held last Monday in New York. It was prepared by Maurice B. Mitchell, director, NAB Dept. of Broadcast Advertising, and Robert K. Richards, director, Public Relations & Publications Dept. Working copies will be mimeographed for committe review.

The script will be ready for the film producer following the committee's next meeting this spring. Gordon Gray, WIP Philadelphia, chairman of the All-Radio project, will explain the script at this (Monday) morning's joint meeting of the NAB Sales Managers Executive Committee and the Small Market Stations Executive Committee.

Drive for additional subscribers to the film will be conducted during the convention. Now that the project has started to take form, the committee in charge will be able to explain its operation in detail. As now drafted, the script is a realistic document somewhat in the mood of "Our Town." It utilizes "real, living people" and talks a language that broadcasters, public, sponsors, agencies and others will understand.

Woven into the script will be a series of result stories presenting a cross-section of radio's selling job. Advantages of early morning and late-night time will be explained along with the arguments for AM, FM and TV.

Attending the Monday meeting, besides Messrs. Gray and Mitchell, were Victor M. Ratner, CBS; Ivor Kenway, ABC; George Wallace, NBC; W. B. McGill, Westinghouse Radio Stations Inc.; George Spencer, George P. Hollingbery Co.; Ralph Weil, WOV New York.

ar ls. Sitting at its meetings will e representatives of media and gencies.

As NAB officials completed their rrangements last week, several hanges were made in the agenda. Three persons were added to the Monday night FM panel [BROADCASTING, April 4]. They are Henry V. Slavick, representing WMCT (FM) Memphis, and NAB District 6 director; Eloise R. Hanna, WBRC-FM Birmingham, claimed o be the world's highest power FM station, and C. M. Jansky Jr., Jansky & Bailey, engineering consultants.

Several changes were made in he Monday afternoon sales proram, mostly affecting the order f appearance of speakers. Mr. Willard will preside. Honorary hairmen will be Eugene E. Thomas, WOIC (TV) Washington, hairman of the Sales Managers Executive Committee, and Simon Goldman, WJTN Jamestown, N. Y., hairman of the Small Market Stations Executive Committee.

Mr. Thomas starts the program with a basic appraisal of broadasting's competitive selling job. Leo Cherne, of Leo Cherne Assoc., New York, will forecast business onditions. Howard P. Abrahams, lirector of sales promotion and isual merchandising, National Retail Dry Goods Assn., will speak on he topic, "You Must Know Stores o Sell Stores."

Lee Hart, NAB retail coordinator and assistant director of the Broadcast Advertising Dept., will ntroduce her tested copy-checking ystem for stores. Her subject s, "New Techniques for Successful Retail Radio."

Mitchell to Moderate

Mr. Mitchell will moderate a anel discussion to be presented y Martin Leich, WGBF Evansille, Ind., and John A. Engelrecht, WIKY Evansville. They vill reveal new cut-throat methods ntroduced in the city by cometing media.

After the panel, Mr. Mitchell vill give his talk on "Management's Responsibility to Radio's Selling Effort," outlining the need for anagement to assume a major hare of the station's sales burden and problems.

Mr. Goldman will discuss the pecial problems of smaller staions in cities under 50,000, taking he topic, "Selling the Small Market Station."

Winding up the meeting will be a anel discussion of the All-Radio resentation led by Gordon Gray, WIP Philadephia, chairman of the roject. He will be accompanied y Lewis H. Avery, of Avery-Knodel; Victor Ratner, CBS; Julan Haas, KLRA Little Rock. It vas understood the outline of a hooting script would be ready.

Public relations at the management level will provide a theme or Tuesday morning's meeting in he theatre. Mr. Willard will preide, with Frank King, WMBR acksonville, Fla., as chairman. Mr. King heads the NAB Public Relations Executive Committee. Programming, news, employe relations and the station's place in the community will be discussed, winding up a with a panel.

On the platform will be Harold Fellows, WEEI Boston, NAB District 1 director, who speaks on the subject, "PR in Programs Means Public Relations." E. R. Vandeboncoeur, WSYR Syracuse, chairman of the NAB News Committee, will introduce Sig Mickelson, WCCO Minneapolis, president of the National Assn. of Radio News Directors, who will speak on various phases of radio news.

Richard P. Doherty, director, NAB Employe-Employer Relations Dept., will discuss labor relations. Robert T. Mason, WMRN Marion, Ohio, will speak on the broadcaster's role in the community. His topic is, "You and Your Town."

Robert K. Richards, NAB director of public relations and publications, and Harold Fair, NAB Program Dept. director, will join the other speakers in a panel discussion.

Judge Miller will introduce Attorney General Clark at the noon luncheon. He will preside at the afternoon business session. Jose Ramon Quinones, president of the Puerto Rican Broadcasting Assn., will discuss "Broadcasting in Puerto Rico"; Carl Haverlin, BMI president, will report on progress of the industry-owned music bureau; status of BMB's second study will be outlined, and resolutions will be introduced.

Annual industry banquet will be held Tuesday evening at the Stevens. Entertainment will be furnished by BMI.

Concluding the convention will be the Wednesday morning television session. George B. Storer, president of the Fort Industy stations will be chairman. The program includes Terry Clyne, vice president of Biow Co.; Henry Grossman, CBS manager of TV operations; E. Y. Flannagan, vice president in charge of operations, WSPD and WSPD-TV Toledo; Elaine Phillips, manager of film procurement for the Fort Industry TV department, and Stanley Hubbard, president, KSTP and KSTP-FM Minneapolis-St. Paul.

Exhibit Locations

HEAVY equipment displays will be found in Exposition Hall, beneath the Stevens lobby. Light equipment and services are shown in sample rooms on the fifth floor. All elevators descending from sleeping room floors will take guests to Exposition Hall, on request. Exposition Hall show hours during the Management Conference are: Monday, 9 a.m.-9 p.m.; Tuesday, 9 a.m.-5 p.m.

WLS SILVER ANNIVERSARY

Three Special Shows to Mark Event April 12

THREE SPECIAL PROGRAMS on WLS Chicago will mark the *Prairie Farmer* station's silver anniversary April 12.

Edgar L. Bill, WMBD Peoria president and first manager of WLS, will speak on the *WLS Dinnerbell Hour*, and George C. Biggar, first announcer on the program; Ellen Rose Dickey, the station's first home program director; and Grace Wilson, who sang at the WLS dedicatory program, April 12, 1924, will also appear.



Mr. Snyder

A 10-minute memorial service at 6:15 p.m. will honor departed WLS staff members, and at 7 p.m. the *Silver on Parade* program will feature a dramatization of historical highlights of the station, including the WLS broadcast of the Hindenburg disaster.

The twenty-fifth birthday of the *WLS National Barn Dance*, first folk musical program ever put on the air, will be celebrated Saturday, April 23, in Chicago's Eighth Street Theatre. A midnight show, from 12:30 to 2:30 a.m., will be added to the usual 7:30 and 10 p.m. stage broadcasts. Several former *Barn Dance* notables will return to WLS for the occasion, including Uncle Ezra (Pat Barrett), now an Illinois farmer; the "Kentucky Mountain Boy" (Bradley Kincaid), now of WSM Nashville; Tom Owen of WMT Cedar Rapids who called the first square dances on the program; Steve Cisler, vice president of WKYW Louisville and a former *Barn Dance* m.c.; Malcolm "Spareribs" Clair, now of WCFL Chicago, and Joe Kelly of *Quiz Kids* fame.

A special 16-page silver anniversary edition of the WLS magazine *Standby* has been prepared for distribution this week to agencies, advertisers, Midwest business men and WLS listeners.

Last Tuesday, Glenn Snyder, vice president and general manager of the station, saluted the listener in a pre-anniversary statement. "Our audience has been our boss since the beginning," he said. "In the millions of letters that we have received, Midwesterners have told us their program and artist preferences and we have followed their suggestions very carefully. They started our Christmas Neighbors Club and have entrusted WLS with over $247,000 to purchase radios, wheel chairs, inhalators, beds and other equipment for hundreds of midwestern hospitals, orphanages, and other child-caring institutions. Likewise, our listeners have used the station as their medium for the collection of nearly $350,000 to aid the American Red Cross in alleviating distress among many thousands of sufferers from floods, tornadoes, and other disasters."

NAB BOARD

Six Members Conclude Term

SIX members of the NAB Board of Directors concluded their terms at the Saturday meeting of the old board. Six new directors will assume their posts Wednesday afternoon when the new board convenes. They were elected in the February membership poll. The new directors were invited to sit with the old board at the Saturday meeting.

Winding up their terms at this convention are Paul W. Morency, WTIC Hartford, director-at-large for large stations and a director for nearly two decades; T. A. M. Craven, now a consultant and no longer eligible, director-at-large for medium stations; Edward Breen, KVFD Fort Dodge, Iowa, director-at-large for small stations; Willard Egolf, WBCC-FM Bethesda, Md., director-at-large for FM (A) stations; Henry P. Johnston, WSGN Birmingham, District 5; William B. Smullin, KIEM Eureka, Calif., District 15.

New directors taking office Wednesday are James D. Shouse, WLW Cincinnati, succeeding Mr. Morency; Kenyon Brown, KWFT Wichita Falls, Tex., for Mr. Craven; Merrill Lindsey, WSOY Decatur, Ill., for Mr. Breen; Frank U. Fletcher, WARL Arlington, Va., for Mr. Egolf; Allen M. Woodall, WDAK Columbus, Ga., for Mr. Johnston; Glenn Shaw, KLX Oakland, for Mr. Smullin.

Chicago Club Host

CHICAGO Radio Management Club will be host to NAB Convention delegates at a breakfast in Hotel Stevens' North Ballroom tomorrow (Tuesday) at 8:30 a.m. Frederic R. Gamble, president of the 4-As will speak on "Buying Tomorrow's Time." In charge of arrangements will be a committee consisting of CRMC President Bill McGuineas, commercial manager of WGN Chicago; Holman Faust, vice president of Mitchell-Faust Advertising Co.; Wayne Williams, radio director of K. E. Shepard agency; Arthur Harre, general manager of WJJD Chicago; Nort Jonathan, president of Nort Jonathan & Co., and Paul Brines, assistant general manager of WGN Chicago.

WCSI (FM) Columbus, Ind., has announced that it will move its studios from Carr Hill, two miles southeast of Columbus, to downtown section of city, within next six weeks.

ET Business

(Continued from page 47)

now than a year ago and very much better (65%) than six months ago. Kurt Jadassohn, general manager of SESAC Inc., New York, believed conditions much the same but noted an ever-increasing interest in band music and gospel singing, two SESAC specialties.

John B. Keating, Portland, Ore., reported business off, with AFRA and AFM costs making it increasingly difficult to produce the custom-built shows he packages for regional agencies and sponsors in Oregon, Washington and Idaho. Dan V. Carr, general manager, Guild Radio Features Ltd., Toronto, reported expanded operations with business up 100% in the past year.

Helen Kelleher, president of Empire Broadcasting Corp., New York, reported better business now than six months ago. John B. Hayes, assistant manager of WOR Recording Studios, New York, also reported its service business better now than a year ago and six months ago.

II. Problems

Several executives expressed the view that the broadcaster doesn't do enough selling. This is a problem of great concern to transcription companies. For continued sales by the transcriber is in great part dependent on the broadcaster's sales.

Richard S. Testut, vice president and general manger of Associated Program Service, New York, takes that line. He believes that radio is a selling business and 1949 is the year to prove it. He further believes that stations which have organized their commercial departments to sell *programs* rather than just *time* will be the ones getting biggest sponsor response.

Mr. Michelson (Charles Michelson Inc.) also felt that his biggest problem was to be found in the station itself. He expressed the need for educating station sales staffs.

"We have found that most station salesmen follow the path of least resistance," he said, "and that generally results in their taking orders for spots or participations, regardless of the type of program best suited for the advertiser's requirements."

Ziv's Problem

The Ziv organization also felt its biggest problem was right in the radio station. Said President Ziv:

"Our biggest problem is to have more radio stations understand how Ziv programs help them sell new sponsors and how Ziv programs help the stations keep old sponsors as long-time, satisfied customers. Fortunately, more and more stations are learning all the time that sponsors want a good show and that a better show is a better bargain in the long run."

A similar opinion was expressed by a spokesman for World Broadcasting System Inc., New York, an affiliate of the Ziv company.

A somewhat different kind of problem inside the station concerned Mr. Bloom (Kasper-Gordon). He felt many stations improperly educate local advertisers that the sponsor should pay for talent. Further, he believed too many stations wrongly felt that "every dollar spent by a local advertiser for talent means that much less in the purchase of time and station income."

Further problems that concerned him were: The increasing use by stations of disc jockey programs which give the sponsor little that is good or exclusive; the turnover in station personnel, which required him to re-present shows; the freezing of sample discs by stations, resulting in a K-G loss of as much as $12,000 in one year, and the one-show producer who gives the transcription business a black eye by falling down on production midway in a promised series.

James Parks, vice president, Broadcasters' Guild Inc., found his biggest problem a production one—obtaining better than network quality shows at low prices. Mr. Keating (of John Keating) also said increased cost was his main problem.

Television was cited as the biggest problem of Harry S. Goodman Radio Productions. Mr. Goodman said he didn't know whether in the next five years the company would be supplying television programs or transcriptions for radio. At the present, it is doing both. Mr. Hayes of WOR Recording Studios also said planning for TV expansion was his service's most important present problem.

III. New Business

New business is among the top concerns of transcription companies. That includes not only the search for prospects but ways and means of getting them on the dotted-line — then keeping them satisfied.

The Ziv company expects to find its new business among national and regional sponsors, according to President Ziv.

"More and more national sponsors are using Ziv transcribed programs for each individual market," he said. Some network sponsors are already discontinuing their network shows and are concentrating on the placing of transcribed shows in individual markets. In some of the major markets, these national sponsors are placing television shows, whereas in the balance of the country, they are placing transcribed shows to carry their sales messages. We expect that, as television develops, more and more sponsors will turn to transcribed radio shows to reach non-television markets."

As a business booster, Ziv is inaugurating and creating more promotion tie-ins with programs. Thus on one program, a sponsor is enabled to give away a 17-jewel wrist watch every week at no charge to the sponsor. On *The Cisco Kid*, Ziv includes teaser ads, buttons and announcements, giveaways such as singing lariats, trading cards, bang guns, secret codes, membership cards and the like.

Ziv believes it is filling the need of the sponsor to have a show that can tie-in with salesmen's efforts, dealers' needs, mail campaigns and the like—thus making the show not merely a radio program but a rounded campaign.

Broadcasters Guild, according to Vice President Parks, expects to find new customers largely in two fields: Among national advertisers and among local dealers for national manufacturers. He believes many of the former will be ripe prospects as they split their radio budgets between AM and TV, economizing on the AM via spots.

Local dealers in nationally manufactured items also will be good prospects, he believes, because their inventories are piling up and they will need economical quality programs to move quality goods. Mr. Parks also said Guild member stations were being sent *Radio News Digest*, which is an information exchange whereby the Guild relays the experiences of one station to other members.

Cites Local Level

Mr. Cowan (Louis G. Cowan Inc.) said he expected to find additional business from the same general groups which have given his organization customers thus far. He, too, noted that the local level will provide more prospects. He explained that greater local sales efforts are increasing local advertising via transcriptions and that as television affects budgets of some companies they are seeking local radio emphasis through transcriptions.

Associated Program Service, according to Vice President Testut, will go after all its customer sources harder for new business. In the past four months, Associated has expanded its station relations staff, is increasing its advertising appropriation, organizing an aggressive direct mail campaign, is investing additional dollars in product improvement, and has established a sales quota representing a new business increase of 20% for the year 1949. He thus is taking literally his own belief that "radio is a selling business and 1949 is the year to prove it."

World Broadcasting expects to find more business from stations themselves. Said a spokesman: "We are not going after outside business because we feel that all of our thinking should be directed toward aiding radio stations to make more money by selling more World shows to sponsors." World is eliminating scripts with no commercial appeal, is inaugurating a big-name policy, is "timing" programs, furnishing sales aids such as audition discs and merchandising portfolios and special voice tracks by star performers.

Charles Michelson Inc. hopes to find new business by submitting low-cost proven programs to large advertisers who have heretofore stayed away from radio because "of failure of stations to come up with a definite program plan for the particular business." His company also is directing its efforts toward participating in factory cooperative advertising plans. His company tries to obtain factory approval for a specific radio campaign which may become the vehicle for cooperative advertising budgeting between distributors and the factory.

Harry S. Goodman Radio Productions intends to serve radio stations but aims to increase business by selling television package programs to sponsors.

Among sources where Kasper-Gordon will seek new business are new stations, although Treasurer Bloom cautions that small stations are of doubtful profit because the rates obtainable from them hardly cover pressing costs, handling, selling expenses and promotion. A new K-G practice is to offer a large group of shows at a special low package rate to stations in small communities.

SESAC, according to General Manager Jadassohn, is selling transcriptions to railroads, whose crack streamliners have installed wire music systems. Thus it has tapped a whole new field for the same product used by radio stations.

Miss Kelleher, president of Empire, which largely does the mechanical side of transcribing, expects to find new business from big advertisers venturing into television and trying to hold their old program time via transcriptions. Empire also has been doing sound tracks on discs for animated television cartoons. Miss Kelleher said it was found cheaper to reproduce the sound that way than on films.

IV. New Products

New shows and new show ideas are being developed prolifically. A

High Priced Fish

SECOND annual fishing contest is being sponsored by WSYR Syracuse, N. Y., in cooperation with the New York State Conservation Dept. Tagged fish are planted in surrounding lakes and streams and WSYR offers a $25 prize to the fisherman landing the first marked fish. Other tags returned also bring awards to the anglers. Fishermen are asked to furnish information as to the date and time of catch, type of bait used and where catch was made. This information is forwarded to conservation officials for use in fish migration studies. Some 700 trout were planted last year and 500 more this year. A total of 127 tags were returned in last year's contest.

sampling of what is becoming available in this field follows.

Kasper-Gordon has in production *The Gaylords*, starring Chet Gaylord and Betty Pierce, a family comedy show about a radio performer constantly falling into comic situations. K-G also has in production two new juvenile program series.

SESAC is augmenting the seven series in its library (American Folk-Western, Band, Concert, Religious, Novelty, Spanish-Latin American, and Hawaiian) and is now making available barber shop quartets, a new symphonic orchestra, a mixed religious choir and additional band and Latin-American music.

Harry S. Goodman has just prepared *Rendezvous With David Ross* and *Jim Ameche, Storyteller*, the first available as either 15-minute or half-hour show five times weekly and the latter as either a 15-minute or five-minute program five times weekly. In addition, the company is now selling a musical library of 1,790 selections and is adding 20 new selections monthly.

Standard Radio is about to inaugurate five new *Star Shows*, each built within its library and produced for local sponsorship. Standard is furnishing its stations with complete audition discs as well as printed presentations for use by station sales departments. It claims that sale of any one of the programs should enable a station to recover cost of the entire library service. It also is adding to its big name lineup.

Associated Program Service is making available *The Stars Sing*, a 15-minute, five-a-week feature with Evelyn Knight, Vic Damone, Kay Armen, Phil Brito and others; *Music for America*, half-hour weekly featuring Ted Dale, Al Goodman, Lanny Ross, etc.; *Morning Almanac*, one hour, six-a-week program of diversified music and almanac facts for each day; *Souvenir Song*, five minutes, six-a-week, memory tunes and historical and biographical data designed to follow or precede newscasts; *Movie Time*, 10 minutes, six-a-week, featuring tunes from films, and *Tune Time*, 10 or 15 minutes, six-a-week, featuring small units to tie in with commentator.

Ziv is announcing availability of a new half-hour multi-weekly kid show, *Cisco Kid*, which has the numerous promotion tie-ins mentioned previously.

Broadcasters' Guild, after querying its members on their preferences for new shows, has just released two new programs: *What Difference Does It Make*, a five-minute program that can be used as an enclosure in participating shows and disc jockey programs, as a highlight, and as a change of pace; and *Captain Stubby and the Buccaneers*, a 15-minute program using the Decca recorder and his musical aggregation.

V. Transcription Networks

Keystone Broadcasting System, Chicago, by March 9 added 42 stations to its network since last Aug. 1. That brought its total, as of March 9, to 358 affiliated stations.

Keystone has operated on the theory that through it, advertisers can reach the "Beyond-Metropolitan" audiences of its smaller-town outlets via its transcription network. Its success is further testimony of the impact of the ET.

In New York, a new transcription network has been forming. Called Transcription Broadcasting System, it is making available to stations five top shows and 8¾ hours of weekly programming at the cost of the half-hour national Class A time rate, which is practically what was paid for only one of the shows before it was incorporated into the network. Although TBS claims it has thus offered a balanced programming schedule, it intends to add a new program three times a year, with member stations balloting for the show to be produced out of a selection of five or six prospects.

TBS claims that it has been so swamped with requests from stations eager to join the network that its biggest immediate problem is to make sure the stations taken under contract are the best in their particular market.

VI. Filling a Need

All this activity in the transcription field indicates that transcribers are filling an important need in the radio industry. Although the so-called stigma of "canned" programming may still persist in the opinions of some radio critics, the conclusion is inevitable that ET programming has largely overcome such prejudices, gaining considerable success in the unsentimental arena of the market place.



FUTURE plans for *My Friend Irma*, CBS comedy series created by Cy Howard (second from r), are discussed during a Chicago meeting of network and sponsor executives. Participating are (l to r): James A. Barnett, executive vice president and general manager of Pepsodent Div. Lever Bros., sponsor; Don E. Kelley, WBBM-CBS Chicago public relations director; Mr. Howard, and H. F. Woulfe, Pepsodent president.

WCAU Upheld by Court

WCAU Philadelphia was upheld by Federal Judge J. Cullen Ganey on April 5 in a dispute with the American Communications Association, CIO, about overtime pay. Judge Ganey rejected a petition by the union's Broadcast District Local 1 that the station be compelled to submit to arbitration a dispute involving overtime pay for technicians.

WHAS Hearing

(Continued from page 51)

sq. mi. and population of 125,238 while the overlapping 2 mv/m contours include an area of 9,543 sq. mi. and population of 632,380, FCC was told.

Lester H. Carr, partner in consulting engineering firm of Weldon & Carr, Washington and Dallas, testified that in the nighttime overlap area one or more primary services (other than WHAS and WLW) serve 67% of the area. Two or more serve 35.8%, three or more 22.9% and four or more 11.4%, he said.

Mr. Carr said two or more other primary services cover 100% of the daytime overlap area while three or more serve 99.3%, four or more 95.4%, five or more 90.3% and 10 or more 69.1%.

Another Crosley exhibit listed 80 existing and authorized standard stations rendering primary daytime service within the WLW-WHAS daytime 0.5 mv/m overlap area. Similarly, 21 stations were given for nighttime service.

Shouse Testimony

Considerable non-technical testimony was given by James D. Shouse, Crosley president; Robert E. Dunville, Crosley vice president and WLW general manager, and Victor A. Sholis, director of WHAS.

Mr. Shouse told the Commission that Avco's board of directors has adopted a resolution approving a loan to Crosley of the full amount necessary to purchase WHAS.

Mr. Dunville and Mr. Sholis testified on programming and operation of the two stations. Mr. Dunville elaborated on earlier testimony of Mr. Shouse and said that if Crosley acquired WHAS it would extend the station's hours of operations, "consolidate" certain programs and increase commercialism. He indicated that live programming would increase in the present operating hours although the extended operation period would use mostly recorded material.

Crosley does not contemplate "any appreciable degree of mutual programming on WLW and WHAS," Mr. Dunville said. He pointed out that even Washington news bureau programs would be different originations for the two stations. WHAS-TV also would be programmed separately from WLWT (TV) Cincinnati, he said.

Previously, Crosley had told the Commission the two stations would not duplicate network service [BROADCASTING, March 7]. WLW is an NBC affiliate and WHAS is CBS.

Detailed exhibits, coupled with illustrated presentations, were introduced for both WLW and WHAS on programming, news item sources, special events and remotes to show that the stations serve different major areas. Also included was information on the public appearances of the stations' farm directors to show that even in non-broadcast activities there was little overlap between WLW and WHAS.

Defines 'Sphere'

Through this evidence Crosley sought to show that WLW considers its "sphere of influence" to be chiefly Ohio, northern Indiana and not far into northern Kentucky while WHAS is concerned chiefly with Kentucky and southern Indiana. Mr. Sholis called it the "Kentucky-ana" area.

Mr. Sholis, under questioning, testified that the Louisville *Journal*, up until the time of the many new AM station grants, carried the program log of WLW and, in addition, that of WSM Nashville. He said only the night listings now are carried. None of the Cincinnati papers carry any Louisville station logs.

W. Ward Dorrell, vice president of C. E. Hooper Inc., testified on the share-of-audience rating averages which WLW and WHAS had in their respective opposite cities for November-December 1948. He said that WHAS' highest share-of-audience rating in Cincinnati was 1.4 with sets-in-use 21.1. For WLW in Louisville he cited highest share-of-audience as 2.1 with sets-in-use 19. Ratings of each station in its home town were not given.

The heading on the WHAS request for more time to complete WHAS-TV was completed at the March session.

DONALD REYNOLDS

Purchases 'Review-Journal'

DONALD W. REYNOLDS, broadcaster and publisher, last Monday purchased the Las Vegas, Nev., *Review-Journal* for $450,000 according to Blackburn-Hamilton Co., station and newspaper brokerage firm which handled the transaction.

Mr. Reynolds owns or has substantial interests in KFSA Fort Smith, Ark.; KBRS Springdale, Ark.; KAKE Wichita, Kan.; KHBG Okmulgee, Okla., and WIKK Erie, Pa. His newspaper interests include the Fort Smith *Record*, Okmulgee *Times* and the Bartlesville, Okla., *Examiner* and *Enterprise*.



THOMAS D'A. BROPHY, Kenyon & Eckhardt, retiring chairman of AAAA's board of directors, congratulates his successor, Mr. Goshorn. Sign of the times, and theme of the meeting, appears behind them.

Buyers' Market

(Continued from page 41)

festation of the tremendous vitality of manufacturing, broadcasting, advertising and the consuming public alike."

Taking FCC Chairman Wayne Coy's prediction of 18 million TV sets in five years, he said it could be attained, "but not without considerable assistance from the Commission which he heads. . . . Only the availability of UHF channels would make this a likely possibility. . . . So, Mr. Coy, keep your sights up, but don't forget to load that gun."

The television audience is, now, principally in the top quarter income families, with a sharp tapering down into the lowest quarter, he said. A recent Y&R survey about plans of non-farm families to buy TV sets showed that income groupings played a large part in the question. "For each family planning to buy in the lowest economic quarter, there are two in the middle quarter, three in the upper middle quarter and four in the top quarter," Dr. Langhoff said.

TV Costs

At this date television time costs for a half hour show reaching 1,000 sets is $2.95 in New York, having dropped from $6.65 in 15 months. The cost of a TV spot announcement per 1,000 sets has dropped from $0.83 to $0.45. He predicted: "While stations will, with justification, continue to jack up prices periodically, the trend in cost per 1,000 sets will be downward for some time to come."

Dr. Langhoff briefed his agency audience on the latest facts concerning TV outlets and networks, set ownership and progress in cable connections.

Moderator of the panel was Louis N. Brockway, executive vice president of Young & Rubicam and chairman of the AAAA's Special Committee on Radio and Television Policies. Members of the panel were: Winslow H. Case, senior vice president of Campbell-Ewald Co., New York; Walter Craig, vice president of Benton & Bowles, New York; Arthur C. Fatt, executive vice president of Grey Advertising Agency, New York; George Foley Jr., manager of television of Newell-Emmett Co., New York; Robert M. Ganger, vice president of Geyer, Newell & Ganger, New York; Dwight Mills, president of Kenyon & Eckhardt, New York; O'Neill Ryan Jr., vice president of J. Walter Thompson Co., New York; Lawrence L. Shenfield, president of Doherty, Clifford & Shenfield, New York.

Questions discussed covered such subjects as use of motion pictures; expense of television; frequency of use of television; impact of television; who will produce television, etc.

FCC Order

CONTROL of responsibility for handling appeals from FCC decisions in license cases would be transferred to the Dept. of Justice if present legislation is passed without amendment, according to Rosel H. Hyde, FCC commissioner. Comr. Hyde appeared before a House Judiciary subcommittee April 1, along with Max Goldman, assistant chief counsel in charge of litigation, and two other members of FCC's legal division. Hearings were held on measures (HR 2915-2916) to provide review of orders of FCC, ICC, Agriculture and other departments.

'Waste'

(Continued from page 48)

nique of "getting a show started strongly and getting it started right." A program which begins with a favorable audience response is likely to maintain a favorable level. He called this the "carry over factor."

Mood: More shows have failed because their basic mood was violated than for any other reason, Mr. Schwerin believes.

Cites Example

He cited one program, a "Will Rogers type of homey comedy," which sustained a high degree of audience liking until, in its middle, a jazzed up version of a folk song was presented. At that point, and from then on, the audience liking dropped sharply.

Emphasis: Mr. Schwerin said that meant "the amount of time devoted to each of the major elements in the program."

A news program, being tested, contained the same elements in each of three auditions but differing emphasis was placed on them in the different versions. "When little time was devoted to the main reporter," Mr. Schwerin said, "the liking was low. As the reporter was given more time, the liking for the whole program rose in proportion."

Direction: This means the direction of appeal, "the type of people your show is being broadcast for."

"Advertisers want to appeal to people who are their potential customers," Mr. Schwerin said.

Another factor influencing th direction of programs is the typ of available audience, he said. H cited one program, best liked b young people, which was gettin only moderate ratings in a 9:3 p.m. Saturday time, when fewe young members of the audienc are at home than in any other per od of the week. The sponso switched to 7:30 p.m. and its rat ing climbed immediately.

Mr. Schwerin said he believe the waste in radio can be sub stantially reduced by an invigora tion of qualitative research. Wast must be reduced, he said, if radi is to remain healthy in the fac of growing competition.

SSA Denied

MRS. LOUISE C. CARLSON wa denied special service authorizatio by FCC last week to use the trans mitting and studio facilities o WJBW New Orleans, 250 w outle on 1230 kc owned by her forme husband, Charles C. Carlson. Mrs Carlson was granted the WJBW assignment when the Commissio denied Mr. Carlson renewal of li cense for WJBW on grounds h had repeatedly violated the Com mission's technical standards an rules. However, he is still operat ing the station pending action o his appeal to the Supreme Court from the FCC decision [BROAD CASTING, April 4].

SELLING COPY

Lee Hart Gives Formula

TESTED formula for retail radio copy has been developed by the NAB Dept. of Broadcast Advertising, offering a simple way of writing commercials that sell.

The formula is the product of Lee Hart, assistant director of broadcast advertising. Miss Hart will describe it in detail at the Monday afternoon sales session of the NAB Management Conference in Chicago.

Extremely simple, the formula is designed to guide station managers who want more effective commercial copy policies; to aid salesmen who want to sell productive advertising campaigns, and to aid copy writers produce commercials that will help create immediate traffic and sales for the item advertised as well as listener-impressions that will bring customers to a store weeks and months later.

In describing the formula Miss Hart took a sample commercial designed to sell pearls and applied her formula to produce a completely different piece of copy.

"First test," she said, "is this: What main idea do you want listeners to remember about the product, service or event you are advertising. Then write copy in terms of the listener's interest and in words the listener would use in telling a friend about the same merchandise." Miss Hart added that vague, unbelievable lead-in language and stilted advertising copy should be avoided in favor of conversational sentences.

Second, Miss Hart said, this question should be posed: What facts or information in your copy prove the main idea? "In radio," she said, "you can weave facts into a personalized sales story which tells the listener what the key customer advantages of any merchandise mean to her. A woman will head for a store to look at something she's interested in for a good price, but statement of price without sound salesmanship of the value of the merchandise will seldom interest her."

Third point in the formula is this: "What suggestion have you offered to encourage listeners to take action about the merchandise, service or event you are advertising? Is it a specific suggestion to stop in and choose the type you most prefer? Why not, instead, make the suggestion a specific one . . . one that applies to the merchandise you are advertising . . . one that is logical and of benefit to the listener?"

Miss Hart applied her formula to the following piece of copy:

Gems of the ocean . . . truly lovely pearls . . . can always be counted upon to add the finishing touches to a new spring ensemble. At the jewelry department at Blank's, you will find all types of pearls to adorn your dresses and suits. Especially inviting are the simulated rope pearls. These sixty-inch rope pearls come in green, pink, grey, and the ever-popular white. Priced at one ninety-eight, plus tax . . . you'll find them a valuable accessory this spring and all year 'round. There are also one, two and three strand pearls priced from one ninety-eight to three fifty plus tax. Stop in and choose the type you most prefer in the jewelry department on the street floor at Blank's.

Applying her formula to the above copy, Miss Hart said, brings out a commercial like this:

You can wear pearls with anything this spring . . . even with a sporty woolen suit. And when you have a long, sixty-inch rope of simulated pearls from Blank's jewelry department, you've got something you can wear a different way with everything. Wear grey pearls in one long rope over a dark sweater. Wear the same grey pearls over a grey or black dress. Wear pink pearls with a navy blue suit. Wear the same pink pearls with white this summer. Get bronze, green or white pearls. Knot them . . . double loop them . . . wind velvet ribbon through them and tie them into a wide choker. Wrap them around your wrist for a lucky bracelet. Just walk into the first floor jewelry department at Blank's where you see the sign "simulated rope pearls, $1.98 plus tax." Try them on in front of the mirror. Fold them. Twist them. See how many different ways you can wear them. Then, get the color pearls you want to wear with everything this spring and summer. If you wish, just call Blank's personal shopper. She'll send you the pearls you want on the next delivery from Blank's.

RADIO ADS

In Papers Up 554% Since '41

RADIO advertising in daily newspapers—including radio and television receivers and broadcasters' ads—reached a peak of $14,410,000 in 1948, according to a report issued last Monday by the Bureau of Advertising, American Newspaper Publishers Assn.

The 1948 expenditure represents an increase of 554% over 1941, the last "normal" year in which expenditures data were compiled. The increase in radio newspaper advertising was the second highest increase among the 22 classifications listed in the report. Confections was first with a 566.5% rise.

William G. Bell, the bureau's director of research, explained that the 1948 figures are based on actual space measurements of all national ("general" plus automotive) advertising carried by 908 daily (including Sunday) newspapers published in 664 cities, with a combined weekday circulation of 46,151,000, or 88.3% of the total U. S. weekday circulation.

Comparison chart of the 1948 and 1941 totals for the 22 major national newspaper classifications are shown on the adjacent table.

Classification	1948	1941	% Increase
1. Groceries	$103,568,000	$ 42,675,000	142.7%
2. Automotive	59,296,000	33,829,000	75.3
3. Alcoholic Beverages	34,006,000	20,940,000	62.4
4. Toilet Requisites	23,563,000	13,738,000	71.5
5. Housing Equipment & Supplies	19,913,000	4,621,000	330.9
6. Transportation	19,156,000	9,369,000	104.5
7. Medical	18,896,000	10,254,000	84.3
8. Tobacco	16,302,000	15,073,000	8.2
9. Publications	14,844,000	7,365,000	101.5
10. Radio	14,401,000	2,202,000	554.0
11. Industrial	9,651,000	1,859,000	419.2
12. Wearing Apparel	8,681,000	1,552,000	459.3
13. Hotels & Resorts	7,990,000	3,304,000	141.8
14. Public Utilities	7,192,000	6,390,000	12.6
15. Agriculture	5,123,000	1,137,000	350.6
16. Insurance	3,339,000	1,462,000	128.4
17. Confections	2,646,000	397,000	566.5
18. Jewelry & Silverware	1,612,000	271,000	494.8
19. Sporting Goods	1,578,000	524,000	201.1
20. Amusements	1,258,000	379,000	231.9
21. Educational	1,135,000	487,000	133.1
22. Professional & Service	318,000	72,000	341.7
Miscellaneous	14,793,000	2,618,000	465.0
	$389,261,000	$180,518,000	115.6

REV. J. A. DALY

CBS, MBS Advisor Dies

THE REV. Dr. Joseph Augustin Daly, 49, pioneer in religious radio, died last Wednesday at New York's St. Clare Hospital.

Father Daly entered radio in 1929, initiating a weekly column on the then WLWL New York, maintained by the Paulist Fathers. During the early 1930's, he conducted a Catholic question and answer radio feature, and spoke frequently on *The Catholic Hour* (NBC, Sundays, 6-6:30 p.m.) and *Church of the Air* (CBS), Sundays, 10-11 a.m.) He founded in the middle 1930's a Sunday morning program *Radio Chapel*, still being aired by WOR New York, and until the early 1940's when his health failed, was Catholic advisor to CBS and MBS.

Surviving are two brothers, Eugene and Harold Daly; a sister, Mrs. Thomas Reilly, and his mother, Mrs. Margaret Daly.

New NBC Recorders

NEW recording operation, including 10 magnetic recorders, has been installed at NBC Chicago headquarters to handle delayed broadcast when the network goes on daylight saving time Sunday, April 24. Equipment will record 18 hours of the network's programming daily for affiliates remaining on standard time. Twenty-five persons have been assigned to the recording activity, which will be supervised by Chief Engineer H. C. Luttgens.

FM GRANTS

Construction Permits to 17; 15 for Facilities Changes

CONSTRUCTION PERMITS were granted by FCC last week to two Class B FM stations which heretofore have held conditional grants and CPs also were issued to 15 other existing stations covering changes in technical facilities.

WDLS-FM Jacksonville, Ill., companion operation of WDLS there, received new CP for Channel 263 (100.5 mc) with effective radiated power of 7.3 kw and antenna height above average terrain of 410 ft. Operator of stations is Edge & Korsmeyer.

WOLS-FM Florence, S. C., owned by Florence Broadcasting Co., licensee of WOLS there, received new permit for Channel 291 (106.1 mc) with ERP of 4.5 kw and antenna 410 ft.

Fanny B. Wilson, who previously was denied extension of completion date for Class B FM station WMFI Memphis, Tenn., last week was granted the extension to June 1 [BROADCASTING, March 21]. The applicant petitioned the Commission to reconsider the denial and indicated the FCC action was unduly harsh. Petitioner said the station would be ready for operation by June 1 and the extension was granted with the condition that it be completed by that date or interim operation provided.

Denies Hankamer

Meanwhile, the Commission announced denial of completion date extension to Earl C. Hankamer for a new Class B FM station at Houston, Tex. He sought extension to June 9. FCC has not reported its reason for the ruling.

Notice of proposed change in the FM allocation plan also was made by the Commission to add Channel 295 (106.9 mc) to the LaSalle-Peru, Ill., area. The facility is not switched from any other area.

★

Comments are invited until May 9.

CPs in lieu of previous conditions were awarded the following:

WDAE-FM Tampa, Fla.—To change antenna height from 450 ft. to 420 ft.

WUOM Ann Arbor, Mich.—To change ERP from 13.5 kw to 44 kw.

WMRI Marion, Ind.—To change ERP from 4.2 kw to 34 kw; antenna from 345 ft. to 300 ft.

KLTI-FM Longview, Tex.—To change ERP from 9.1 kw to 9.8 kw.

WRNY-FM Rochester, N. Y. — To change ERP from 27 kw to 7.7 kw; antenna from 455 ft. to 460 ft.

WHBF-FM Rock Island, Ill. — To change ERP from 35 kw to 37 kw; antenna from 400 ft. to 380 ft.

WMRN-FM Marion, Ohio—To change ERP from 2.3 kw to 7.6 kw; antenna from 315 ft. to 350 ft.

WCMW-FM Canton, Ohio—To change ERP from 15 kw to 1.75 kw; antenna from 275 ft. to 320 ft

WMVA-FM Martinsville, Va — To change ERP from 2.6 kw to 2.7 kw; antenna from 455 ft. to 380 ft.

WTQS Evanston, Ill.—To change antenna from 390 ft. to 350 ft.

WIS-FM Columbia, S. C.—To change ERP from 150 kw to 2.75 kw; antenna from 455 ft. to 270 ft. Conditions.

KVOB-FM Alexandria, La. — To change ERP from 47 kw to 4.7 kw.

KSO-FM Des Moines—To change ERP from 240 kw to 15.5 kw; antenna from 495 ft. to 500 ft.

WKY-FM Oklahoma City—To change ERP from 190 kw to 48 kw. Conditions.

W L E Y Elmwood Park, Ill. — To change ERP from 320w to 950 w; antenna from 240 ft. to 260 ft. Conditions.

LOCAL 802 AFM

Needs Funds at Once—Stein

THE giant New York Local 802 of the American Federation of Musicians must obtain additional revenue or it will become insolvent, Jack Stein, treasurer, reported to the membership last week in *Allegro*, the local's publication.

He said the immediate need is to raise at least $140,000 a year to keep the union on a break-even budget and to raise an additional $100,000 to provide for increased overhead in the future and for revenue declines.

Revenue cuts have come from elimination of $240,000 in standby charges as the result of Taft-Hartley Law and from a decrease in number of remotes, he said.

The local's surplus Dec. 31, 1948, was $902,730.99, a decrease of $163,754.94 from the $1,066,485.93 the year before.

AD CAMPAIGN

AFA Appoints Committee

COMMITTEE to prepare the third Advertising Federation of America campaign to promote public understanding of advertising was announced last week by George S. McMillan, AFA chairman.

The committee, with Ralph Smith, executive vice president of Duane Jones Co., as chairman, includes:

Norman Boggs, general manager, WMCA New York; Vernon Brooks, advertising director, Scripps-Howard newspapers; Fairfax M. Cone, chairman, Foote, Cone & Belding; Frederic R. Gamble, president, AAAA; Monroe Green, advertising manager, *New York Times;* Anthony Lasala, production manager, Geyer, Newell & Ganger; Albert L. Morse, advertising director, Goodall Fabrics; Henry Obermeyer, director of advertising, Consolidated Edison Co. of New York; Art Stein, promotion manager, *Newsweek;* Sally Woodward, Flanley & Woodward.

The campaign, to be launched at the federation's annual convention at Houston, May 29, will follow the general format of the two preceding promotions, which were participated in by 400 daily newspapers and 800 stations and other media.

LEE HART NAMED

Candidate for 'Ad Woman'

LEE HART, retail coordinator, Broadcast Adv. Dept. of NAB, has been nominated by the Woman's Advertising Club of Washington to be its 1949 Advertising Woman of the Year.



Miss Hart

Miss Hart was appointed by the NAB to serve as radio director of Joske's of Texas during the study of "Broadcast Advertising for Retailers" conducted by Joske's and the NAB in 1945. The following year she was named retail coordinator of the NAB's Broadcast Adv. Dept.

With her present nomination, Miss Hart will compete with the candidates of other local ad clubs, which are members of the Advertising Federation of America. The Woman of the Year will be announced at the AFA's annual convention to be held the last of May in Houston.

Record War

(Continued from page 48)

CASTING just before he died late in March. Decca also is in the 78 rpm field only.

As the big controversy over rpm's got under way, the record business was generally described as off. Many executives hastened to add that the decline was not regarded as serious. Mr. Murray of RCA described the market as "soft" and said that this was so in part due to the uncertainty in the minds of the buying public due to the record controversy. Now that RCA finally brought its product into the market place, he believed the uncertainty would be dispelled. He looked for a pickup.

Columbia Records, too, has been experiencing a drop in income. William S. Paley, chairman of the board of CBS and Frank Stanton, CBS president, in their annual report to stockholders indicated that Columbia Records Inc., a subsidiary of the network, was affected by the controversy. They said Columbia LP records have won enthusiastic response but that confusion created by a rival unnamed company (RCA) had "seriously" affected the sale of all records, if only temporarily [BROADCASTING, March 28].

Glenn E. Wallichs, president of Capitol Records Inc., told BROADCASTING that although Capitol sales are below those for the same period last year, they are still at a profitable level and are showing signs of immediate increases. Capitol also is producing 45-rpm records. Said he:

'Confusing Developments'

"The record business is currently experiencing the results of several rather confusing developments. First, the industry has, like all industries, been faced with a overall 'return to normal' state of business. Secondly, purchasers of records, at both the retailer and consumer levels, have been confused by the development of the two new speed types of players and the new types of records which play on them. As the result of these factors, the over-all volume of business is somewhat behind that for the same period last year.

"During the next six months we look for a healthy volume of sales. We feel that our regular popular single and album business will at least hold its own and we look for sizeable sales from our recently released Capitol-Telefunken classical catalog as well as plus volume from our new 45 rpm records. The latter two should compensate for the normal seasonal drop which could be expected at this time and sales volume for each of the next two quarters should equal or exceed that of the first quarter of this year."

Mercury Record Corp., which is producing 33⅓ rpm records as well as standard records, reports "satisfactory business currently but admits uncertainty about the near future," according to Art Talmadge, vice president. Mr. Talmadge said:

"Record business currently is satisfactory. Please bear in mind that business is always contingent upon what tunes we release and if they are good. At the present time, we have a number of good releases which are selling very well. Of course, today there is a buyer's market and people are more selective.

"For the next six months, we know as much as you do. With the present confusion in regard to 45 and 33⅓, there will be more or less of an unsettled period. However, we believe that by fall or early winter, things will once more assume their normal proportions."

Mr. Walker, of MGM Records, said that business currently was "good" and his forecast for the next six months was "fair."

Decca's annual report issued less than a month ago showed net sales of $23,867,020, third largest in the company's history, with earnings at $854,574 as against $1,618,548 the year before. Despite decrease in sales and earnings, the company called the 12-month period a good year. Stockholders were told the company viewed the future with confidence.

Impact of Television

A further element of confusion in some record market areas has been television. Whatever dragging effect video has on record business, however, is believed to be a temporary phase by many record executives.

Mr. Murray of RCA Victor believes that although television acts as a deterrent in the buying of records when a video set first comes into the home, the TV novelty wears off and older, well-established habits are resumed. Like most record executives, he is convinced of the contribution radio has made to stimulating record business, both through disc jockey shows and symphonic record programs.

Mr. Wallichs of Capitol believes, too, that ultimately television will aid record sales because it will keep more people at home, where records are played. He noted, however, that up to now it has been impossible to assess accurately the effects of television on the record business. Television's first impact on a new area is to hurt juke box record sales but after the initial television period is passed this business picks up again, he said.

Mr. Talmadge of Mercury said that in the future he hoped television could be applied to increase record sales. Meanwhile, he indicated, video has been a "slight hindrance in record sales." He said its impact on record sales has been minor thus far because the bulk of record purchasers are in the 19 to 30 year age group, which is not the biggest buyer of video sets. He believes that radio, especially disc jockeys, have been the main factor in selling records.

Mr. Walker of MGM also felt television should help record sales because it will keep people at home. He, too, believed that radio has helped record sales through the disc jockey program.

Mr. Kapp of Decca, just five days before he died, told BROADCASTING that television would help the record business for telecasting, like radio, would further disseminate a love for music, which is the main drive behind record purchases.

Voice Budget

(Continued from page 49)

for the U. S.'s participation in international organizations, to cover expenses, contributions, quotas and assessments and costs. Amount for International Telecommunication Union was put at $146,311; United Nations Educational, Scientific and Cultural Organization (UNESCO), $2,928,773; Inter-American Radio Office (or its successor), $6,378.

The House group also authorized State Dept., in contracting for use of international shortwave stations and facilities, to indemnify owners and operators from funds subsequently appropriated against loss or damage resulting from injury to persons or property. Funds also would be available for payment of contracts for distribution and processing of motion picture films.

In urging an amount $2 million short of overall estimates for State's information and educational activities, the appropriations group stressed it did not disapprove of the "purposes and objectives" of the program, but felt expansion should be gradual in the interests of economy.

In its report the committee said it was not impressed with testimony favoring provision for construction of two new curtain-type antennas at domestic shortwave transmitters. The cost was listed at $514,900, a figure the committee recommended be deleted. State will attempt, however, to have this item reinstated before the Senate, it was learned.

Funds recommended by the House unit were designated to provide additional personnel to strengthen staff services to the Secretary and Under Secretary as urged by the Hoover Commission, it pointed out. The committee felt that "considerable savings and more efficient adminstration will result from the proposed organizational changes."

The group also recommended a budget of $99,663,558 for American participation in international organizations, but felt that "in far too many instances the percentage which this country is called upon to contribute is excessive." It urged efforts to effect substantial reductions.

Meanwhile the House passed the Agriculture Appropriation Bill (HR-3997) for 1950. The measure has been referred to the Senate Appropriations Committee. Included is a sum of $1,248,728 for the Office of Information—an increase of $79,728 over budget estimates but $1,131,272 less than the amount set asaide for current fiscal year ($2,380,000).

Expenditures for "Voice" and other State Dept. informational activities should be substantially increased and shortwave operations should be expanded to offset "enormous sums" spent by Soviet Russia for propaganda, Congress was told in another report.

The recommendations were included in a semi-annual report submitted by the Advisory Commission on Information. Group comprises Mark Ethridge, Louisville publisher, chairman; Justin Miller, NAB president; Erwin D. Canham, *Christian Science Monitor* editor; Philip D. Reed, General Electric Co. chairman; Mark A. May, director of Yale U. Institute of Human Relations.

Describing present operations as effective but "inadequate to meet the pressing needs of our international responsibilities," the commission said that the budgetary recommendations sent to Congress for 1950's program are a "bare minimum for continuing the beginning which has been made." The report called for increases in physical facilities to provide more medium wave relay bases, as well as increases in the number of broadcasts and in radio officers in countries which maintain networks.

"A budget which contemplates $15 billion for military, $5 billion for economic and only $36 million for information and educational services does not provide an effective tool for cleaning out . . . international confusion and misunderstanding," the report noted.

'Closing' of Gap

The commission also stressed need for closing "the gap in the policy between other parts of the State Dept. and the information field" to make the program more effective at home.

"The dissemination of American private media abroad is primarily and essentially an informational activity," the report pointed out "and the responsibility and funds . . . should be placed with the Dept of State." Activities should not be confined to countries receiving ERP aid, it added.

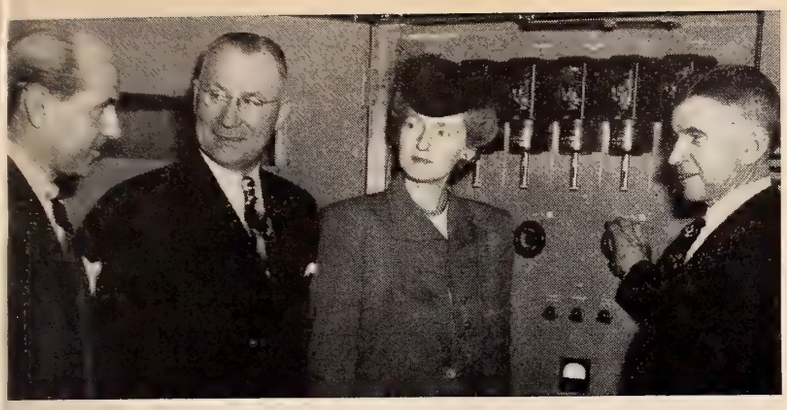
The group also included recommendations based on a survey by Mr. May who toured ten European countries. Some findings were:

In Poland, there are an estimated million listeners, with an average o one set per 40 persons.

In Czechoslovakia, the "Voice" probably reaches more than one-tenth o the population, with one radio pe every seven or eight persons.

In Yugoslavia, no estimate was possible. The ratio is one set to ever 75 persons.

In Russia, no figure was available but evidence indicates the "Voice reaches millions of listeners eithe directly or "by word of mouth." With out radio and the magazine "Amerika, "we would lose out entirely and onl too quickly," the report concluded.



OREGON'S Gov. Douglas McKay (r) receives instructions from KGW Portland Manager H. Quenton Cox (l) before turning on power-panel switch of KGW's new 5 kw Raytheon transmitter, recently put in operation. On hand for occasion were Portland's Mayor Dorothy McCullough Lee and M. J. Frey, general manager of *The Oregonian*. KGW is owned by the Oregonian Pub. Co.

LOUISVILLE APPEAL

WKLO Grant Upheld

GREEN LIGHT on consideration of program issues in comparative proceedings was given to FCC last week by the U. S. Court of Appeals for the District of Columbia.

Affirming the Commission's grant of 5 kw day, 1 kw night on 1080 kc to Mid-America Broadcasting Corp. for a new station at Louisville (WKLO) and denying competitive bid of WINN there, the court stated the "Commission was completely correct in deciding in favor of Mid-America on the basis of far superior local program proposal." The court's ruling was made April 6.

WINN, licensed to Kentucky Broadcasting Corp., had filed the appeal from the FCC ruling upon being denied switch in its facilities from 250 w on 1240 kc to the 1080 kc assignment [BROADCASTING, Nov. 17, Oct. 27, 1947, Jan. 24].

Judge Bennett Champ Clark wrote the majority opinion for the court. He and Judges E. Barrett Prettyman and James M. Proctor had heard the argument in early January.

The court disagreed with the WINN complaint that the FCC had given controlling weight to the "extra legal" consideration of a previous grant to Mid-America which expired during the war years.

The court also rejected WINN's claim that the Commission erred in its decision by deviating from its established policy to prefer an existing license over a newcomer, all other factors being equal. The court said all factors were not equal in the case.

The court thereupon went into considerable detail on the program proposals of the two applicants, noting that WINN was a network affiliate while WKLO is not. The extensive cultural and public service program plans of Mid-America were noted and compared with WINN plans, as were proposals regarding religious broadcasts, farm service and local news.

WINN also had claimed that Mid-America's local program proposals might be changed through any network affiliation it said it would welcome. But the court said there "was ample and uncontroverted evidence to support the Commission's finding that Mid-America's proposed local programming would not suffer from a possible future network affiliation."

The court concluded, "Further, it is noteworthy that the operation by Mid-America of the facilities which it has been authorized to provide will in no way affect the operation by Kentucky of Station WINN as it is presently licensed to operate that station."

Upcoming

April 18: New York Radio Station Managers Committee, Waldorf-Astoria, New York.

April 21: Peabody Awards presentations, Radio Executives Club meeting, New York.

April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.

April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.

April 27: Second Annual TV Symposium of Screen Publicists Guild begins, Hollywood.

May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington, D. C.

May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

May 16-19: RMA 25th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.

May 26-27: Virginia Assn. of Broadcasters, Williamsburg, Va.

May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.

June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.

Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Nov. 11-12: NARND Convention, New York.

TRANSFERS

FCC Grants Consent In Five Cases

CONSENT was granted by FCC last week to sale by Myles H. Johns of his 55% interest in WOSH-AM-FM Oshkosh, Wis., for $62,000 to members of his family. Approval also was given to transfers involving KTAN Sherman, Tex.; WANE Fort Wayne, Ind.; WSAT Salisbury, N. C., and KUBA Yuba City, Calif.

Meanwhile last week the Commission also ordered hearing on the proposed assignment of license of KWKW Pasadena, Calif., from Southern California Broadcasting Co. to the Southern California Trade Unions Broadcasting Co. Consideration involved is $392,500 [BROADCASTING, Nov. 15, 8, 1948].

FCC said it wished to: (1) Inquire whether proposed assignee is legally and financially able to operate the station, assigned 1 kw day on 1430 kc but seeking switch to 50 kw daytime on 830 kc; (2) determine what agreements exist between seller and buyer; (3) study method of payment; (4) inquire if there is to be any continuance of control by seller, and (5) inquire if buyer is unable to make payments whether there is to be any reversion of license to seller.

The KWKW application requests assignment of license from Marshall S. Neal, Paul Buhlin, E. T. Foley and Edwin Earl d/b as Southern California Broadcasting Co. to Southern California Trade Unions Broadcasting Assn. Consideration is to be not less than $392,500 nor more than $420,000. Deal calls for $25,000 cash, $35,000 annually on first and second anniversary of sale date, plus two-thirds the net profit those two years (not to exceed $27,000 for either or both years) and the remaining $297,500 in five equal annual installments bearing 2½% interest. Payments are guaranteed by Joint Council of Teamsters No. 42, Los Angeles, whose representative, Paul D. Jones, is president of purchaser. Group is AFL affiliated.

Details of transfer grants follow:

WOSH-AM-FM Oshkosh, Wis.—Granted assignment of license from Oshkosh Broadcasting Co. to new partnership of same name and including same individuals except one. Myles H. Johns, 55% owner, sells 40% for $45,500 to his brother, William F. Johns Jr., now 15% owner, Myles Johns sells other 15% for $16,500 to his mother, Penrose H. Johns, new partner. WOSH is assigned 250 w on 1490 kc.

WANE Fort Wayne, Ind.—Granted acquisition of control of Radio Fort Wayne, licensee, by C. Bruce McConnell through purchase of 190 shares for $11,850 from Glenn R. Thayer and Merlin H. Smith. Mr. Thayer sells 62 of his 162 shares and Mr. Smith sells 128 of his 178 shares. Mr. McConnell already holds 275 shares. Total of 675 shares are issued in firm. WANE is assigned 250 w on 1450 kc.

KTAN Sherman, Tex.—Granted assignment of license from Denison Broadcast Corp. to Sherman Broadcast Corp. for $18,000. Euclid T. Fant and Tony Anthony are principals in Sherman Broadcast Corp., new firm. Sellers are Elmer Scarborough, Joel Carroll and Mrs. Mary Stewart. KTAN is assigned 250 w daytime on 1500 kc.

WSAT Salisbury, N. C.—Granted relinquishment of control by C. H. Wentz in Mid-Carolina Broadcasting Co., licensee, through sale by Mr. Wentz of 33⅓% holding of his 50% interest for $18,000 to E. E. Boyce and W. D. Flinton. Latter acquire 16⅔% share each. Messrs. Boyce and Flinton are part owners of Thomas & Howard Co., southern wholesale grocery firm. WSAT is assigned 1 kw on 1280 kc daytime.

KUBA Yuba City, Calif.—Granted assignment of license from partnership composed of five equal partners to corporation owned by three of the partners. Firm name continues to be Peach Bowl Broadcasters Inc. Dewey Alread and Raymond Linn retire from firm and Chester Ullom, Beverly B. Ballard and Clyde L. Goodnight continue. Messrs. Alread and Linn get back investments, $2,000 and $4,250, respectively. KUBA is assigned 500 w fulltime on 1600 kc.

EISENHOWER SERIES

Sale Reports Said Premature

REPORTS that Time Inc., publishers of *Life*, *Time* and *Fortune*, had bought *Crusade In Europe*, 26-part television film series based on the book by Gen. Eisenhower, were labeled premature as late as Friday morning by an ABC spokesman. It was understood in trade circles, however, that a deal soon would be closed.

In fact, it was learned that actual writing of the contract was being undertaken by the network. *Time*, it was understood, will buy the first-time rights and have first options to the second and third showings.

It was believed that first-time rights, exclusive of network time and line charges, would be priced in the neighborhood of $200,000.

It was further believed that if *Time* closes the deal it will be shown 9 to 9:25 p.m. Thursdays, the day *Time* magazine appears on newsstands and the day before *Life* comes out, thus providing a vehicle to sell current issues of both publications.

ABC owns the package exclusively for 21 months under contract with 20th Century-Fox, for which March of Time produced the series.

'CRIME BILL'

Tabled in Minn. Senate

AN ACT forbidding stations in Minnesota "to broadcast at any time any program or story revolving around lust and the commission of such crimes as murder, bodily attack . . . or . . . forms of attempted murder . . . whether real or fictional," has been introduced in the Minnesota Senate by State Sens. Novak and Sinclair.

Terms of the so-called "Crime Bill" do not apply to a station broadcasting information concerning the commission of an actual crime occurring within a reasonable period preceding the newscast or of developments in the solution of an actual crime by law enforcement officers.

The original hearing on the bill was closed to broadcasters, but they were represented at the second hearing April 5, by John F. Meagher, manager of KYSM Mankato, and William C. Green.

KYSM reports that the State Senate Committee on legislation voted unanimously to table the "Crime Bill" on April 5.

INDEX TO ADVERTISERS

EQUIPMENT

Allied Record Mfg. Co., Inc. 37
Amperex Electronic Corp. 182
Dumont Mfg. Co. 25
Electro-Voice, Inc. 140
Fairchild Recording Equipment Corp. 138
Gates Radio Co. 70, 90, 169, 182
Meletron Corp. 144
Otto K. Olesen Co. 164
Presto Recording Corp. 135
RCA (Engineering Products) 34, 35
Stainless, Inc. 142

GENERAL

American Radio Publications, Inc. 145
Association of American Railroads 143
Association of Federal Communications Consulting Engineers 177
Bituminous Coal Institute 147
Blackburn-Hamilton Co., Inc. 180
The Branham Co. 62
Broadcast Management Consultants 180
Broadcasters Program Syndicate 31, 64, 120, 132
Bruce Eells & Associates)
Broadcast Music, Inc. 133
Arthur B. Church Productions 125, 170
Texas Rangers)
Classified Advertisements 178-181
Columbia Transcriptions 141
Robert S. Conlan & Associates, Inc. 159
Consulting Radio Engineers Directory 177
Louis G. Cowan, Inc. 119
Five Star Productions 166
Gallagher-O'Brien Electric Co., Inc. 139
Harry S. Goodman Radio Productions 151
Lang-Worth Feature Programs, Inc. 12, 13
Howard J. McCollister 167
Micro-Lite Co., Inc. 176
Monarch Program Library, Inc. 184
Moody Bible Institute 171
National Society for Crippled Children and Adults, Inc. 149
NBC (Radio-Recording Div.) 128, 129
NBC Thesaurus 68, 69
Premier Radio Enterprises, Inc. 183
RCA Victor Records 167
Radio Institute of Chicago 179
Radio Representatives, Inc. 118
William G. Rambeau Co. 170
The School of Radio Technique 181
Service Directory 176
SESAC, Inc. 146
The Smith Davis Corp. 181
United Press 33
Weed & Co. 15
Frederic W. Ziv Co. Radio Prods. 21-23
World Broadcasting System, Inc. 7-9

NETWORKS AND GROUPS

ABC Pacific Network 29
Columbia Broadcasting System 18, 19
CBS-TV 144, 145
Don Lee Broadcasting System 78, 79

NETWORKS AND GROUPS—Contd.

DuMont Television Network 163
Friendly Group 113
Georgia Trio 118
National Broadcasting Co. 136, 137
NBC Western Network 83
Steinman Stations 97
Westinghouse Radio Stations, Inc. 176

STATIONS

KANS, Wichita 96
KCBS (formerly KQW) San Francisco 3
KDYL, Salt Lake City 162
KEPO, El Paso 71
KFAB, Omaha 109
KFDM, Beaumont, Texas 168
KFH, Wichita 75
KFMV, Hollywood, Calif. 168
KFYR, Bismarck, N. D. 174
KGNC, Amarillo 77
KGW, Portland, Ore. 110, 111
KHMO, Hannibal, Mo. 102
KLPR, Oklahoma City 172
KMBC, Kansas City, Mo. 73
KMLB, Monroe, La. 88
KMPC, Los Angeles 151
KNBH TV, Hollywood, Calif. 157
KOMA, Oklahoma City 20
KPRC, Houston 87
KRGV, Weslaco, Texas 84
KRNT, Des Moines 17
KTAR, Phoenix 131
KTRH, Houston 104
KTUC, Tucson 184
KTUL, Tulsa 20
KVOB, Alexandria, La. 123
KVOO, Tulsa 81
KWFT, Wichita Falls, Texas 71
KWKW, Pasadena 184
KXEL, Waterloo, Iowa 89
KXOK, St. Louis 65
WAIR, Winston-Salem, N. C. 175
WAGA, Atlanta 118
WAKR, Akron 120
WAMS, Wilmington, Del. 108
WAZL, Hazelton, Pa. 138
WBAL, Baltimore 98, 99
WBBM, Chicago 114
WBBW, Youngstown 106
WBIG, Greensboro, N. C. 76
WBMS, Boston 113
WBZ, Boston 176
WCAU, Philadelphia 103
WCBM, Baltimore 117
WCCO, Minneapolis 26, 27
WCFL, Chicago 32
WCHS, Charleston 170
WCSH, Portland, Me. 162
WDBJ, Roanoke, Va. 150
WDEL, Wilmington, Del. 97
WEAV, Plattsburg, N. Y. 171
WENT, Gloversville, N. Y. 171
WEOL, Elyria, Ohio 173
WEST, Easton, Pa. 97
WEVD, New York 124
WFAA, Dallas 67
WFBG, Altoona, Pa. 130
WFBL, Syracuse 116
WFBR, Baltimore 91

STATIONS—Contd.

WFDF, Flint 6
WFLA, Tampa 28
WFPG, Atlantic City 113
WGAL, Lancaster, Pa. 97
WGN, Chicago 158
WGR, Buffalo 60
WGY, Schenectady 127
WHAS, Louisville 85
WHB, Kansas City, Mo. 172
WHBQ, Memphis 94
WHHM, Memphis 61
WHIO TV, Dayton 161
WHLI, Hempstead, N. Y. 121
WHO, Des Moines 63
WHOM, Jersey City, N. J. 148
WIBG, Philadelphia 150
WIBW, Topeka 86
WIL, St. Louis 184
WIND, Chicago 36, 82, 102, 106, 122, 140, 146, 162, 166, 184
WIOD, Miami 175
WIP, Philadelphia 173
WITH, Baltimore ..... Front Cover
WJOL, Joliet, Ill. 126
WJR, Detroit ..... Back Cover
WJW, Cleveland 11
WKBN, Youngstown 105
WKBO, Harrisburg, Pa. 97
WKNY, Kingston, N. Y. 113
WKRC TV, Cincinnati 165
WLAV, Grand Rapids 183
WLS, Chicago ..... Inside Front Cover
WLW, Cincinnati ..... Inside Back Cover
WMAZ, Macon 118
WMBI, Chicago 171
WMC, Memphis 14
WMGM, New York 172
WMIX, Mt. Vernon, Ill. 183
WMLO, Milwaukee 10
WMPS, Memphis 142
WOAI, San Antonio 101
WOC, Davenport, Iowa 134
WOR, New York 56-58
WORK, York, Pa. 97
WORZ, Orlando 126
WOW, Omaha 5
WPIT, Pittsburg 113
WPTF, Raleigh, N. C. 38
WPTR, Albany, N. Y. 16
WRAW, Reading, Pa. 97
WREN, Topeka 122
WRNL, Richmond, Va. 30
WRTA, Altoona, Pa. 126
WSAM, Saginaw, Mich. 28
WSGN, Birmingham 132
WSIX, Nashville 80
WSM, Nashville 92, 93
WSPA, Spartanburg, S. C. 36
WSTC, Stamford 126
WSTV, Steubenville, Ohio 113
WSYR, Syracuse 112
WTIC, Hartford 95
WTOC, Savannah 118
WWJ, Detroit 107
CHNS, Halifax, N. S. 174
CKLW, Windsor, Ont. 24
CKNW, Vancouver, B. C. 176



Television Service of The Nation's Station is now available to nearly 900,000 families

WLW-T, CHANNEL 4, CINCINNATI
WLW-C, CHANNEL 3, COLUMBUS
WLW-D, CHANNEL 5, DAYTON

The second and third television stations of the Crosley Broadcasting Corporation are now on the air in Dayton and Columbus. Linked by micro-wave relay to WLW-T, Ohio's First Television Service, these three stations are now providing a well-rounded schedule of programs and service—available to nearly 900,000 families—afternoon and evening, seven days a week.

Affiliated with the NBC and DuMont networks, on a non-interconnected basis, the three Crosley stations are providing both network and local programs and service features on a par with those available anywhere.

Complete information on rates, availabilities and market data for any or all three stations is available upon request to any of the following offices:

630 Fifth Ave.
New York 20, N.Y.
Circle 6-1750

140 West Ninth St.
Cincinnati 2, Ohio
Cherry 1822

360 North Michigan
Chicago 1, Illinois
State 2-0366

WLW-D
18 West Monument St.
Dayton 2, Ohio
Michigan 4739

WLW-T
140 West Ninth St.
Cincinnati 2, Ohio
Cherry 1822

WLW-C
Seneca Hotel
Columbus 2, Ohio
Fletcher 2493

Crosley Broadcasting Corporation



JACK BENNY



AMOS 'N' ANDY

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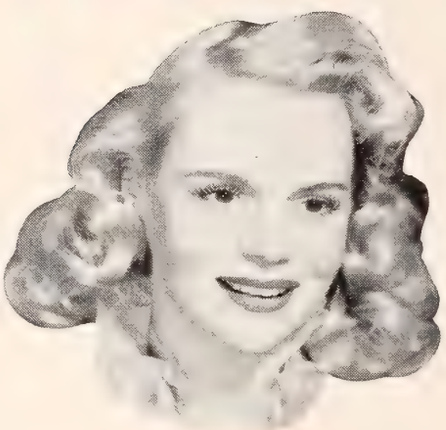


ARTHUR GODFREY

GREAT SHOWS



BING CROSBY



MARIE WILSON



SPIKE JONES



LOWELL THOMAS

mean

GREAT AUDIENCES

over

Michigan's Greatest Advertising Medium

Call or write your nearest PETRY office

WJR

CBS

50,000 WATTS



FREE SPEECH MIKE

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the Pres.

APRIL 18, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

Alfred J. du Pont

AWARD

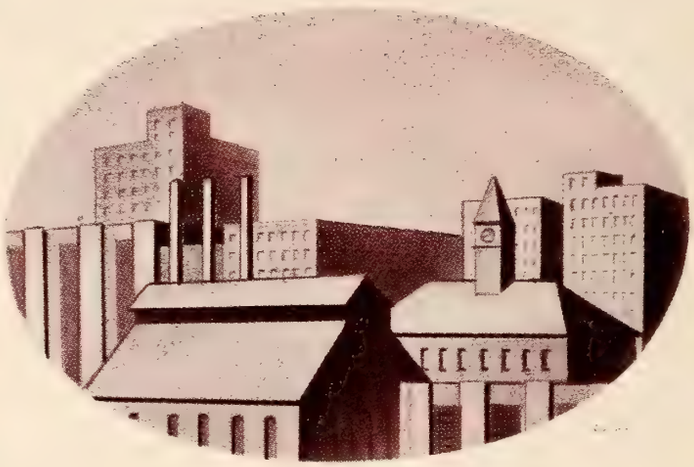


"for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and the community..."

CBS in Denver KLZ

REPRESENTED BY THE KATZ AGENCY, INCORPORATED

5000 WATTS ON 560 KILOCYCLES



WORCESTER

A Test Market....
Tested and Opportune

Worcester and Central New England offer an effective test market, completely covered by both WTAG and WTAG-FM.

Study these Important Basic Factors!

Each one influences Test Market selections!

- 3rd largest New England City
- 17th ranking industrial area in the nation
- Over 100,000 different products
- Value of products $330,935,000 annually
- 67th county in nation in farm income $19,761,900
- 26th county in population in the nation — 552,900*
- 35th county in total income — E.B.I. $661,409,000*
- Average industrial wage (1st 11 months 1948) Worcester $57.10 (nation $52.83)
- Average food sales per Worcester family annually — $1,220 (52.2% above nation)*
- 82 new industries in Worcester since V-J Day
- Construction activity 1948 (10 months) 41% over 1947
- Bank debits 1948 (9 months) 12.7% over '47 (N.E. 7.9%)
- 147,800 families in a compact trading area with 54 cities and towns
- Served by three major railroads and over 50 major trucking companies
- 1500 retail grocery outlets
- 205 retail drug outlets
- Not dominated by chain stores



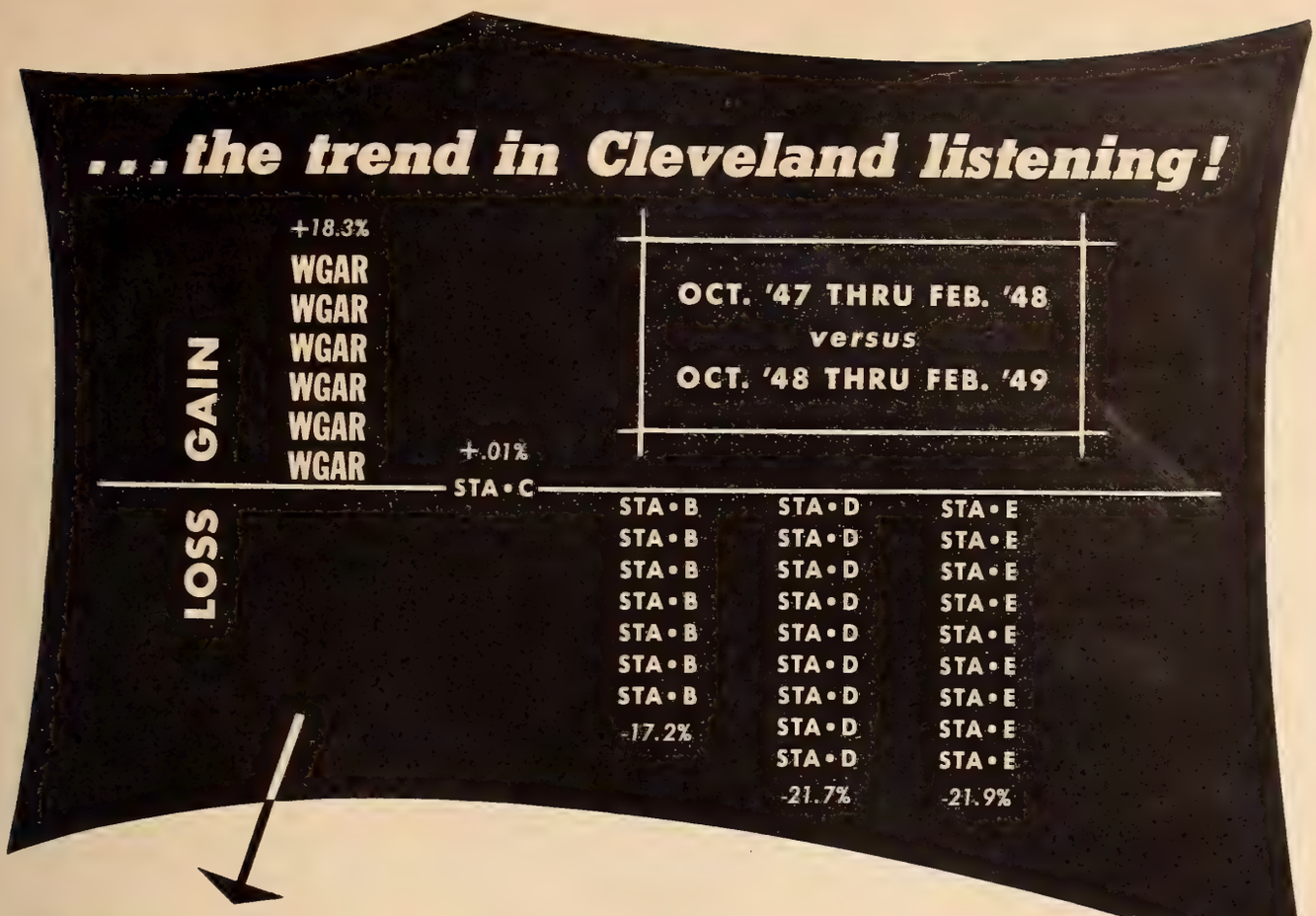
WTAG WORCESTER
580 KC 5000 Watts

WTAG-FM

PAUL H. RAYMER CO. *National Sales Representatives.*
Affiliated with the Worcester Telegram — Gazette.

*Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.

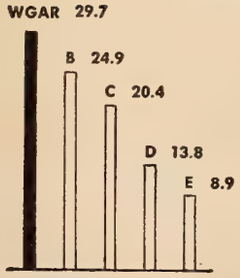
...the trend in Cleveland listening!



TWO STARTLING FACTS YOU SHOULD KNOW!

ONE ... *In Cleveland, WGAR alone shows a significant increase in audience!* The above graph tells the story. Latest listener reports* of the 1948-49 Fall-Winter season compared with the same period in 1947-48 show that only one Cleveland station, WGAR, has gained listeners this season over last year!

TWO ... *WGAR delivers more Cleveland listeners than any other station!* In the 1948-49 Fall-Winter reports*, WGAR has maintained first place in total rated time periods.



(*) Hooper Station Listening Index Fall-Winter, Oct. '48 thru Feb. '49



That's why... for a real selling job in Northeastern Ohio... you need...

WGAR

Represented Nationally by
EDWARD PETRY & COMPANY

50,000 WATTS • CLEVELAND

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

IS DAN TOBIN's International Teamsters Union trying to muscle in on radio? Evidence of this reported in New York where drivers of mobile units for TV as well as radio from time to time are subjected to questioning as to union affiliation by Tobin organizers. This usually occurs as forerunner of organizing activity.

CHAIRMANSHIP of NAB's finance committee will pass from Clair R. McCollough, Steinman Stations head, to another NAB director. Mr. McCollough advised President Justin Miller in Chicago last week he did not want reappointment, presumably because he is out of sympathy with board action in loaning BMB another $75,000. His opposition was pegged largely on ground that only about 300 of NAB's nearly 2,000 members are subscribers to BMB.

PRIZE crack on NAB Convention programming from an old board member: "A transcribed rebroadcast of district meetings on red tape."

IF GROUCHO MARX show shifts from ABC to CBS it will have to be on split-network basis, to accommodate Elgin-American budget limitations. Reports from Hollywood are sponsor would shift if split network could be arranged. William S. Paley, CBS chairman, reported personally handling matter in hope of placing program in Wednesday night period preceding Bing Crosby next fall.

WAYNE COY, already laureled as most prolific speechmaker to hold radio's top slot, also vying for record as most traveled FCC chairman. In addition to planned trip to Paris next month as chairman of U. S. delegation to International Tel. & Tel. Conference, he's due to leave today (Monday) on quick trip to Puerto Rico at behest of Navy Dept. Mission: To resolve controversy over location of new communication center which would force removal of four AM stations to new sites.

BIGGEST transaction in RCA Victor annals for studio equipment for single station entity has been consummated with WOR-TV New York. Camera chains, control equipment and related gear ran more than $500,000.

MEXICANS talking again about using all six of their clear-channel stations with 500 kw. One already is notified for that power. All now are 100 kw and above. Once boosted, reductions seen unlikely. Co-channel interference to secondary stations in U. S. plus adjacent channel problem would result. Group rewriting NARBA may have to tackle since pact does not presently cover. U. S. 50 kw limit is invoked through FCC regulations.

SLOW PROGRESS understood attending contract renewal negotiations for engineers between NABET and NBC and ABC. As re-

(Continued on page 102)

Upcoming

April 18: New York Radio Station Managers Committee, Waldorf-Astoria, New York.

April 21: Government-Industry committee meeting on NARBA proposals, National Archives Bldg., Washington.

April 21: Peabody Awards presentation, Radio Executives Club meeting, New York.

April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.

(Other Upcomings, page 71)

Bulletins

SEN. ERNEST W. McFARLAND (D-Colo.) named Friday to head five-man Senate Interstate & Foreign Commerce subcommittee to investigate radio and telephone and telegraph communications. Others: Sens. Ed C. Johnson (D-Colo.), head of full committee, who made appointments; Charles W. Tobey (R-N. H.), Homer E. Capehart (R-Ind.), and Estes Kefauver (D-Tenn.). Plans not yet complete, but study expected to include FCC licensing practices, frequency needs and uses. All but Kefauver served on similar subcommittee last year. About $15,000 appropriated for this year's probe.

ENOCH NAMED TO HEAD BAB POLICY COMMITTEE

FOUR NAB board members to serve on Broadcast Advertising Bureau policy committee (see story page 23) named by NAB President Justin Miller. Fifth member to be chairman of Sales Managers Executive Committee. All NAB committees to be reconstituted in near future.

Board representatives on BAB policy group are Robert T. Enoch, KTOK Oklahoma City, chairman; Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C.; Frank U. Fletcher, WARL-FM Arlington, Va.

AP RADIO MEMBERSHIP: 940

ASSOCIATED PRESS had 940 U. S. radio members in 1948, Executive Director Kent Cooper said Friday in annual report. Newspaper members totaled 1,708, while radio stations, newspapers and other publications served throughout world numbered 4,274. Teamwork between AP staff and members has reached "a degree rarely if ever matched," he declared, adding that to strengthen these membership ties is AP's most important general undertaking.

HOWARD L. DAVIS, former publicity manager, RCA Exhibition Hall, New York, appointed manager. He replaces John L. Crosby Jr., now WHAM-TV Rochester production manager. Harry P. O'Brien, with RCA 11 years, named assistant manager. Harold E. Gibbs Jr. succeeds Mr. Davis as publicity manager.

Business Briefly

TEE-OFF NAMES WITT ● Tee-off In (Golf-Eze men's slacks) appointed Lue H Witt Advertising as its agency. Radio wi be used in fall.

CAMERA CAMPAIGN ● Tynar Corp., Lo Angeles, preparing one-minute TV spots fo initial three-month campaign to introduce ne camera starting June 1. Churchill-Wexle Los Angeles, is producing film. Agency, Davi S. Hillman, Los Angeles.

KTUL RENEWS WITH CBS

ANNOUNCEMENT was made Friday by Joh Esau, vice president and general manager o KTUL Tulsa, that station had renewed it affiliation with CBS for a two-year perio which would terminate in June 1951.

JACKSON BOND SALES AIDE

CORNWELL JACKSON, vice president of J Walter Thompson Co. and manager of JW Hollywood office, named special radio consult ant to advertising division of U. S. Treasur Dept. Savings Bond Division. Mr. Jackson i Washington to consult on coordinated use o radio to promote savings bonds and plans fo May 15 network kickoff of six-week "Opportu nity Drive." President Truman and Secretar of Treasury Snyder to participate. Genera advertising session of Treasury and all medi representatives scheduled in Capital Tuesday

TWO JOIN NBC-TV

WKTV (TV) Utica, N. Y., to start operation Sept. 1, becomes affiliated with NBC-TV, an has appointed Donald Cooke Inc., radio an television station representative. Affiliatio of WSYR-TV Syracuse with NBC-TV also an nounced, bringing interconnected total to 1 with 39 video stations across the country. Sta tion to take air Sept. 1.

BAXTER JOINS ORR AGENCY

JOHN H. BAXTER, former manager of cop department, C. J. La Roche, New York, an before that with BBDO, joins Robert W. Orr Assoc., New York, as vice president in charg of creative production.

CROSLEY TV SET SALES UP

CROSLEY television set sales rose 55% i first quarter over 1948 first quarter, Raymon C. Cosgrove, Avco executive vice president told annual stockholders' meeting. He sai with cathode-ray tube shortage licked, Crosle hoped to attain 20,000 monthly output by Jun

DURKEE QUITS SWANEY POST

BURTON R. DURKEE, manager-vice presi dent of Morris F. Swaney Detroit office, re signed effective last Friday. Mr. Durkee ha been account executive on Kaiser-Frazer.

A Mighty Moving Road....

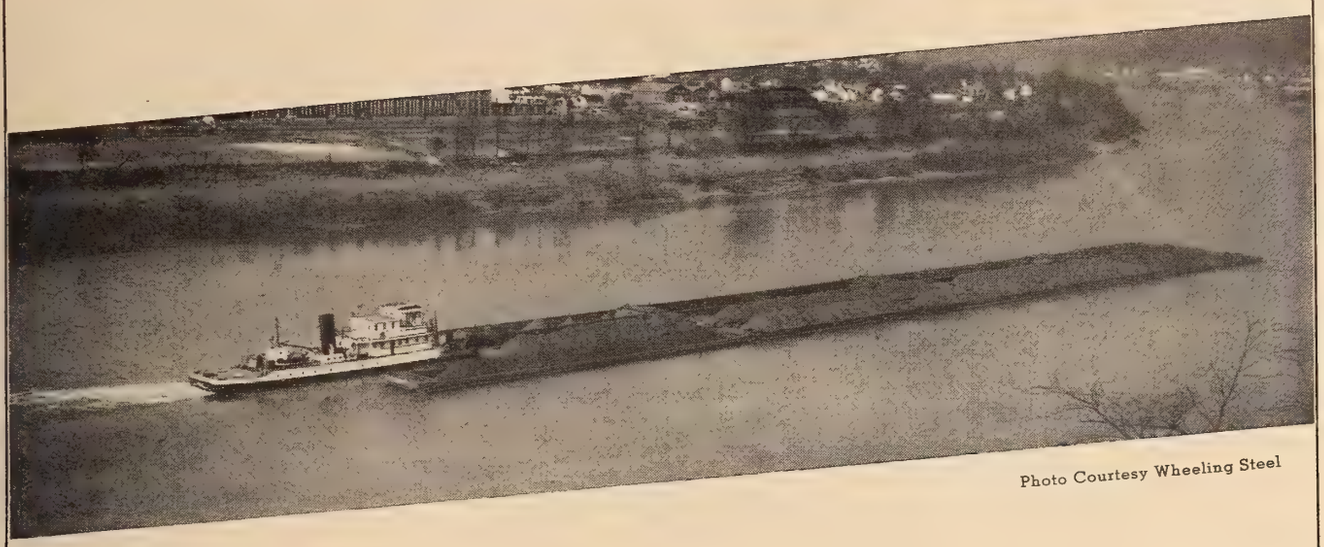


Photo Courtesy Wheeling Steel

Serving A Mighty Market!

For 981 miles through the heart of WWVA-land, the Ohio river threads its way . . . a mighty moving road that carried on its broad surface 41,396,738 tons of cargo in 1947. Adjacent to its banks are mines that produce more than half the nation's coal; its flood-silt has made its lowlands fertile for agriculture; it has stimulated the birth of a thriving chemical industry; and at night its rippling waters reflect the orange-red glow of some of America's greatest steel mills.

Here, in this great Ohio river valley, is the Ruhr of America . . . with progressive, prosperous people who make it an area rich in sales opportunities for alert advertisers. The 50,000-watt voice of WWVA serves it well.

An* EDWARD PETRY Man *Has the Details!

A FORT INDUSTRY STATION

WWVA

50,000 WATTS · · CBS · · WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City

First in Indiana



ANY WAY YOU LOOK AT IT!

- First Station in Indiana—WFBM is now celebrating its 25th anniversary.
- First in Hooper (WFBM has been consistently first in Hooper ratings *before* Bergen, Benny, Skelton, Crosby, and many others switched to CBS.)
- First in Merchandising and promotion—WFBM makes store to store calls 50 weeks out of the year, uses aggressive promotion on the air—takes space in programs for sporting events, appears on theatre playbills, originates consistent newspaper and point of sale display.
- First in Television. In June WFBM will be the first station in Indiana to provide video to central Indiana set owners.
- First in a number one market. WFBM has 1½ million in range of its AM and TV signal.

In planning future advertising in this first market, remember you can now get eyes as well as ears by giving first consideration to WFBM, Indiana's first station.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

*

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

IN THIS ISSUE . . .

CHICAGO NAB CONVENTION COVERAGE ..... Special Index on page 25
U. S. Rejects IHF Plan 28
House Passes FCC Budget 32
FCC Hearing Calendar 32
TV Seen as Aid to Movies 34
Radio Is Doomed—Aylesworth 35
WBKB(TV) Affiliates With CBS 38
FCC Grants Two FM 71
Stockholders Report on ABC 73
Radio Role in D. C. News Strike 67
Coy Warns Pay Raise Vital 80
Walter Claims FM Abuse 82
Transitcasting Names Taft, Thomas 90
Cuban Frequency Raid Possible 93

DEPARTMENTS

Agencies 10
Allied Arts 90
Commercial 58
Editorial 54
FCC Actions 63
Feature of Week 20
Management 56
Network Accounts 61
New Business 14
News 60
On All Accounts 20
Open Mike 16
Our Respects to 54
Production 92
Programs 83
Promotion 88
Technical 94
Telestatus 36
Upcoming 71

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Estelle Markowitz.

CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOPS



NIGHT TIME STATION BREAKS

3 Class A station breaks per week for 52 weeks on KFH is Wichita's Best Buy. No two-way stretch in power, a full 5,000 Watts day and NIGHT, an audience that listens to the station faithfully throughout the broadcast day and proved results for advertisers . . that's why KFH is the TOP buy in Kansas. Here is a power and rate comparison of all 4 Wichita stations for your guidance.

HOOPER STATION LISTENING INDEX

City: Wichita, Kansas — City Zone

Months: Jan.-Feb., 1949

SHARE OF AUDIENCE

TIME	STATION D	STATION C	STATION B	KFH KFH-FM
Evening Sun. thru Sat. 6:00 p.m.- 10:30 p.m	10.9	18.4	30.6	36.6

MBS 250 Watts Night — RATE $5.50

ABC 1000 Watts Night — RATE $12.20

NBC 1000 Watts Night — RATE $12.75

CBS 5000 Watts Night — RATE $24.00

KFH IS TOPS

5000 Watts - ALL the time

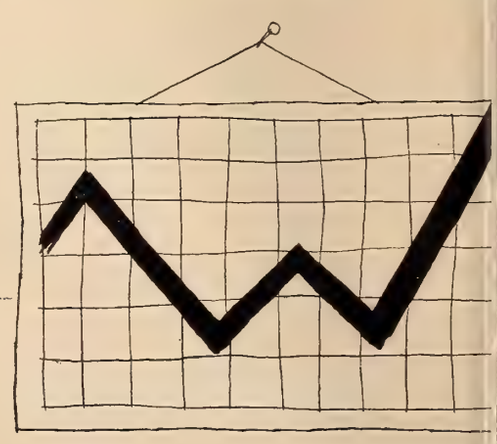
KFH CBS

WICHITA, KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

What's the big

idea





SURE . . . Columbia Pacific has near-saturation coverage on the Coast. But it takes more than coverage to make a successful network. It takes *big ideas* to get *big results*. And Columbia Pacific is the big IDEA network.

Here's an example. Take three great mystery shows: ROCKY JORDAN, SAM SPADE, THE WHISTLER. Add a fourth idea: pyramid these shows one on top of the other for a solid hour-and-a-half of scalp-tingling mystery fare.

And you get *big* results—*as the high-climbing ratings* of these programs prove!*

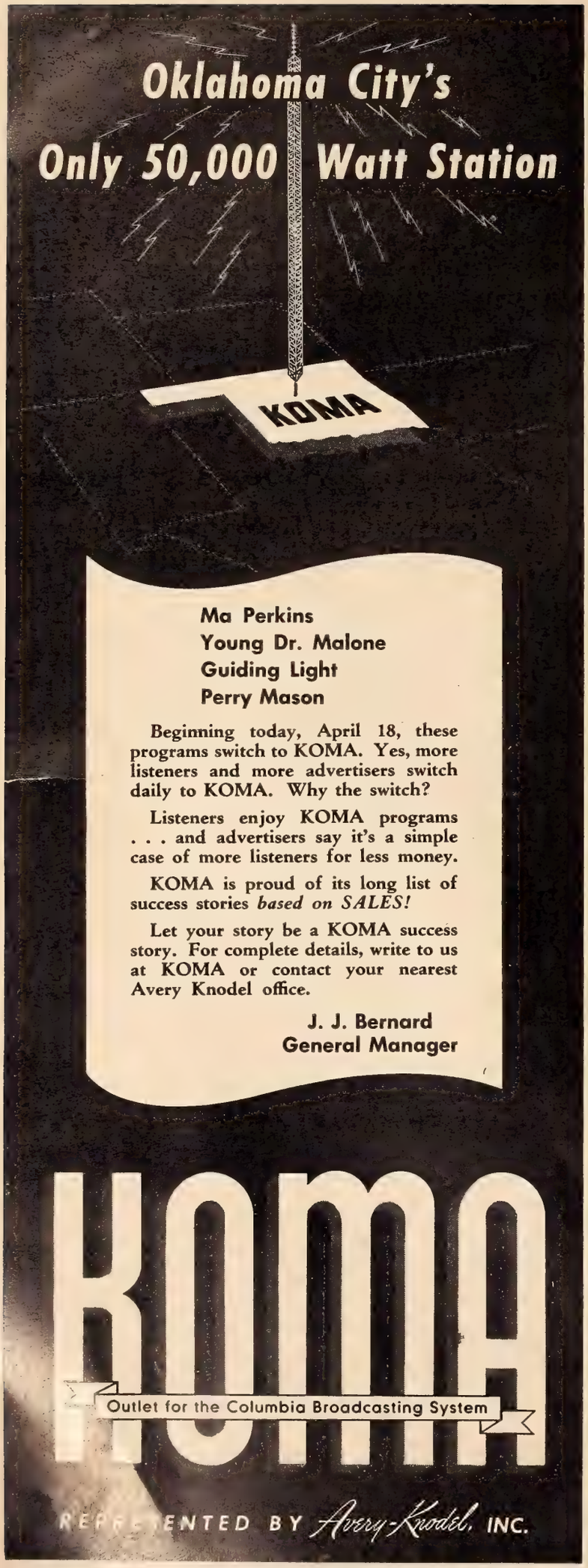
Yes . . . big ideas make the big difference between the Columbia Pacific Network and all other Coast regional networks. Ideas in programs, programming, merchandising, promotion. There's a big idea waiting to bring *you* big business. May we—or Radio Sales—come in and tell you about it?

**Pacific Coast NRI, December, 1948*

Columbia Pacific

—the *idea* network

Represented by
RADIO SALES,



Agencies



JOE GANS, former director of radio for Raymond Adv., Newark, named vice president in charge of radio and television, Thwing & Altman Inc., New York.

JACK WYATT, director of radio and television for Cecil & Presbry, New York, resigns to join Grey Adv. Agency, New York, as account executive. He will supervise radio and television activities of Ronson Art Metal Works Inc. (lighters) account.

WILFRED GUENTHER, formerly with WQAM Miami, Fla., in sales and sales promotion, appointed director of radio and television for Haehnle Adv., Cincinnati. Prior to joining WQAM, Mr. Guenther was with WLW Cincinnati for ten years.



Mr. Guenther

NELSON SCHRADER joins Grey Adv. Inc., New York, as executive director of radio and television, replacing **RICHARD MARVIN.**

ALAN LAWRENCE RACHLEFF, formerly of Jasper, Lynch & Field, New York, elected a vice president of Gordon & Mottern, New York.

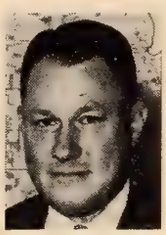
FRANCES D. HARRIS appointed head of talent section of radio and television department, McCann-Erickson, New York. She has been with the agency for five years as a radio producer.

FLORENCE M. HOAGLAND, secretary of Fred Gardner Co., New York, appointed media director.

MARTIN ABRAMSON, former feature writer with the late *New York Star* joins Young & Rubicam, New York, as researcher on *We the People* staff.

MARJORIE LOVINGER joins Rocklin Irving & Assoc., Chicago, as specialty radio copywriter.

MONTY MANN, active in advertising in Southwest for more than 20 years, joins Glenn Adv. Inc. as vice president in charge of agency's Dallas office effective May 15. Mr. Mann was formerly with Tracy Locke Co., Dallas, as vice president and media director.



Mr. Mann

FRED BISHOP, copywriter in Toronto office of J. Walter Thompson Co. for the past 5½ years, transferred to agency's New York office.

ROBERT L. NOURSE Jr. joins W. Earl Bothwell Inc., Hollywood, as Pacific Coast manager. He was formerly Pacific Coast manager of Roy S. Durstine Inc., and before that with Dorland Inc., same city.

MARTIN R. KLITTEN Co., Los Angeles, elected member of American Assn. of Advertising Agencies.

FRANK DAVIES, former media director of Hazard Adv., joins media department of Morse International Inc., New York.

DEE RUSSELL, formerly advertising manager of S & C Motors, San Francisco, joins Garfield & Guild, same city, as creative writer.

ISABEL HENDRICKS, formerly publicity director, Western Growers Assn., Los Angeles, joins copy department of Mogge Privett Inc., same city.

J. L. SIMONS, formerly account executive with Simons-Michelson, Detroit, joins Robins, Newton & Chapman, Los Angeles, in same capacity.

JOHN R. CHRISTIE, formerly vice president heading business development at Buchanan & Co., Los Angeles, joins Dan B. Miner Co., that city, as account executive.

WILLIAM STERLING of Young & Rubicam Hollywood television department, is the father of a girl, Tina.

AGENCIES moving offices to new locations: Los Angeles—**Block Adv.** to 448 S. Hill St.; Hollywood—**Biow Co.,** April 28 to 1608 N. Argyle, phone Hempstead 2377; San Francisco—**Jim Nutter & Assoc.** to Flood Bldg., phone Yukon 6-4488; **Calvin D. Wood Adv.** to 607 Market St., phone, Exbrook 2-4261

Mr. T. V. Advertiser:

In ST. LOUIS, America's 9th largest market, you can reach the ENTIRE Television Audience with just ONE station . . .

KSD-TV

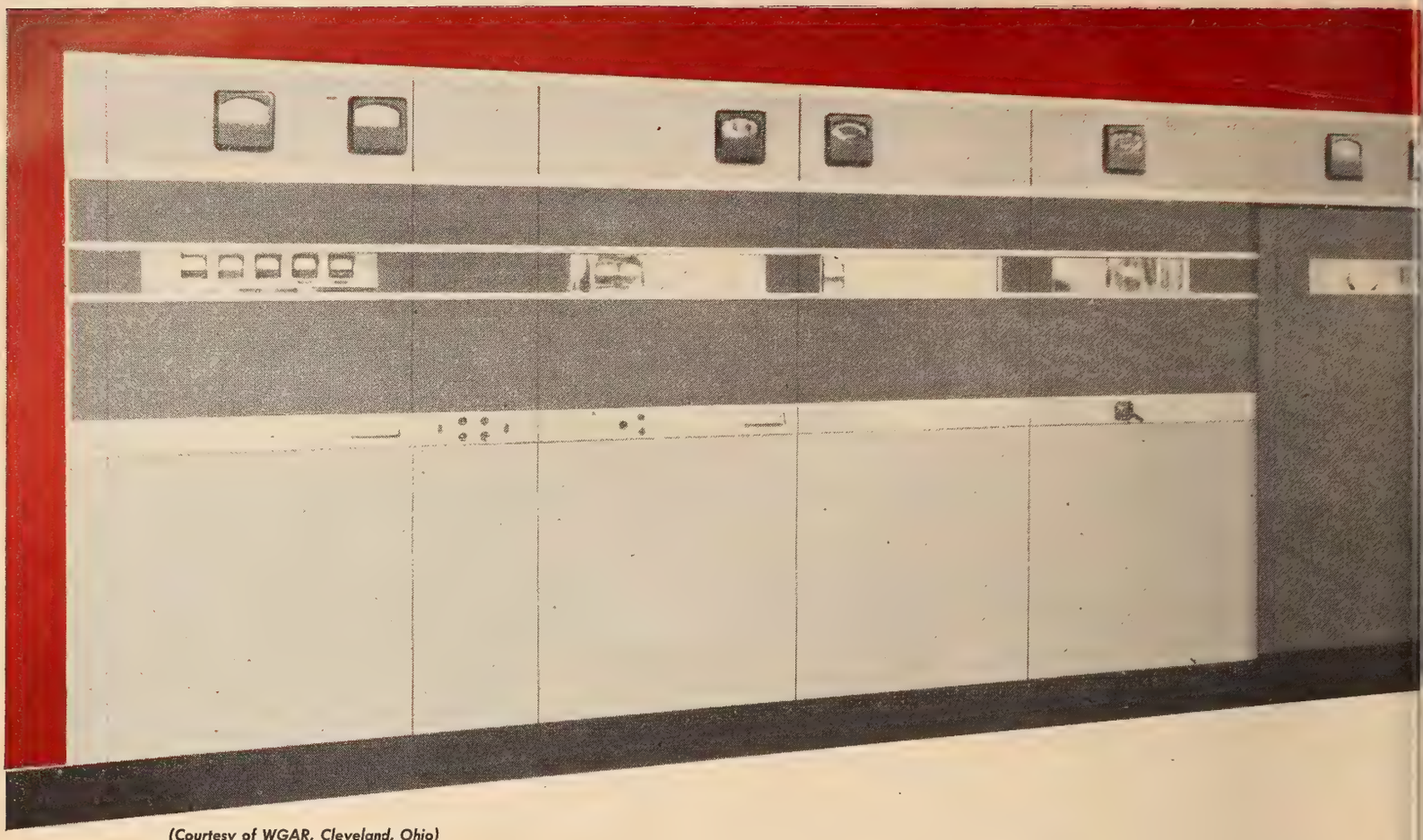
. . . affiliate of the NBC Television Network; working agreements with CBS, ABC and Dumont.

For SPOT availabilities, phone or write KSD-TV, St. Louis, or FREE & PETERS' nearest office.

●

KSD · KSD-FM · KSD-TV

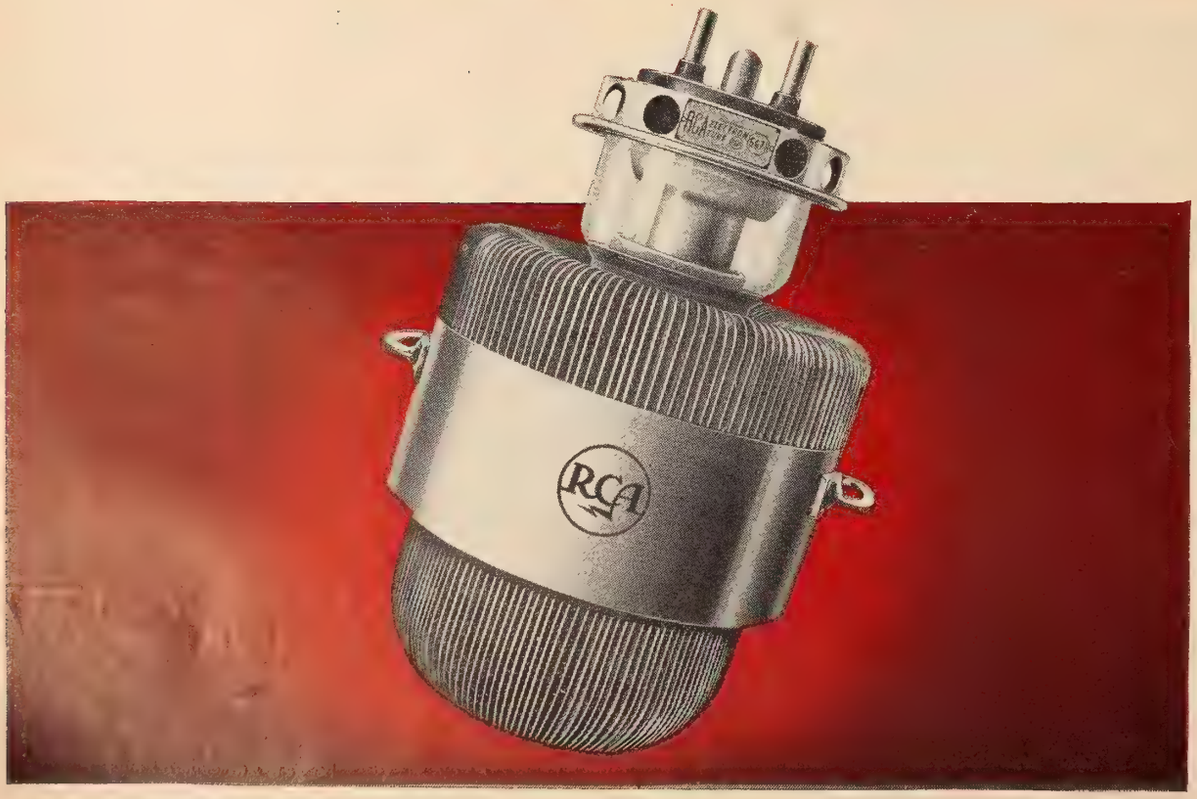
The St. Louis Post-Dispatch Stations



(Courtesy of WGAR, Cleveland, Ohio)

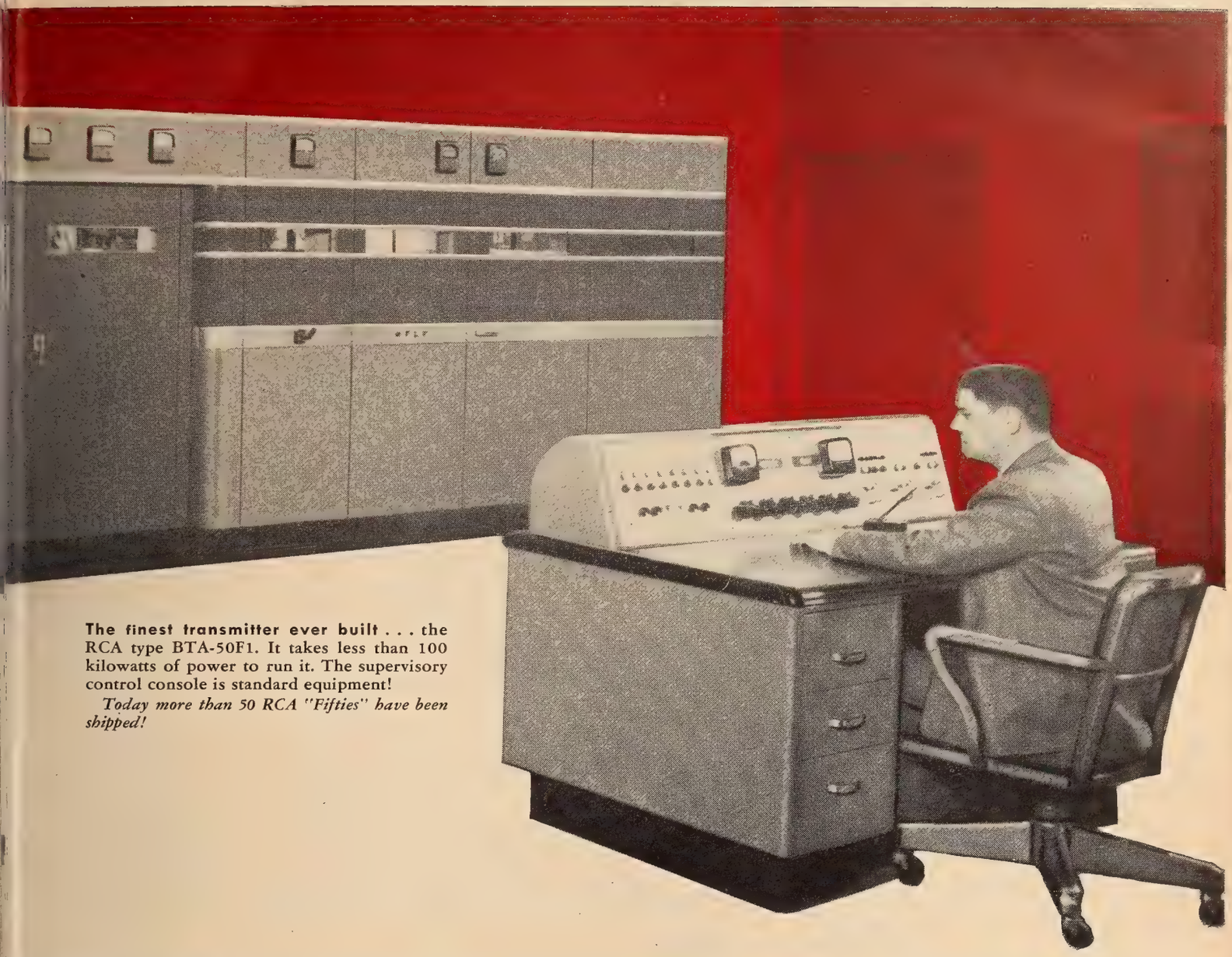
Replace your old AM transmitter

with RCA's new 50 kw...



The revolutionary, new power trio RCA-5671. This tube takes about or third the filament power of conventior triodes used in the older transmitte It reduces hum modulation below FC requirements—*even without r-f feedba*

The two 5671's in the r-f power amp fier and the two in the class B modulat of this 50-kw transmitter save up *$1200 yearly in filament power alone.*



The finest transmitter ever built . . . the RCA type BTA-50F1. It takes less than 100 kilowatts of power to run it. The supervisory control console is standard equipment!

Today more than 50 RCA "Fifties" have been shipped!

and write off its cost in power savings alone!

s a fact—as one high-power broad-ster recently discovered to his com-ete satisfaction. Now, he has replaced s old transmitter with an RCA "fifty" *and it's paying its way.*

ERE'S WHY.

sing revolutionary new RCA-5671 wer triodes that take about one-third e filament power of conventional types, s RCA "fifty" saves up to $1.75 an ur in power savings over former trans-tters—*$12,000 a year, based on daily eration at 19 hours a day!*

Many other new design features, too, that add to this $12,000 savings.

For example, only 29 tubes and 11 different tube types—less than half the number used in many present 50 kw's. True walk-in accessibility that assures faster maintenance—and lowers maintenance costs. Ultra-conservative operation of tubes and components—with less chance for outages.

Here is a 50-kw AM transmitter that does away entirely with oil circuit breakers—assures faster circuit protection. Because the BTA-50F1 operates from a 460-volt supply. Control and protection circuits are the most complete of any transmitter designed to date. And its true unified front (an integral part separate from compartment enclosures) facilitates flush-mounting—gives your transmitter room a new, handsome appearance.

Write for the new 28-page brochure about the BTA-50F1. It gives you complete details—including circuits, specifications, floor plans, and full-page pictures showing the remarkable accessibility of this great transmitter.

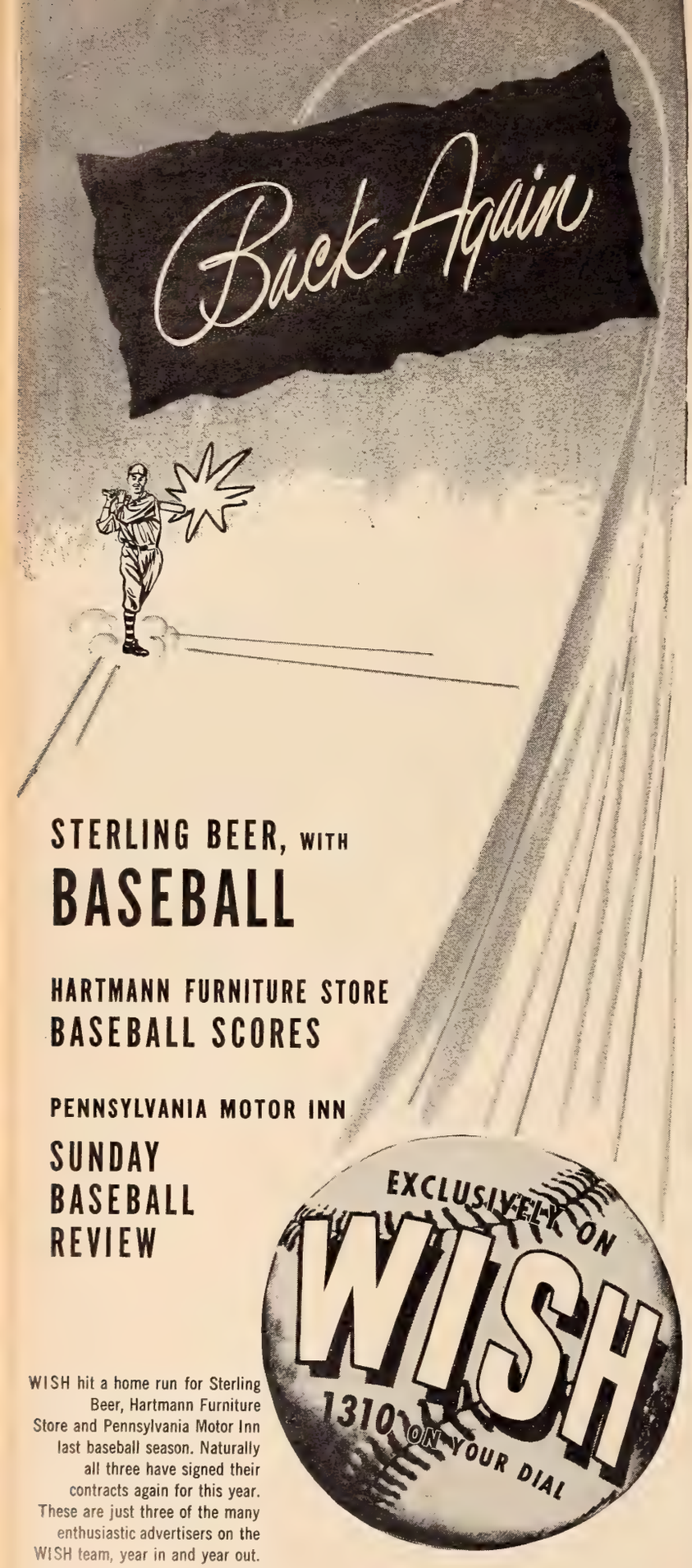
Dept. 19DC, RCA Engineering Products, Camden, New Jersey.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



WISH hit a home run for Sterling Beer, Hartmann Furniture Store and Pennsylvania Motor Inn last baseball season. Naturally all three have signed their contracts again for this year. These are just three of the many enthusiastic advertisers on the WISH team, year in and year out.

1310 kc INDIANAPOLIS • A-B-C NETWORK

FREE & PETERS, *National Representatives*
George J. Higgins, General Manager

New Business



SAFEWAY STORES, San Francisco (Lucerne Milk), today (April 18) start 52-week sponsorship of second quarter-hour of *Music in the Zeke Manner* on as yet undetermined number of ABC Pacific stations, Mon.-Fri. (7:45-8 a.m., PST). Agency: J. Walter Thompson Co., San Francisco.

GOLD MEDAL CANDY Co. purchased *More Magic* on WNBT (TV) New York Sundays, 11:30-11:45 a.m., effective April 10 for 13 weeks. Show, featuring magic tricks for children, was bought through Doherty Adv. Agency, New York.

CALIFORNIA SPORTS TRAVEL & BOAT SHOWS Inc. appoints Botsford Constantine & Gardner, San Francisco, for spot campaign to promote its two Bay Area shows this month—in Oakland April 9-17, in San Francisco April 22-May 1. Total of 205 radio spots will be placed in area.

PHILLIPS PACKING Co., Cambridge, Md., for Phillips Delicious Soups, sponsoring *Wax Wackies* on WXYZ-TV Detroit, Fridays, 7:30-8 p.m. EST. Agency: Aitkin-Kynett, Philadelphia.

THE GOODALL Co., Cincinnati (Palm Beach, Springweave and Sunfrost suits and slacks), sponsoring weekly, five minute telecasts, *How to Improve Your Golf* with Harold McSpaden for 13 weeks on 19 TV stations in as many cities. Agency: Ruthrauff & Ryan, Chicago.

TAYLOR-REED Co., Glenbrook, Conn. (Cocoa Marsh chocolate syrup), sponsoring *Puppet Varieties,* Sundays, 11:45-11:50 a.m., on WNBT (TV) New York. Agency: St. George & Keyes, New York.

PETER HAND BREWING Co., Chicago, for Meister Brau Beer, sponsoring half of Chicago Cubs and White Sox baseball telecasts on alternate game basis on WGN-TV Chicago, through BBDO. Pre-game *Player of the Day* telecasts backed by **NEWART CLOTHING Co.,** through William Futterman Agency, both Chicago, also on an alternate schedule. **WALGREEN Co.** through Schwimmer & Scott, both Chicago, contracts for post-game *Extra Inning* after each home game. All contracts went into effect April 15.

CASE'S TANGY PORK ROLL Inc., Trenton, N. J., appoints Weightman Inc. Philadelphia, to handle advertising. Television and radio are to be used. **JACK RENSEL** is account executive.

DURO FURNITURE Mfg. Co., Los Angeles, expands its radio schedule with quarter hour weekly recorded programs on five additional Los Angeles area stations. Stations are: KMPC KFVD KFAC KRKD Los Angeles; KIEV Glendale. Contracts for 13 weeks. Firm currently running weekly programs on KLAC KFWB Los Angeles; KFOX Long Beach; KOWL Santa Monica. Agency: Raymond Keane Adv., Los Angeles.

ACME BREWING Co., San Francisco, sponsoring two weekly one-minute combination animated cartoon and live action film spots on KTSL (TV) and KFI-TV Los Angeles, with possible expansion later to other Los Angeles area and San Francisco stations. Contracts for 13 weeks. Agency: Brisacher, Wheeler & Staff, Los Angeles.

WARD LABORATORIES Inc., New York, appoint Frederick-Clinton Co., New York, to handle radio advertising.

KELLY KAR Co., Los Angeles (dealer), April 10 started six weekly spot announcement campaign totaling 250 spots weekly on seven Los Angeles area stations—KLAC KMPC KFWB KFVD KGFJ KRKD Los Angeles; KXLA Pasadena. Contracts for 52 weeks. Agency: Tullis-Victor Co., Los Angeles.

WILCO Co., Los Angeles (Bif insect spray), April 15 expanded spot schedule to five spot announcements daily on KEPO El Paso for 13 weeks. April 1 firm started, for other Wilco household products, 13 week series of five spots daily three times a week on seven Intermountain Network stations—KALL Salt Lake City; KLO Ogden; KOVO Provo; all Utah; KEYY Pocatello; KID Idaho Falls; KVMV Twin Falls; KFXD Nampa-Boise, Idaho. Agency: Elwood J. Robinson Adv., Los Angeles.

ARDEN FARMS, Los Angeles (Flavor-Fresh Cottage Cheese), April 8 started three week test spot campaign on ten Los Angeles area stations. Spots running six weekly on following stations: KFI KNX KECA KHJ KLAC KMPC KFWB KFVD Los Angeles; KIEV Glendale; KXLA Pasadena. Agency: Allied Adv., Los Angeles.

(Continued on page 61)

"LOOKIT WHAT MR. HOOPER SAYS ABOUT WDAY, ELMIREY!"



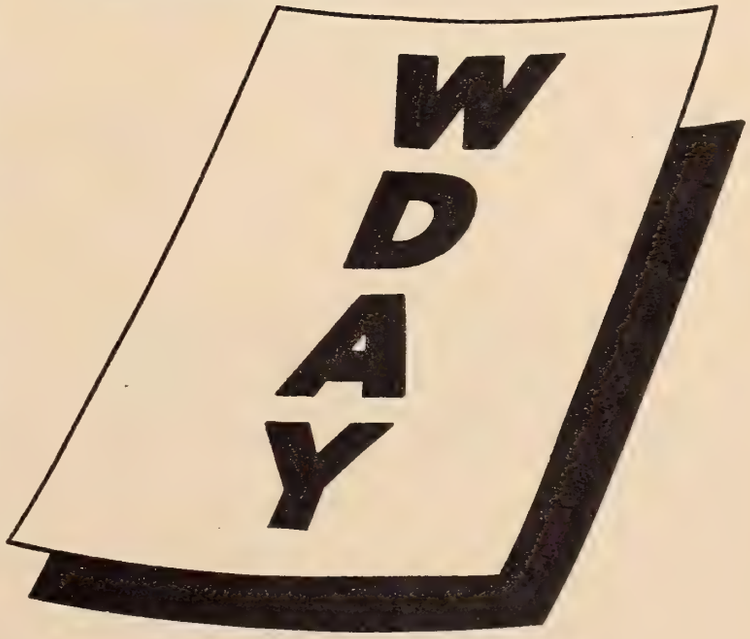
Excuse us for getting excited, but we just received our December-January Hooper—and it gives WDAY a *67.5% Share of Audience* (total rated periods) *against 13.1% for Station B.* This is an increase of 3.7% over our Conlan-credited 63.8% of last May—despite the opening of 3 new studios here during the year! Thus, WDAY now has *five times* as many Fargo-Moorhead listeners as any other station—*twice* as many as all other stations combined!

WDAY'S popularity *throughout* the rich Red River Valley is just as impressive. BMB figures, mail-pull statistics, paid subscriptions to our station newspaper —*all* prove amazing *rural* coverage, as well!

Yes, urban *and* rural, WDAY continues to be your best bet in the wealthy Red River Valley. And toothpicks or tractors, us hayseeds in the Valley have the dough to buy doggone nearly anything we want! Ask us or Free & Peters for *any* proof you'd like to see!

HERE ARE THE FIGGERS!

	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS	67.4	16.6	7.4	4.6
WEEKDAY AFTERNOONS	70.2	9.9	11.6	3.1
EVENINGS (SUN. THRU SAT.)	68.9	13.5	9.7	5.9





FREE & PETERS, INC.,
Exclusive National Representatives

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

GOT A BROAD OUTLOOK ON NARROWS (Ky.)?

No matter how hard you work, your merchandising opportunities in Narrows (Ky.) will always be mighty slender. Our State's little towns just don't have enough of what it takes to make a broad sales potential . . .

In and around Louisville, it's different! The fat, plumpy goodness of our Louisville Trading Area is enough to make any sales manager's mouth water . . . Not only is this the *one truly metropolitan market* in Kentucky, but folks living here also have a *45% higher* Effective Buying Income than people in the rest of the State.

Wanna ride high, wide and handsome in Kentucky? WAVE's waiting — right in the thick of things!

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Charges for Requests

EDITOR, BROADCASTING:

. . . Recently it came to my attention that an announcer on a certain Spanish language radio program was requesting his listeners to send in requests for dedications, but affixing a condition that there would be a charge of 10¢ for a single dedication, or $1.00 for the entire program. Upon making investigation I found this somewhat of a common practice in Southern California, carried on without the knowledge of management. In one instance I found that the announcer was carrying an advertisement in a Spanish newspaper stating in substance what I have noted above.

I believe that this practice should be called to the attention of station management in general, so that each may make his own investigation. Incidently, a very interesting question is raised, as to whether or not a dedication made under such circumstances, i.e., for pay, becomes a commercial announcement, which would be required to be logged as an "S.A."

William H. Haupt
President-Station Manager
KVVC Ventura, Calif.

* * *

ET Plan Scored

EDITOR, BROADCASTING:

The writer is in complete agreement with Charles Michelson and other transcription producers and distributors as to the impracticality of the NAB outright sale proposal. On the basis of our own experience, such a plan would increase the cost of transcribed programs to the station or sponsor by at least 50% and would reduce by as much the ability of listeners to enjoy through successive years over different outlets in a given center undated programs which are as good one year as the next, or vice versa.

This company is engaged primarily in the production of Bible drama. Parts of the Bible are at least four thousand years old. . . . A good Christmas play is no older this year that it was ten years ago. . . . If the NAB program went through, Los Angeles, which first heard our Bible dramas in 1933, over KFI, might never have heard them again, if KFI did not feel it advisable to repeat the series.

From a purely material point of view, of equal interest would be the effect of the NAB plan on transcription quality and cost. In the case of our Bible dramas, even though we got good prices and worked with our players on a royalty basis, it took ten years to cover our nut, and it might have taken 15, had we been compelled to sell the show outright to only one station in each broadcasting center.

Under the present lease plan, when stations are considerate in the use and the prompt return of pressings, the same set of platters may serve seven or more stations, without impairment of quality. This means that the producer's pressing cost is only 14½% (approx.) of what it would be under the NAB plan.

Finally, any transcription producer will agree, I am sure, with the writer that it is hard enough even now to get equitable prices from a majority of the stations. Almost always the station says it would like to pay more, but the sponsor will not stand for it, and I believe this is correct, for at least 50% of our sales are direct to clients, and we know how tough the sales resistance is.

The Transcription Division of NAB has done some very fine work for producers and stations in the transcription field. It might be in order to ask whether this division was consulted before the NAB program was promulgated.

G. L. Price
George Logan Price Inc.
Los Angeles, Calif.

* * *

Radio Should Sound Off

EDITOR, BROADCASTING:

Congratulations to Mr. Malcolm Greep of Owensboro, Ky., for his letter in the issue of March 28th. In my opinion his voice is prophetic of a revulsion which must eventually be experienced by the industry.

We seem reluctant to admit it, but radio has come of age, and the medium is here to stay. Despite our obsequity to the press, we exist because we can sell more merchandise to more people and at less cost per person than can be sold by any other medium. While we contentedly scramble for the crumbs of the feast being shared by other media, many advertisers actually have more confidence in us than we have in ourselves. We get equal shares of many budgets; major portions of others.

We grow and develop not because of the tolerance of the press, but in spite of its sniping. We grow and develop because on so

(Continued on page 18)

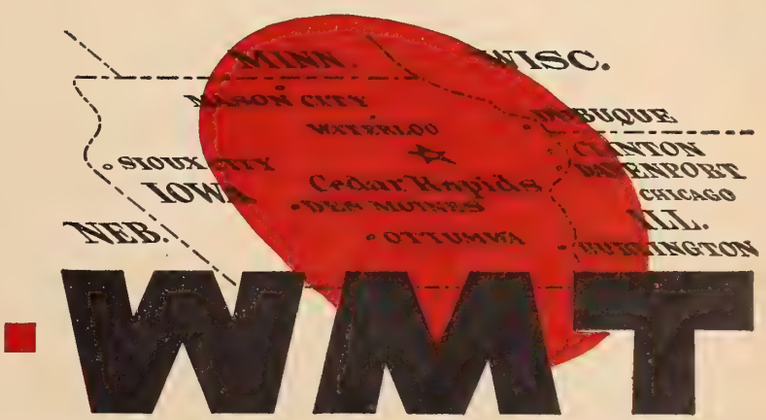
CBS STARS ARE ALWAYS SHINING OVER *EASTERN IOWA* VIA **WMT**



Ozzie & Harriet Adventure Again in Eastern Iowa on WMT

She said no to a talent scout and yes to the ex-youngest Eagle Scout in New Jersey . . . and they made sweet music together. "The Adventures of Ozzie and Harriet" began a long time before their CBS show of the same name. Ozzie Nelson discarded top billing as a band leader, with Harriet (Mrs. N) as featured vocalist, to write and act in the outstanding domestic comedy series based upon episodes in the lives of the Nelsons and their two sons.

"The Adventures" is one more of the CBS shows that WMT brings exclusively to Eastern Iowa. With big-time network shows, a complete News Center, and special events of great regional interest, WMT has "the ears" of one of the world's most prosperous farm-and-industrial markets. Ask the Katz man to show you how WMT advertising pays off in sales.



WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

The Patroon* of the week

ED TRIZIL

Media Director
GORDON BEST CO., INC.
Chicago



Truly a veteran, Ed started in the agency business with Stack-Gobel when he was only fourteen years old. He has been associated with Best for over ten years. Ed was welcomed into the Patroons today by the William G. Rambeau rep who presented him with a membership scroll and the deed to a tract of land in the heart of Patroonland.



*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

WPTR is tops in promotion because WPTR spends more for promotion. No other station in the Capital District offers such a combination of bus cards, billboards, newspaper space, counter cards, courtesy announcements and dealer contacts.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Open Mike

(Continued from page 16)

many occasions we have outperformed them in advertising results, news coverage, entertainment, public service, and everything else but salesmanship.

It's time we stopped apologizing and started doing a little boasting. It's time we started standing on our feet, and stopped trying to ride on the coat-tails of our biggest competitor. Does any other business let a competitor own some of its best properties, represent it in national and local sales, and influence its policies?

In my opinion, the industry would be well advised to campaign for a stop to newspaper affiliations and a ban on representation by newspaper reps.

Joseph R. Fife
WPTR Albany, N. Y.

* * *

Wrong Warners

EDITOR, BROADCASTING:

We note that on page 52 of your March 14th issue . . . the following statement was made in error:

"Meanwhile, K W B R - F M San Francisco, owned by Stafford W. and Eugene N. Warner and identified in ownership with Warner Bros. movie interests, was granted a license. . . ."

. . . Stafford W. Warner and Eugene N. Warner, doing business as Warner Brothers and operating Radio Station KWBR in Oakland and KWBR-FM in San Francisco, have absolutely no connection with Warner Brothers Pictures Inc. of Hollywood.

F. Wellington Morse
Station Manager
KWBR Oakland, Calif.

* * *

'Children's' Program

EDITOR, BROADCASTING:

. . . In your March 14th issue, a report is given on the Western Radio Conference, and I wish to protest the statement attributed to me as follows:

"Mrs. Logan charged, and was politely corrected on her facts, that a year ago the networks carried an average of ten sustaining educational programs each. Today, she said, NBC, for example, carries but one."

You also add: "Mr. Speegle pointed out, for the record, that NBC still carries an average of ten such programs."

I would like to quote you that part of my talk which referred to children's programs—not "educational" programs.

"How about the programs designed especially for children. How much TIME is devoted to children's radio programs and what KIND of programs are they? Recently Tenth District Parent Teacher Association made a survey of the Los Angeles stations to find out how many hours are given to children's radio programs—and I presume the results we obtained are typical of other communities. We surveyed the eleven stations right in Los Angeles. We found that only .9 of 1% of the time was devoted to programs recommended by our Radio Listening Committee. We also found that over 1% of the total broadcast hours are devoted to programs which are not approved by our committee. In other words, less than 2% of the total time was devoted to children's programs altho children comprise 16% of the population in the Los Angeles area. We were even more dismayed when we looked at the record of the networks. In 1933 CBS had four sustaining programs for children—besides the wonderful public service programs—*American School of the Air*. Quite ironic—the timing of the fashion change at CBS. *School of the Air* become 'outmoded' at about the same time they acquired their new look with Jack Benny and other comedy shows. Yes, in 1933, CBS had four sustaining programs, NBC had ten, and Mutual fourteen. Now CBS has none—not even the *School of the Air*—Mutual has none—it's even dropped that outstanding program for children—*Adventure Parade*—yes, despite pleas from thousands and thousands of parents and children, and NBC has, I believe, one. Programming for children is a necessary public service. Children are part of our public, the most important part, from 16 to 22% of our public. Why is it that they are not included in the 'public interest' in which broadcasters pledge to serve?"

In the discussion period, Mr. William Minette, director of public affairs and education, KNBC [San Francisco], took exception to my remark that NBC had one sustaining program for children, and referred me to such programs as *One Man's Family*, etc. I pointed out to him that we did not consider such programs especially designed for children. He then referred me to *Dr. I. Q. Jr.* and *Lassie*, and I answered that I was talking about sustaining programs. I might have added that if we had more programs like *Dr. I. Q. Jr.*, *Lassie*, *Standard School Broadcast* and other fine commercial programs for children, we would not be so concerned. . . .

Mrs. Z. W. Logan
Radio Chairman
Los Angeles Tenth District
Calif. Congress of Parents & Teachers Inc.
Los Angeles.

* * *

'Top of the Heap'

EDITOR, BROADCASTING:

In Mutual's southern office, BROADCASTING always receives top priority in the Monday morning mail. It is on the top of our heap just as it is on the top of the heap of trade publications.

I often wonder if you and your associates ever realize just how important BROADCASTING is for those of us "out in the field." It is the *one* publication of *accurate* information available to *everybody* at the same early date—first thing Monday morning.

I'll bet you reach almost as many stations as Mutual does?

Charles Godwin
Manager, MBS
Atlanta, Ga.

* * *

'Valuable Addition'

EDITOR, BROADCASTING:

. . . Your "Business of Broadcasting" series is a valuable addition to an already indispensable magazine. . . .

Raymond E. Guth
Research Director
WOC Davenport, Iowa

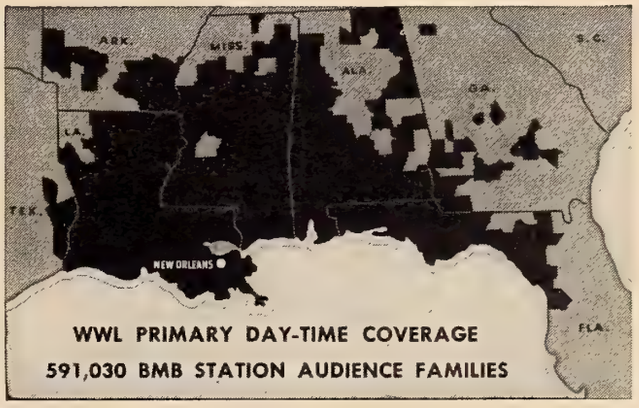


3 Beauties of the Deep South

1. STUART PRESCOT HOUSE in Baton Rouge, Louisiana. This mansion, over 100 years old, has always been owned by the Prescot family. During the Civil War it was used as a hospital by the Union Army.



2. SUGAR CANE HARVEST at Poplar Grove Plantation, near Baton Rouge. Louisiana's 1948 sugar cane crop — 5,256,644 tons — represented 85% of the cane grown in this country for the production of sugar. Another valid reason why WWL-land is above the national average for increased income, increased buying power and general prosperity.



3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

for profitable selling—
INVESTIGATE

WDEL
WILMINGTON
DEL.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

Represented by
ROBERT MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

Feature of the Week

BOYS from 7 to 17 took over operation of WLOU Louisville (1 kw day on 1350 kc) for one day from 12 noon to signoff as a feature of Louisville's observance of Boys' Week. The project was such a success that it is to be repeated each year, the station reports.

Willis Searfoss, WLOU sales manager, originated the idea and it was given the hearty approval of Mrs. J. E. Messervy, station's president and general manager. Bill Ladd, Louisville *Courier-Journal* radio editor, gave his assistance, as did Asher Tullis, executive director of the Louisville Boys Club and the Optimist Boys Club.

Day selected for the boys to take over was Sunday, March 27, and 50 of them were on hand to praticipate. They did everything from handling the administrative end to programming. Not an adult voice was heard on WLOU while the boys were in charge.

"The regular staff had more fun than the youngsters in guiding them through the schedule," WLOU reports.

A few sponsors who had been a bit hesitant about the idea of boys reading their commercials over the air later indicated they were enthusiastic over the results, according to WLOU. "We have been advised," said WLOU, that they [the sponsors] received more comments from these ads . . . than on their regular run of scheduled broadcasts."



Tommy Miller, acting general manager of WLOU on Boys' Day, with Mrs. Messervy.

On All Accounts

ALTHOUGH Robert D. Hussey bears the imposing title of manager of the program development department for Young & Rubicam's Hollywood office, "talent scout" might be more descriptive.

For Bob handles all show and talent buying, guest star bookings, auditions, program ideas and script readings for the agency which supervises more transcontinental programs per week than any other on the West Coast.

Television time and program purchases also come under the Hussey aegis these days. And if the Hollywood office of Young & Rubicam echoes the tremendous video operation of its New York parent, this should be enough to warrant a mighty heavy expansion of Bob's department in the very near future.

Holding the strings on the radio appearance of some of Hollywood's biggest stars, an estimated $125,000 per week in talent expenditures alone pass through Mr. Hussey's hands. Yet he still thinks as a true advertising man, getting the agency client the most for his dollar.

Through his variety of assignments Bob has his finger on the pulse of such agency produced programs as *Bob Hope Show, Jack Carson Show, Duffy's Tavern, Adventures of Ozzie & Harriet, GE House Party, My Favorite Husband,* and the transcribed *Skippy Hollywood Theatre,* placed nationally on some 53 major stations.

It's a Hussey tradition never to be idle, so he covers the Hollywood new program and talent scene for his New York home office, too. In addition he supervises the booking of talent up and down the West Coast for eastern origination of such network shows as *We, the People,* and such TV programs as *Arthur Godfrey's Talent Scouts, The Arrow Show* and others.



BOB

Born in Bayonne, N. J., on Sept. 29, 1904, Bob received his early education there and in Jersey City. He attended New York U. for a time, entering the business world as a stock and bond runner on Wall St. in the summer of 1921. Bored with this routine after a time, he chucked the job and went to sea, thus getting acquainted with both European and Latin American ports for the next 2½ years.

A pioneer at heart, Bob next

(Continued on page 93)



IN EASTERN NORTH CAROLINA TOBACCO IS KING



WGTM

Covers This Rich Market . . . with a King-Size Voice!

Mutual Exclusive in this Area.

Write or phone us or our National Representative

WGTM
"THE VOICE OF THE GOLDEN PLAIN"
WILSON, N. C.
5000 Watts—Full-Time
590 Kilocycles
Serving 1,125,000 People
NATIONALLY REPRESENTED BY WEED AND COMPANY



MEN AT WORK

(and for you)...

While we don't spend much time actually climbing antenna towers or watching outside keyholes, these sketches—borrowed from our latest brochure*—are symbolic of the diligence and concentration that goes into every BROADCASTING assignment.

Ours is a unique reputation as the *only* authentic reporter of every significant development in the field of broadcasting and its allied arts. That's been ours for over 18 years now. And we keep our reputation growing because our awareness of radio's problems and potentials is so acute. We boost broadcasting with every breath; we've championed every worthwhile advance the industry has ever made, and we cover *all* the news of broadcasting with a thoroughness no one else can approach. That's why—in every survey—BROADCASTING is No. 1 with agencies and advertisers.

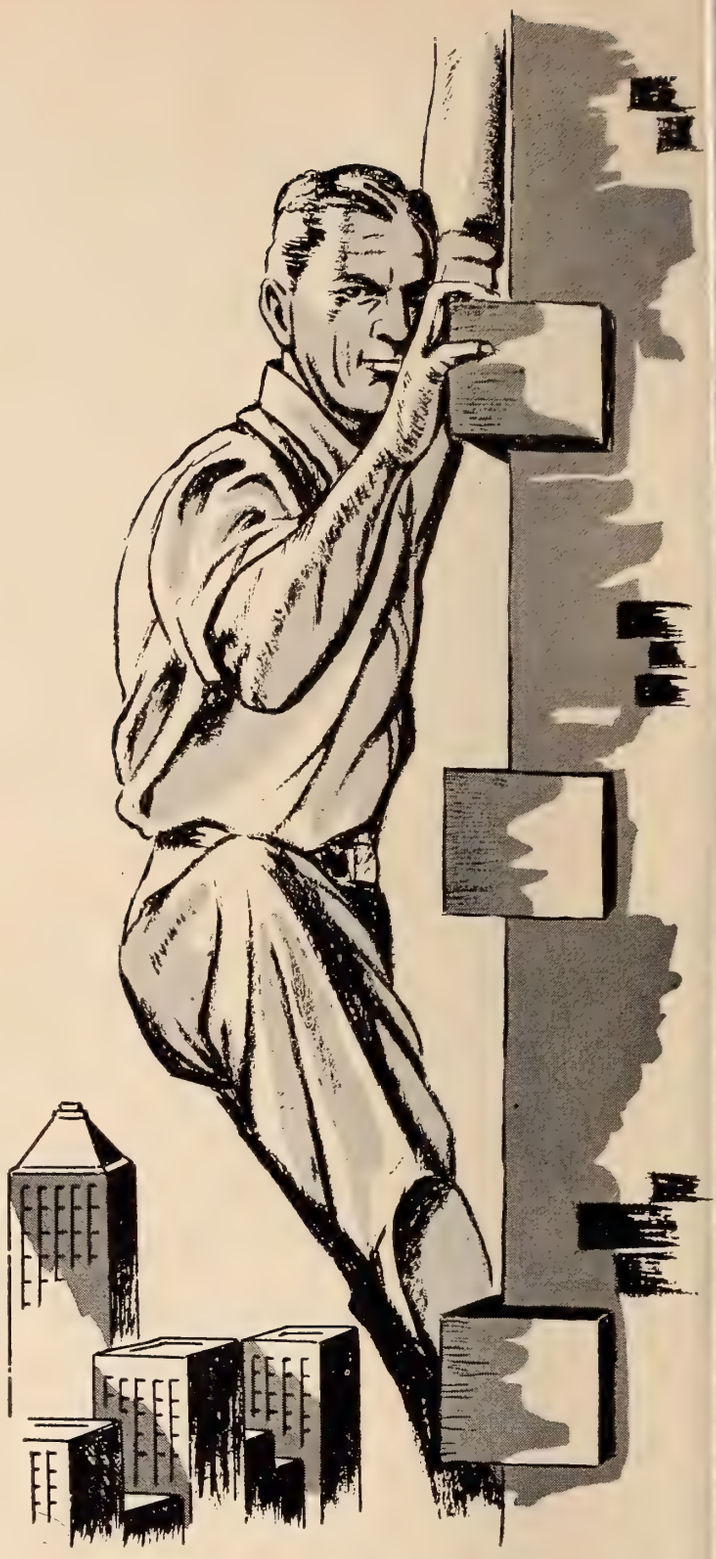
BROADCASTING carries more news, more business features than all our competitors put together. (About 75,000 words and 60 illustrations in each issue.) To do this, it takes a staff of 60 busy people working from five offices: Washington, New York, Chicago, Hollywood and Toronto.



Issues like the one you are now reading are the result. This intensity of editorial coverage has given BROADCASTING a degree of readership loyalty and confidence rarely achieved by any publication in any field.

* A very fine promotion piece, indeed . . . our friends tell us. It can be had for the price of a short note to BROADCASTING's publisher, National Press Building, Washington 4, D. C.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING



IT'S EASY, IF YOU KNOW HOW!

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NAB BATTENS HATCHES

Readies for Inter-Media Competition

By J. FRANK BEATTY

RADIO is tooling up for the battle of advertising media.

NAB emerges from its annual convention with a new set of targets—sales, TV and uniform research. And it will soon appear with a revised administrative setup specially designed for the job ahead.

Overwhelming demand for an operation that would provide basic business services was heard all around the Stevens Hotel corridors in Chicago last week. The place was seething and delegates were starting to mutter threats of open revolt and wholesale withdrawal unless something was done—and quick.

Something was done. It was done with speed and precision as the board executed the mandate of the membership. This basic job was to create and implement a business-getting operation, and to do a more direct and better government-contact job on behalf of the regulation-ridden industry.

The board took these steps:

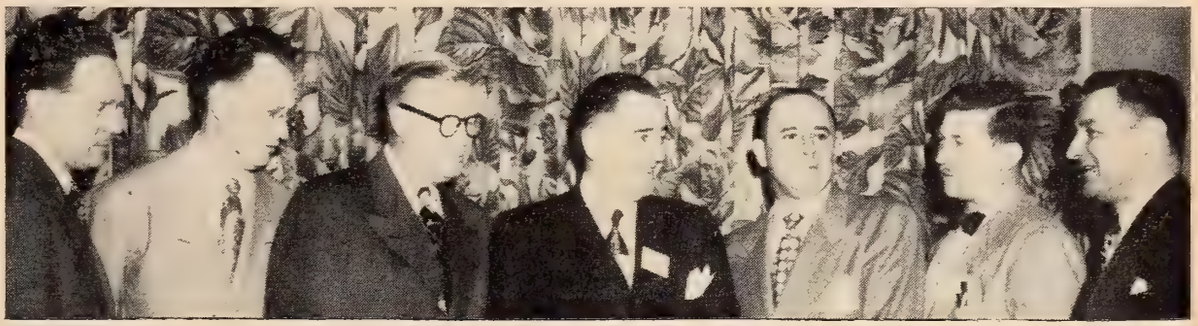
- Created the Broadcast Advertising Bureau (BAB), to be operating no later than June 1.
- Earmarked $100,000 more than the present sales budget for BAB, or about one third the entire NAB budget.
- Named Maurice B. Mitchell director of BAB, serving under a board policy committee.
- Bailed out Broadcast Measurement Bureau again with $75.000 loan after convention had pledged support (story this page).
- Approved full NAB participation in the coming NARBA.
- Accepted new recording standards.
- Specified new TV operation within NAB which must aid AM stations going into video.
- Gave finance committee two jobs—find BMB's $75,000 and BAB's $100,000. Most of $100,000 for BAB to be drawn from other activities.
- Deferred overall NAB reorganization.
- Dropped plan to hire special legislative representative to save money, but called for stronger NAB-government contacts at the grass roots.

Delegates who left Chicago last Wednesday grumbling about what many called a plush trade association, and a stuffy agenda—and there were many who felt that way—didn't realize that democratic processes were under way. They weren't aware that within a few hours their elected representatives on the NAB board would be doing the very things most of them wanted done.

Thus the board (with six new faces) that had thrown out the idea of a broadcasting Advertising Bureau at New Orleans less than two months ago did a complete turnabout at Chicago and earmarked roughly 35% of the entire assosiation budget to set up the project.

Convinced that broadcasters wanted a professional sales bureau that could match ANPA's roars with more than a beep, they almost tripled the expenditures for sales promotion. Moreover they paved

(Continued on page 99)



SEVERAL leaders of impromptu task force which shaped up a nationwide sales drive (l to r): Maurice B. Mitchell, NAB; William C. Grove, KFBC Cheyenne, Wyo.; Red Cross, WMAZ Macon, Ga.; Gordon Gray, WIP Philadelphia; Julian Haas, KARK Little Rock; Bill Maillefert, WVET Rochester; Frank E. Pellegrin, KSTL St. Louis.

Chicago Again

THE 1950 NAB Convention will be held again at the Stevens Hotel, Chicago, in mid-April, it was stated after the NAB board wound up its two-day meeting Thursday afternoon. Registered delegates at the management conference last week totaled 1,118, as compared to 1,017 at Los Angeles last year. Delegates and NAB officials praised the hotel's convention facilities. The next board meeting will be held in New England next July. District meetings start in Fall.

LOAN TO BMB

Board Votes $75,000

BMB survived two more crises last week when it was granted a $75,000 loan by the NAB board and a vote of confidence by the NAB membership.

The board approved the loan (see main board story this page) by a 12-7 vote. No collateral is required from BMB, it is understood, but the loan is backed by a contract waiver plan submitted to subscribers during the convention. AAAA and ANA immediately agreed to the new BMB plan Thursday.

The waiver idea, authorized by the board at its pre-convention meeting, removes from present contracts a 90-day cancellation clause. This original clause endangers BMB's chance of collecting full obligations from all of its subscribers since the Study No. 2 is likely to be in subscribers hands by autumn and present contracts require most to make monthly payments until July 1, 1950.

Subscribers who had signed waivers prior to the post-convention board meeting totaled about $84,000 in obligations, or 20% of the total still due, along with another $58,000 in oral pledges, mainly from two networks. The tabulation firm handling the BMB detail has agreed to defer 50% of May and June payments on assurance BMB will get the waivers from subscribers.

Report of a special committee to consider the future of NAB audience measurement, headed by John Elmer, WCBM Baltimore, was presented to the board. The committee did not offer a new plan of audience measurement pending completion of the present BMB survey, but will continue its studies.

In asking subscribers for waivers on their BMB 90-day cancellation rights, BMB supporters said they had not received a single turndown from convention delegates authorized to act on behalf of their stations.

Following the board meeting it was explained that NAB's loan is made to BMB on condition NAB assumed full administrative control while any of the loan is outstanding—the loan is to be advanced for current expenses, as needed. If by June 1, at the latest, BMB has not obtained waivers from its 540 standard station subscribers, or enough new subscriptions to bring the total to 540, the rest of the loan, if any, will not be advanced.

G. Richard Shafto, WIS Columbia, S. C., NAB and BMB board member, explained 401 of the 540 subscribers are NAB members. They have spent $800,000 toward defraying costs of Study No. 2, with contracts originally made under a "five-year-plan."

Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, reminded that

(Continued on page 100)

RESOLUTIONS

Actions Effected at 27th Annual Convention

THE 27th annual NAB Convention took a series of forthright stands on behalf of its basic rights and policies but it required two separate sessions and a noise-buried flurry at the annual banquet to get the resolutions engraved on the official minutes.

Not in the recollection of any member has any such procedural fiasco marred an industry convention. Two factors led to the chaotic situation. First, only 50-odd members stayed around late Tuesday after the BMB matter had been settled. Second, the corridor rumbles for a big time advertising department in NAB burst out on the floor to interrupt the usually routine process of shoving through the resolutions.

Starting Tuesday afternoon, and winding up Wednesday morning, the convention's business meeting adopted a series of thank-you resolutions, endorsed Judge Miller's administration and:

Urged all members to subscribe to the all-radio presentation.

Called for early expansion of the Broadcast Advertising Department.

Advocated support of legislation for the 1950 housing census (which may include radio questions), with members to contact their local Representatives in Congress.

Opposed proposed FCC rules requiring advertising of applications.

Opposed legislation permitting secondary boycotts.

Affirmed the principal that stations should editorialize.

Asked a joint study of transcription service costs, with a report to be made at the July board meeting.

Demanded amendment of tariff laws affecting recorded and news and special events features to bring equality in duties.

Approved legal seminars conducted by NAB's general counsel.

Demanded that the State Dept. exercise leadership at the coming NARBA to protect broadcasting.

Agreed to submission of a request to the FCC for adoption of a policy against commerical grants for federal or territorial government, with Puerto Rico in mind.

Proposed amendment of FCC rules to remove transcription identification requirements except where the time element is a factor or the listener would be misled.

Pointed to research troubles and endorsed the principle of uniform measurement in radio along with expansion of such efforts—BMB indirectly lauded by mention of industry's financial support.

Members of the Resolutions Committee were Wiley P. Harris, WJDX Jackson, Miss.; Clyde Coombs, KARM Fresno; Richard Borel, WBNS Columbus; Robert D. Swezey, WDSU New Orleans; William McGrath, WHDH Boston; Phil Hoffman, WOL Washington; Edward Wheeler, WEAW (FM) Evanston, Ill.

Judge Miller was lauded—with growth and progress of broadcasting during the nearly four years of his administration cited by the convention. His policies and actions as NAB president were supported and the resolution reminded that he "has unsparingly devoted his great abilities to this growth and progress."

Mr. Harris took up what appeared to be a quiet chore late Tuesday afternoon, with a few clusters of delegates scattered around the theatre. All went along nicely until he read a resolution calling for expansion of the Broadcast Advertising Dept. Calling for recognition, Odin S. Ramsland, KDAL Duluth, Minn., said the Sales Managers Executive Committee for four years had called for greater attention by the board to sales activities. He suggested a substitute resolution specifying that 40% of the association's budget be earmarked for the department. The Small Market Stations Executive Committee feels the same way, he said.

Judge Miller questioned the idea of specifying 40% and said much of the NAB general fund goes to departmental travel and other expenditures. Mr. Ramsland said NAB must get down to basic facts and provide every possible sales aid. "We do a very poor job," he said and told of a District 11 survey in which stations recommended NAB spend from 33% to 60% of its budget on sales. Chairman Harris suggested use of "ample" instead of 40% but Mr. Ramsland turned down the suggestion.

Frank E. Pellegrin, KSTL St. Louis and a former director of Broadcast Advertising Dept., now of Transit Radio Inc., said the membership overwhelmingly favors expansion of sales activities and made a stirring plea. "Are we going to let AM be bled or will we support and maintain it," he asked. He recalled a former FCC chairman said many years ago that FM would supplant AM in three years and that later the period was changed to five years.

"If NAB doesn't do it, at least two organizations are ready to do a sales promotion job for the industry. When the shoe pinches harder, many stations will see red ink. Where will they get the money for sales promotion—they'll drop out of NAB. The situation is critical. It soon may be desparate."

Ted Cott, WNEW New York, referred to the small audience and suggested NAB allot 40% toward better programs. Glenn Shaw, KLX Oakland, a new NAB director for District 15, opposed the Ramsland and favored the Cott idea. He opposed the 40% figure for sales but said he wants sales to get a fair share. Robert T. Mason, WMRN Marion, Ohio, demanded more emphasis on sales and suggested the 40% perhaps should be 75%. "The job has to be done if we are to exist as an organization," he said.

See 'Grass Roots'

Simon Goldman, WJTN Jamestown, N. Y., said small market stations need NAB activity and sales expansion would bring new members. "Sell radio at the grass roots and you sell radio to the nation," he said.

Lewis Avery of the Avery-Knodel representative firm, also a former head of the NAB department, supported the Ramsland substitute. Robert D. Enoch, KTOK Oklahoma City, who sparked the old board's action setting aside sales as the first order of business at the post-convention meeting, opposed the 40% figure and said the board is thinking in terms of sizable expansion.

The discussion developed into a junior board meeting as two more members—Calvin J. Smith, KFAC Los Angeles, and Harold E. Fellows, WEEI Boston—joined the fray. Mr. Smith objected to the way the resolution was worded. Mr. Fellows said it would be a "fatal mistake" to set up the 40% figure. He is a member of the board finance committee.

Ralph Hardy, KSL Salt Lake City, suggested absence of a quorum but the motion lost on a roll call. Charges were made from the floor that it was "disgraceful" to arrange a meeting this way. Hugh Higgins, WMOA Marietta, Ohio, former department assistant director, moved the subject come up at the evening banquet, only type of motion permitted after adjournment was defeated. It was carried.

Judge Miller arose at the beginning of the banquet to explain why a business meeting was being held. He yielded to Chairman Harris, who called for motion to adjourn to 10 Wednesday morning. The motion carried, though many of the diners were not aware what was happening.

Wednesday morning session was all peaches and cream for Chairman Harris, and a nearly filled theatre adopted the original sales resolution without debate, and then ran most of the rest through in a block.

Text of the sales resolution:

WHEREAS the Sales Managers and Small Markets Committees of the NAB have recommended that a much greater emphasis be placed upon the work of the Broadcast Advertising Dept. to assist the individual stations in maintaining and increasing their advertising revenues, and

WHEREAS the board of directors of the NAB is now considering methods of accomplishing this purpose.

BE IT RESOLVED by the members of the NAB in convention assembled that the board make adequate provision for expanding the services of the Broadcast Advertising Dept. and give effect to such provisions at the earliest possible time.

SELL RADIO

NAB Members Urge Promotion

FIRST FORMAL demand from the NAB membership ranks for creation of a bureau of broadcast advertising, operated separately from NAB itself, was sounded at the opening business session of the association's convention in Chicago last Monday.

The project, one of the basic topics before the 27th annual meeting, was proposed after the membership had listened for three hours to a detailed account of the "negative" promotion by other media. This promotion is being carried out at a constantly accelerating rate by organized newspaper interests, the meeting was told, and it is aimed directly at broadcast advertising.



AT MEETING of sales managers during NAB Convention were (l to r): Herbert L. Krueger, WTAG Worcester, Mass.; Rex Howell, KFXJ Grand Junction, Col.; Louis Lingner, WJJM Lewisburg, Tenn.; Charles A. Batson, NAB; Lewis Avery, Avery-Knodel.

Problems of radio selling and the increasing promotion of other media occupied the Monday afternoon session. Instances of "rough" tactics by newspapers were cited to support the theme that radio must promote itself if it is to resist the competitive gestures of newspapers and magazines.

The afternoon agenda listed the All-Radio Presentation film as the first step to be taken by the industry as a buyer's market changes the whole media picture. This presentation was explained by those who are carrying the preparation load.

But the proposition that broadcasting must meet the multi-million dollar newspaper campaign with a well-rounded project of its own, with the All-Radio film as the initial effort, was sounded by the operator of a postwar station who is

(Continued on page 78)

TV BOOSTER OUTLETS

Plan Endorsed by Coy

By RUFUS CRATER

A "RAILROAD SYSTEM" of television, using simple, lower-cost "secondary" or repeater stations to serve outlying and intermediate communities, was endorsed by FCC Chairman Wayne Coy at the NAB Convention luncheon session last Monday.

"I do not think television need stay in the millionaire class," he told some 1,200 broadcasters and guests, urging them to start exploring all possibilities of reducing TV operating costs and thus carry television to millions who have no other chance of being served.

On the basis of new FCC figures on radio's 1948 profits and losses (see story, this page) he concluded that "there is grave financial risk in starting a new aural station." But he disagreed with prophecies that television will supplant sound broadcasting within three years. The controlling question there, he said, is how soon TV can become a competitive nation-wide system with sets in most U. S. homes.

Mr. Coy rejected the theory—which Chairman Ed C. Johnson (D-Colo.) of the Senate Interstate & Foreign Commerce Committee has endorsed—that existing broadcasters should have first call on TV channels. "But I certainly would like to see developments in television which would make it possible for all qualified broadcasters to get into television," he declared.

The secondary-station plan, similar to one NBC and others have urged, calls for the use of small stations, as nearly automatic as possible, to extend the programs of the major station into surrounding secondary cities. They would need no studios, management, sales or programming staff. Similar stations could be set up in cities and towns along the connecting lines. Radio relay "spurs" might be used to serve other secondary stations off the connecting lines.

"Thus one can build up a network very similar to the network of a railroad system—major terminals, intermediate stations, short side spurs and secondary lines," Mr. Coy said. "This network can be justified and expanded only if the costs are geared to the audience added. Competition can be provided by parallel networks. The only limits to the number of competing networks are economics and availability of frequency bands. It is probable that, in most of the U. S., the former will be more limiting than the latter."

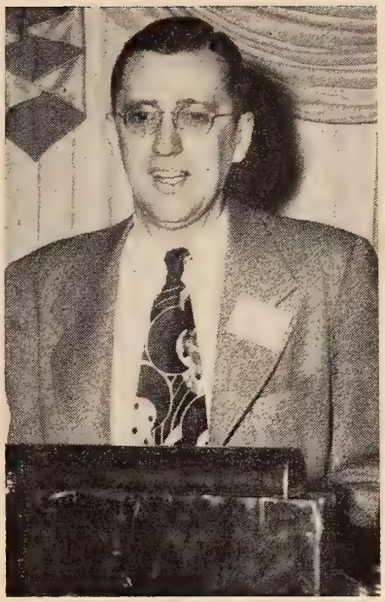
On this score he told broadcasters that he was certain UHF allocations can be established "before many months" so that television, with imaginative leadership, can be taken to all of America.

He conceded that the secondary-station plan would not permit these small outlets to program back to the other outlets "without large capital and operating expenditures." But they could, he said, provide local as well as network shows. The location and power would be determined by the size and needs of the communities involved. Cities like Chicago, New York and Philadelphia might have three to five such outlets surrounding them, Mr. Coy thought.

The FCC chief told his listeners flatly that television will be the dominant medium of broadcasting.

"Make no mistake about it," he asserted. "Television is here and it's here to stay. If there be those in this audience today who think they can lick it, who think they can stall the development of television in this country or in their community, I urge them to give heed because they know not what they see before them."

But he took exception to the prediction of Merlin H. (Deac) Aylesworth, NBC's first president, that radio as it is known today will be



. . . Chairman Coy last Tuesday

* * *

wiped out by television within three years (see story, page 35).

The economic danger for sound broadcasting, he said, "is that it will lose dollars to all media, including television, as a result of loss of audience to television."

He cited FCC's tabulations of 1948 income and expense figures for U. S. radio, which he released for the first time.

"The essential difference between Mr. Aylesworth and me is one of time—or really the question of how soon television can become a nationwide competitive system and with 'circulation' in most of the homes of America," he asserted.

"That there will be a transition period is a certainty," he continued. "Mr. Aylesworth's three years seem much too short to me in terms of the radio manufacturing industry's ability to build the receivers necessary for circulation. And that is not the only problem. Decision by the FCC with respect to the VHF freeze and the problems involved in determining the utilization of the UHF also affect the timing."

Chairman Coy drew three basic conclusions from industry's 1948 financial record:

1. "There is grave financial risk in starting a new aural radio station. . . ."
2. "There seems to be a definite relationship between the number of 'losing stations' and the excess profits tax. . . ."
3. "I am sure that there is a definite relationship between the proportion that television is taking from the total advertising dollar . . . and the television circulation in those areas. . . . I think it is a sound assumption that television will, in the future, take an increasing share of the advertising dollar in direct proportion to its increase in circulation in any area."

Mr. Coy foresaw nothing to indicate the trend toward television will be reversed. But he felt a tendency to emphasize "economy programming," which "in a few instances is resulting in stations ignoring local program needs."

He warned that "a concerted

(Continued on page 72)

'48 REVENUES

AM Increases 12%, Coy Reports

BROADCAST REVENUES of AM networks and stations totaled approximately $408 million in 1948, a 12% gain over 1947, but more than one out of four stations lost money during the year.

This was revealed last week by FCC Chairman Wayne Coy in his speech to the NAB in Chicago (see story above). The figures were compiled from stations' and networks' reports to the Commission.

For 72 reporting FM stations (not sold in conjunction with AM outlets) the aggregate loss was about $2.4 million. Four of the 72 reported a profitable year.

The four television networks and 50 stations (total on the air during the year) listed aggregate revenues of $8.7 million, aggregate expenses of $23.6 million, and losses of nearly $15 million. All networks and stations reported losses.

In seven cities, TV revenues were 6.9% of the AM-TV total (see table, page 68).

In the AM field, Mr. Coy reported, broadcast revenues for four nationwide and three regional networks and almost 1,900 AM stations approximated $408 million. This is 12% more than the 1947 figure. Of the $44 million overall increase, some 304 newly licensed stations accounted for $18 million. The increase for networks and their keys ($7 million) was about 7.3%, while the gain for the other pre-1948 stations ($19 million) was 7%.

Aggregate 1948 AM industry expenses were estimated at $342 million, a gain of 14.5%. Of this, $21 million is chargeable to the new 1948 stations. For the others and the networks, the expense gain approximated 10%.

Total broadcast income—reve-

(Continued on page 68)

COVERAGE OF THE NAB CONVENTION IN THIS ISSUE

To facilitate location of the various stories on Chicago activities the following page references are given:

GENERAL

Overall Convention Summary 23
Boste Heads AIMS Rep Firm 82
Independent Advertising Bureau Demanded 24
Resolutions Adopted 24
ARBA In Prominent Role 28
Golf Tournament 101
Report on Equipment Exhibits 94
Gimmicks Highlight Other Exhibits 62
Radiorama—Pictorial Review of Convention 32

APRIL 9

Recording Standards Committee Meeting 82

APRIL 10

ABC, CBS, MBS Meeting 50
'Independents' Day' Sessions 26
Miller Luncheon Address 26
Unaffiliated Stations Sales Plan 29

APRIL 11

NAB Program Executive Committee 77
Coy's Luncheon Address 25
Industry Promotion Demands 24
FM Session 27

APRIL 12

Clark Luncheon Address 29
Gamble Breakfast Talk 27
BMI UN Project Announced 82
Public Relations Session 74

APRIL 13-14

Television Session 34
BMB Gets $75,000 Loan 23

NON-AFFILIATES

Importance of Independents Cited by Miller

THE broadcaster himself has the power and duty to decide what program policies and content are best suited to serve the public interest of his community, NAB President Justin Miller told the Unaffiliated Stations luncheon meeting April 10 at the Stevens Hotel, Chicago.

Judge Miller scoffed at the frequently uttered charge that four network presidents or a group of advertisers or commentators can control U. S. broadcasting and documented his statements with figures showing the ownership and classifications of stations. His topic was, "Who Owns and Controls Radio Broadcasting in America."

Networks often are charged with a dominating role because they provide convenient whipping-boys for those who wish to discredit the American system of broadcasting, he charged. To place networks, advertisers and others in their proper perspective reveals they are not bogeymen, he said.

First Judge Miller showed that the networks own only 18 stations. Citing FCC figures, he said 1,105 AM stations are affiliated with networks but this includes every station that received any revenue whatever from a network, even if it was a single program. NAB's Research Dept. classes AM commercial stations as of Jan. 1, 1949, in continental U. S. as follows: Network affiliated, 1,066; unaffiliated, 734; total, 1,800 of which 59% are affiliated and 41% unaffiliated.

He reminded that affiliates operate with networks on an arms-length basis, with contracts specifying their obligations. He said it is the duty of affiliates under the law to determine program and business policies, and the FCC and courts have struck down any efforts of networks or advertisers to do so.

"The trend is definitely and strikingly toward a larger and larger number of stations," he said, locally owned and controlled by local citizens, known and respected in their own communities." The saturation point seems to have been reached in national network affiliation, he said, and the trend toward a majority of unaffiliated stations moves forward at an increasingly rapid pace.

Judge Miller referred to the doubling of the number of stations since the war "for better or worse." He reminded that the number of stations owned by networks is strictly limited by the FCC and has not increased during the period.

General availability of FM frequencies has made the trend toward independent stations more pronounced, he said, but the total effect of television "is not yet easily measurable, but that it will be profound is conceded by everyone."

Postwar expansion of AM into small and medium-sized communities is significant, he said, with FM and TV development more pronounced in populous areas. He referred to a map showing unaffiliated AM and FM stations and another showing network and affil-

(Continued on page 70)



HEAD table groups at independents' luncheon included: First photo (l to r): Commissioner E. M. Webster, FCC; NAB President Justin Miller; Ted Cott, WNEW New York, chairman of meeting; Benjamin Cohen, United Nations assistant secretary general; Ben Strouse, WWDC Washington; Frank Silvernail, BBDO New York.

Second group, Howard Lane, WJJD Chicago and NAB director; Carl Haverlin, BMI; Pete Schloss, WWSW Pittsburgh; Bob Maynard, WSVS Crewe, Va.; Patt McDonald, WHHM Memphis.

* * *

'INDEPENDENTS' DAY'

Meet in Chicago

AFTER 27 YEARS, the unaffiliated stations got their "Independents' Day" at last week's NAB Convention.

Non-members as well as NAB affiliates — 300 strong — attended an all-day session Sunday, April 10, in the grand ballroom of the Stevens Hotel. Highlight of the morning session was an address by Dr. Sidney Roslow, president of The Pulse Inc., who cited small but steady gains in share of audience by New York's independent stations, during the period 1942-1948, while that of network stations fluctuated.

"We have waited 27 years for this day," said Ted Cott, WNEW New York, chairman of NAB's Unaffiliated Stations Committee, who presided. "April 10, 1949, will always be known in the industry as the first Independents' Day. We now have 50% of the numerical strength of all stations, and from this day forward we will speak for ourselves. No longer will we tolerate any John Aldens. We have checked our inhibitions at the door."

Dr. Roslow compared share of audience figures between network and independent stations for Philadelphia, Boston and Cincinnati, for shorter periods than the New York survey, and noted "it looks as if the independent stations have been having a field day."

"The gains have been small each year, but there have been gains," he said. "Obvious things like sports, news, popular music suggest themselves at once, but let us not underestimate the power of audience promotion efforts."

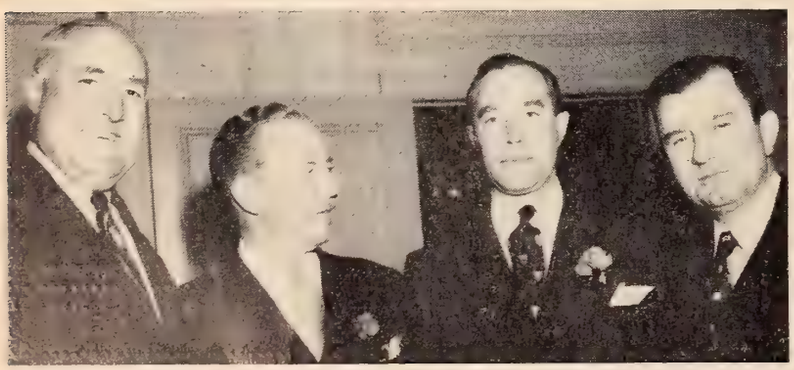
A panel discussion on transcriptions brought together Cy Langlois, president of Lang-Worth Feature Programs; John Sinn, executive vice president of Frederic W. Ziv Co., and Walter Davidson, general manager of Capitol Transcriptions.

Noting a classical example of the importance of programming is the fact that "when good programs shift networks they take their audience along." Mr. Sinn called for more programming on the local level. He observed that only one out of 10 stations get the full benefit out of its transcription services, and urged wider use of them in the coming "stiff competition for the local and regional dollar."

Both Mr. Langlois and Mr. Davidson joined Mr. Sinn in waving aside a suggestion from the floor that only part of a library be sold. Their arguments were that the "overall package nature" of a library makes it economical for both stations and transcription companies whereas the sale of a portion would be economically unsound; also that a library is not a specialized service but an "all-round programming effort deal."

When Mr. Davidson told of the transcription industry's desire to

(Continued on page 71)



BRUNT OF industry's negotiations with Petrillo and AFM has been borne over long period by this NAB convention foursome (l to r): Frank E. Mullen, ex-NBC and now president of Goodwill Stations; Mark Woods, ABC president; Robert D. Swezey, executive vice president of WDSU New Orleans; Frank White, new MBS president.

GAMBLE

Gives Formula for Station Success

BROADCASTING stations should make four "basic measurements" of advertising agencies to insure commercial success, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, told an NAB Convention breakfast meeting Tuesday. The event was sponsored by the Chicago Radio Management Club.

Mr. Gamble recommended that stations inquire whether agencies are (1) free agents, (2) ethical, (3) experienced to serve advertisers, (4) financially sound.

"These four standards are nothing more nor less than the fundamental requirements of agency recognition, developed over many years by the overwhelming majority of media," he recalled. Standards of agency recognition, said Mr. Gamble, are promoted nationally among newspapers, business papers, magazines, farm papers and outdoor plants, and also among some of these media by regional and local groups. "Can radio afford to do less than other media are doing?" he added.

Mr. Gamble cautioned against selling time without regard to whether it will be so serviced that the advertising will pay the advertiser. He urged stations to give agencies "certain assistance which only they can give."

"The art of advertising must be practiced on a solid floor of facts," he declared. "Agencies need marketing information about the market a station serves, as well as audience information about the station's listeners."

Reminding the delegates that printed media "long ago found out that confidence in their various media is based on Audit Bureau of Circulation," he hailed BMB as a "sound set-up" for radio.

"BMB should have your support," he said. "True, we've been having our problems with it, but the biggest problem is the lack of support for BMB among stations themselves. BMB needs your help to create and develop the information we all need—stations, advertisers, and agencies—to help make radio advertising more effective. This won't be done from the outside—it must be improved from the inside."

* * *



Mr. GAMBLE

The 4A's president also urged media to give agencies the 2% cash discount, which he termed a "vital collection stimulus."

"If the agency could, it would allow its own cash discount, but to do so would be a form of rebating and would weaken the creative side of advertising," he asserted.

Looking at the working relationship between agencies and stations in the "broadest terms," Mr. Gamble said a "strong and healthy" condition exists. Agencies are essentially sound and, in the past eight years, have more than doubled their advertising volume and personnel, he noted.

"A buyers' market is no time to fear," he emphasized. "It has traditionally been the most favorable climate for American industry, but it does demand the best thought and wisest decisions of both stations and agencies."

Mr. Gamble observed, however, that the challenge comes at an "especially difficult time." In the past eight years, he said, revenues have doubled, but in the same period the total number of stations has more than tripled.

Impact of TV

"Now the steady gain in radio revenue is beginning to level off, and you have among you a new and powerful force—an infant Hercules—some 50 television stations, with more to come," he said. "Clients of our agencies are already asking about the influence of TV on radio listening. Questions are being asked about rates. They want to know something about the probable future of radio and what the relation of its cost in the future will be—if listeners fall off—to its cost today."

Mr. Gamble stated that the "best opinion at the moment" indicates television "will not become more important than radio for at least five years."

"For the present, television can help—but only help—to make sales for advertisers," he said. "The main responsibility falls on radio. It is radio that must still carry the brunt of the problem of meeting the buyers' market."

Stressing the point that "selling gets the 'starts' and service makes them continuing customers," he urged that stations adopt agencies as part of their operation, but only after measuring whether they are likely to create "and to continue to create" successful advertising.



FIFTH REUNION of the American Radio Mission to Europe was held at the NAB Convention. Among those present were (l to r) seated: John E. Fetzer, WKZO Kalamazoo and WJEF Grand Rapids; William S. Hedges, NBC vice president and former NAB president; Clair R. McCollough, president of WGAL Lancaster and associated Steinman stations; NAB President Justin Miller; Col. Harry C. Wilder, WSYR Syracuse; Col. Edward M. Kirby, program advisor to NBC who was official Army escort for the mission; (standing) Sol Taishoff, editor and publisher, BROADCASTING; Mark Woods, ABC president; Robert D. Swezey, WDSU New Orleans; Martin Campbell, WFAA Dallas; J. Leonard Reinsch, managing director, Cox Stations; Morris Novik, New York radio consultant; and Joe Csida, RCA-Victor assistant director of public relations.

FM SESSION

Nelson Tells NAB of Needs

TIME-BUYERS never differentiate between FM and AM; all they want to know is "how many for how much," Linnea Nelson, chief radio timebuyer for J. Walter Thompson agency, told an all-FM session at the NAB Convention April 11.

In reply to a question on why agencies show such little interest in FM time, Miss Nelson berated more than 200 FM station officials, during a panel discussion, for not "taking the time" to promote the medium.

"Less than 100 of 724 FM stations on the air have rate cards," she charged. "And when an advertiser chances to prefer FM coverage, some stations take several days to answer our inquiries for cost information."

She belittled duplication of AM programs on FM, stating that from the time-buyer's viewpoint this does not increase the audience.

"Those listening to FM just aren't listening to AM," she said.

This line of thought drew objections, however, from C. M. Jansky Jr., Washington, D. C., radio engineer and a director of the FM Assn., who argued that FM duplication "does add to the audience because of its wider range." He cited examples where hundreds of homes receive FM programs outside AM listening areas.

An unannounced member of the discussion panel was Edgar Kobak, retiring president of MBS, who was called from the audience to participate with the "experts." Mr. Kobak teamed with FCC Commr. Paul A. Walker to turn back thrusts from those who contended the Commission should guard their purses as well as their frequencies. Both took the position that FCC has no power over broadcasting economics, and Commr. Walker reminded the delegates that FCC Chairman Wayne Coy had

(Continued on page 72)

HIGH FREQUENCY MEET

Ends Without U. S. Approval of Plan

By LARRY CHRISTOPHER

THE INTERNATIONAL High Frequency Broadcasting Conference came to a stormy conclusion in Mexico City last weekend (April 10). The proceeding ended amid a series of developments, including:

● Refusal by the U.S. to approve the pilot plan which would give Russia and certain other countries an unequal, greater share of channel hours. Russia also refused to sign.

● Stinging rebuke of Russia by FCC Comr. George E. Sterling, alternate chairman of the U.S. delegation, who charged that the Soviet Union "both by its attitude at this Conference" and increased "jamming" of Voice of America broadcasts "has demonstrated a complete lack of understanding concerning the real meaning of 'international cooperation' and 'planned use' of the spectrum."

● Last-minute efforts of Russia to again halt the proceeding by attempting to block the Sterling criticism and then stomping angrily out of the plenary session when unable to do so. Russia did not deny the jamming activities.

In spite of warnings by Comr. Sterling and other members of his delegation that the U.S. would not countenance a technically inferior plan—nor one that would give this country disproportionately fewer channels than other nations—the American decision came as an awakening blow to many delegations [BROADCASTING, April 11].

However, in the last-minute frenzy to whip together a compromise plan, the U.S. announcement came too late to stop the speculative wildcat trading of frequencies by which many hoped to bolster their "take home" share. Russia reportedly led the pack, stuffing its sock with any channel anywhere it could gobble up.

State Dept. officials in Washington last week indicated that they are working on details of the U.S. position now that we have refused to approve the final plan. It is expected that the U.S. will send advisors to participate in the Technical Planning Group work of expanding the pilot plan to fit different sunspot seasons. This group is to meet June 15 in Paris. Its work is to be considered as a package next fall by all the delegations at another high frequency conference in Italy.

The U.S. will participate in this conference, State Dept. officials said, and might then be willing to approve the package plan if it were technically sound and used a base ratio for assignments which was equitable to all nations. After this meeting the package plan goes before the International Radio Administrative Conference Oct. 17 in Geneva for formal ratification by all nations. The Geneva group will seek ratification of the assignment plans for all the various radio services as allocated under the Atlantic City Convention of 1947. Further, certain implementing organizations also will be set up.

Sterling Attack

The fireworks in Mexico City exploded April 8 when Comr. Sterling launched his attack on the Russians. The Commissioner, in his prepared talk to explain why the U.S. on the previous day had advised the conference it would refrain from signing the agreement, stated that "the obvious willingness of the United States to make sacrifices, to cooperate fully, was apparently construed to be an indication that the United States would sign any plan however unsatisfactory it might be."

He pointed out that: "It was apparently upon this basis that the plan developed by the Conference was predicated, for it obviously represents an effort to pacify those who have complained most bitterly, most regularly and loudest." As a result, he said, while the U.S. under the plan is accorded "minimum assignments entailing most drastic sacrifices, other major users are given substantial satisfaction."

The final plan would give the U.S. 202 channel hours each 24 hour period while Russia itself would get 660 plus 120 more for the Ukraine and Bilo-Russia, not to mention the many satellite nations. France, which now is using and can use only about 40 channel hours because of economics, would get 235, it was reported. The United Kingdom would get 437 while India would get 350. Russia and India use high frequencies for internal broadcasting because of lack of other facilities.

The U.S. share would require cutting the present Voice of America transmissions some 30% or more, it is believed, although the amount of programming would not be affected. Only multiple frequency use would be curtailed. Some programs have used as high as 18 channels. Seven and eight are now used often.

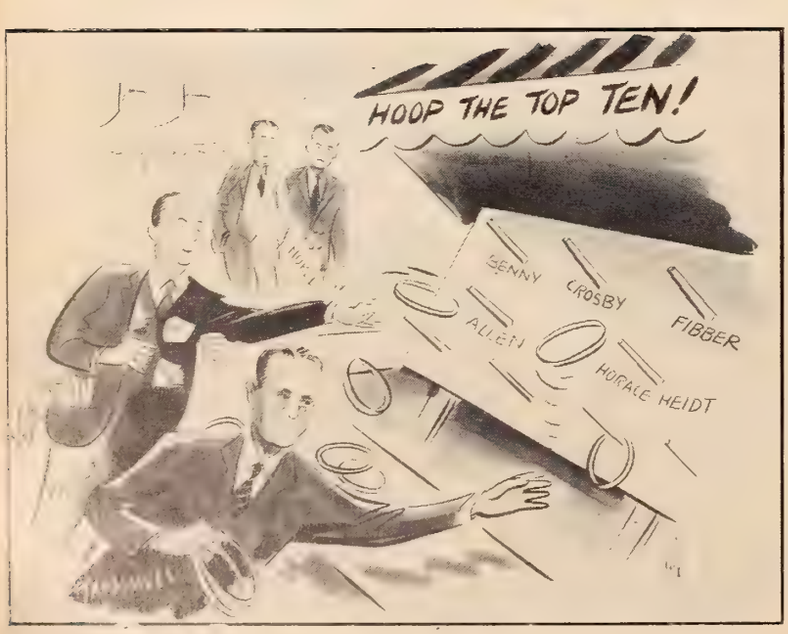
The Russians walked out of the conference during Comr. Sterling's criticism of that country's use of the radio jamming technique to prevent the free exchange of information. They were followed by the satellite delegations. But first they had unsuccessfully tried to halt his speech by shouting, desk-pounding, debates and motions for balloting to decide whether to allow the FCC member to continue. Comr. Sterling finally submitted the remainder of his talk on technical criticisms as a written document and the Soviets were later persuaded to return.

Charges 'Jamming'

Comr. Sterling charged that "the Soviet Union has followed a consistent practice of deliberately interfering with or 'jamming' the high frequency broadcasts of other countries, particularly those of the United States." He said that during the war he was in charge of FCC's Radio Intelligence Division, seeking out clandestine enemy transmitters and "jammers," which, he said, "is the name given . . . to that willful, pernicious, evil and wasteful practice among the cynical of obstructing the reception of a given radio transmission through the superimposition of many carriers on the same wave lengths."

He said that since February 1948 U.S. transmissions to the Far East for Soviet consumption have been jammed and there is proof to show that "the sources of the interference are located within the Soviet Union." He stated the "in-

(Continued on page 78)



FREQUENCY JUMPS

Fears Expressed At Chicago

(Also see story page 93)

FEARS of chaos and high costs for U. S. broadcasters if Cuba or other nations start indiscriminate frequency use highlighted discussions of the North American Regional Broadcasting Agreement situation at the NAB Convention in Chicago.

The convention went on record with a resolution urging the State Dept. to recognize the "extreme urgency," obtain an extension of the expired NARBA's provisions, and exercise "positive, strong leadership" at the forthcoming conference to negotiate a new NARBA. This is slated to be held in Canada in September.

The resolution foresaw an "imminent possibility of serious interference problems which affect numerous stations in the U. S."

NAB voted to offer its "policy, legal and engineering" services to the State Dept. and FCC in connection with preparations for the NARBA conference, after the clear-channel question has been settled by FCC.

The NARBA situation was explored at length in meetings of the NAB-NARBA Committee and in numerous informal gatherings.

If Cuba or any other nation starts "frequency jumping" even on a small scale, it was pointed out, the result can be substantial expense for U. S. stations on those and adjacent frequencies. They might find it necessary to make major changes in directional operations, which would mean substantial expenditures.

Text of the NARBA resolution:

WHEREAS the NARBA no longer exists for failure to extend the Interim Agreement beyond March 29, 1949, and

WHEREAS there is the imminent possibility of serious interference problems which affect numerous stations in the United States;

NOW THEREFORE BE IT RESOLVED, That the National Assn. of Broadcasters call to the attention of the Dept. of State the extreme urgency of the NARBA situation;

That the NAB urge the Dept. of State to take appropriate action in the interests of the billion dollar U. S. broadcasting industry (1) by obtaining an extension of the provisions embodied in the Interim Agreement until such time as a new NARBA may become effective; (2) by formulating proposals to be presented to the forthcoming NARBA Conference in Canada consistent with the interests of American broadcasters and (3) by exercising positive, strong leadership at the Conference.

That upon solution of the clear channel problems, the NAB form a coordinated industry policy respecting NARBA; and

That the NAB offer its services—policy, legal and engineering—to the Dept. of State and the FCC for assisting in preparation of United States position to be presented at the forthcoming NARBA Conference.

TOM CLARK

Radio's Service Lauded

)NLY RADIO can bring under-tanding and brotherhood to the vorld and promote peace and hu-nan values, Atty. Gen. Tom C. Clark declared at an NAB Conven-ion luncheon Tuesday.

"One of the greatest tragedies of ur time is the enforced 'deafness' nd 'blindness' imposed upon mil-ons of peace-loving people in to-alitarian countries," he said. "But o iron curtain, no totalitarian tate, no tyrannical dictators can ush the voice of radio for long. : will transform a cold war into ving peace. It penetrates all bar-ers, and is the most effective wea-on in bringing truth and under-tanding among men."

Mr. Clark commended American roadcasters for their awareness iat "the battle for freedom has no rmistice—no rest period." NAB as demonstrated this, he observed, irough participation in the Voice Democracy, "which reaches far eyond the status of a mere orator-al contest when spoken into the icrophone."

"You enjoy an enviable posi-on," he told the delegates. "As epresentatives of a vital industry, ill growing, you bring education, ntertainment and good cheer to illions each day. You send your essages quickly to the firesides the people in the villages, the amlets, the towns and cities of the r-flung reaches of the nation, and the world."

Stresses Responsibility

The attorney general noted that hile radio's opportunity is great, equally great is its responsibil-y." He urged that broadcasters xercise their opportunity well; llow high standards rigidly; rve the people by making avail-le programs that will reflect edit on the industry."

"Today, in 1949, freedom weeps falsely accused individuals and before courts in some foreign nds—courts supposed to be tri-nals of justice—from which they ceive no justice, only brutal in-stice," he asserted. "These les-ns of history must be brought me to every living person. Radio ne can do this job."

Mr. Clark likened the universe—th radio—to "one big city." By ture, persons become endeared to one another through communication, he said.

"The technology of this modern age must advance and serve humanity, not wreck it," he declared. "Americans are determined that it shall be used for world progress. They will not fail a world yearning for harmony and peace."

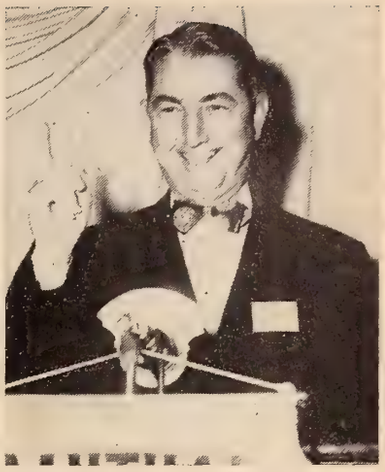
Honors Pioneers

The attorney general paid tribute to radio's pioneers for their "heart-breaking and back-breaking work," noting that history records a "slow and tortuous progress in the attempts of men to communicate with each other at a distance."

"In this staggering, unfolding, revealing, scientific age, came radio, the greatest of all mediums of communication ever known or used by man," he said. "And your fine NAB is one of the results of the efforts of men to draw closer together through communication."

"Never in the history of our country has it been so important that we point the way to a better world—one filled with understanding and friendship among men. Our citizens want to send forth into the world rays of good will and happiness for all. Your airways carry such messages. When the liberty and dignity of the individual are everywhere respected and protected, then only will we have achieved universal amity."

Seated at the speakers' table as Atty. Gen. Clark spoke were several prominent midwest jurists, as well as members of the NAB board.



Mr. Clark at the luncheon.

* * *

lo Corpus Delecti

ATTY. GEN. CLARK departed from his prepared text at Tuesday's NAB luncheon meeting in Chicago to discount rumors that television will eliminate sound radio.

"Those who prophesy that Miss TV will supplant radio in the future are as wrong as the pollsters were last Nov. 2," he said. "Sound broadcasting is here to stay."

SALES CLINIC

Independents Plan Outlined

A PLAN for cooperative promotion and sales by groups of the nation's unaffiliated stations evloved in the "plain talk" sessions of the independent broadcasters April 10 at the outset of the NAB Management Conference in Chicago.

The independents voted to ask NAB to appoint a committee to canvass the possibilities and discuss the plan with station representatives.

Calvin J. Smith, president of KFAC Los Angeles, offered the suggestion that "similarly specialized" stations band together in a joint sales program.

A modified approach was advanced by Patt McDonald, general manager of WHHM Memphis, who said he was identified with a group of "independent metropolitan stations" who propose to hire a single sales agency to represent them. He suggested that medium-market independents might also band together and that small-market stations might form their own group in the same way.

Criticism of the way independents generally are handled by station representatives was evident in the session. Mr. Smith pointed out that "it is impossible for all employes and contact men of a station representative to be thoroughly familiar with each station he represents." He continued:

If classical music stations could be developed in perhaps 20 leading cities and all be represented by a single sales agency of some sort I feel certain that effective national sales would result. The same would be true in any other field of specialization. Either the stations could set up their own sales units or the representative picture could realign itself so that a semblance of sales efficiency could result for the independent station.

Some Skepticism

There was some skepticism over the prospects of finding enough "specialist" stations. But it was noted that there are some 200 or more foreign-language stations, for example, and Mr. Smith felt that the advent of television would build a trend toward specialization generally.

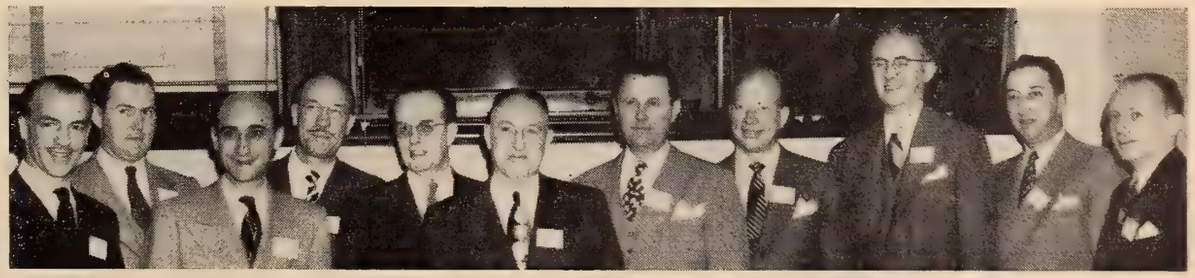
The cooperative plan was advanced at the end of a session on specialized programming called "How to Steal an Audience." Panel members, under the direction of Ted Cott of WNEW New York, chairman of the Unaffiliated Stations Committee, were Mr. Smith of KFAC, which specializes in "good music"; Bill McGrath of WHDH Boston, a sports and music station; Ralph Weil of WOV New York and Robert O. Miller of WSBC Chicago, foreign-language stations; Mr. McDonald of WHHM, which specializes in cowboy music, and Elliot Sanger of WQXR New York, which emphasizes "good music."

The panel members sketched their respective operations and the reception they get from listeners. Tune-in to foreign-language programs has increased 29% since 1943, Mr. Weil reported. Block and mood programming, the handling of record shows, problems posed by announcers, and methods of selecting a station specialty were discussed in detail.

Meanwhile the independents adopted—with three dissenting votes—a resolution endorsing the Daytime Petitioners Assn.'s pending petition for a change in FCC rules to permit daytimers now on six Mexican 1-A channels to operate fulltime.

The resolution was offered by J. S. Booth of WCHA Chambersburg, Pa., after the DPA petition was explained by Howard B. Hayes of WPIK Alexandria, Va., president of the association. Mr. Hayes quoted FCC as saying fulltime operation by the 106 stations on Mexican channels would be feasible. Mexico's current operation on 540 kc, without international agree-

(Continued on page 76)



NAB RESEARCH Committee at Monday meeting (l to r): Carl Burkland, Radio Sales; C. Meryl Sullivan, NAB; Oscar Katz, CBS; Earl W. Winger, WDOD Chattanooga; Kenneth H. Baker, NAB; George D. Coleman, WGBI Scranton, Pa.; Dietrich Dirks, KTRI Sioux City, Ia., chairman; H. M. Beville, NBC; Edward Evans, ABC; Charles C. Caley, WMBD Peoria; E. P. H. James, MBS. Committee surveyed current problems.

Radiorama



THE SUBJECT is Mutual as Edgar Kobak (l), retiring president of MBS, and Frank White, his successor, get together at the NAB Convention in Chicago. Mr. White leaves the presidency of Columbia Records Inc. to become president of Mutual on May 1 (see Respects Sketch, page 54). Mr. Kobak is entering the business consulting field, with Mutual his first client.



AT NAB independents' meeting luncheon were (l to r): Edward G. Thomas, WFTW Fort Wayne, Ind.; Harold H. Thoms, WEAM Arlington, Va.; George Udry, WSIV Pekin, Ill.; Emil L. Pranloni, WSIV; R. B. McAlister, KICA Clovis, N. M.; James R. Curtis, KFRO Longview, Tex. NAB President Justin Miller was principal speaker at the luncheon (see story page 26).



CATCHING up on industry and social talk during NAB Convention are (l to r) Pat Williams, WING Dayton; Otto Brandt, ABC national director of station relations; Bill Wiley, ABC station relations; Henry Johnston, WSGN Birmingham; Lee Jahncke, ABC vice president in charge of station relations.



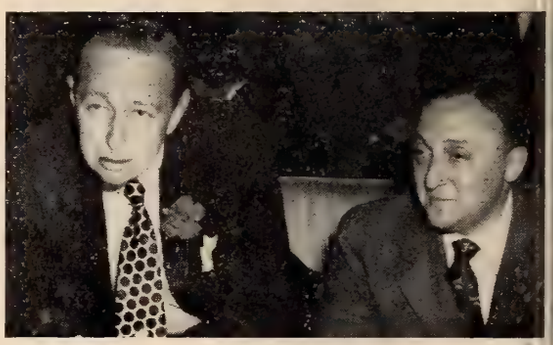
GETTING together prior to ABC Stations Advisory Committee meeting in Chicago April 10 are (l to r) Robert Kintner, ABC exec. v.p.; Frank Marx, v.p. in charge of engineering; Roger Clipp, WFIL Philadelphia and Stations Advisory Committee chairman; E. K. Hartenbower, KCMO Kansas City.



TAKING IN independents' sessions at Chicago were (l to r) H. S. Killgore, Collins Radio Co.; Charles Kibling, WFIR Danbury, Conn.; Leonard H. Marks, radio attorney; A. W. Marlin and Ralph Wentworth, BMI; Ed Spence, former NAB secretary-treasurer and broadcaster. Unaffiliated stations members attended an all-day session Sunday, April 10 (see story page 26).

AT RAYTHEON booth in NAB exhibit hall are (l to r) Adrian Van Santen, firm's Northwestern representative; A. J. Mosby, KGVO Missoula, Mont.; Ray Ellis, Ratheon vice president; Ben Farmer, firm's Chicago representative. Mr. Mosby completes purchase of a Raytheon 5kw transmitter.

LENDING willing ears during cocktail party and luncheon given by Taylor-Borroff at Chicago's Racquet Club April 10 coincident with NAB Convention are Lowry Crites (l), General Mills, and John Karol, CBS New York.



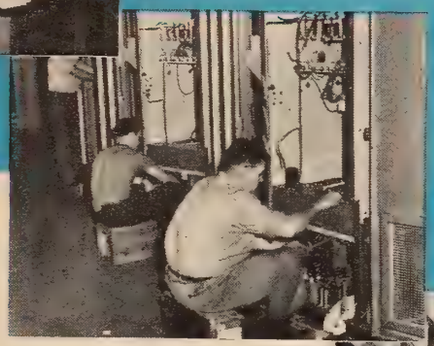
OTHER Taylor-Borroff guests included (l to r) Howard Dahl, general manager of WKBH La Crosse, Wis.; James M. Gaines, NBC director of owned and operated stations, and Eugene Carr, radio director of Brush-Moore stations. The representative firm's party was one of the many sidelights of the NAB's 27th annual convention.



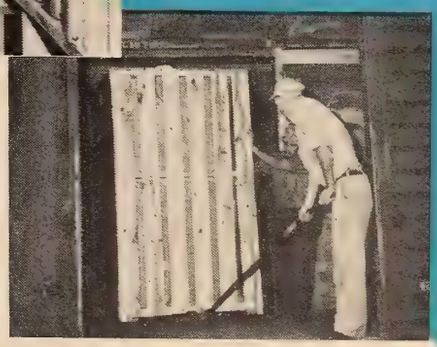


SERVICE AS *You* LIKE IT









Radio Station KCOR
San Antonio, Tex.

March 21, 1948

Gates Radio Corp.
Quincy, Ill.

I should like to tell you how pleased I am with the phasing equipment. The construction and equipment supplied is by far the best I have yet seen and all of us here are very pleased and enthused about the entire equipment....

Thanks again for all the services you have rendered this station. Please express my kindest regards to Mr. Gates and Mr. Damm.

Sincerely,
KENNETH R. HYMAN
Engineer

Radio Station WMDN,
Midland, Mich.

August 17, 1948

Gates Radio Co.,
Quincy, Ill.

It gives me a great deal of pleasure at this time to extend to you a heartfelt thank you for your consideration extended to WMDN....

Please send us your 1 channel remote amplifier....

Kindest personal regards

RADIO STATION WMDN
Walt Gaines, General Manager

Radio Station KELP
El Paso, Texas

April 24, 1948

Gates Radio Co.
Quincy, Ill.

Kindly ship as soon as possible:

(2) CB-11 Turntables @ $198.00 ea.

I wish to extend my thanks to your organization for prompt and courteous service our station has received....

I have had experience with your line and it always has given excellent service at two previous stations, e.g. KSVP Artesia, NM. and KVLH, Albuquerque. I am certain we can expect as fine results here at KELP.

Yours very truly,
STATION K E L P
Kaye Palmer

Engineering, production, stock and shipping—four major operations that provide you with "service."

Webster says, "Service—performance of labor for the benefit of another, or at another's command." He is right, but here we do not look at service as labor because we like what we are doing. Gates service is for the benefit of another too, you—the customer. Call your requests commands—but to Gates those requests make us feel good because we can then place the resources of a complete, specialized organization into speedy work to better each individual station and the broadcasting industry.

In other words—Service As You Like It!

Gates Radio Company
Quincy Illinois

Washington, D. C.	Gates Radio Company, 13th & E Streets N. W.	Tel. Met-0522
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9009
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company, 211 St. Sacrament Street.	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LY-2-8010
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321



UHF BAND

Tubes, Other Problems Aired

POWER to deliver 50 kw UHF television signals off the antennna can be generated as soon as someone will pay for the necessary tubes, according to Dr. Howard D. Doolittle, development engineer of Machlett Labs., which manufactures for Western Electric Co. These tubes should be capable of at least 2,000 hours service, he estimated.

Dr. Doolittle described four ways of operating tubes in the UHF field, where experimental work has been hampered by the high mortality of heating tubes due to heating. He outlined the tube situation at the NAB Engineering Conference in Chicago [BROADCASTING, April 11].

Dr. Thomas T. Goldsmith Jr., of Allen B. DuMont Labs., said UHF can be utilized to give good video service supplementing the present VHF band just as soon as technical bottlenecks in using these frequencies can be overcome. Speaking at the engineer's final forum Saturday morning he said experimental work in the UHF band would require a number of half-million dollar stations along with other costs which might be financed in part if the FCC permitted temporary commercial operation of UHF in some areas [BROADCASTING, April 11].

Previously Dr. Goldsmith had stated that powers as high as 500 kw might be required in large cities to provide satisfactory UHF service, with transmitters costing 25% to 50% more to provide the same power as VHF equipment. Pulse modulation would need perhaps 100 mc per station, he said.

He said technical refinements would be necessary to provide receiver stability and suggested the FCC had shown no intention of discarding the VHF band, leaving the way open for addition of converters to VHF receiving sets. The UHF band is less influenced by man-made interference, and ghosts are more severe but cover a smaller area, he explained. On the other hand he predicted the shadowing problem would be much more serious in the upper band.

WLWC TELECASTS

Baseball Contract Signed

TELECASTS by WLWC (TV) Columbus, Ohio, of all home games of the Red Birds, American Assn. baseball team, marks up a first for the club. WLWC has obtained exclusive rights for the 77 games scheduled.

Contract terms include telecasts of 54 night games and one twilight double header. WLWC also anticipates telecasts of special programs from the stadium. Tentatively scheduled are programs featuring participation by fans and one introducing players.



"SEE Yourself on Television" is the theme of this exhibit, prepared by WOC Davenport, Iowa, for the local Home & Food Show. WOC-TV's mobile unit was installed on the show grounds and the public was invited to be telecast. Paul Ives, WOC promotion manager, is at the camera, with Technician William Smith at the controls.

TV'S MUSICAL MATH

Set Sales+Sponsors=Higher Rates, Says Lindwurm

MUSICIANS will get more pay on television as more TV sets are sold and advertisers become willing to pay more for telecasting, Joseph Lindwurm, executive board member of New York Local 802, AFM, said in the current *Allegro*, the local's publication.

In making the statement, he explained that television rates were less than current AM rates because of the medium's present stage of development. The explanation was made while negotiations for increases in the TV rate were in progress. These negotiations have resulted in increases but the television rates still are less than the AM rates [BROADCASTING, April 4].

He indicated the importance of the television issue to Local 802 by stating that 95% of all musicians playing for video have been members of the local. He said the following local expenditures were made for musicians in January, exclusive of outside agency commercials:

WNBT (NBC)	$11,006.66
WCBS-TV (CBS)	8,218.00
WJZ-TV (ABC)	3,512.10
WABD (DuMont)	7,525.12
WPIX (Daily News)	2,842.80

He reported on recommendations made by Local 802 to AFM headquarters on the making of sound tracks for video films. Up to now, the federation does not permit such recordings. The recommendations:

1. Spot announcements would be paid for individually and a limitation put on usage.

2. All sound track and films for television to be restricted to video only; all motion pictures made for theatrical use to be limited to same.

3. All delayed telecasts used by affiliated stations to be limited to seven days as soon as the present coaxial cable situation improves, instead of the present 14-day limitation.

4. All film and sound track to be confined to specific telecast for which it was made.

5. Class A radio scales be applied for live TV shows.

He expressed belief that in the near future most major shows will be broadcast from films to avoid studio and technical difficulties.

KTSL (TV) TIME

Extended to Five Nights

TO MEET "current summer television trends," KTSL(TV), Hollywood outlet of Don Lee Broadcasting System, started telecasting five nights weekly effective April 15, according to Willet H. Brown, executive vice president. Nights eliminated are Tuesdays and Wednesdays.

Revision of personnel and programming in no way effects work currently in progress on Don Lee's new transmitter plant atop Mt. Wilson, according to Mr. Brown. He reports that three concrete and redwood buildings have been completed on the site and electronic equipment is expected for summer delivery.

Hearing Postponed

NABET has obtained a postponement in the three-week-old NLRB hearing in New York in its jurisdictional dispute with IATSE over lighting engineers at NBC. Reason for the postponement was to permit NABET officials and lawyers to attend negotiations for renewal of the NABET contracts with NBC and ABC which expire May 1. NLRB hearings will resume May 3.

OBSOLESCENCE

Long Way Off—TV Shares

TV SETS bought now probably will be replaced by owners "long before they become obsolete because of frequency changes," officials of Television Shares Management Co., Chicago, told members of its Television Fund distributing group fortnight ago.

The report, which follows the controversy sparked by Zenith in its newspaper advertisements, concluded that "much of the equipment development must be delayed" until FCC determines how UHF will be used. "At least one year and maybe several years after the Commission makes its decision will be required before UHF television can really be considered a service," the report stated.

At the same time the report was issued, officials of Television Fund, subsidiary of Television Shares Management Co., announced that it has sold its former holding of 500 Zenith shares. The Fund totaled assets of $2,001,790.66 as of March 30 after seven months of operation.

HALPERN

Retained by Movie Group

NATHAN L. HALPERN, formerly assistant to the president of CBS, has been retained as consultant on television matters by a group of leading motion picture owners, it was announced a fortnight ago. Among owners employing him is S. H. Fabian, operator of 60 theatres along the Atlantic Coast. Mr. Halpern will pay particular attention to the relationship of television to the motion picture theatre industry, including possible uses of theatre television, it was said.

The move marks an intensification of interest in television by movie houses. Theatre Owners of America has become an associate member of Society of Motion Picture Engineers, which itself has become more deeply interested in television.

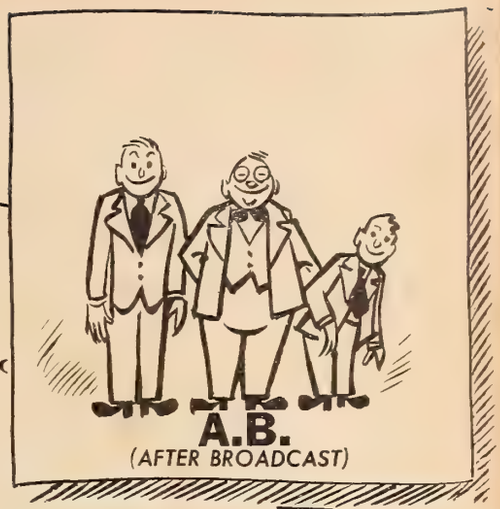
Mr. Halpern, in his duties at CBS, aided in organizing closer liaison between broadcasting and motion pictures.

TV Extension

ONE TELEVISION grantee has been granted extension of completion date by FCC while another was designated for hearing to inquire about diligence of prosecution. KGDM-TV Stockton, Calif., under permit to E. F. Peffer, licensee of AM station KGDM there, was the TV station set for hearing. Greensboro News Co., permittee of WTLE (TV) Greensboro, N. C., received extension of completion date to Aug. 2. FCC also dismissed WTLE's request to switch from Channel 2 (54-60 mc) to Channel 10 (192-198 mc) and to increase power.



B.B.
(BEFORE BROADCAST)



A.B.
(AFTER BROADCAST)

EXECUTIVE OFFICES

GOLDBLATT BROS., INC
CHICAGO, ILL.

February 15, 1949

Mr. W. A. McGuineas
Station WGN-INC.
435 N. Michigan Avenue
Chicago, Illinois

Dear Bill:

Several weeks ago we at Goldblatt's decided instead of using strictly institutional messages on our "LET'S HAVE FUN" and "TEENS AND TUNES" programs to use some hard selling special offers. The results of these offers have been more than gratifying, and I would like to tell you of two of them.

On December 16th we offered on "LET'S HAVE FUN" $8.00 dresses for $3.75. The response to this offer was tremendous. At the close of business the next day, our sales figures were a joy to behold. The women descended on our dress counters in droves and we sold 8,000 out of 9,000 of these dresses, 60% the first day.

On January 20th and 21st we announced a sale of sheets on "LET'S HAVE FUN". These sheets, originally priced to sell at $2.65, were offered over the air for $2.00, and the radio audience was asked to phone its orders. The response was immediate - before the show was off the air our switchboards were jammed and we had to add extra personnel to handle the rush of telephone calls. We sold 1,376 sheets in the two days.

Believe me, we are now planning our radio commercial time with the same care that we plan our newspaper space, and any doubts that radio cannot deliver immediate response from a well-planned sales event have certainly been dispelled.

Sincerely,

R. A. Richman
Sales & Publicity Director

RAR:lp

WGN PROVES AGAIN IT CAN SELL!

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
2978 Wilshire Blvd., Los Angeles 5 • 235 Montgomery St., San Francisco 4
710 Lewis Bldg., 333 SW Oak St., Portland 4

WSYR-TV PLANS

On Air by Mid-Fall—Wilder

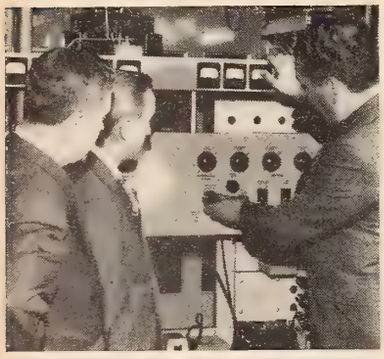
INDICATIONS are that WSYR-TV Syracuse will be on the air on Channel 5 (76-82 mc) with NBC shows by mid-fall, Col. Harry C. Wilder, WSYR president, announced last week. Equipment for the video station is being manufactured at the General Electric Electronics Park plant in Syracuse, Mr. Wilder said.

Plans call for a one-story television addition to WSYR's FM transmitter building at Sentinel Heights, just outside the Syracuse city limits, with ground to be broken by the end of this month. WSYR has leased space on the seventh floor of the Syracuse-Kemper Bldg., where it has offices and studios on the third floor, for its new television center.

The WSYR-TV antenna will be more than 200 ft. high on an elevation 1,440 ft. above sea level. Average elevation of Syracuse is 300 feet, and present calculations indicate that WSYR-TV's signal will penetrate a minimum radius of 35 miles, Col. Wilder said.

American Telephone & Telegraph Co. is working on a microwave relay between Albany and Syracuse. When this is completed, two of the coaxial cables between New York and Albany will be converted to television use, giving Syracuse two network channels, according to Col. Wilder.

* * *



Paul Chamberlain (r), General Electric transmitter division sales manager, shows E. R. Vadeboncoeur (l), WSYR vice president, and A. G. Belle Isle, station's chief engineer, transmitter similar to the one planned for WSYR-TV.

Railroad on TV

SIX television spot announcements weekly will be sponsored on several New York stations by New York Central Railroad, starting April 24. The spots, nine of which have been produced by Foote, Cone & Belding for rotation presentation, will feature leading New York Central trains as well as the Niagara Falls vacation area and a special "vacation guide." Planned on a 52-week basis, the spots will be viewed on WCBS-TV, WABD (TV), WPIX (TV), WJZ-TV, all New York. Expansion of the campaign to other cities will be considered at a later date.



ABC executives and Philco Corp. representatives get together on KGO-TV's first account. L to r: Gayle V. Grubb, KGO and KGO-TV general manager; Mr. Samuels; Mr. Mowrey; N. J. Etienne, Thompson & Holmes sales manager, and Thomas W. Kirby, manager of Philco's Northern Pacific division.

PULSE REPORTS ANALYZED BY WOR

Impact of Video in Radio-TV Homes Reported

ACCORDING to a research study of Pulse reports conducted by WOR New York, for nine New York stations, radio's classical music, news, quiz and audience participation shows and comedy situation programs are best at holding their own against television's impact on radio-video homes.

Robert M. Hoffman, station's director of research, revealed the following findings on listening habits in the 6-10:30 p.m. periods, based on January Pulse reports:

1. Radio did better against video between 6 and 8 p.m. than later in the evening.

2. During the early evening hours, the following radio programs were preferred in television homes: (A) AM quiz and audience participation shows (mostly on weekends), (B) comedy-situation, (C) variety-comedy, (D) semi-classical and classical music.

3. From 8 to 10:30 p.m., radio programs preferred in video homes were: (A) semi-classical and classical music, (B) news commentators, (C) quiz and audience participation, (D) comedy-situation.

4. Radio news shows have slightly above-average appeal in TV homes both before and after 8 p.m.

5. Mysteries, general dramatic shows, human interest programs and variety comedy shows were radio's hardest hit after 8 p.m.

Findings were based on The Pulse station-audience reports covering all homes and Telepulse report covering only video homes. Mr. Hoffman feels the picture will be altered considerably when more people in middle and lower-income groups become television set owners.

TV FOR ALL U.S.

Comments by Prof. Smythe

TECHNICAL development and the determination of TV policy by the FCC are the two principal factors on which the time when television becomes available to every American home depends. So says Dallas W. Smythe, U. of Illinois economics professor and former assistant chief accountant in charge of economics and statistics for FCC in Washington, in an article on "Television: Position and Outlook" in the university's publication, *Current Economic Comment.*

The FCC must decide, says Prof. Smythe, whether to allocate the hitherto reserved high-band channels to color TV, black and white TV with improved definition, or black and white transmission under present standards. In reaching decisions on such technical issues, he says, "public agencies necessarily must cope with the fact that the proposals for high-band TV as advanced by equipment manufacturers are naturally colored by their economic interest."

Prof. Smythe believes TV eventually will replace most AM radio. Commenting on the economic impact of TV, he says its effect on collegiate football may not be appreciable in the case of major teams where the sale of video rights will compensate for any diminishing of the football gate. At smaller colleges impact may be more damaging, he concludes.

KGO-TV OPENING

Dignitaries to Participate

RELIGIOUS, civic and state dignitaries will participate in a dedicatory program May 5 launching KGO-TV San Francisco, ABC's newest television outlet, Robert E. Kintner, ABC executive vice president, announced last Thursday. The station is the fourth TV outlet to be placed in service by ABC within a year. A fifth, KECA-TV Los Angeles, will start in June or July.

A 15-minute program will inaugurate KGO-TV's regular programming service. Starting at 7:15 p.m. (PST), the dedication will feature Archbishop John J. Mitty, of the Roman Catholic archdiocese, San Francisco; Bishop Carl Morgan Block, Protestant Episcopal diocese; Rabbi Alvin I. Fine, Temple Emanuel, San Francisco, and representatives of the governor of California and the mayor of San Francisco.

A half-hour variety show, sponsored by Thompson & Holmes Ltd., Philco distributors, through Russell, Harris & Wood, San Francisco, will follow the dedicatory program.

The rest of the evening will be devoted to a telecast of the Oakland Oaks-San Francisco Seals baseball game [BROADCASTING, April 11]. KGO-TV has acquired exclusive rights to 29 home games of the Oaks.

The new video station will operate on Channel 7 (174-180 mc) and will beam its signal to the San Francisco Bay area studios and a transmission site in the Twin Peaks section. Its 600-ft. antenna, 1,362 feet above sea level, will be operated with maximum power allotted in San Francisco. Test pattern reception since Feb. 21 is said to have been uniformly excellent.

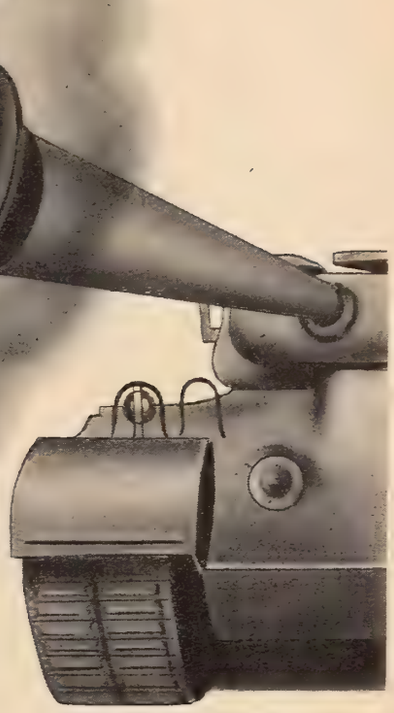
ABC executives present for the ceremonies will be Mr. Kintner Charles C. Barry, vice president in charge of television, Frank Marx, vice president in charge of engineering, and Paul Mowrey, director of TV operations, all from the network's New York headquarters; and Frank Samuels, Western Division manager, Philip Caldwell, western technical head, and Richard Goggin, western TV program manager, all from ABC's Los Angeles office.

Therapeutic TV

PSYCHIATRISTS at Loudon-Knickerbocker Hall, Amityville, N. Y., sanatorium, have installed a centrally controlled television system as part of its therapeutic program. A central unit will control tuning, so that psychiatrists may choose programs which they feel will have the best therapeutic value. The system is being installed by National Service Sales Corp., N. Y. distributor for Industrial Television Inc.

WBAP-820's

BIG GUNS GO GREAT GUNS IN THE SOUTHWEST



Range--Impact--Selling Power . . . With the "10 p.m. News"

BIG guns move mountains.

Big guns move mountains of merchandise.

Right now, WBAP-820's biggest gun, the "10 p.m. News," on Monday, Wednesday and Friday, is trained directly on the Southwest's No. 1 Market. This quarter-hour, heavy artillery salvo is available at $195.23 per show, 156 time rate.

For sheer range—a primary coverage area taking in over 720,000 BMB families in the Fort Worth-Dallas area . . .

For sheer impact—Fall-Winter City Hooperatings (Oct. 1948 thru Feb. 1949): Monday, Fort Worth 9.7, Dallas 9.5; Wednesday, Dallas 14, Fort Worth 11.2; Friday, Fort Worth 11, Dallas 8.1 . . .

And for sheer selling power — coverage plus Hooper . . .

WBAP-820's "10 p.m. News" is the blast that will shoot the works for you.

Aim for results. Use WBAP-820's big guns to get your product going great guns in the Southwest's No. 1 Market.

Contact the station or Free & Peters.



AM FM TV



ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

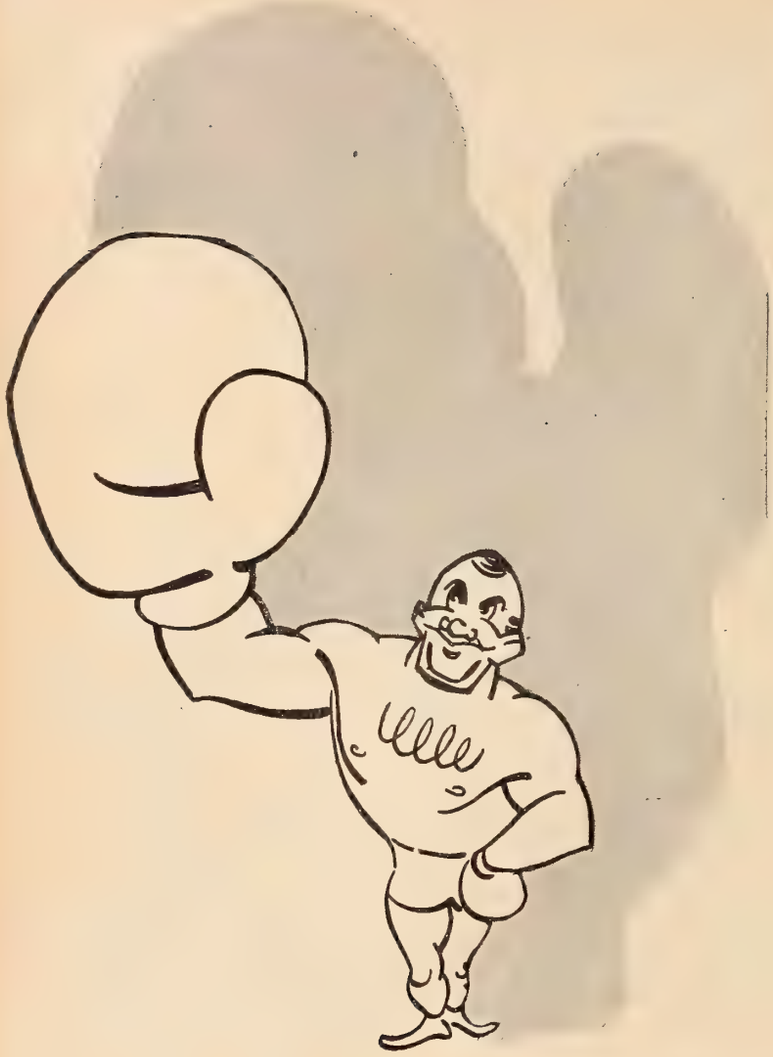
Lone Star Chain

Amon Carter, President
Harold Hough, Director

George Cranston, Manager
Roy Bacus, Commercial Manager

FREE & PETERS, INC. *National Representatives*

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood



A HAYMAKER!

WMBD

- Undisputed champion for sales "punch" in rich Peoriarea.
- 5000 power-packed watts day and night, give extra "reach" that pays off at the cash register.
- Controls the "ring" of rich counties that surrounds metropolitan Peoria.

A veteran fighter with 20 years headstart, WMBD has the know-how to deliver audiences at a lower cost. As a result, national advertisers buy more program and announcement time by far on WMBD than on any other Peoria station.

WMBD DOMINATES Peoriarea

WMBD PEORIA, ILLINOIS AM FM

See Free & Peters

CBS AFFILIATE

AM 5,000 watts FM 20,000 watts

BOXING

No Immediate Action On TV Expected

ORGANIZED BOXING will take no action with regard to television at least until September, according to Abe J. Greene, national commissioner of the National Boxing Assn.

Mr. Greene said members of his organization felt the video situation was at present "too confused and bewildering" to justify formulating a policy.

That, in effect, was the action taken by the association's executive committee, which met a fortnight ago in Washington, D. C., with Flamen Adae, president, in the chair.

At that time, the executive committee had before it reports from most official boxing or athletic commissions, which make up the NBA, as to the influence TV might have for good or ill on boxing and its box-office.

Because the reports themselves indicated confusion and uncertainty, the matter of formulating a policy was tabled. The reports are not to be made public.

Discussion on television indicated some feeling on the part of executive board members that video is stimulating new interest in the sport. This was countered by contentions that it is wrecking the gates of smaller clubs.

A suggestion was brought up that one way in which the impact of television on boxing takes could be ameliorated would be to have video pay for a "seat differential." Under this plan, television fight purchasers would pay the difference between the average number of empty seats before telecasting in an arena and the average number of empty seats for each bout telecast. It is understood this suggestion was regarded as too nebulous to be practical, but it indicates the earnestness with which every avenue is being explored by boxing to find a *modus vivendi* between boxing and television.

Mr. Greene said that although the NBA might take a stand on specific boxing shows in the next few months, he forsaw no general formulation policy possible at least until the next NBA executive board meeting in September. The next opportunity after that for NBA to take action would be in November at its national convention in Havana.

"Meanwhile," said Mr. Greene, "we have decided to wait and see."

TV GUARANTEE

Telesports Protects Clubs

GUARANTEE against losses for amateur athletic clubs resulting from sports telecasts was announced last week by Telesports Inc., sports subsidiary of Crosley Broadcasting Corp.

Terms of the Telesports boxing club contract call for Telesports to guarantee certain operating expenses of the individual club. If gate admissions do not pay these expenses, Telesports will pay them; if admission revenue from the matches exceeds operating expenses, all profits will be the exclusive property of the individual club, the announcement said.

First organization to sign under the arrangement, Telesports reported, is Cincinnati's Seraph Club, whose boxing show was carried April 13 on WLWT Cincinnati, WLWD Dayton and WLWC Columbus. Contracts will be signed by Telesports with each individual athletic club desiring to promote boxing matches for video. All arrangements for the matches must be made by each promoting club in accordance with regulations of the AAU and the Cincinnati Boxing and Wrestling Commission, the announcement said.

FILM LEASING

Standard Contract Drafted

STANDARD contract for film leasing by exhibitors to television stations has been drawn up by the National Television Film Council, it was announced April 4.

Melvin Gold, NTFC president, hailed it as a step toward standardization of business practices in television and urged distributors and telecasters to use it, making deletions or substitutions as needed. NTFC is making the contracts available in quantities of 100 at printing cost.

The contract permits the station to examine the print to determine its physical suitability for showing and to return it if defective. The station may not modify the film without consent of the exhibitor, although it may cut it for time reasons, restoring it at its own expense.

FM FACILITIES

In 43% of TV Sets—FMA

ABOUT 43% or 112 of the 246 TV set models now produced are equipped for FM reception, according to William E. Ware, president of FM Assn. Statistics are the results of a survey completed by the organization, based on information supplied by 37 manufacturers.

The analysis deals with percentages of production of different models rather than production volume of any given design, and is not designed to show volume output, Mr. Ware said. Only two—or less than 1% of total output of new television receivers—incorporate AM-only reception facilities whereas 19 feature FM without AM, he pointed out. Survey also disclosed percent figures for volume of individual set makers.

"Next take half an egg..."

When Baltimore housewives want intriguing recipes or helpful hints on how to get Junior's bubble gum out of the carpet—they turn to "YOUR FRIENDLY NEIGHBOR"—Baltimore's popular mid-morning woman's feature program. *Betty McCall* has been running the show for years and years—and doing the kind of a job participating sponsors like. Ask your Raymer representative to lug over his file on "YOUR FRIENDLY NEIGHBOR" success stories.



BALTIMORE LIKES THESE LOCAL SHOWS, TOO!



HAL VICTOR SHOW
5:30-5:45 P.M.



SLIM STEWART
and "The Plainsmen"
5:00-5:30 P.M.



. . . and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

NOW..MORE THAN EVER..
THE BUY IS

KVI

SEATTLE

Mutual-Don Lee station
for Seattle, Tacoma and
the Pacific Northwest

In recognition of the nearly 20 years KVI has served Seattle and Pacific Northwest listeners, the Federal Communications Commission has just authorized KVI to move its main studios to Seattle.

For nearly 10 of those 20 years, KVI has maintained studios in Seattle, and since 1946 has been sole Seattle-Tacoma outlet for the Mutual-Don Lee Network. KVI has been the only radio station consistently maintaining studios in both Seattle and Tacoma—top markets in Washington State.

No increase in rates!

NOW, more than ever—the buy is KVI.

Sales Note!

Low frequency and high coverage . . . plus a responsive audience mean more sales for your product when you buy KVI.

KVI • SEATTLE
Mutual for Seattle, Tacoma and the Puget Sound Area
570 Kilocycles

PHONEVISION

Survey Covers First-Run Movies on TV Plan

FOUR out of five telephone subscribers are willing to pay $1 a picture to see first run movies on television sets in their own homes, a postcard survey of 25 American cities reveals. The survey was conducted by Zenith Radio Corp.

The canvass disclosed that the average phone subscriber has seen less than half of the 21 greatest Hollywood successes released in the past ten years. The people of Los Angeles have seen fewer than the residents of Great Falls, Mont., and far more people in Oklahoma City than in Washington, D. C., will pay to see pictures on their video sets, it was revealed.

Zenith started its survey by initially sending cards to 5,000 persons selected at random from telephone directories of Chicago, Los Angeles, Syracuse, Tucson and Great Falls. The survey later was extended to ten more cities.

Each card listed all of the 21 Hollywood productions released in the past 10 years that had grossed more than $5 million at the box office, and asked the recipient to indicate each one of these films which he had seen. A second question asked: "Would you pay $1 per picture to see first-run movies like these in your home on television with telephone wires?"

On the cards returned from the first five cities, 83.5% voted "yes" to this question, and the average number of the 21 pictures seen was 9.96.

Like First Survey

Results of the larger mailing were in substantial agreement with those of the earlier survey, with 80.25% voting "yes" to the question of paying $1 to see movies on home television sets. The average number of the 21 pictures seen was 10.13. About two-thirds of the replies came from men, one-third from women, and the average age of all respondents was 41.

A surprising result of the survey was the large number of feature pictures that the majority of people do not see, Commdr. E. F. McDonald Jr., Zenith president, observed. He pointed out that there have been more than 5,000 feature pictures released in the U. S., and that the 21 concerned in the survey were the "absolute top box office successes."

Feature pictures listed in the survey were "Bells of St. Mary's," "Best Years of Our Lives," "Blue Skies," "Duel in the Sun," "Egg and I," "For Whom the Bell Tolls," "Forever Amber," "Going My Way," "Gone With the Wind," "Green Dolphin Street," "Jolson Story," "Leave Her to Heaven," "Meet Me in St. Louis," "Mrs. Miniver," "Razor's Edge," "Song of Bernadette," "Spellbound," "This Is the Army," "Unconquered," "Welcome Stranger" and "The Yearling."

TWG SCHOOL

Craft Meetings Planned

NEWLY FORMED Television Writers Guild has planned a series of five craft meetings in New York to school its members further in script work. Admission will be by ticket, with surplus tickets to be distributed among members of Radio Writers Guild, Authors Guild and Dramatists Guild—all of them members of the parent Authors League of America, as is TWG.

Schedule for the meetings: May 5, Fundamentals of Television; May 19, Fundamentals of a Television Show; June 9, Writing Techniques—Dramatic Adaptations and Originals; June 23, Writing Techniques—Audience and Non-Audience Shows; July 14, Writing Techniques—Television Films.

AMSTERDAM MOVES

Leaves CBS-TV for DuMont

MOREY AMSTERDAM, erstwhile CBS-TV comedian, has moved his mythical Golden Goose Cafe to the DuMont television network. Starting Thursday, he will be sponsored by DuMont television dealers in conjunction with the Receiver Sales Division, Allen B. DuMont Laboratories Inc., New York.

The Morey Amsterdam Show will be telecast Thursday, 9-9:30 p.m., and will be carried live by East and Midwest stations, and by teletranscriptions on the West Coast. Buchanan & Co. is the DuMont agency.

UNION OIL CO.

To Televise Annual Report

UNION Oil Co. of California, Los Angeles, has purchased time on television stations in 23 cities to present its annual report for 1948 to the general public as well as to shareholders. This marks the second year the company has followed the procedure, its "Report for '47" having been telecast last year in nine cities.

The 28-minute film, "Prospects Unlimited," was produced by the Hal Roach Studios of Culver City, Calif., and features the top executives of the firm, who outline the company's financial operations. Foote, Cone & Belding is the Union Oil agency.

ELECTRONIC CONTROLS Inc., East Orange, N. J., has announced that it is now manufacturing television chassis designed in two parts. Purpose is to provide greater flexibility in fitting them together in cabinet, to enable mounting of one unit in a cabinet with speaker and picture tube and using the other as remote control unit.

NOW ON WRVA



GREGOR ZIEMER, NEWS COMMENTATOR

Educator, Foreign Correspondent, World Traveler, Lecturer; Author of "Education for Death" which was made into motion pictures "Hitler's Children" and "Education for Death."

Dr. Ziemer has talked with people in 42 different countries and has been an educator on three continents. He *knows* what he is talking about—and the people in this area *listen!*
For available time contact Radio Sales or WRVA.

The Edgeworth Broadcasting Service
Richmond & Norfolk, Va.

WRVA

About

DR. ZIEMER

111

AUTHOR:

"Two Thousand and Ten Days of Hitler," "Education for Death," made into two motion pictures, translated into 12 languages.

111

CONTRIBUTOR:

Saturday Evening Post, Reader's Digest, Town and Country, Collier's, Mademoiselle, Liberty, American Mercury, Look, Public Opinion Quarterly; Numerous Newspapers.

111

RADIO SPEAKER:

Over 1,000 successive radio programs on WLW. Appeared as Moderator and Speaker on America's Town Meeting. Substituted for H. V. Kaltenborn on N.B.C. Broadcast over B.B.C., Radio Luxembourg, C.B.S. and 25 other stations.

111

LECTURER:

Lectured at Town Hall, N. Y., and most important platforms from coast to coast. Series of 75 lectures in England, numberless lectures across Europe and Orient.

111

WHO'S WHO IN AMERICA:

"Ziemer, Gregor (Ze'mer) educator, author; b. Columbia, Mich., May 24, 1899; s. Rev. Robert and Adell Von Rohr (Grabau) Z.B.A., U. of Ill.; M.A., U. of Minn.; Ph.D., U. of Berlin; m. Edna E. Wilson, May 29, 1926; 1 daughter, Patsy. Mem. staff Park Region Junior Coll., head journalism dept.; supervisor of schls. Philippine Islands, 1926-28; founder, Am. Colony Sch., Berlin, 1928; Berlin corr., New York Herald, London Daily Mail, Chicago Tribune; lecturer, radio newscaster, (WLW, Cincinnati) in U. S. since Berlin Sch. closed by war; joined spl. war agency, June 1944, overseas with SHAEF served as lt. colonel 4th Armored Div. 3rd Army, 1945; mil. govt. work in Bavaria with SHAEF to help organize newspapers in Germany. 1946-1948 Educational Director Town Hall, N. Y. Mem. American Legion, Overseas Press Club, Arna (Association Radio News Analysts), Cuvier Press Club, Tau Kappa Alpha, Kappa Delta Pi, Beta Sigma Psi. Author: (with daughter Patsy) Two Thousand and Ten Days of Hitler; Education for Death; The Making of a Nazi, 1941. Should Hitler's Children Live, 1946. (Motion Pictures) Hitler's Children; Education for Death. Contbr. to mags. Lecturer on Re-education of Germany.

HOLMES AWARDS

To Be Presented April 29

PRESENTATION of the twelve awards for the Los Angeles Advertising Women's third annual Frances Holmes Achievement Award contest will take place April 29 at presentation dinner in Hollywood's Roosevelt Hotel.

In addition to a special "Frances Holmes Award," to be given to the woman whose entry best typifies "how a woman can achieve outstanding merit in the world of advertising," eleven other awards in the form of "Lulu" statuettes will be given for highest achievement in eleven different advertising categories, from which the Holmes award is chosen. Categories include: best radio commercial campaign; radio script or script series; television production or commercial film; copy; commercial art; outdoor or indoor or transit advertising; direct mail campaign; publicity and public relations campaign; production work on media; marketing analysis research; complete campaign.

Winner of the special Holmes Award will have her name inscribed on Frances Holmes trophy which she will retain for one year.

Contest, which closed April 8, was open to any woman in advertising or allied fields in Southern California area.

Judges are William B. Ryan, general manager, KFI-AM-FM-TV Los Angeles; A. W. Neally, vice president and manager of Los Angeles office, BBDO; Fredrika Fox, western editorial director, Conde Nast Publishers Assn.; Ray W. Smith, executive vice president and secretary, Greater Los Angeles Plan Inc.

FD&C Hearings

HEARINGS on various bills to amend the Food, Drug and Cosmetic Act were held last Tuesday and continued to April 28 by the Committee on Interstate & Foreign Commerce. The measures are assigned to the FCC-FTC-SEC subcommittee. At Tuesday's session testimony was offered by Rep. James E. Van Zandt (R-Pa.) on legislation dealing with labeling of export goods, and by Paul B. Dunbar, chairman of the Food and Drug Administration, on providing for certification of batches of certain drugs.

Canadian BMI

BMI CANADA Ltd. has notified all Canadian broadcasting stations and advertising agencies that under the licensing agreement presently in effect the right to publicly perform all BMI music by means of television is granted to Canadian stations. With TV planned for a start late in 1950. BMI Canada reminded the Canadian broadcasting industry of these agreements which are in effect in the United States and also in Canada. The letter went out over the signature of Bob Burton, BMI Canada's general manager.



EXCLUSIVE telecasting rights to the home games of the Chicago White Sox this season go to WGN-TV Chicago. [BROADCASTING, **April 4**]. **Completing arrangements are (l to r): Charles A. Comiskey 2d; Sox vice president; L. C. McEvoy, broadcasting director of the American League; Will Harridge, American League president, and Frank P. Schreiber, manager of WGN Inc.**

LOUISVILLE AUDIENCE

Kemper, Spiegel Survey Radio, TV Listeners

SURVEY of the radio and television audience in Louisville reveals that 58.9% of those interviewed have seen one or more television programs and 47.4% expect to purchase a video receiver within five years.

The survey was made by Raymond A. Kemper and Joseph Spiegel of the U. of Louisville. WAVE-TV is Louisville's only operating television station at the present time.

Five hundred and 14 persons were interviewed during the survey, with 303 reporting they had seen at least one television presentation. This group of 303 respondents constitutes the sample on which results of the survey are based.

In a further breakdown of the respondents, the survey report classifies those interviewed into four "socio-economic" groupings: Group I, the upper class, which includes 10% of the population; Group II, the upper-middle class, 20% of the population; Group III, lower-middle class, 40%, and Group IV, lower class, 30% of the population. Respondents also are listed by sex, age and race.

"Present day TV in Louisville is reaching a surprisingly large segment of the population," the report states, "particularly in the broad middle group of potential consumers."

Public establishments are the most popular places for television viewing in the area, according to the report. Only 23.1% of the respondents reported they had seen a TV presentation in a private home. Largest percent (33.9) have seen video in bars or cafes.

In a listing of "types of programs seen," athletic events top all others, with 76.6% reporting they had seen such telecasts. Basketball leads the list of types of television programs preferred. This sport was the favorite video subject of 46.8% of the respondents. Boxing, hockey and football followed in that order, with general motion pictures in fifth place.

When asked why they enjoyed television, 46.4% listed their chief reason as: "It's a novelty." "The combination of sight and sound makes it more interesting," was given by 35.9%.

In commenting on television commercials, 81.2% of the respondents gave favorable responses, such as "They're excellent," "They are effective and in good taste," and "They really catch the eye."

Regarding the future of the video medium, 94.6% "expect rapid and great development."

Some facts revealed in the AM and FM portion of the survey: 98 out of every 100 Louisville homes are equipped with at least one AM receiver; one out of every three Louisville homes has three or more AM receivers; 16 out of every 200 Louisville homes have one or more FM receivers.

TV DISCUSSION

Planned at AFA Convention

DISCUSSION on the use of television as an advertising medium will be a feature of the Advertising Federation of America convention, May 29-June 1 at Houston's Rice Hotel.

Details on speakers and their subjects will be announced next week, AFA said.

OWNERSHIP LIMIT

Sadowski Sees Bill's Death

DRASTIC legislation to prohibit station ownership by either networks or radio manufacturers appears destined for early death in this session of Congress. Source of that belief is Rep. George G. Sadowski, acting chairman of a subcommittee of House Interstate & Foreign Commerce Committee. Group was formed to deal with matters relating to FCC-FTC-SEC.

The measure (HR 2410), introduced last February by Harry R. Sheppard (D-Calif.), also limits use of station time for network programming to every other alternate hour of the broadcast day, and prohibits stations from devoting any two consecutive hours of its broadcast day to network programs. With respect to ownership, network and station properties totaling over $150 million would be salable.

Rep. Sadowski told BROADCASTING it is unlikely that the bill or two others, by Rep. William Lemke (R-N. D.), one allocating a section of the 50 mc band to FM and the other making FCC decisions containing technical errors appealable to the courts, would be considered in this session [CLOSED CIRCUIT, March 28]. He said he won't press for hearings on any of the measures unless members want them.

The acting chairman pointed out that hearings had been held last year on allocations measures and indicated the committee did not care now to undertake those dealing with technical questions. "We've got other legislation to consider now, such as concerns FTC and SEC, and will let FCC handle the allocations problems," he added.

Dr. Lyon's Campaign

LOCAL announcements will be used to promote the new ammoniated Dr. Lyon's Tooth Powder, product of Sterling Drug Inc., New York. First sections to market the dentrifice will be the area from New York City through New Jersey; Philadelphia, and the Southern Pennsylvania counties to the Delaware line; Delaware; Baltimore, and the Maryland counties from Delaware to and including the District of Columbia and Fairfax County in Virginia. Radio advertising will be handled by Dancer-Fitzgerald-Sample Inc., New York.

KING to 50 kw

KING Seattle increased its power from 10 to 50 kw on April 5. Station, where Hugh M. Feltis, former BMB president, was recently appointed general manager [BROADCASTING, March 7], is the only independent outlet in the state broadcasting with that power.

new participation opportunity

in that *Rich* Pittsburgh market



POPULAR DEMAND DOES IT! For two years now, that scintillating team of Buzz Aston and Bill Hinds has been making Pittsburgh's morning listeners stand up and cheer with a 15-minute program twice weekly!

Now, by popular demand, we're giving this talented pair 45 minutes five days a week, from 8:45 to 9:30 AM. And KDKA-land *listeners love it!*

This *new* show features old songs, *new* songs, sprightly patter, popular platters. Each morning, nine advertisers.. *no more*.. will be represented by one-minute spots. You'll never find a better way to reach thousands, *and thousands, AND THOUSANDS* of homes in the tri-state Pittsburgh market-area! Get in touch with George Tons at KDKA, or with Free & Peters.

"BUZZ and BILL"

now 45 minutes daily on

KDKA

PITTSBURGH'S 50,000 WATT NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

CBS DRIVE

For Shows to Be Extended

CBS' plans to extend further its campaign to acquiring outstanding programs were outlined April 10 to the Columbia Affiliates Advisory Board at a meeting held in Chicago.

Frank Stanton, CBS president, reviewed the network's plans to the board, representing 175 stations. C. T. Lucy, WRVA Richmond, Va., acting as chairman of the board, said the present CBS network schedule, which he called the strongest in industry history, was the result of four years' intensive effort in program development, including CBS package shows. He said addition of top-rated big name shows has further demonstrated soundness of the overall program progress.

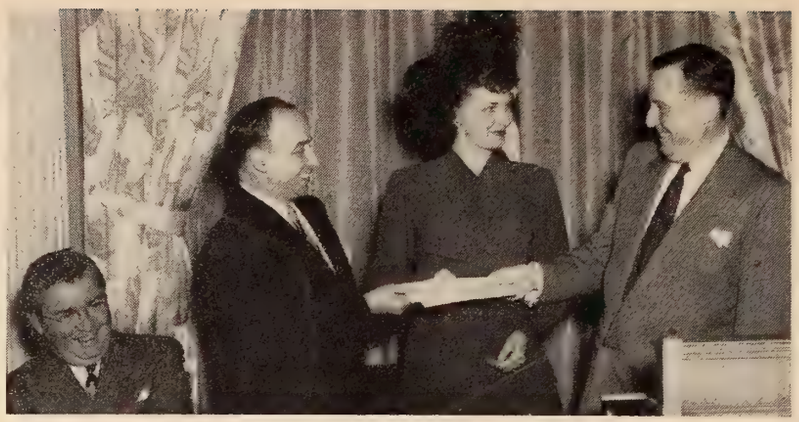
"The CBS program development has resulted in lower program costs for advertisers," said Mr. Stanton. "The recent acquisition of big name shows by CBS has in no case increased the cost to the advertiser, and in some cases has actually resulted in savings. The CBS network continues to deliver the lowest cost-per-thousand circulation in a medium where mass circulation at low cost has always been outstanding."

Plans for programs and promotion were discussed by the advisory board, which includes E. E. Hill, WTAG Worcester, Mass.; Richard Borel, WBNS Columbus; Howard Summerville, WWL New Orleans; William Quarton, WMT Cedar Rapids, Iowa; Kenyon Brown, KWFT Wichita Falls, Tex.; Clyde Coombs, KROY Sacramento, Calif.

CBS executives at the meeting, besides Mr. Stanton, included Joseph H. Ream, executive vice president; Howard S. Meighan, Herbert V. Akerberg, H. Leslie Atlass, Earl Gammons, William C. Gittinger, Arthur Hull Hayes, William B. Lodge, J. Kelly Smith, Donald W. Thornburgh, J. L. Van Volkenburg, vice presidents; William A. Schudt, director of station relations; John J. Karol, sales manager; C. E. Midgley Jr., sales service manager; Edward E. Hall, Eastern Division manager of station relations; Edwin Buckalew, Western Division manager of station relations.

KIRO Plea Rejected

DECISION of Seattle's voters in the November elections to adopt daylight saving time for the months of June, July, August and September has been upheld by the City Council. It rejected an appeal from the Queen City Broadcasting Co., licensee of KIRO, to extend the fast time so that it would run on the same schedule with other areas of the country, starting April 24. As a result of the Council's decision, Seattle will be on standard time during the first five weeks when networks will be following the daylight schedule.



JOHN F. PATT (standing, r), WGAR Cleveland vice president-general manager and president of Cleveland Convention and Visitors Bureau, presents check for $250 to Eddie Robinson (standing, l) and Lee Carpenter, co-authors of winning song, "Grand Old Town," in contest sponsored by the bureau to bring out a good tune about Cleveland. Happy about the whole thing is Cleveland's Mayor Thomas E. Burke (seated).

MUTUAL

Affiliates Meet White; Plans Outlined

MBS will undertake an aggressive program and sales campaign and offer its affiliates TV service, the network's 521 affiliates were told at a meeting held April 10 at Chicago during NAB convention week.

Frank White, new network president, was introduced to the affiliates by Edgar Kobak, retiring president [BROADCASTING, April 11]. Theodore C. Streibert, new MBS board chairman, outlined the network's plans for the immediate future.

Mr. Kobak, retained as a consultant by MBS, reminded the meeting that he, too, was an MBS affiliate as operator of WTWA Thomson, Ga. He said he was proud to introduce Mr. White and paid tribute to him as a friend and hard-hitting executive.

Mr. Streibert started out by nailing down charges that his station, WOR New York, doesn't want to clear time for network accounts if it can make more money on local business. "We are committed to a policy of promoting the network's interest," he said. The success of the station depends on the success of the network. Such charges are completely false. Other originating stations on the network feel the same way."

Need for a fourth national network has been thoroughly demonstrated, he said, explaining that WOR and other affiliates "have complete faith in the future of Mutual."

Taking up television, Mr. Streibert said that video service will be made available to MBS affiliates when WOR-TV New York goes on the air in June. In discussing TV's future, Mr. Streibert said New York's TV picture gives an idea of the national pattern two years from now. Some types of service, such as news, are better on AM than TV, he said.

He warned stations, however, of the danger of being left out of the TV scene if they wait too long. "There will be a point where you must decide whether to make the investment and lose money for a while or be left behind. The present TV band will be the clear channels of the future," he predicted.

Mr. White thanked Mr. Kobak for his introduction with this observation: "I don't need to tell these folks that the normal discounts and agency commissions must be deducted from that buildup.

"I have no intention of making a speech or of giving a long discourse on the policies of your new administration. But I do think it particularly fortunate to have this opportunity of speaking briefly to you as a group before I go to work for you May 1.

"To be selected as the president of your network is an honor of which any person can and should be proud. The position carries with it, however, responsibilities and a challenge which none can lightly assume. We have a big job ahead of us—a job which will take brains, vision, money and above all, courage. It can be done and it will be done, but not by any one man.

"Because no one man could possibly do it, the accomplishment will require teamwork and cooperation —teamwork on the part of MBS executives and their staffs; cooperation and support from every station on the Mutual network, large and small. Neither you nor I must be afraid of the end result. I am confident that the factors and forces which are giving such grave concern to many of our industry friends may actually afford MBS the very opportunity which we have been seeking.

"With your help Mutual can and will be a truly great radio network."

Frank P. Schreiber, manager of WGN Chicago, traced history of the station's TV operation and told affiliates what happens when a station goes into video. The thrill of immediate popularity helps somewhat to offset long months of deficit operation, he said.

Carl J. Meyers, WGN engineering director, told the engineering side of the TV station story. He suggested at least one channel and perhaps more could be taken away from FM and assigned to television.

ABC FALL PLANS

Reviewed at Chicago Meet

ABC's plans for sales, program and promotion activities next fall were discussed at an April 10 Chicago meeting of the Stations Advisory Committee and network officials.

Mark Woods, ABC president, and Robert E. Kintner, executive vice president, led discussion for the network. Roger Clipp, WFIL Philadelphia, advisory committee chairman, assured ABC officials the group has complete confidence in network policies and plans.

Lee Jahncke, ABC station relations vice president, voiced appreciation for the overall job done by the 272 affiliates. Mr. Woods spoke on general policies. Mr. Kintner reviewed sales, program, station relations, public service, co-op and television activities. Ted Oberfelder, advertising and promotion director, went over the fall promotional plans. Joseph McDonald, vice president and general attorney, reviewed legal matters.

Also present for the committee were J. Pattison Williams, WING Dayton; Henry P. Johnston, WSGN Birmingham; William C. Grove, KFBC Cheyenne Wyo.; Owen Uridge, WQAM Miami; Harold Hough, WBAP Fort Worth; E. K. Hartenbower, KCMO Kansas City; Arch Morton, KJR Seattle. Others attending for ABC were John H. Norton Jr., Central Division vice president; Frank Marx, engineering vice president; Otto Brandt, national director of station relations, and all members of his department.

ABC ADDS TWO

KYJC, KWWB Join

KYJC Medford, Ore., and KWWB Walla Walla, Wash., have affiliated with ABC's Pacific Coast group, bringing the network's total affiliates to 273.

KYJC, owned by the Medford Printing Co., operates full time with 250 w on 1230 kc. Walla Walla Broadcasting Co. owns KWWB, which is managed by Kenneth Williams, and is a full time 250 w station operating on 1490 kc.

JOHN MECK INDUSTRIES Inc., Plymouth, Ind., has announced production of ten-inch television set priced at $279.00

YOU MIGHT CLEAR 14′ 3¼″* —



BUT . . .

YOU CAN'T VAULT INTO WESTERN MICHIGAN WITHOUT WKZO-WJEF!

The peculiar "wall of fading" that surrounds Western Michigan makes it imperative for radio advertisers to use stations *within* our region. . . Outside stations simply don't get through consistently; hence Western Michigan folks seldom even *try* to get faraway stations.

Within the area, WKZO, Kalamazoo, and WJEF, Grand Rapids, combine to give time-buyers everything they want, and at a price they can afford to pay. Project our Hooper ratings and you'll find that WKZO-WJEF have about 23% more *city* listeners than the next-best two-station combination. Study our BMB figures and you'll see even more evidence of our rural superiority. *Finally, look at our combination rate and you'll discover a 30% saving over the next-best two-station combination!*

Don't be fooled about Western Michigan. Ask us or Avery-Knodel, Inc. for all the really interesting *facts.*

** Earl Meadows of the U. S. did it at the 1936 Olympics.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

FOLKS HEREABOUT LOVE TIGERS...



AND WJBK, DETROIT'S FASTEST GROWING R

The species of Tigers

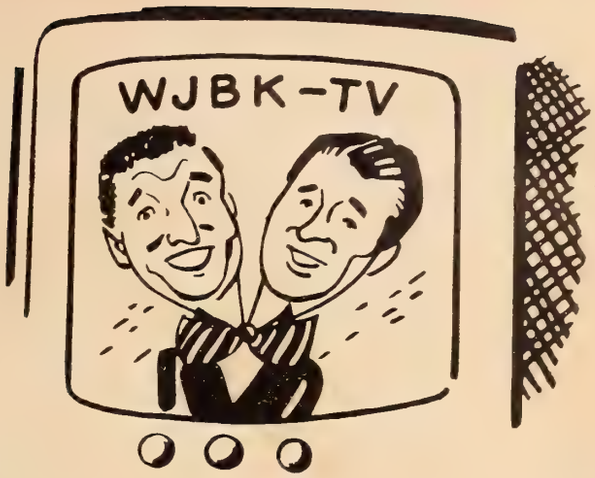
we're talking about play with baseball bats—in Detroit—a town whose metropolitan area holds a baseball fan club over 2½ million strong.

The Tigers, you see, represent Detroit in the American League . . . and the Detroit radio station that carries the Tiger broadcasts has quite a plum in any radio league . . . and that station, in '49, is Fort Industry's WJBK.



It's sort of natural

of course, that WJBK should be carrying the Tiger broadcasts, both at home and away—because ever since Fort Industry took over WJBK's management it has been demonstrating amazing growth in stature and number of listeners . . . so much so that it has become Detroit's most exciting radio story.



Surveys show

for example, that Joe Gentile and Ralph Binge, WJBK's sensational morning comedy team, attract more than 80% of all morning motorists with car radios. And when it comes to comedy, Joe and Ralph have proved themselves to be wildfire on WJBK television—one of the most popular local TV shows in town. (WJBK-TV, incidentally, is the Detroit outlet for both the CBS and Dumont nets.)



Another "topper"

According to a recent Billboard Magazine survey, WJBK's Jack The Bell Boy is the Nation's Number One Disc Jockey—a fact borne out by the fact that Jack hits as high as a 6.1 Hooper against some of the rugged competition of national network shows.

IO STATION!



The new look?

WJBK has that, too . . . having just moved into the newest and most modern TV and AM Studios in Detroit . . . in the imposing Masonic Temple.

The meat of the subject



is this: all seven Fort Industry Stations are members of a team that's captained by the parent Fort Industry organization with its resources of big-time radio experience. Like WJBK, all Fort Industry Stations possess an alert aggressiveness that makes them your best buys in the markets they serve —if it's listeners who buy that you're after.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Editorial

Short Tempers, Plain Talk, Long Strides?

IF NOTHING more happened at the NAB Convention at Chicago last week than a jolt which made broadcasters realize that there are danger signs ahead, it would have been worth the cost of admission.

The danger signs were not altogether reflected by dollar signs, though they dominated. Broadcasters sensed that the NAB needs revamping. They sensed that it has become too highly mechanized, over-departmentalized, stuffed-shirty.

Tempers flared in board sessions and occasionally on the floor. There was plain talk. There was the realization that the NAB could undergo another stem-to-stern reorganization, forced by defections from membership, unless the leadership takes heed.

These were eruptions of long-festering attitudes. These were not on the convention agenda. These were not fomented by any group or faction seeking to oust one group as against another. One mandate is to get busy legislatively and transform an evident *persona non grata* on Capitol Hill to the kind of respect and recognition and cooperation that radio merits. President Miller himself assumes that burden.

The second mandate was to get busy and get business. That entails a lot of doing. It means readjustments.

Even before the convention got under way, the board was told that the Broadcast Measurement Bureau is confronted with another financial crisis. It seems that shoddy bookkeeping and appallingly incompetent management failed to disclose the need for at least another $150,000 before Study #2 can be completed.

There are those who feel this would be sending good money after bad. Others contend BMB should be bailed out this last time through waiver of the station cancellation clause, which would make negotiable the paper necessary to raise the additional money.

BMB's management has been a stench in the nostrils of radio for months. But the BMB formula of auditing radio circulation is generally recognized as a good first step. The NAB, along with the American Assn. of Advertising Agencies and the Assn. of National Advertisers, which have equal voice on the BMB board, must assume responsibility.

If BMB flops on the home stretch, it will not be BMB alone that will suffer. Many stations hold the NAB at fault for goading them into membership. The job at hand is to bail out BMB, and decide on its successorship later.

The revelations of FCC Chairman Coy on the economics of radio in this buyers' market had a sobering effect. FCC figures show that broadcast revenues are up, but that one out of four stations lost money last year. And most of the losers were less than two years old.

That was reminiscent of the pre-war era when radio had an ill-fed, ill-clothed one-third. Only the war-time windfalls, and the freezing of new authorizations saved them. Then came the FCC's cramming of FM down the throats of broadcasters and the concommitant degrading of service on AM channels.

Logically stemming from the economic and media outlook came the first demand for creation of a Broadcast Advertising Bureau, to be operated separately from the NAB. Dollars have not yet slipped away from radio on a national pattern. The idea is to prevent it from happening. And the idea is to sell radio as the all-inclusive medium on all fronts.

The board action in earmarking a $100,000 initial budget for a new Broadcast Advertising Bureau within the NAB framework was prompt and tangible recognition of the mind of the membership to undertake the job long overdue. And the board placed the job in the capable hands of Maurice Mitchell. The fund should be ten times the earmarked amount.

If the convention was frightened about TV's upcommance, it was not reflected in the discussions. Deac Aylesworth's prediction of sudden death for AM radio in three years was appraised as overly enthusiastic by some and as poppycock by most. Need for readjustments were plainly recognized, just as science and invention and progress have necessitated changes in every pursuit.

The most significant thing about the convention last week was the frank recognition that the fat and flabby days of radio are done. From here on out, it's the lean and hungry drive of newer generations who must strive to achieve the mark of their radio forbears who shoved radio's gross billings from less than $5 million in 1927 to nearly $600 million last year.

FOR MANY broadcasters attending the NAB Convention in Chicago last week, the formal agenda could have been tossed out. Business sessions were poorly attended. A ludicrous situation developed at what was to have been the closing business session Tuesday when a point of no quorum was made. Less than 50 active members were present. At least 200 were needed. A special session was called the following day to complete the business. Small wonder then that there's some sentiment for abolition of national conventions and the holding of district meetings only.

It's Mutual

THE SHIFT in command of Mutual, formalized April 8 with the appointment of Frank K. White to succeed Edgar Kobak, was executed with the kind of grace and good fellowship that does credit to radio. Mr. Kobak introduced his successor to the network's affiliates, and remains as consultant.

There are tongue-in-cheek observers who feel that there isn't room for four networks. That isn't necessarily so. There are three press associations—and have been for many years. And there are more AM stations alone than there are daily newspapers—nearly double, in fact. Press associations supply a single commodity, whereas the networks function diversely all-day long.

In these days of high costs and rigorous competition, Frank White faces a challenge that is as rugged as any in radio. Frank White is a realist. He will have the unstinted cooperation of his affiliates. He inherits a good executive staff. He doesn't expect to pull rabbits out of his hat. The job can be done and we believe Frank White can do it.

Ed Kobak leaves network direction with the well-wishes of a vast majority of his erstwhile associates. He is one of the country's best inspirational salesmen, and that's not confined to radio.

There were plans afoot, early in the NAB Convention in Chicago, for a Bureau of Radio Advertising, functioning independently. The NAB board created the Broadcast Advertising Bureau, operating within NAB under Maurice Mitchell's direction. While nominations aren't yet in order, we pose the question where a better consultant than Ed Kobak could be found to help sell the world's No. 1 medium.

Our Respects To —



FRANK KIGGINS WHITE

FRANK WHITE, who specializes in turning digits into dollars, moves into the top job at Mutual on May 1 with the reputation of a man who likes to get results, and usually does.

His observation when he was elected president of the network 10 days ago is typical. The assignment, he said, carries "responsibilities and challenges which must be met by performance rather than prediction."

Beyond that, Frank White isn't talking.

But true to his financial and operating background, it is safe to assume that he is already taking stock, and will continue until the inventory is complete. He likes to move slowly and build carefully.

There is much speculation, both inside and outside the Mutual organization, on what the new president intends to do.

This much is sure. Frank White is a team man. He isn't impetuous or headstrong. He won't act until he has thought things through. He will appraise the situation, study all the assets and the debits. He will observe performance. He will fix the goal he thinks Mutual should pursue, and he will chart the course which to him seems the best method of achieving it.

Within the organization, he will build the best team he can. He is a firm man and he will not tolerate slipshod work if he discovers any. But it is not his custom to make changes purely for the sake of making changes, and it is certain that he will build his team from within the present organization insofar as he finds it possible to do so.

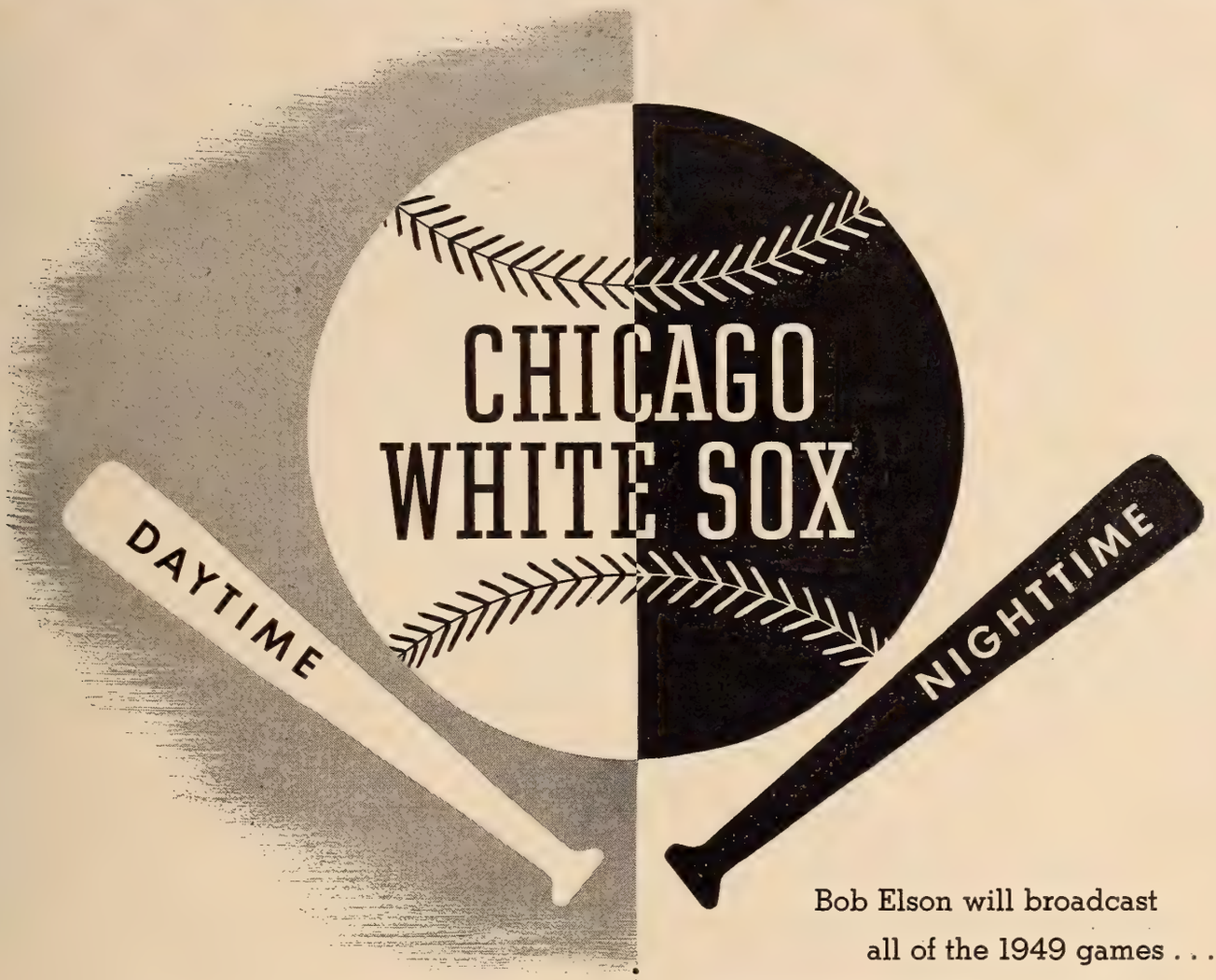
The situation at Columbia Records Inc., whose presidency he leaves to take the network post, is perhaps as good an example of his type of operation as could be found.

He has been with the record company a little more than a year. He has built up what he regards as a good operating team and he feels that the operation is moving smoothly. Accordingly, he felt free to accept the new job, and when he talked it over with CBS Board Chairman William S. Paley and President Frank Stanton, they gave him their blessing. At the moment there appears no urgency for naming his successor immediately.

Mr. White, now 49, has packed a lot of experience into his 12 years in radio. Beyond his reputation as an administrator, around numberless labor-management conference tables he has earned acclaim as one of the best negotiators in the business. For seven years he was

(Continued on page 56)

EXCLUSIVE BROADCASTS OF THE



WITH

BOB ELSON

AMERICA'S LEADING BASEBALL ANNOUNCER

Bob Elson will broadcast all of the 1949 games . . . both home and away . . . of the Chicago White Sox *exclusively* on Stations WJJD and WFMF. All afternoon games will be heard on WJJD and the night games will be heard on WFMF.

WJJD
50,000 WATTS

WFMF
33,000 WATTS

MARSHALL FIELD STATIONS, REPRESENTED NATIONALLY BY AVERY-KNODEL

Management



WALT GAINES resigns as general manager and commercial manager of WWOK Flint Mich., effective May 1. **DOUGLAS WOODY**, program manager, will assume managerial duties and **LEON McNEW**, sports director, will assume duties of commercial manager. Mr. Gaines has announced no future plans.

CLARENCE H. BRACEY, commercial manager of WHOO-AM-FM Orlando, Fla., has been appointed general manager. He has been with the station one year and was formerly in newspaper advertising.



Mr. Bracey

GEORGE ARNOLD Jr., former co-manager of Lee Broadcasting Co., operator of WTAD-AM-FM Quincy, Ill., has been appointed manager of KSMO San Mateo, Calif. He succeeds **JACK SCHACHT**, who will take over operation and management of KMOD Modesto, of which he is half owner. Mr. Arnold previously was with KGLO Mason City.

FORTUNE POPE, executive vice president and general manager of WHOM New York, has been awarded special plaque by Exclusive Records Co., New York, for his efforts to promote democratic principles in employe-management relations.

WALTER J. TEICH has been appointed general manager of KROS Clinton, Iowa. He replaces **MORGAN SEXTON**, deceased. Mr. Teich was formerly sales manager of station.

BOB HARRIS, WVNJ Newark, N. J., newscaster, has been named night manager of the station. Mr. Harris, who was formerly with WMCA New York, will continue his news reporting duties.

BENEDICT GIMBEL Jr., president and general manager of WIP WIP-FM Philadelphia, has been appointed member of 1949 Pennsylvania Ambassador Committee. The committee honors distinguished citizens who were born or lived in the state and now live in other states or countries.

MATHER PAYNE, station manager of WRGA WRGA-FM Rome, Ga., has been re-elected commander of Shanklin-Attaway Post of American Legion.

HERBERT SWOPE

Becomes RCA Adviser

HERBERT BAYARD SWOPE, who recently resigned as director and executive committee member of CBS, April 11 joined RCA as advisor and consultant. Mr. Swope, whose work with RCA will not require his full time, will continue his independent practice with other, and non-competing organizations.

Commenting on the appointment, Gen. David Sarnoff, RCA board chairman, said: "I am glad to make this announcement because I believe it brings additional strength to the ranks of RCA, NBC and our other affiliated companies. Mr. Swope's wide experience in journalism, broadcasting, public entertainment and public policy will prove of value to these organizations."

THREE-WAY MEET

Sept. 14-16 Date Set

A THREE-DAY schedule of meetings has been set for Sept. 14-16 by the Illinois and Wisconsin Broadcasters' Assns. and NAB District 9 at the Northernaire Hotel, Three Lakes, Wis.

Ben A. Laird, president of WDUZ Green Bay, announced April 10 at the NAB Convention in Chicago that he had been asked by the Wisconsin and NAB groups, of which he is a member, and also by officers of the Illinois association, if he could obtain reservations at a resort hotel with a view toward holding the fall meetings of the three groups at the same time. He said arrangements had been made to accommodate the two state associations September 14, the NAB district delegates the following two days, and a combined golf outing Sept. 17.

Respects

(Continued from page 54)

CBS' man-in-charge, handling the basic AFRA, IBEW as well as AFM and other negotiations. He has also served on NAB's Employer-Employe Relations Committee.

Frank Kiggins White was born Sept. 24, 1899, in Washington, D. C., the son of Mary K. and William W. White. He attended the Washington public schools and George Washington U., but his studies were interrupted in 1918 when he enlisted in the Navy as an aviation cadet.

After the war he entered business but continued his studies until 1921, when he joined the accounting firm of Lybrand, Ross Brothers & Montgomery. In 1924 he began a five-year association with the Union News Co. as assistant to the president.

From 1929 to 1935 Mr. White was treasurer of the Literary Guild of America. In 1935 he became treasurer of Stage Publishing Co., and in 1936 was made business manager and treasurer of Newsweek Inc.

He joined CBS in 1937 as treasurer, was made vice president and treasurer in 1942, and became a director in 1944. Until he moved over into the presidency of Columbia Records, his duties took him into only indirect contact with the recording business.

Since Jan. 5, 1948, when he became president, he has been head-over-heels in records, with the 78-vs.-33-vs.-45 rpm battle only one of his problems. Probably his most celebrated accomplishment was as spokesman for the industry in settlement of the Petrillo record strike last year.

In three days Mr. and Mrs. Frank White will celebrate their 21st wedding anniversary. She is the former Doris R. Booth of Bridgeport, a Smith College graduate. They were married April 21, 1928, and have two children, Richard, 18, a freshman at Yale, and David, 15, a student at Rye County Day School. The Whites live at Larchmont, N. Y.

In his off-duty hours Mr. White likes to fish or play bridge. He'd like to indulge these hobbies more often, for he hasn't much time off duty. He is a trustee of the New York Housing Trust and the Rye County Day School, and a member of Sigma Nu fraternity, the Players Club in New York, and the Larchmont Shore Club.

WARD QUAAL

Named CCBS Director

WARD L. QUAAL, acting director of Clear Channel Broadcasting Service, was appointed director at a meeting of CCBS members held in Chicago last Monday in conjunction with the NAB Convention.

He succeeds Louis Ruppel, who had been slated to take office Feb. 1 but never actually assumed the duties. Mr. Ruppel was delayed by illness, and subsequently accepted the editorship of *Collier's*.

The recent expiration of the North American Regional Broadcasting Agreement and the general international radio situation were discussed in detail at the meeting, attended by representatives of the 15 CCBS member stations. Harold Hough of WBAP Fort Worth presided in the absence of Edwin W. Craig of WSM Nashville, CCBS chairman.

Mr. Quaal has been in radio for 13 years, having served with WDMJ Marquette, Mich., WJR Detroit, and WGN Chicago. He was in the Navy for more than three and a half years during the war with rank of lieutenant. For 18 months he was officer-in-charge of the Navy radio station at Norfolk.



PHOTOGRAPHER covering spring meeting of New Jersey Broadcasters' Assn. at Marlborough-Blenheim Hotel, Atlantic City, last month found the broadcasters in good spirits.

Seated, l to r: Mort Hendrickson, WKDN Camden; Bill Griffin, Fred Bernstein and Carl Mark, all of WTTM Trenton; James L. Howe, president of the association, WCTC New Brunswick; Roland Trenchard, association's secretary-treasurer, WAAT Newark; Paul Alger, NJBA vice president, WSNJ Bridgeton; Irving Teetsell, WFPG Atlantic City; Jack Slotoroff, WMID Atlantic City, and Irving Smith, WCAM Camden.

Standing: Blair Thron, WFPG; Gene Milnar, WMID; Walter Reid, WCAP Asbury Park; Fred Wood, WWBZ Vineland; Richard McNamara, WFPG; Dorothy Carlson, WWBZ; James Cosman, WPAT Paterson; Mort Lowenstein, WCAM; Bill Maron, WPOE Elizabeth; Lan Singer, WMID; Harry Goodwin, WNJR Newark; Lloyd Burns, WDHN New Brunswick; Jack Potts, WMTR Morristown; Clarence Onens, WCAM; George Croy, WMTR, and Willard Schriver, WCAM

The 25B is a mighty good buy!



Here are some of the reasons why

General Advantages:

1. The Western Electric 25B Speech Input Console provides highest quality studio control for AM, FM and TV audio.

2. It is versatile...handles two studios...provides duplicate channel operation without interference.

3. It's easy to operate... all controls are functionally located for convenience of operator in controlling programs.

4. It's a complete unit with its own table... attractive, sturdy, well designed... and *it's moderately priced.*

Technical Advantages:

1. It covers complete FM frequency range. Has high signal-to-noise ratio and exceptionally low distortion.

2. It is easy and economical to install... plug-in cables carry all external leads to wall boxes (included with 25B).

3. It's fully accessible... opens up to expose all components.

4. It includes 7-position mixer; line and microphone transfer keys; dual line amplifiers and volume indicators; separate built-in tube check meter; regulated power supply.

For immediate delivery of one or more 25B Speech Input Consoles, call your nearest Graybar Broadcast Representative — or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Western Electric

—QUALITY COUNTS—

Distributed by Graybar — Offices in 100 Principal Cities

DISTRIBUTORS: IN THE U. S. A. —Graybar Electric Company. IN CANADA AND NEWFOUNDLAND —Northern Electric Company, Ltd.

Commercial



MORGAN RYAN has transferred from position of ABC and WJZ New York eastern program manager to network's eastern radio sales department. **LEONARD REEG**, production manager for ABC's western division, temporarily assumes Mr. Ryan's former duties.

CHARLES H. COWLING has joined KMPC Hollywood as director of national spot sales and account executive on several local accounts. For past year and a half Mr. Cowling has been sales manager with KOWL Santa Monica, Calif. Before that he was Los Angeles manager of Western Radio Adv. Inc. (radio representative).



Mr. Cowling

ROBERT de SOUSA, formerly radio and television salesman for Westinghouse Electric Co., Los Angeles, joins NBC Western Division as KNBH (TV) Los Angeles time salesman.

WILLIS SEARFOSS, sales representative at WLOU Louisville, Ky., has been promoted to sales manager of Louisville Broadcasting Corp., licensee of WLOU.



Mr. Searfoss

WATO Oak Ridge, Tenn., has appointed Burn-Smith Co., New York, as its representative.

LEONARD MATT, program director of WDAS Philadelphia, has been appointed sales promotion manager attached to sales division.

RICHARD B. WHEELER, former assistant to **T. A. M. CRAVEN**, MBS vice president in Washington, has joined sales staff of WTOP Washington.

PRICE SELBY has rejoined sales department of WRGA Rome, Ga., after a year's leave of absence.

ROBERT M. HETHERINGTON, formerly of KSTL St. Louis sales staff, has been named sales manager of WIL WIL-FM St. Louis.



Mr. Hetherington

BERNARD HOWARD, former manager of W. S. Grant Co., New York, has joined Forjoe & Co., New York station representative, in an executive sales capacity.

ROBERT Z. MORRISON Jr. has been appointed sales manager of Franklin Broadcasting Corp.'s new FM station, WFLN Philadelphia. Mr. Morrison was formerly in charge of sales development for WFIL and WFIL-TV Philadelphia.

KSIJ Gladewater, Tex., has distributed Rate Card No. 1.

ROSELLE KLIMCOW, with WVET Rochester, N. Y., for two years, has been named traffic manager, replacing **CONSTANCE MIKA**, resigned.

WALTER KEARSEY of sales staff of WBRK Pittsfield, Mass., is the father of a boy, James Michael.

KWSC BUDGET

Cut by State Legislature

DESPITE budget cuts by the Washington State Legislature, KWSC Pullman, operated by the State College of Washington, is going ahead with plans for expansion of studio facilities and development of transcription services, according to a statement released by John R. Ulrich Jr., KWSC news director.

Allen Miller, vice president of the Assn. for Education by Radio and former director of the Rocky Mountain Radio Council in Denver, has been appointed director of KWSC, succeeding Fred Hayward.

Station plans call for new and modern studios for broadcast and recording use, according to Mr. Ulrich, with the present studios to be used for classroom instruction and for emergency broadcasting and recording work.

SALES CLINIC

Planned for Mississippi

MOVE to hold a sales clinic for member stations has been initiated by the Mississippi Broadcasters Assn., but date has not been set, according to Bob Wright, WTOK Meridian, association's new president.

MBA elected officers at its semi-annual meeting in Columbus, Miss., March 26-27. Besides electing Mr. Wright to the presidency, the association named P. B. Hinman, WROX Clarksdale, vice president, and re-elected Bob Evans, WELO Tupelo, secretary-treasurer.

Members of the executive committee for the coming year are: John Cleghorn, WRBC Jackson; Chuck Allen, WJMB Brookhaven; Cy Bahakel, WKOZ Kosciusko; Bob McRaney, WCBI Columbus, WROB West Point, WROX and WELO; Charles Wright, WFOR Hattiesburg, and Wiley Harris, WJDX Jackson. WCBI and the Mid-South Network were hosts at the MBA meeting.

AD ETHICS

Brophy Warns of Competition As AAAA Meet Closes

STRAIGHT TALKING Thomas D'Arcy Brophy, retiring chairman of the AAAA, closed the official business of the organization's 31st annual meeting at White Sulphur Springs April 6-8 [BROADCASTING, April 11] with a warning of competitive times approaching, and an exhortation for ethics in the advertising world.

Mr. Brophy is chairman of the board of Kenyon & Eckhardt Inc., New York.

"Advertising is truly the voice of American business," he said, "and in time of recession advertising has a tremendous responsibility." Through careful attention to ethics, Mr. Brophy said American advertising could perform a real service to the business community.

He asked advertisers in all media to be aware of this responsibility and to avoid "making extreme claims, skirting the truth, flouting what we know to be good taste, and offending the public." He spoke at the final luncheon of the 4A's meeting in the Greenbrier.

The 1949 session was an optimistic one, by all standards. Few advertising men could be found who would predict a decline in advertising expenditures in the first year of the buyer's market. This was true with all media. And with the added impulse of TV expenditures, which may reach $30,000,000 in 1949, total advertising expenditures were expected to equal 1948.

Warning Is Sounded

Warning notes crept into the meeting. There was unanimous agreement that tough competition was coming back fast. There was increased attention to the scientific tools of research in advertising. There were discussions, in closed session, of the financial problems of agency management. There was a morning session devoted to the personnel in advertising—how to select, train, and supervise agency staffs to produce the best advertising for clients.

But there was no lack of confidence at Greenbrier. The 350 agency men gathered there represented about three-fourths of national advertising placement, and their experience in the first quarter has shown no cutbacks of significance from any large accounts.

Television was a subject of much questioning at this session. Video time and talent costs were thoroughly examined. With the help of Young & Rubicam's Dr. Peter Langhoff, the advertisers examined TV progress to date and made some evaluations as to its current advertising effectiveness. One midwest agency man said: "We like working in television. We have found ways to produce low cost shows for our advertisers, and we have found that its pulling power is beyond our highest expectations."

Other agency men were not as optimistic for video in 1949. They said it would not become a major advertising medium in the next five years. Most agreed that national advertisers were making increased appropriations for TV and maintaining radio budgets at 1948 levels.

Each agency man present had his own notions, but the general opinion was that this year's business would not drop seriously—but most expected to see some decline in 1950.

OHIO U. COURSE

Crosley Execs To Lecture

JAMES LEONARD, general manager of WLWC (TV) Columbus, Crosley's new video station, will serve as co-instructor of a course in radio station management and operation being given this spring at Ohio State U. Dr. Kenneth Dameron of the university's business organization faculty made the announcement. Mr. Leonard will assist Dr. Dameron in teaching the course.

Lectures have been scheduled by four other Crosley executives, and talks are to be arranged for some six others, Dr. Dameron said. Those lecturing include William P. Robinson, vice president in charge of WLW Cincinnati programs; Harry Mason Smith, vice president in charge of sales for Crosley Broadcasting Corp.; Bernard Matteson, WLW continuity and copyright acceptance editor, and John T. Murphy, general manager of WLWD (TV) Dayton.

FURNITURE SALES

Zoom When Radio Is Used

CHRISTIE Furniture Store, Susanville, Calif. (pop. 8,000), increased its business more than 20% in the eight months after it began using radio, according to a survey made for the NAB Broadcast Advertising Department by KSUE Susanville.

On one item, Beauty-rest mattresses, Christie was second in sales in northern California (excluding Sacramento and Stockton), and the store's owner, Duke Stewart, attributes this to use of radio. Radio, he said, also brought about an "amazing increase" in sales of Armstrong's linoleum and tile and Bigelow carpets.

Christie allots 80% of its advertising budget to radio and 20% to newspapers in Susanville's neighboring communities. The store uses three quarter-hours weekly. Spot announcements are used extensively.

The area served by KSUE is not served by other stations in the daytime, KSUE reports, and Mr. Stewart indicated his belief that he would have to use six newspapers to get the same coverage that radio gives.

BLUE CHIP SHOWS

at penny-ante prices!

Let's face it! With live-talent program costs soaring . . . with television cutting into radio budgets . . . with advertisers everywhere tightening their belts, you've got to offer your prospect more than airtime. You've got to pitch him a sharp idea . . . open his eyes to a real sales opportunity, if you want him to reach for his pen.

What today's local advertiser wants . . . more than ever . . . is a blue-chip program at penny-ante prices. A program with big names . . . big-time format . . . current songs and music woven into a listenable framework for his commercials. He wants talent that will compete with network shows . . . a program angle that'll make his show remembered. Above all, he wants a flexible show that can be tailored to his individual merchandising requirements.

Will a "record show" fill the bill? No! It's not "big-time." Will an open-end platter . . . a "canned package" do it? Maybe, but what about cost?

Will a well-integrated transcribed musical show that features top stars, patter and late tunes rouse your prospect's interest? It certainly should, if there's an idea behind it and the price is right.

Capitol Transcriptions' unique library program service provides you with just this sort of big-time, low-cost musical show. When you offer Capitol programs...the big-time shows tailored to the local picture . . . you're selling a solid idea with obvious sales appeal. We have prepared a set of discs that give you the whole story. Please send for them.

Mail this coupon today, for the new 1949 FREE demonstration discs – full details.

a unique library program service

Capitol
TRANSCRIPTIONS
A Division of Capitol Records

Capitol Transcriptions,
Sunset and Vine, Dept. 418
Hollywood 28, Calif.

Sirs: Send me your **FREE** demonstration discs, without obligation.

Name_____

Station_____ Position_____

Address_____

City_____ State_____

News

DON CRIPE has joined WIOU Kokomo, Ind., as sports director, replacing **RALPH KING** who resigned to join Johns-Manville Co.

WAYNE OSBORNE has been appointed sports director of WLWD (TV) Dayton, Ohio. He will handle all play-by-play telecasts of Dayton Indians home games at Hudson Field.



Mr. Osborne

BRUCE BAUMAN, formerly with WKAP Allentown, Pa., has joined WIDE Biddeford, Me., as sports director and play-by-play announcer.

GEORGE MARSHALL, formerly chief announcer at WCMI Ashland, Ky., has been appointed news editor.

MILT WOLKEN, veteran mid-west sportscaster, has been appointed sports director of WMOR (FM) Chicago.

BILL O'MARA, formerly with WGVA Columbus, Ga., has been appointed baseball announcer at KRSC-TV Seattle. In addition to announcing pro baseball games being sponsored by the Bon Marche [BROADCASTING, March 28], Mr. O'Mara will handle other sports in season.

BILL SORRELL, formerly sports announcer for WGFG Kalamazoo, Mich., has joined sports department of WBCK Battle Creek, Mich.

BOB ALLMAN, blind sportscaster at KYW Philadelphia, is helping to promote National Blind golf tournament at Plymouth Country Club, near Norristown, Pa., July 8-9. Qualifications for entrance are total blindness and ability to play your home course in less than double par. Mr. Allman will play in tournament.

NEWS TEACHERS
Ten Schools Will Provide

TEN universities will provide radio journalism instructors next summer in connection with the annual interneship project sponsored by the NAB Radio News Committee. Internes will serve on station news staffs during the summer months to obtain practical knowledge of news department operations as an aid to the teaching of journalism.

Universities that have thus far joined the interneship movement are Ohio State; U. of Michigan; Penn State; Syracuse; U. of Colorado; Washington & Lee; Indiana U.; Denver U.; U. of California; U. of Oregon.

The NAB committee, meeting during convention week in Chicago, was told the New Jersey Broadcasters Assn. would hold its second annual radio institute in cooperation with Rutgers U. The committee will participate in the institute.

Status of privilege legislation in the states was reviewed by the committee. Attending the meeting were E. R. Vadeboncoeur, WSYR Syracuse, chairman; Wilton Cobb, WMAZ Macon, Ga.; James L. Howe, WCTC New Brunswick, N. J.; Arthur C. Stringer, NAB.

Strike Settled

STRIKE of seven weeks' duration at WSAY Rochester by AFRA was settled April 9 when the station and union signed a union shop contract, the union announced. During the strike, the National Labor Relations Board ruled that the AFRA tactics of persuading a sponsor to discontinue advertising on the station was not a secondary boycott within the meaning of the Taft-Hartley Act.

NEWS EXCHANGE
Planned by NABUG

ORGANIZATIONS which are members of National Assn. of Broadcast Unions and Guilds will exchange news items, according to an arrangement worked out April 8 at a NABUG meeting in New York. At the session, representatives from the newly formed Television Writers Guild were seated for the first time.

Oliver W. Nicoll, national chairman of NABUG, read reports from its Chicago council, headed by Ray Jones, and from the Hollywood council, headed by Sam Moore. Mr. Nicoll praised the work of those two councils in coordinating efforts of unions in the broadcasting field.

BBM Committee Named

A RESEARCH and development committee has been appointed by the Bureau of Broadcast Measurement, Toronto, to determine the best methods of securing and a reporting a breakdown of the present weekly audience figures, to determine new uses for the reports, and to simplify the presentation of audience data. Findings are to be made in 1950. On the committee are, all from Toronto, Pat Freeman, Canadian Association of Broadcasters; H. F. Chevrier, Canadian Broadcasting Corp.; C. W. McQuillin, radio director, Cockfield Brown & Co.; Marie Fromow, Lever Bros. Ltd.; E. D. Cooper, Imperial Oil Ltd.; and D. P. Featherstone, Spitzer & Mills Ltd.

SLOAN AWARDS
To Be Given April 25

PRESENTATIONS of the 1948 Alfred P. Sloan Radio Awards for highway safety [BROADCASTING, April 11] will be made April 25 at a dinner and reception at the Waldorf-Astoria Hotel, New York. Announcement was made by Pyke Johnson, president of the Automotive Safety Foundation, Washington, administrator of the program which is sponsored by the Alfred P. Sloan Foundation.

Alfred P. Sloan Jr. will present the sculptured plaques, cast in bronze, to CBS, NBC and the six stations selected for awards. Henry J. Taylor, ABC commentator, will originate his regular program at the dinner and dedicate it to highway safety, Mr. Johnson said.

GALEN DRAKE
Compiles Favorite Stories

THIS IS GALEN DRAKE. By Galen Drake. 296 pp. Garden City, N. Y.: Doubleday & Co. $2.95.

GALEN DRAKE, genial philosopher heard regularly over WCBS New York, under the auspices of the Housewives' Protective League, and over other stations on transcribed commercial spots, has compiled some of his favorite stories and bits of philosophy in *This Is Galen Drake.*

Joseph Auslander, who wrote the introduction, describes the book as "a grab bag of good tangy talk, but with a difference. It is the talk of a singular man with a singular gusto for all the colorful and kaleidoscopic pageantry of life, all the sparkling and sprightly curiosities and oddities of knowledge from aardvark to zygote, from cabbages to kings." The book contains close to 200 bits of "homespun philosophy."

ATLANTIC TREATY
Signing Covered by AM, TV

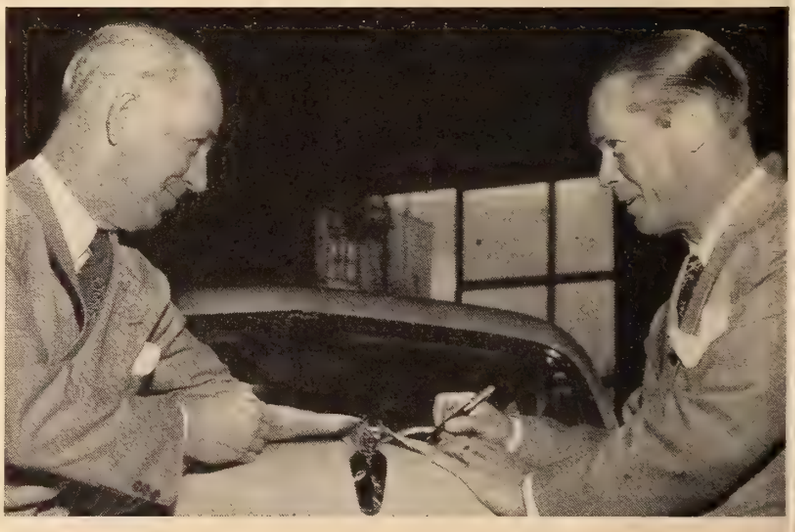
SIGNING of the North Atlantic Treaty in the Departmental Auditorium, Washington, April 4 had complete AM and TV network coverage. Network AM coverage was handled individually by each of the four major networks' Washington outlets and television coverage was handled by pooled facilities through WOIC(TV) Washington.

WOIC fed one hour and 56 minutes of the ceremonies to the East Coast and Midwest. Only WOIC personnel was used for the telecasts, with Ken Evans handling all commentary. Using a crew of six, and two cameras, the telecast ran from 3 to 4:56 p.m.

WTOP Washington handled the AM coverage for CBS with a pickup from the auditorium from 4:30 to 5 p.m. Charles Collingwood did the announcing. Mutual carried two broadcasts from its Washington affiliate, WOL—one from 3:30 to 3:45 p.m. and another from 4:30 to 5 p.m. Albert L. Warner and Ray Hutchinson handled both broadcasts. WMAL Washington fed the 4:30 to 5 p.m. broadcast to ABC with Elmer Davis and Bryson Rash handling mike duties. NBC carried the same period from its WRC, with commentary by Richard Harkness.

Heads Canadian Probe

VINCENT MASSEY, former Canadian ambassador to United States, has been appointed to head a royal commission inquiring into broadcasting, television and government public relations agencies. Commission is expected to start work this summer and make report next year.



THIS transaction is not for the purchase of a car, as it may appear, but rather for the sponsorship of a half-hour-daily musical show, *Melody Lane*, on KGO San Francisco. J. E. French Jr. (r) of J. E. French Co., one of America's largest automobile sales firms with headquarters in San Francisco, launches his firm's Bay Area radio campaign, with the cooperation of Gayle V. Grubb, KGO general manager. George Taylor Advertising, San Francisco, handles the account.

New Business

(Continued from page 14)

SHERWIN-WILLIAMS Co., Cleveland (paint products), appoints Fuller & Smith & Ross, Cleveland, to handle advertising, effective Sept. 1.

SAVE-ON DRUGS Inc., Los Angeles, through Brisacher, Wheeler & Staff, that city, sponsoring 13-week announcement campaign on three Los Angeles stations. Contract calls for five weekly on KNX and three weekly on KECA and KHJ. Schedule follows intensive ten-day spot campaign that ended April 10 on these and six other local stations.

COMPANIA QUIMICA Comercial e Industrial S. A., Lima, Peru, appoints Lima office of McCann-Erickson to handle its advertising for Maravilla, a detergent. Radio will be used.

ALTES BREWING Co., San Diego, Calif. (Altes Lager Beer), sponsoring 52-week spot announcement schedule on three Southern California stations. Contract calls for 20 weekly on KFXM and 11 weekly on KITO San Bernardino and eight weekly on KPRO Riverside. Agency: Seder-Talbott Inc., Hollywood.

SOUTHERN CALIFORNIA FISH Co., Los Angeles (Blue Sea Tuna), appoints Glasser-Gailey Inc., that city, to handle advertising. Radio will be used.

BALIAN ICE CREAM, Los Angeles (Franilla ice-cream), April 12 started 13 week series of one minute weekly live television spots on KLAC-TV Los Angeles. Agency: Tullis-Victor Co., same city.

PEERLESS LAUNDRY, Los Angeles, April 11 started four week test campaign of three television participations weekly on KFI-TV Los Angeles *Ladies Day*. Agency: Western Adv. Agency Inc., Los Angeles.

MARSHALL & CLAMPETT, Los Angeles (auto dealers), April 12 started quarter-hour weekly *Sportsfolio* telecasts on KTTV (TV) Los Angeles. Contract for 52 weeks. Agency: Smith, Bull & McCreery Adv., Los Angeles.

GONSET Co., Burbank, Calif. (manufacturer, television antennae and special television and radar equipment), April 15 started 13 week series of one minute television (slide) spots on KTLA (TV) Los Angeles. Agency: Allied Adv., Los Angeles.

Network Accounts • • •

GENERAL FOODS Corp., New York, through Benton & Bowles, will sponsor *Surprise Package*, ABC audience participation program over nine-station ABC Pacific Coast network, starting May 17. Initial 20-week contract calls for broadcasts on Tuesdays and Thursdays, 2:05-2:15 p.m., (PST).

CHRYSLER SALES DIV., Chrysler Corp., Detroit, will sponsor *Sammy Kaye's Showroom*, new quarter-hour program of light dinner music on ABC. Initial 26-week contract for Monday, Wednesday and Friday, 6:45-7 p.m., was placed through McCann-Erickson, New York.

P. LORILLARD Co., New York (Old Gold cigarettes), today (April 18) extends ABC Bert Parks' *Party Time*, now heard on eastern network stations, to entire ABC Pacific network, Mondays, Wednesdays, Fridays (4-4:15 p.m. PST). Contract for 52 weeks. Agency: Lennen & Mitchell, New York.

SEEMAN Bros. Inc., New York, on behalf of Air-Wick, renews sponsorship of *Monday Morning Headlines*, aired Sundays, 6:15-6:30 p.m. on 257 ABC stations. The 52-week renewal contract, effective May 29, was signed through William H. Weintraub & Co., New York.

LIBBY, McNEILL & LIBBY, Chicago food packing firm, begins its sixth year of sponsorship of *My True Story* (five-a-week, 9 to 9:25 a.m. CST) on full ABC network. Agency: J. Walter Thompson Co., Chicago.

LANGENDORF UNITED BAKERIES Inc., San Francisco, May 3 starts sponsorship of *Red Ryder* series on ABC's Pacific Coast network, Tuesdays and Thursdays (7:30-8 p.m. PST), Agency: Biow Co., San Francisco.

P. J. RITTER CO., Bridgeton, N. J. (food products), renewed *Betty Clark Sings*, effective April 17, for 13 weeks on ABC (Sundays, 3:15 p.m.). Agency: Clements Co., Philadelphia.

TONI Co., Chicago, May 9 renews for 52 weeks *This Is Nora Drake*, CBS daytime serial, aired Mon.-Fri., 2:30-2:45 p.m. Agency: Foote, Cone & Belding, Chicago.

The Advertiser's Dream Comes True



with . . .

MERCHANDISING

AND

PROMOTION

AT

WHOO

Although "time on the air" is the primary product sold by WHOO, its merchandising and promotion services go hand in hand in making its advertisers' products the "leaders" in Florida's rich citrus belt.

AM · WHOO · FM

AM	FM
10,000 Watts	59,000 Watts

ORLANDO, FLORIDA

REPRESENTED NATIONALLY BY RA-TEL

GIMMICKS Widely Distributed at NAB Exhibits

By JANE PINKERTON

GIMMICKS, with a businesslike adaptation, deluged NAB conventioneers last week as they examined elaborate displays and exhibits of more than 50 organizations classed as associate members.

NAB members milled around the fifth floor of the Stevens Hotel in Chicago for demonstrations of transcriptions and lighter equipment, moving to the Exhibition Hall on the lower level for the heavy equipment displays. (See separate story.)

One major conversational subject was afforded by International News Service, which distributes the Projectall, manufactured by Tressel Television Productions, Chicago; and United Press, which distributes the Multiscope. Latter mechanism was developed by Sterling Television Inc., Chicago, for WBKB (TV) Chicago, holder of an exclusive franchise.

Both machines are television projectors which can handle titles, pictures and cartoons, current time and temperature, moving ticker tape news and a sponsor's standing signature. The Projectall is also equipped with a small power-driven turntable on which is placed a product model. INS Soundphotos, reprinted in a size to fit the Projectall, can be televised within minutes after reception. Regular INS radio and television news, edited in advance, can be typed in a format to fit the projection slot, four-by-five inches.

Mechanically Developed

The Multiscope has been developed mechanically by Acme Teletronix, Cleveland subsidiary of NEA. A specially-equipped camera reduces as many as 30 8½-by-11 inch news pictures to the small size in 25 minutes with use of a wet developing process.

Transcription Broadcasting System, "which costs the station buttons." gave a Playboy car to the NAB member scoring the highest on a pin ball game. Typewriters also were awarded. Its display bore the theme, "planned transcribed broadcasting."

Altec Lansing Corp. distributed a miniature microphone, weighing one-forth of an ounce and the size of "six dimes stacked together." It was an exact replica of its new non-directional model which can pick up music from an entire symphony. Firm also showed its lapel mike, specially designed for video. The standing Altec model was used during the convention for major meetings.

American Radio Publications, Peoria, Ill., toured conventioneers above Chicago in the firm's "Gray Goose" plane, used when President Rex G. Howard flys around the country arranging for stations to have pictorial albums made for listeners. Brochures are paid for by local merchants. American Radio organizes, edits, publishes and distributes them.

More than 1,500 plastic cash register-banks were distributed by World Broadcasting. World introduced the Lyn Murray series Monday, and played recordings of Dick Haymes which were circulated a month ago. Promotion called attention to the commercial presentation, with scripts, production aids, brochures, audition discs and promotion aids.

"Blue chip programming at penny ante prices" was offered by Capitol Transcriptions in the "Capitol Cabana," complete with California sand, star fish, awnings and beach chairs. Programming and production, rather than names of the stars, were highlighted.

Standard Radio Transcription Services, Chicago, backgrounded its four star shows with plum and blue velvet. They held auditions for open-end shows, "with solid production and special themes," which are serviced without extra charge.

Radiotime and Tele-V-Times, Chicago, previewed a sample issue of *Radiotime*, "a magazine of radio and television program news," which will be published for the first time June 19 on a bi-weekly basis. It gives complete program schedules for subcribing stations, and is circulated to 4,000 agency people, advertisers and representatives.

Unique electric clocks, with an advertising message and multi-colored neon lights, were shown by Radio Television Publicity Corp., for distribution to local radio accounts as a merchandising aid.

Six musical series were premiered by SESAC—symbolic band, augmented concert orchestra, with Rosario Bourdon, barbershop quartet, concert chorus, and a sacred choir.

The mystery disc was displayed as a development of Lang-Worth Feature Programs. The eight-inch Vinylite recordings play seven and one-half minutes on each side. Firm also showed an eight-inch fine-line disc playing 15 minutes on each side. Recordings were distributed to visitors.

The Frederic W. Ziv display, backed by colorful placards plugging all the transcribed shows, included elaborate brochures and promotion pieces. Center of attraction was the popular *Cisco Kid*, for which the company issued a comprehensive promotion portfolio including pictures, advertising mats, publicity stories, lapel buttons, ("C. K., Ask Me Today" and "I'm a Cisco Kid Fan") and paper masks of the two main characters in the show.

An attractive model handed calling cards to NAB members, inviting them to join her in Suite 509A, headquarters of the Associated Program Service. Gardenias were given to the women. Associated plugged income shows, ranging from symphony to folk music, which require simple production—one announcer and two turntables. It introduced *Morning Almanac* last Monday.

Eells & Assoc. Shows

Pat O'Brien From Hollywood, *Frontier Town* and *Adventures of Frank Race* were offered by Bruce Eells & Assoc., Hollywood, in its station programming package. A fourth show of the situation comedy type is to be released shortly.

C. P. MacGregor Electrical Transcriptions, Hollywood, has extended its 4,500-record music library to FM stations at a cheaper rate than to AM. Discs, operating at 33⅓ rpm, feature race, popular, Hawaiian, Latin American and square dance music. Firm introduced its new children's fairy tale albums.

Four distributors were signed by Arcturus Engineering Corp., Los Angeles, during the first two days of the convention. Company exhibited its lathe-type and magnetic tape recorders and the motor for the latter. Broadcasters considered the motor unique because it does not require relays and solenoids, the electrical plunger used in mechanical breaking. The tape recorder and motor were shown for the first time, and the lathe-type model was introduced to Midwest and Eastern representatives. It has been distributed only on the West Coast so far.

Gray Research and Development Co., Hartford, Conn., demonstrated the Telop-TV slide projector, sound effects consoles, transcription turntables with a record lift and the Audograph. Ampex magnetic tape recorder, kind used by ABC and Bing Crosby, was exhibited, as was the Presto recorder. Presto Recording Corp., Paramus, N. J., is observing its 15th anniversary.

Tie-in between Blackstone Washing Machines and *Blackstone the Magic Detective*, transcribed mystery feature, was outlined by Charles Michelson of New York. Show is aired on 48 stations. Mr. Michelson, who introduced *Sealed Book*, is promoting block mystery programming.

Results of a survey conducted by Columbia Recording Corp.'s Transcription Dept. among 2,200 stations show that 600 of 800 stations reporting are equipped to use microgroove records. Another 200 said they would install such equipment soon. Columbia demonstrated its music records and spot commercials, all on long-playing discs.

Full-range recordings at 78 rpm were auditioned by the London Library Service, which releases 10-inch discs recorded and pressed in England.

Magnecord displayed its tape recording system which is assembled on the unit construction principle and can be sold in basic parts to which other sections can be added as needed. All units can be used for both remote and studio shows.

Replicas of Jump-Jump, elf in *Holiday House* issued by Harry S. Goodman Radio Productions, were passed out to visitors.

Complete line of equipment for professional recording and playback was demonstrated by Fairchild Recording Equipment Corp., New York. Magnetic tape recorder and turntable were highlighted.

American Television Inc., Chicago, previewed its 13-week series of *Bob Sterling, American Ranger*, a "video-comic" produced by Eugene Conrad. Promotion includes a "Bob Sterling Comic Book" and manuscript material for organization of "Bob Sterling Amateur Dramatic Clubs" by children.

Tower lighting equipment manufactured by Hughry and Phillips of Los Angeles and New York included a cutaway of a 300 mm code beacon and new photo-electric controls, shown for the first time.

Broadcasters saw new forced air radiation external anode tubes manufactured by the Amperex Electronic Corp., Brooklyn, which also makes transmission tubes and AM-FM-TV transmitters and rectifiers.

Ampex Electric Corp., San Car-

(Continued on page 70)



HOSTS at a cocktail party and luncheon in Chicago April 10 were E. R. Borroff (l) and O. L. (Ted) Taylor (r), partners in Taylor-Borroff Inc., Chicago station representative firm. Among the guests were James Neale, second from l, radio director of Dancer-Fitzgerald-Sample, New York, and Paul Huth, radio director of Procter & Gamble.

ACTIONS OF THE FCC

APRIL 7 TO APRIL 14

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
SSA-special service authorization | CG-conditional grant

April 7 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Following granted renewal of licenses for period ending May 1, 1952: KFMB San Diego; KFYR Bismarck, N.D.; KGGM Albuquerque; KOAC Corvallis, Ore.; KOY Phoenix; KSAC Manhattan, Kan.; KWTO Springfield, Mo.; WAGE, Aux. and Alternate, Syracuse; WAYS Charlotte, N. C.; WDEV Waterbury, Vt.; WDLP Panama City, Fla.; WGBA Columbus, Ga.; WGR and Aux. Buffalo; WHJB Breensburg, Pa.; WIP and Aux. Philadelphia; WJLS Beckley, W. Va.; WLVA Lynchburg; WQXI Buckhead, Ga.; WROW Albany, N. Y.; WTNC Thomasville, N. C.; WPRO and Aux. Providence; WIS Columbia, S. C.; WMAM Marinette, Wis.

SSA—1230 kc

Mrs. Louise C. Carlson, New Orleans, La.—Denied request for SSA to use trans. equipment and studio facilities of WJBW New Orleans for period of 9 months pending construction of WADW New Orleans.

AM—1450 kc

KBYR Anchorage, Alaska—Granted CP to change frequency from 1240 kc to 1450 kc.

AM—1280 kc

Charlottesville Bcstg. Corp. Charlottesville, Va.—Granted CP for new station 1280 kc, 1 kw, D; engineering cond.; estimated cost: $27,200.

AM—1390 kc

Turlock Bcstg. Co., Turlock, Calif.—Granted CP for new station 1390 kc 1 kw unl. DA-N.

Assignment of license

KTAN Sherman, Tex.—Granted consent assignment of license to Sherman Broadcast Corp. for $18,110.

Transfer of Control

WANE Fort Wayne, Ind.—Granted consent to transfer of control from Glenn R. Thayer and Merlin H. Smith to C. Bruce McConnell, 69%, for $21.850.

Assignment of License

KUBA Yuba City, Calif.—Granted consent to assignment of license from partnership of five equal partners to corp. owned by three of partners, Peach Bowl Bcstrs. Inc.

Transfer of Control

WSAT Salisbury, N. C.—Granted consent to voluntary relinquishment of control by C. H. Wentz in Mid-Carolina Bcstg. Co., representing 33⅓%, for $18,000.

Assignment of License

WOSH-AM-FM Oshkosh, Wis.—Granted assignment of licenses AM and FM stations to new partnership of same name composed of William F. Johns Jr., William F. Johns Sr., Penrose H. Johns and Frederick W. Renshaw, representing 55% interest, for $62,000.

Hearing Designated

Fort Payne On the Air, Fort Payne, Ala.—Designated for hearing application for new station 1250 kc 250 w D.

Lawrence Bcstg. Co., Lawrence, Kan.—Designated for hearing application for new station 1320 kc 500 w D; and made KCKN Kansas City, Kan., party to proceeding.

KWKW Pasadena, Calif.—Designated for hearing application for assignment of license to Southern Calif. Trade Unions Bcstg. Assn.

Modification of CP

KBRZ Bryan, Tex.—Granted mod. CP increase power from 500 w to 1 kw and change type of trans.; engineering cond.

AM—1010 kc

WEAS Decatur, Ga.—Granted CP install new trans., increase power from 1 kw to 10 kw; engineering cond.

AM—1350 kc

WGAD Gadsden, Ala.—Granted CP increase D power from 1 kw to 5 kw, DA-N install new trans., change trans. location operating on 1350 kc 1 kw unl.; engineering cond.

Request Denied

KHIT Lampasas, Tex.—Denied request to use air identification as "KHIT Lampasas-Burnet" for reason that it would be inconsistent with rules and because KHIT could not be regarded as rendering service to Burnet, 22 miles away.

Petition Denied

All Nations Bcstg. Co., Boston—Denied petition for reconsideration and grant of application for new station to operate on 1390 kc, 5 kw, DDA.

Steel City Bcstg. Co., Gary, Ind. and WGES Chicago—Denied joint petition for reconsideration and grant without hearing of applications for construction permits.

WCRB Waltham, Mass.—Denied petition requesting application for mod. license to increase power from 500 w to 1 kw, be reconsidered and granted cond., under provisions of Sec. 1.385 (e) of rules.

Hearing Designated

Coast Bcstrs. Inc., Astoria, Ore. and Kenneth D. Juhlin and Mary I. Juhlin, Long Beach, Wash.—Designated for hearing in consolidated proceeding application of Coast Bcstrs. Inc. and Juhlin, each requesting a new station 1230 kc 250 w unl.

Petition Granted

WLAQ Rome, Ga.—Granted petition insofar as it requests deletion of issues 1, 3 and 7 from Commission's order of Nov. 13, 1947, and for removal of hearing from Rome Ga., to Washington, in re application to change frequency etc.; petition denied insofar as it requests postponement of hearing date; and order of Nov. 13, 1947, was amended to show deletion of issues 1, 3 and 7 therefrom, and to show removal of application of Coosa Valley Radio Co. from said hearing with respect to all issues therein.

Waiver Denied

Surety Bcstg. Co., Charlotte, N.C. and WRRF Washington, N.C.—Adopted memorandum opinion and order rejecting joint waiver of hearing filed Sept. 10, 1948, by Surety and WRRF and request contained therein that commission consider and act on applications in accordance with procedure prescribed in Sec. 1.391 of the rules, is denied.

Standards Changed

Commission adopted report and order amending standards of good engineering practice concerning standard broadcast stations, effective May 16, 1949, with respect to groundwave signals. Proposed rules were announced Oct. 1, 1948.

FM Authorizations

Two new FM CPs were granted by FCC in lieu of CGs and 15 existing outlets were granted new CPs for changes of facilities (See story BROADCASTING April 11, page 191.)

Extension Granted

Fanny B. Wilson, Memphis, Tenn.—Upon petition, Commission vacated action of March 16, denying application for extension of completion date to construct new Class B station, and granted application, subject to cond. that on or before June 1, either construction be completed in accordance with the terms of the CP or station commence operation with interim equipment.

Extension Denied

Earl C. Hankamer, Houston, Tex.—Denied application for mod. CP to extend completion date Class B FM station to June 9, 1949.

Adopted notice of proposed rule making amending revised tentative allocation plan for Class B FM stations to add Channel 295 (106.9 mc) to La-Salle-Peru, Ill. Interested parties have until May 9 to file comments.

(Continued on page 64)



FCC Actions

(Continued from page 63)

Decisions Cont.:

Order Affirmed

A. H. Belo Corp., Dallas, Tex.—KBTV Dallas, Tex.—Adopted order affirming action of Secretary granting application of Lacy-Potter Television Bcstg. Corp. and denied A. H. Belo Corp. petition for reconsideration, and petition of KBTV to strike.

Hearing Designated

KGDM-TV Stockton, Calif.—Designated for hearing application for additional time to complete construction of TV station.

Extension Granted

WTLE Greensboro, N. C.—Granted application for extension of completion date to Aug. 2; and granted request to dismiss without prejudice application to change frequency from Channel 2 to Channel 10, to make ant. changes and increase power.

April 7 Applications . . .

ACCEPTED FOR FILING

License for CP

WJBB Haleyville, Ala.—License to cover CP new AM station.

WSTS Southern Pines, N. C.—License to cover CP increase power etc.

Transfer of Control

WHTB Talladega, Ala.—Transfer control of 60% common stock from Melvin Hutson to R. A. Davidson.

AM—1460 kc

WHFC Cicero, Ill.—CP change 1450 kc to 1460 kc increase power from 250 w unl. to 500 w unl. DA-DN, change trans. site and changes in ant. AMENDED to omit request for change freqeuncy, power etc.

SSA—900 kc

WKYW Louisville, Ky.—SSA 900 kc 1 kw-D 100 w-N unl. for period ending no later than Nov. 1.

AM—1470 kc

W L B R Lebanon, Pa.—CP change from 1270 kc 1 kw D to 1470 kc 1 kw unl. DA-N.

Modification of CP

KLMS Lincoln, Neb.—Mod. CP new AM station for extension of completion date.

Program Authority

American Bcstg. Co. Inc., New York—Extension authority to transmit programs to CFCF and CBL and Canadian Bcstg. Corp. for period beginning June 2.

Modification of CP

KARM-FM Fresno, Calif.—Mod. CP new FM station to change ERP to 7.4 kw.

WBRL Baton Rouge, La.—Mod. CP new FM station to change ERP to 7.56 kw, change ant. height.

WQDI Quincy, Ill.—Mod. CP new FM station for extension of completion date.

WMCA-FM New York—Same.

WBT-FM Charlotte, N. C.—Same.

WSTP-FM Salisbury, N. C.—Same.

License for CP

WJX-FM Jacksonville, Fla.—License to cover CP new FM station.

WTNC-FM Thomasville, N. C.—Same.

WRVB Richmond, Va.—Same.

WABF New York—License to cover CP for changes new FM station.

FM—95.5 mc

KWRN-FM Reno, Nev.—CP change ERP to 10.731 kw.

License Renewal

WJLK Asbury Park, N. J.—Renewal of license.

WHA-FM Madison, Wis.—Same.

TENDERED FOR FILING

Transfer of Control

WFEC Miami, Fla.—Acquisition of control by Dorothy Bartell through purchase of stock from Marie W. Skinner and William E. Benns Jr.

KEYD Minneapolis—Transfer of 20% of stock by Christian Business Men's Committee of Minneapolis Inc. to other stockholders.

CP to Reinstate

WCSR Cobleskill, N. Y.—CP to reinstate expired CP new AM station 1420 kc 1 kw D.

APPLICATIONS DISMISSED

AM—1450 kc

Veterans Bcstg. Corp., Ottawa, Ill.—DISMISSED April 4 application new AM station 1450 kc 100 w unl.

AM—1410 kc

Nashville Radio Corp., Nashville, Tenn.—DISMISSED April 4 application new AM station 1410 kc 5 kw unl.

FM—95.5 mc

W C C P - F M Savannah, Ga.—DISMISSED March 28 application for CP to replace expired CP.

FM—94.9 mc

WALA-FM Mobile, Ala.—Same.

FM—100.9 mc

Central Bcstg. Inc., Independence, Kan.—DISMISSED April 4 application new FM station.

WTOP-FM Washington, D. C.—DISMISSED April 1 application new FM station.

Crookston Bcstg. Co., Crookston, Minn.—DISMISSED March 4 application new Class B FM station..

April 8 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Hennock

Benlee Bcstg. Co., Patchogue, N. Y. Denied petition to dismiss without prejudice its application; Commission on own motion ordered said application dismissed.

KANA Anaconda, Mont.—Granted petition for indefinite continuance of hearing scheduled April 13; pending action on petition for reconsideration and grant.

WFNS Burlington, N. C.—Commission on own motion continued indefinitely hearing scheduled April 28 pending action on petition for grant without hearing.

KVAK S. H. Patterson (Assignor), Albert Alvin Almada (Assignee), Atchison, Kan.—Granted joint petition for leave to amend application for assignment of license, so as to add to exhibit of supplementary contract extending expiration date of sale.

Monroe Pub. Co., Monroe, Mich.—Granted petition to dismiss without prejudice its application.

KWAT Watertown, S. D.—Granted petition for extension of time to file reply brief and time was extended to April 18.

KLIK Escondido, Calif., et al—Commission on own motion continued hearing scheduled for April 21-27, to May 26 at Escondido, May 27 at Oceanside, May 31, at Santa Monica, and June 1 at Inglewood, Calif.

WEMB San Juan, P.R.—Granted petition for continuance of hearing scheduled for April 21 for indefinite period pending action on petition for reconsideration and grant.

KWBU Houston, Tex.; Carr P. Collins Jr., Corpus Christi, Tex.—Granted petitions to dismiss without prejudice their applications and application of KTHT Houston, was removed from hearing docket.

KWBU Houston, Tex.—Granted petition for leave to intervene in hearing on application Falls County Public Service, Marlin, Tex.; and hearing on application was continued from April 11 to April 25.

Falls County Public Service, Marlin, Tex.—Granted petition for leave to amend application to substitute V. H. Gage as partner in lieu of M. S. Hagler.

Hot Springs Bcstg. Co., Hot Springs, Ark.—Granted petition for extension of time to file exceptions in consolidated proceeding in re application of KTHS et al, and time was extended to May 3.

Farnsworth Television and Radio Corp. (Assignor), News-Sentinel Bcstg. Co. Inc. (Assignee)—Granted joint petition insofar as it requests leave to amend application for consent to assignment of license of WGL, to show extension of effective date of purchase agreement; and amendment filed with petition as concerns extension of effective date of purchase agreement was accepted.

WCPO Cincinnati, et al—Commission on own motion extended to April 20 time within which to file proposed findings.

WMEX Boston—Commission on own motion extended time to April 5 within which to file proposed findings in re transfer of control.

April 8 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KSON San Diego—Assignment of license from John Ward Studebaker Jr., John G. Studebaker and C. Frederick Rabell d/b Studebaker Bcstg. Co. to Studebaker Bcstg. Co. Inc.

Transfer of Control

WFEC Miami, Fla.—Acquistion of control by Dorothy Bartell through purchase of stock from Marie W. Skinner and William E. Benns Jr.

KEYD Minneapolis—Transfer of 20% of stock by Christian Business Men's Committee of Minneapolis Inc. to other stockholders.

AM—1240 kc

Cecil W. Roberts, Nevada, Mo.—CP new AM station 900 kc 250 w D. AMENDED to request 1240 kc 250 w unl.



SOLD on radio as an advertising medium, King Cole (r), owner of Cole Furniture Co., Danville, Va., enters into one-year agreement with WDVA Danville for five-weekly sponsorship of *King Kole Kapers*. Results of firm's sponsorship of show only once a week led to decision to go into radio more heavily. At left is Emerson J. Pryor, WDVA general manager. *King Kole Kapers* is a musical program featuring Glen Thompson (standing) and the Dixie Playboys.

SSA—770 kc

KOB Albuquerque, N. M.—SSA 770 kc 50 kw-D 25 kw-N from June 1 for next regular license period.

CP to Reinstate

WCSR Cobleskill, N. Y.—CP to reinstate expired CP new AM station 1420 kc 1 kw D.

AM—550 kc

WLIN Merrill, Wis.—CP change from 730 kc 1 kw D to 550 kc 1 kw-D 500 w-N DA-DN.

License Renewal

WTSV Claremont, N. H.—Renewal of license.

Modification of CP

WSUN-FM St. Petersburg, Fla.—Mod. CP new FM station for extension of completion date.

KBUR-FM Burlington, Iowa—Same.

WJHL-FM Johnson City, Tenn.—Same.

WJMX-FM Florence, S. C.—Mod. CP new FM station to increase ERP to 11 kw.

WTOA Trenton, N. J.—Mod. CP new FM station to increase ERP to 14.190 kw.

License for CP

WQQW-FM Washington, D. C.—License to cover CP new FM station.

WBYS-FM Canton, Ill.—Same.

Modification of CP

KNBH Los Angeles—Mod. CP new commercial TV station change ERP from 15 kw vis. to 8 kw vis. and 25.22 kw aural to 13.34 kw aural.

WNHC-TV New Haven, Conn.—Mod. CP new commercial TV station for extension completion date to 10-28-49.

WOIC Washington, D. C.—Same to 6-15-49.

WJAX-TV Jacksonville, Fla.—Same to 10-18-49.

WTCN-TV Minneapolis, Minn.—Same to 6-30-49.

KRLD-TV Dallas—Same to 10-1-49.

TENDERED FOR FILING

Assignment of License

WJRD Tuscaloosa, Ala.—Assignment of license to Wilhelmina Q. Doss, administratrix of estate of James R. Doss Jr., deceased.

AM—1240 kc

KELK Elko, Nev.—CP change from 1340 kc 250 unl. to 1240 kc 250 unl.

April 11 Decisions . . .

BY THE SECRETARY

WAAT Newark, N. J.—Granted license to use presently licensed N main trans. as aux. trans. for D use with power 1 kw. Granted license to use presently licensed D main trans. for N. use with 1 kw power, employing DA-N.

WDOV Dover Del.—Granted license for new standard station; 1410 kc 1 kw D.

KVSM-FM San Mateo County Bcstrs., San Mateo, Calif.—Granted request to cancel CP and mod. thereof for new FM station.

KWGD Globe-Democrat Pub. Co., St. Louis—Same.

KNAL Victoria, Tex.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WBRM Marion, N. C.—Granted mod. CP for approval of ant. and trans. location and change type trans.

KJCK Junction City, Kan.—Granted mod. CP for approval of ant and trans. location, specify studio location, and change type trans.

KSOX Harlingen, Tex—Granted mod. CP to change trans. location.

WOIC Washington, D. C.—Granted mod. CP for extension of completion date to 6-15-49.

KVER Albuquerque, N. M.—Granted license change frequency to 1340 kc.

WJAC-TV Johnstown, Pa.—Granted mod. CP for extension of completion date to 10-30-49.

WAYS Charlotte, N. C.—Granted assignment of license to Inter-City Advertising Company of Charlotte, N. C., Inc.

WKIX Columbia, S. C.—Granted assignment of license to Inter-City Advertising Co. of Columbia, S. C., Inc.

WCOG Greensboro, N. C.—Granted assignment of license to Inter-City Advertising Co. of Greensboro, N. C., Inc.

KADA Ada, Okla.—Granted assignment of license to KADA Bcstg. Inc.

Intermountain Bcstg. and Television Corp., Salt Lake City—Granted CP to change frequencies, power, equipment, emission, and to change trans. location of exp. TV station W6XIS.

Following were granted mod. CPs for extension of completion dates as shown: KSDS San Diego, Calif., to 10-15-49; WIZZ Wilkes-Barre, Pa., to 9-29-49; WACE-FM Chicopee, Mass., to 9-1-49; KCRA-FM Sacramento, Calif., to 9-30-49; WNEX-FM Macon, Ga., to 7-18-49; WGAL-FM Lancaster, Pa., to 11-1-49; WAMS-FM Wilmington, Del. to 11-1-49; WGTR Worcester, Mass., to 8-1-49; KWFM San Diego, Calif., to 7-30-49; WRXW Louisville, Ky., to 7-1-49.

WWNH Rochester, N. H.—Granted request for waiver of Sec. 3.30(a) of rules to identify studio as Rochester.

Pacific Video Pioneers, Signal Hill, Calif.—Granted mod. CP for W6XOR to change trans. location to portable area on Signal Hill and for extension of completion date to 5-6-49.

WGAU Athens, Ga.—Granted license install new vertical ant. and mount FM ant. on AM tower.

WRHI Rock Hill, S. C.—Granted license covering changes in vertical ant. and mount FM ant. on AM tower.

Joe L. Smith Jr. Inc., East Beckley, W. Va.—Granted license for STL WJJC.

The Jack Gross Bcstg. Co., San Diego, Calif.—Granted CP new exp. TV relay KA-2739.

KWOW Omaha, Neb.—Granted mod. CP new FM station for extension of completion date to 11-1-49 on cond. that construction be completed or interim operation provided by that date.

April 11 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WKUL Cullman, Ala.—Assignment of license from H. H. Kinney and D. T. Kinney to Hudson C. Millar Jr. and Alexander B. Millar d/b as Cullman Bcstg. Co.

KWTC Barstow, Calif.—Assignment of license from William T. Brown, Burton C. Boatwright and Robert E. Reno d/b as Mojave Valley Bcstg. Co. to Mojave Valley Bcstg. Inc.

AM—860 kc

Neal W. Welch, North Adams, Mass.—CP new AM station 940 kc 1 kw D AMENDED to request 860 kc 250 w D.

AM—1540 kc

Waynesboro Bcstg. Co., Waynesboro, Pa.—CP new AM station 1400 kc 100 w D. AMENDED to request 1540 kc 1 kw unl.

Assignment of CP

KWFM San Diego, Calif.—Assignment of CP from John Ward Studebaker Jr., John Gordon Studebaker and C. Frederic Rabell d/b Studebaker Bcstg. Co. to Studebaker Bcstg. Co. Inc.

Modification of CP

WGOR Fort Lauderdale, Fla.—Mod. CP new FM station for extension of completion date.

WESB-FM Bradford, Pa.—Mod. CP new FM station to change ERP to 2.8 kw and ant. to 550 ft. above average terrain.

License for CP

WFJS Freeport, Ill.—License to cover CP new FM station.

(Continued on page 67)



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You, as designer or user of radio-TV transmitter equipment, can have the protection of G-E custom-miniature dependability *now*—starting with Type GL-5654 (electrically the same as the 6AK5), and Type GL-5670 (similar to the 2C51 except for improved heater design and a somewhat higher heater current). Other types are being added.

These tubes are carefully manufactured one by one, from individually gaged and inspected heaters, cathodes, grids, and plates. Each gets not less than 50 hours' operation—ample assurance that when plugged in, tube performance will be in line with ratings consistently. Ask your G-E electronics office for further facts. Or write *Electronics Department, General Electric Company, Schenectady 5, New York.*



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9-pin miniature h-f twin triode



Characteristics

TYPE GL-5654	
Heater voltage, a-c or d-c	6.3 v
Heater current	0.175 amp
Max ratings, design center values:	
plate voltage	180 v
Grid No. 2 voltage	140 v
plate dissipation	1.7 w
Grid No. 2 dissipation	0.5 w
Typical operation:	
plate voltage	180 v
Grid No. 2 voltage	120 v
cathode-bias resistor*	200 ohms
plate resistance (approx)	0.69 megohms
transconductance	5,100 micromhos
plate current	7.7 ma
Grid No. 2 current	2.4 ma
(*Fixed-bias operation not recommended)	

TYPE GL-5670	
Heater voltage, a-c or d-c	6.3 v
Heater current	0.350 amp
Max ratings, design center values, each triode section:	
plate voltage	300 v
plate dissipation	1.5 w
Typical operation, Class A1:	
plate voltage	150 v
cathode resistor, per section	240 ohms
plate current, per section	8.2 ma
transconductance, per section	5,550 micromhos
amplification factor	35
cut-off grid voltage, I_b equals 75 mu a (approx)	—10 v
Typical operation, Class AB1:	
plate voltage	300 v
cathode resistor	800 ohms
A-F grid-to-grid voltage, RMS	14 v
zero-signal plate current, per section	4.9 ma
max-signal plate current, per section	6.3 ma
load impedance, plate-to-plate	27,000 ohms
total harmonic distortion	10 per cent
max-signal power output	1.0 w

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JOHN J. KEEL
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& ASSOCIATES
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ORdway 8071
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CLEAR-CHANNEL PUBLIC SERVICE IS A WORLD INFLUENCE FOR PEACE AND HUMANITY



IN its quarter-century history, the radio industry has furnished many examples of distinguished public service in times of crisis. Almost every community has had its flood, hurricane or disaster, during which its radio stations have pitched in wonderfully and successfully.

WHO is proud to have shared in many such epics of public service — is still prouder, however, of a *continuing* service we have now been rendering for *over three consecutive years:*

In December, 1945, WHO spotted an international emergency of hunger and poverty in Europe—began telling its listeners about it three nights a week, from 10:30 to 10:45, on our local public-service feature, "The Billboard." WHO listeners *in 39 states* responded immediately, sending parcels to European families whose names were supplied by WHO. For three years the response has *continued.* To date, more than 260,000 packages from 41 states have gone to 8 European countries, and now *(480 programs later!)* the response is *still strong and steady!*

This remarkable record is proof of WHO's listener-acceptance and confidence, based on many years of sincere good service. It stands to reason that such confidence is also conferred, in large measure, on the products advertised over WHO, and on the people who make them.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

FCC, FTC FUNDS

Budgets Pass House

By JOHN OSBON

(Also see story page 80)

AN INCREASE of $175,000 over current FCC expenditures and salary boosts of $2,000 for each of the incumbent commissioners were provided in a bill reported by the Appropriations Committee and passed by the House last Thursday before adjourning for a ten-day recess.

Other highlights of the measure, which now goes to the Senate:

● Limitations on personal services in the District of Columbia were deleted looking toward liquidation of the Commission's backlog of work on station applications.

● Funds required for processing of applications are excepted from the Apportionment Act, enabling FCC to spend funds without regard to apportionment and to expedite action on applications.

● FCC must submit a report to the Committee by Jan. 1, 1950, detailing progress in clearing up its backlog.

● FCC's legal and administrative divisions are overstaffed.

The bill allots $6,525,000 for FCC salaries and expenses, an increase of $175,000 over the current budget but $108,000 below estimates for 1950.

Pointing out that the Commission had 1,349 employes on its rolls as of Feb. 21—with 58 vacant positions—the committee noted there would be "considerable savings" during the current fiscal year. Assuming a similar situation extended throughout the next fiscal year, a "rather substantial reduction" could be made in 1950 estimates, it said. Some reduction in activities of the legal and administrative groups "should be made," the committee felt.

Backlog Emphasized

Special stress was placed on FCC's file of unprocessed applications on stations and for safety and special service licenses, "many of them pending for more than a year."

In hearings before an appropriations subcommittee, FCC said it regarded as "current" broadcasting applications acted upon within a six-month period and those for special service and safety within a 30-day period.

Removal of any limitation on the number of the employes the commission can have in the District of Columbia was regarded by the full committee "as of assistance in expediting action on applications." In addition, it will give "more flexibility to the appropriation."

"It is the intention of the committee that services in connection with radio monitoring and other field operations shall be diminished and that funds saved through this means shall be applied to use in connection with application processing," the report stated.

The overall bill contained recommended appropriations for 29 independent agencies and the Executive Office for the fiscal year ending June 30, 1950. Overall total urged is $7,104,571,603 as compared to 1950 budget estimates of $7,775,566,830. Total sum recommended, with contract authorizations, is $7,576,886,231 as compared to estimates of $8,311,566,830.

Included were recommendations to increase also the salaries of present commissioners of both FTC and SEC to $12,000.

FTC was voted $3,450,000—a boost of $1,965 over 1949 and $289,000 less than the budget estimate. The reduction was applied in substantial part to employes of the Bureau of Administration, which the committee felt was "greatly overstaffed." SEC came in for an appropriation of $5,750,000—a decrease compared to both its 1949 amount and budget estimates.

An amendment by Rep. Joe L. Evins (D-Tenn.) to restore FTC's allotted sum to the original $3,739,000 requested was overwhelmingly defeated after prolonged debate. Rep. Wright Patman (D-Tex.) warned the cut from the estimate was "too drastic and is a devastating blow striking at the heart of an agency" which deals in anti-trust legislation.

Rep. Francis Case (R-S. D.), member of the appropriations subcommittee, countered, however, by pointing out that the commission was still getting more money than at present and that "if cuts are applied where the committee says they should be, they won't hurt FTC's anti-monopoly work." He said the curtailments merely were to be applied to "housekeeping" or administrative activities.

FCC's total salary-expense increase actually amounted to $215,000 which takes into consideration an item of $40,000 for printing and binding, incorporated in salaries and expenses in 1950 budget estimates. Trust account appropriations for settlement of telecommunications settlements were maintained at the present 1949 level of $200,000.

Breakdown on FCC's allotment includes commissioners' salaries; stenographic reporting services; special counsel fees; health service program; payment of claims; improvement of grounds and building repairs; purchase of not more than 15 passenger motor vehicles for replacement only; travel expenses, and printing and binding.

Bill provides that grounds improvement and building repairs do not exceed $17,500, and that travel expenses be limited to $94,000. In light of 1950 travel estimates, FCC was cut $1,500.

Trip Date

During subcommittee hearings, the Commission was asked to furnish a financial accounting of all out-of-town trips since July 1948, as well as detailed information on the nature of the visits [BROADCASTING, March 14]. FCC told the group its actual expenses for fiscal year 1948 (July 1947 to July 1948) amounted to $90,811. Estimates were put at $100,000 for 1949 (present period) and $95,500 for the upcoming fiscal period.

While the House measure called for commissioners' salaries of $12,000, two other bills were pending last week in the legislative mill. Each calls for increases of $6,000 for heads and assistant heads of independent agencies.

A House bill (HR 1689) was reported out of the Post Office and Civil Service Committee with amendents cutting proposed FCC-FTC-SEC commissioner salaries from $17,500 to $16,000. Measure was placed on the House calendar.

On the Senate calendar "companion piece" legislation was placed making provisions similar to those in the House bill. Commissioners' salaries also were scaled from $17,500 to $16,000 through amendments reported last month by Sen. Herbert R. O'Conor (D-Md.). Bill (S 498) was originally introduced by Sen. Scott Lucas (D-Ill.), Senate majority leader.

Another measure (HR 4169), establishing a standard schedule of rates of basic compensation for certain employes in independent agencies, as well as in the executive departments, was introduced in the House by Rep. Tom Murray (D-Tenn.) last Monday and referred to the Post Office and Civil Service Committee. Known as the Classification Revision Act of 1949, the bill would repeal the Classification Act of 1923.

Legislation that would give nearly 8,000 classified employes of the District government a flat raise of $330 each, also was reported out of the House Civil Service Committee.

The House voted to recess until April 25.

MBS Has Two Chiefs

MUTUAL is said to be the only network in history with two presidents. Edgar Kobak's term does not expire until April 29. Frank White was hired by the MBS board as of April 8.

FCC HEARINGS

New Calendar Released

INDICATION that FCC's backlog of hearing cases is being slowly whittled down is contained in the hearing calendar for May through July released by the Commission last week.

Some 108 AM and FM applications were included in the schedule. This is a reduction from 238 applications which previously had been set for hearing last fall when the Commission announced its long-term calendar [BROADCASTING, Oct. 4, 1948].

The new calendar includes all AM and FM applications designated for hearing after Sept. 1, 1948, and prior to March 25 of this year. About a half dozen hearings listed in the previous schedule, which have been continued to dates in May, June or July, are not included in the new calendar. However, some 15 cases rescheduled by FCC are listed.

The calendar does not include the 181 television applications designated for hearing because of the Commission's *status quo* policy in that field pending solution of the reallocations problem. Some 50 AM cases continued indefinitely because of the clear channel and daytime skywave proceedings also are not listed.

As of April 6 the Commission had 427 AM applications pending, of which 253 were in hearing or designated for hearing; 100 FM requests pending, with 29 in hearing, and 323 TV applications pending. As of Oct. 1 last year the Commission reported 312 of 545 AM pending applications in hearing, 36 of 84 FM requests and 186 of 304 TV.

The applications scheduled for hearing include the following, as listed in alphabetical order by the FCC.

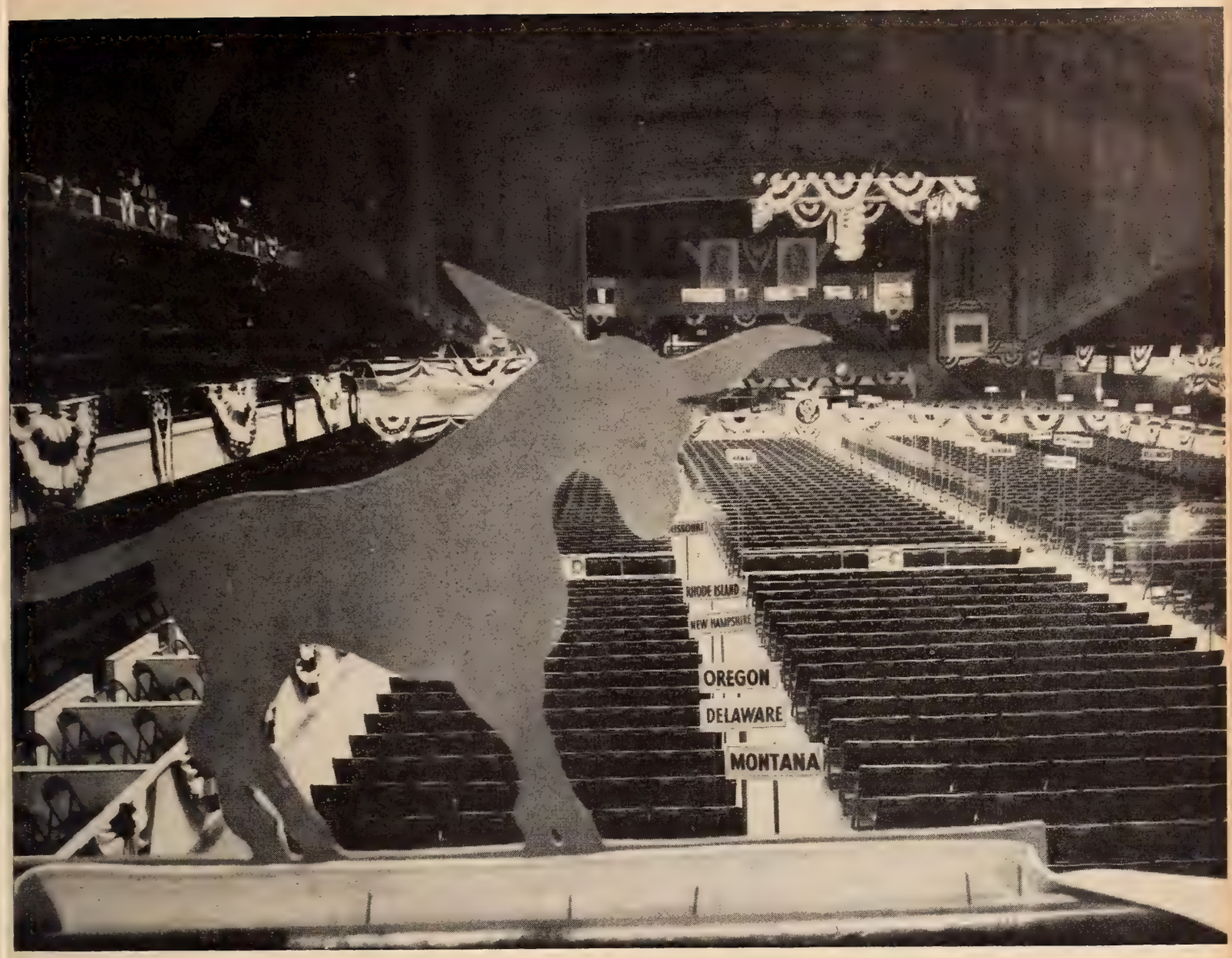
ALPHABETICAL listing shows (in order) applicant, docket number in parentheses, type of service involved (frequency given in AM cases), hearing date, and location of hearing.

Symbols are: AL-assignment of license; AP-assignment of permit; L-license; BS-order to show cause; FM-frequency modulation; ML-modification of license; MP-modification of permit; PED-non-commercial education FM; R-renewal; TC-transfer of control.

A

Afro-American Bcstg. System Inc., Hopkins Park, Ill., (9194), 610 kc, June 13.
Allen, Helen Ruth, Executrix of Estate (KGIL), San Fernando, Calif., (9250), TC, June 22, Field.
All Nations Bcstg. Co., Boston, Mass., (9077), 1390 kc, June 22.
Andrews, L. W., Inc., Davenport, Iowa, (8599), 1580 kc, June 23.
Angelus Bcstg. Co., Temple City, Calif., (9115), 760 kc, May 23.

(Continued on page 98)



"Ladies and Gentlemen..."

Here's the Convention Hall at Philadelphia before any of the "b'hoys" showed up. Not a timely picture, but it makes a darn good point.

It's useless to talk to an empty house. *It takes audience to give meaning to any message.*

If you remember that when you buy radio in Baltimore, you're bound to end up with W-I-T-H. This is the station that gives you audience—big, steady, interested audience at rock bottom cost-per-listener.

W-I-T-H is the big bargain buy because it produces more listeners-per-dollar than any other station in town. So if you want to produce BIG results for a LITTLE bit of money, call in your Headley-Reed man and get the full W-I-T-H story today.



W-I-T-H

AM Baltimore Maryland **FM**

Tom Tinsley, *President* • *Represented by* Headley-Reed

A Service of Broadcasting Newsweekly

TELECASTING

APRIL 18, 1949

TELEVISION SESSION

Impact, Future Covered

ONE-MINUTE TV spot is equal to a 600-line newspaper ad in impact, Terry Clyne, vice president of the Biow agency, declared Wednesday in a television panel session that closed the NAB Convention.

"If a half-hour AM program is equal to a page ad, as is often said," he added, "a half-hour TV program should be worth three to six times as much."

Richard P. Doherty, director of NAB's Employer-Employe Relations Dept., disclosed meanwhile that the average size of television station staffs in the U. S. is 47 fulltime and 21 parttime workers. The figures were taken from a survey of 41 stations, excluding network outlets in New York. Average of the latter is 324 persons with a weekly payroll of $30,000, Mr. Doherty said. As a nation wide average he set a payroll figure of $4,230 weekly.

"The weekly payroll figure of $4,230 was basically in larger cities where prevailing wage scales are higher," he noted. "As stations spring up in smaller cities, the average will be lower. The fact television started in larger cities is an unfortunate handicap as the higher payroll figure sets a precedent for smaller cities."

NAB's labor expert reported that featherbedding is widespread in television stations with "many man-hours used that are not necessary." He observed that in training men and in "general groping around" stations use maximum man-hours during their first year.

Mr. Clyne said that "Television represents not only a promise but a threat to present things."

"But to AM station men it currently is like a two-headed horse, for they must prepare to ultimately meet TV's high costs and at the same time withstand diminishing returns from sound radio."

Predicting that broadcasters will lose more and more of the nighttime advertising dollar to tele-ision, Mr. Clyne recommended they enter the new medium "to get it back." He said many advertisers are planning to use both mediums, which will result in larger budgets.

Moderator of the TV discussion was George B. Storer, president of Fort Industry, who introduced Stanley Hubbard, president of KSTP and KSTP-TV Minneapolis-St. Paul, as first speaker on the panel. Mr. Hubbard, who regaled the delegates with tales of KSTP-TV's four-man remote crew, reported that "not one dime has been captured from AM" in the St. Paul market.

"All of our TV accounts are new business," he said.

Forecasting the demise of "marginal" AM stations, he maintained that "solid broadcasting will never go out." He disagreed with the popular notion that broadcasters should enter TV to protect their AM profits.

'Promising Business'

"You should get in television only because it is a promising new business, and if you don't get in someone else will beat you to it in your own town," he declared. "Of course, it is related to sound radio and you will find you are more experienced to cope with it than someone outside the profession."

Mr. Hubbard estimated that a "simplified, common-sense" operation could be started for $100,000, with no studio, no cameramen, and utilizing film to the fullest—"even for remotes."

Henry Grossman, manager of TV operations for CBS, strongly recommended on-the-job training for developing personnel, rather than outside schooling. He urged that AM and TV staffs be integrated.

Agencies "go by the book—they want to see the sets," said E. Y. Flanigan, vice president in charge of operations of WSPD-TV Toledo. "The agency people may love you in AM, but you'll have to win them all over again in TV," he asserted.

Mr. Flanigan believes there is new TV income to be found in every city.

Don Stewart of WDTV (TV) Pittsburgh, reported that his DuMont station is grossing $6,000 weekly and is "in the black." Seventy percent of the time sold is local. He said one of television's biggest talking points is that it surmounts language barriers. Bert Taylor, manager of transmitter sales for DuMont, forecast that TV station operators "will be tapped on the shoulder within a short time and told to move to another part of the spectrum."

Among the results of NAB's labor survey was the fact that of 41 stations contacted, only nine have unions. Mr. Doherty noted that unions don't recognize integration. He found no talent union contracts in effect.

Eats Product on TV

HERE'S a man who not only stands behind his own product—he prepares and eats it as well, in front of the all-seeing CBS-TV audience. He is Theodore Sander Jr., president of the American Maize-Products Co., New York. On behalf of his product, Amazo Instant Dessert, President Sander appeared on Warren Hull's TV show, 1-1:30 p.m. (EST), with mixing bowl, egg beater, bottle of milk and a box of the dessert. In exactly 30 seconds, while Mr. Hull timed him with a stop watch, Mr. Sander whipped up a bowl of the dessert, after which he and Mr. Hull devoured the concoction before the cameras.

TV WILL AID MOVIES

Balaban Predicts

TELEVISION played a prominent part Tuesday in the special stockholders meeting of Paramount Pictures Inc. The meeting was called in New York to approve a plan to reorganize the company into two separate businesses in accordance with a consent decree between Paramount and the Department of Justice.

The meeting itself was televised, with 35-mm films made of the televised images and then shown on a large screen. Barney Balaban, president of Paramount, said the system could produce a theatre showing within 40 seconds after the occurence of the event.

He also told stockholders that he believed television would help the motion picture business. He said so far there is nothing on the record definitely to show that television has hurt theatre attendance.

"There's a great deal of speculation about television as a threat to our future prosperity," Mr. Balaban said. "Television may turn out to be our companion rather than our antagonist.

"Just as radio developed some of our greatest personalities, such as Crosby and Hope, I believe television will be an important medium for the development of talent for motion pictures.

"It will also be an unprecedented facility for the showing of trailers in the home to stimulate the interest of those who are regular patrons of movies and likewise of those not regular patrons now."

Mr. Balaban went on to explain how Paramount pioneered in the development of theatre television. He said the Paramount 40-second system is especially adaptable to a motion picture theatre program because it can be run almost simultaneously with the photographing of the image from the television receiver, or can be fitted in later at a more appropriate point in the programming.

"Motion picture attendance has fallen off in the past on the evenings of broadcasts of some major events such as the addresses of the late President Roosevelt which kept people at home to listen," he said. "With our large-screen television, people need not stay home because they will know that they can see the regular program and the special events at the motion picture theatre."

The meeting resulted in stockholders approving a plan by which the producing and distributing of motion pictures by Paramount will be the function of one company while operation of motion picture houses will be the function of another. The two companies are to be formed within the next three months, but it is expected that it will take about two years before the entire reorganization is completed.

It was said that the producing and distribution unit plans to retain its interest in Allen B. DuMont Laboratories Inc.



TWO-AND-A-HALF-TON, 75-foot, five-bay super turnstile television antenna is hoisted to top of WKY-TV Oklahoma City tower. Eight workmen did the hazardous job, WKY-TV reports. Overall tower height is 968 feet.

OKLAHOMA TV

WKY-TV Studios Completed

INSTALLATION of permanent television equipment in Oklahoma City's Little Theatre of the Municipal Auditorium, which is to be used as studios of WKY-TV Oklahoma City, was to have been completed Friday (April 15), according to P. A. Sugg, WKY-TV manager.

Mr. Sugg estimates the station will be on the air by mid-May or June 1. WKY-TV's plans were delayed last November when a fire damaged much of the television equipment in the Little Theatre. But new equipment was obtained and redecoration of the studios has been completed.

The Little Theatre studio installation is one of two major projects to be completed before WKY-TV becomes a reality. The other is the preparation of the antenna which has been raised to the top of WKY's 968 foot tower. The transmitter is already complete.

Test patterns were tentatively scheduled to start April 15.

VIDEO MUSIC

ASCAP-NAB Continue Meet

TELEVISION committees of NAB and ASCAP will meet again tomorrow (April 19) to continue search for acceptable licensing formula for use of ASCAP music on video programs. Broadcasters would like to follow the radio license pattern. Music licensing group argues that different nature of TV makes this impractical. Limitations of video rights assigned to ASCAP by its members also complicate the problem, which is proving more difficult than anticipated. Both sides, however, are approaching it earnestly and meetings to date have been friendly despite the failure to find the right answer.

'RADIO IS DOOMED'

Aylesworth Sees Conquest by TV in 3 Years

"WITHIN three years the broadcast of sound, or ear radio, over giant networks will be wiped out." This startling prediction is made by Merlin H. Aylesworth, former president of NBC, in the current issue of *Look* magazine which went on sale last Tuesday (April 12).

"Powerful network television will take its place," Mr. Aylesworth continues, "completely overshadowing the few weather reports and recorded programs left to the remaining single, independent ear radio stations."

His views were rejected by FCC Chairman Wayne Coy at the NAB Convention in Chicago. Mr. Coy agreed that television will be the dominant radio force of the future but felt that Mr. Aylesworth's three years constitute an unduly short-term prediction (see story page 25).

But Mr. Aylesworth, now chairman of the executive committee of Ellington & Co., New York agency, offers hope for radio's top entertainers. "Stars who are now big in ear radio will be the best in television," he says.

Mr. Aylesworth says 1,600,000 American homes now have video sets and that by the end of this year, four million homes will have television. He predicts that by early next year a coaxial cable will connect the East and West Coast. "In other words," Mr. Aylesworth says, "the television set is becoming a necessity, not a luxury in the home."

Network television will be handled by five major networks, he believes—ABC, CBS, MBS, NBC and DuMont. "And they'll soon reach wherever you are."

Regarding television's effect on other types of entertainment, Mr. Aylesworth believes that it will increase rather than cut down interest in sports, movies and stage productions. The newsreel as it is today, however, he says, is doomed. "Newsreel companies will now make different reels for each night —to be sold to different sponsors."

Film Will Dominate

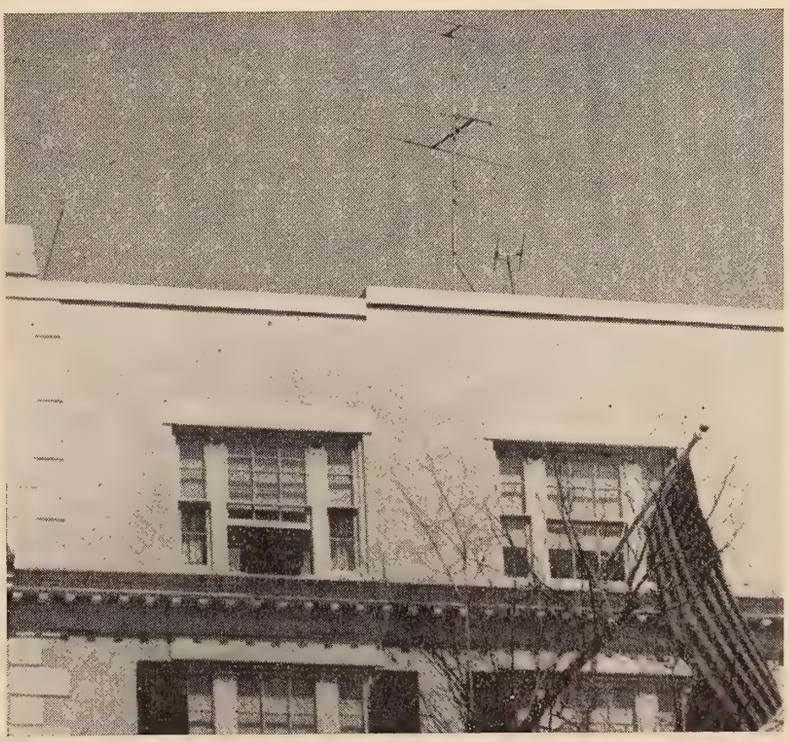
Television programming will be of a wide variety, he predicts, but "of all programs on television, the biggest single type will be movie film. Eventually, I feel, up to 50% of all television shows will be film."

"I've heard considerable gossip about coin gadgets to have televiewers pay the costs of television," Mr. Ayleswort writes. "But it won't work. It will be the sponsor who pays the bill for television programming."

Economically, he believes that television "may well be the shock absorber in the national economy." He predicts that it will soon become a $6 billion industry and one of America's ten biggest enterprises.

In summing up the effects which television will have upon the public, Mr. Aylesworth lists the following:

1. It will increase the number of sports fans and build up attendance at sports events.
2. Educators will find it a big boon in teaching people of all ages.
3. It will bring religion to more non-churchgoers, will encourage more attendance at church.
4. It will increase the number of movie fans and send more people into the movie theatres.
5. It will provide another big industry for American job-holders.
6. Just as ear radio helped increase literacy in this country, television will increase the numbers of readers of good books, good magazines, good newspapers.



PROOF that President Truman is television-minded is visible to any Washington tourist who glances toward the roof of Blair House, the President's home while the White House is undergoing repairs. No fewer than three TV antennas decorate the roof of that historic home.

RANKOW

TV 'Cities' Plans Stymied

A MULTI-MILLION-DOLLAR plan to construct two mammoth television "cities" received a setback Wednesday when the originator of the idea, Norman N. Rankow, New York promoter, was enjoined from securities transactions in New York state.

The injunction order was signed by New York Supreme Court Justice John E. McGeehan, after a complaint by Attorney General Nathaniel L. Goldstein. John Trubin, assistant attorney general, filed the affidavit.

Affidavit alleged that Mr. Rankow was the president of World Television Studios, incorporated by him in 1945, and of Video City, incorporated in 1948, that he induced 35 persons thus far to back building programs for these corporations with $35,000. This money has now been spent by Mr. Rankow, it was said.

The World Television Studios was to take form on 300 acres in Queens, New York, at a cost of $75,000,000. It was to consist of 89 buildings, including 24 studios for telecasting and film making.

The Video City project was to be just west of Times Square, on an undisclosed block, with the cost unspecified. It was described as a proposed 72-floor skyscraper 900 feet high.

Mr. Rankow told BROADCASTING the setback would not terminate his efforts on the projected developments. He denied that he had ever violated the law, asserting that since he never sold stock to the public he could not be violating the securities law.

Small TV Projector

A TELEVISION picture 3 x 4 feet and projected from a small cabinet on a conventional home movie screen was shown at a preview in New York by North American Philips Co. Inc. Pieter Van Den Berg, president of the company, said the system was being made available to set manufacturers and that he believed it could be retailed for about $600. The system makes use of the Philips Protelgram projection device, in which a 2½ inch cathode ray tube is used. The large-screen system required only a slight modification of the Protelgram system used in conventional cabinets with built in screens featuring screen sizes equivalent to 20 and 16 inch sizes.

TELEVISION SPONSORSHIP passed the 1,000 mark in March. As the ranks of its sponsors grow, television operators have reason to carry a smile of confidence while others in allied fields may be wearing a new, worried look.

Exactly 1,023 advertisers—network, spot and local—used the newest media during the week, March 6 through 12, according to the Rorabaugh Report on Television Advertising, monthly publication of the N. C. Rorabaugh Co., New York. The report contains data on 55 commercial stations in 30 markets.

These advertisers paid $2,085,744 to get their sales messages to the estimated 1,500,000 TV homes in March. Of this amount, $818,198 was in network time costs; $734,705 in spot; and $532,840 in local time, bought by local advertisers. The first quarter volume of TV business is estimated at $5,240,655.

Figures for January and February are compared with March in table I.

Spot is the prominent revenue producer in TV, outdistancing network advertising by more than $300,000 in the first quarter. In March, network advertising gained the edge over spot in dollar terms, and it is yet too early to determine which category of advertising will be the leader in the final adding up for 1949.

Most of the March increase in accounts was at the local level—only four new sponsors appeared on the networks and two were added to the list of spot advertisers. Local advertisers continue to grow rapidly—increasing by 102 in a single month. (See Table II.)

About 70% of TV advertisers are local. Another 25% are spot advertisers — the remainder network.

Local Advertising

TV's 711 local sponsors are topped by the radio and television dealers—103 of the 711 accounts are in this category. Close behind in sponsorship are auto dealers and service establishments, with 92 accounts; food and restaurants, 80; and apparel stores, both men's and women's, with 78 individual local advertisers. (See Table III.)

But local TV advertising is a wide-ranging field. It includes representatives of every product classification—from industrial steel to diaper service. The programs they sponsor encompass such divergent entertainment as dog shows, art lessons, cartoons, and economic commentary.

The bulk of this advertising is, of course, in announcements, time signals, weather and participating programs. Local stations in the throes of opening their telecasting schedules, have only just begun to develop the kind of local variety, dramatic, comedy and quiz programming that characterizes local AM broadcasting.

With talent and time costs far greater than the advertiser pays in radio, the broadcaster and the agencies placing TV accounts locally must cooperate to develop entertainment programming that is within reach of the local advertisers' budget.

Ways and means to do this are being found. Through film, through well-conceived local shows, more and more full length programming in 15-minutes or half-hour segments is being sponsored by local advertisers.

Sports programming is still the most dramatic, entertaining programming available to the local broadcasters. And they have made use of it—buying a total of 98 hrs., 11 minutes of sports remote broadcasting during the sample week in March. Local sponsorship is also heavy in news, household and women's programming, and includes some variety and music programming. Most of the variety shows and the shopping, cooking and household hints programs are participating shows with five or more advertisers footing the bill.

Spot and Local Programming

Spot and local accounts combined purchased 259 hours, 13 minutes of video time in the week. Of this total, 107 hours was remote (principally sports), 60 hours was live studio programming, and 60 hours were film showing. Another 18 hours was combination film and live telecast, and the remainder used slide live or films in combination. (See Table IV.)

The 60 hours of live programming is the highest yet achieved on local sponsorship.

Thirty-nine of the 259 hours were bought in the form of announcements. Of this time, three hours was weather announcements, five hours time signals, and the other 31 hours straight commercials. Most of the commercials are film commercials. About 27 of the 39 hours of announcements were presented on film.

Film telecasting, aside from these commercial announcements, was chiefly dramatic or sports reels. The live programming was variety, household hints, cookery or children's programming.

Biggest users of spot video were beer and wine advertisers, 55 accounts, and food advertisers, with the same total. Next most frequent spot users were confectionery and soft drink advertisers with 20 accounts. In network advertising, the advertisers are still the one, two or three big firms in each product category. For example, there were six apparel advertisers, four auto advertisers, five food accounts, seven radio and TV set manufacturers and five tobacco companies.

(Next week, TELESTATUS will analyze March network business.)

TABLE I
FIRST QUARTER TV TIME SALES

	January	February	March	1st Qtr.
Network	$ 349,859	$ 564,537	$ 818,198	$1,732,594
Spot	614,652	728,153	734,705	2,077,511
Local-Retail	387,065	510,655	532,840	1,430,560
Total	$1,351,576	$1,803,345	$2,085,744	$5,240,655

* * *

TABLE II
RECAP OF TV ACCOUNTS
(June 1948-March 1949

Report of	Markets	Reporting Stations	ACCOUNTS Network	Selective	Local-Retail	Total
1948 June	11	20	14	76	144	234
July	16	26	14	113	153	280
Aug.	19	32	18	122	197	337
Sept.	19	32	21	119	236	376
Oct.	21	37	33	181	281	495
Nov.	21	37	37	216	373	626
Dec.	23	41	37	230	413	680
1949 Jan.	27	46	33	234	460	727
Feb.	30	54	45	265	609	912
March	30	55	49	267	711	1027

* * *

TABLE III
TV ACCOUNTS BY PRODUCT GROUPS

	Network	Spot	Local	Total
Agriculture	—	—	—	—
Apparel	6	14	78	98
Automotive	4	8	92	104
Aviation	—	—	—	—
Beer, Wine	2	55	5	62
Building Materials	—	9	20	29
Confectionery & Soft Drinks	1	20	13	34
Consumer Service	—	3	47	50
Drugs & Remedies	3	9	2	14
Entertainment	—	—	9	9
Food & Food Bev.	5	55	80	140
Gasoline, Oil & Fuel	2	7	5	14
Horticulture	—	—	5	5
Household Equipment	2	14	59	75
Household Furnishings	1	7	42	50
Industrial Materials	—	—	1	1
Insurance & Banking	1	6	23	30
Jewelry	—	4	22	26
Office Equipment, Stationery	—	3	4	7
Publishing & Media	—	2	18	20
Radios & Tv Sets	7	15	103	125
Retail Outlets	—	—	47	47
Smoking Materials	5	9	1	15
Soaps, Cleansers & Polishes	1	6	1	8
Sporting Goods	1	3	6	10
Toiletries	4	6	2	12
Transportation, Travel & Resorts	—	5	6	11
Miscellaneous & Unclassified	—	7	20	27
Total	45	267	711	1,023

TABLE IV
SPOT AND LOCAL PROGRAMMING

TYPE OF PROGRAM	Hours/Min.
Audience Part.	2:48
Children's	13:55
Discussion	:35
Dramatic	11:31
Educational	4:07
Fashion	3:39
Household Hints & Women's Prog.	11:44
Music	5:31
News	22:37
Quiz	6:59
Sports	108:49
Special Events	1:00
Variety	24:59
Announcements	39:25
Miscellaneous	1:54
Total Time	259:13

METHOD OF PRODUCTION	Hours/Min.
Studio Live	60:00
Studio Film	60:59
Live & Film	18:25
Live w/Slide	9:55
Slide, Live & Film	2:18
Film w/Slide	:28
Remotes	107:08
Total	259:13

New Set-Making Firm

RICHARD MATTISON, radio and television sales executive, has organized the Mattison Television and Radio Corp. to manufacture popular-priced radio and TV receivers. Production is under way at factory in Valley Stream, L. I. Executive and sales offices are at 30 Rockefeller Plaza, New York. Showrooms are open to the trade daily in Suite 1933, Mr. Mattison announced.

TV SET figures reported to BROADCASTING during the past week:

Milwaukee area—21,589 as of April 1, reported by WTMJ-TV Milwaukee.

St. Louis area—25,500 as of April 1, reported by Union Electric Co. of Missouri.

Boston area—68,373 as of April 1, reported by WBZ-TV and WNAC-TV, both Boston.

Buffalo area—18,270 as of March 31, reported by Buffalo Niagara Electric Co.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland it's WMAR-TV for results!

TV Success Story

THE FORMSTONE COMPANY

It will interest you to know that our spots on WMAR-TV have been of considerable value to us in conveying a part of our message that is difficult to explain on any other medium than television. This is our exclusive hand-sculpturing process for applying FormStone to exteriors and interiors. The skill and artistry of our process is quickly and effectively defined by the film showing the craftsman's hand in action.

We have received many favorable comments and DIRECT ORDERS from this advertising.

L. ALBERT KNIGHT

☆

Advertising Placed by
Shecter Adv. Agency
Jack L. Levin, Co-Principal
Old Town Bank Bldg.

TV Success Story

CENTURY SHOE REPAIRING SHOPS

As one of the very first advertisers on WMAR-TV I thought you would like to know that we are more than pleased with the results. Our television advertising has been placed exclusively on WMAR-TV and has been responsible for more favorable comment and direct results than any other medium of advertising that we have ever used.

S. NATHANSON

☆

Advertising Placed by
Dundon & Rosenbush
100 N. Eutaw St.

TV Success Story

BRAGER'S INC.
Eutaw St. at Saratoga

Our "Name It"* quiz program televised directly from our store over WMAR-TV since the first of the year, has drawn large audiences into Brager's, among them many new customers. Televiewers have written complimenting us on an interesting and entertaining show. Articles displayed on the program have had IMMEDIATE SALES, both in the store and by phone order. We want you to know that our WMAR-TV program has been highly satisfactory, as well as productive.

HELEN MITCHELL
*Copyrighted

☆

Advertising Placed by
Louise Waite
Advertising Agency
21 E. Centre Street

TV Success Story

FOX CHEVROLET SALES, Inc.
2020 Hanover St.

The number of comments admiring our WMAR-TV Spot have exceeded our fondest expectations. It seems as if almost everyone who has a television set must have heard our advertisement. The outstanding impression and surprise has been the number of people whom I never thought would bother to mention such things that have commented favorably on the spot.

For advertising potential, per dollar spent, this has proven to have been the best in our sixteen years at this location.

LOUIS J. FOX

☆

Advertising Placed by
Dundon & Rosenbush
100 N. Eutaw St.



These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TV CONVERTERS
McDonald, Wilson Disagree

COMMDR. E. F. McDonald Jr., president of Zenith Radio Corp., took RCA Victor's Executive Vice President J. G. Wilson to task last week for saying high-band television converters can be built when high-band TV standards have not been fixed.

Zenith has been criticized on the same grounds in connection with its advertisements making high-band claims for its low-band receivers.

Mr. Wilson had said TV receiver obsolescence fears are "unfounded" and that suitable converters can be provided, but that it is impractical to design a high-band set until it is known which UHF channels will be available [BROADCASTING, April 4].

Commdr. McDonald quoted Mr. Wilson as saying "investigations have not reached the stage that will permit the establishment of commercial standards" and that "it has already been demonstrated that a suitable converter can readily be applied to sets now in use" to make them tune both VHF and UHF channels.

The Zenith head observed:

"I would like to know why Mr. Wilson leads the public to believe that converters will make present receivers work on the new frequencies, if he does not know what the standards are to be. He should know that if the present 6 mc standards are changed no converter will work on the new frequencies and none of the present receivers can be made to function properly on the ultra-highs. The answer to this question to me will be the answer to the soundness of his entire statement."

VIDEO PRODUCERS
Will Meet in New York

INDEPENDENT Television Producers Assn. Inc., New York, will hold its first annual meeting on Thursday, April 21. Members will elect officers for the coming year, and draw up a code of practices.

Mal Boyd, president of Television Producers Assn., Hollywood, will address the meeting, and will announce a full affiliation between the two associations.

Also to be discussed is the ITPA film series, *Showcase*, comprised of the best of each producer's output, which the group hopes to schedule shortly on one of the networks. The series, it was learned, is being considered as a summer replacement for sponsorship by a tobacco account.

Puppet Series

TELEPAK INC. has optioned 26 half-hour films featuring puppets for possible leasing to a national advertiser. Films were produced by a French company and Telepak hopes to sell package at $4,000 a week. It is understood that N. W. Ayer is interested in the series.

MARATHON AIDS CANCER FIGHT
Berle on 12 NBC TV Stations 16 Hours



Niles Trammell (r), NBC president, and New York's Mayor William O'Dwyer (l) wish Mr. Berle well at start of the TV marathon.

* * *

A 16-HOUR marathon performance by Milton Berle over 12 NBC television stations solicited contributions approaching $1 million for the Damon Runyon Memorial Cancer Fund, it was indicated on the basis of collections last week.

Mr. Berle, star of *Texaco Star Theatre*, (NBC-TV Tuesdays, 8-9 p.m.) began his marathon at noon April 9 and quit at 4 a.m. April 10. NBC figured the time of the marathon was worth $87,000 at card rates.

The star was assisted by an NBC staff in New York of 23 pages, 34 engineers, five electricians, 14 stage hands, four directors, six programming assistants, three secretaries and one night television program manager. Three hundred volunteer telephone operators were employed, and 30 showgirls and models assisted Mr. Berle in answering telephone calls.

Overtime salaries for its staff members accounted for an $8,500 out-of-pocket expense to NBC. This did not include straight salaries.

Stations carrying the telecast were WNBT New York, WBEN-TV Buffalo, WBZ-TV Boston, WRGB Schenectady, WPTZ Philadelphia, WNBW Washington, WBAL-TV Baltimore, KSD-TV St. Louis, WNBK Cleveland, WSPD-TV Toledo, WNBQ Chicago and WNHC-TV New Haven, Conn.

WBAL-TV claimed that on the basis of the number of television sets in use in the various cities it had the highest percentage response during the marathon. The station reported $57,351 in pledges for the cancer fund drive. WBAL-TV remained on the hour 17 hours —until 5:07 a.m.—to acknowledge donations.

P&G TELEVISION
Signs With GTE for 13 Shows

FIRM contract between Procter & Gamble Productions Inc. and General Television Enterprises Inc., calling for 13 television film programs of 26 minutes each, was signed April 8 [BROADCASTING, April 4].

GTE will lay out sums of $8,000-$12,000 in production costs but P & G will pay lesser sums. These to vary, based upon station use and re-use. Adventure stories drawn from fact and fiction will form basis of series titled, *Procter & Gamble Fireside Theatre.*

Gordon Levoy, president of GTE, has announced that production of the series will commence in the near future but, as BROADCASTING went to press, name of the producer had not been disclosed. Each of the 13 half hours will consist of two story units of 13 minutes each.

Contracts were signed by Mr. Levoy, William F. Craig, manager of television for Procter & Gamble, and Lewis H. Titterton, Compton Adv. Inc. vice president in charge of radio and television. Gil Ralston, P & G executive producer, will oversee the series.

TV vs. MOVIES
'Fortune' Reports

THE IMPACT of television on the motion picture industry though "in doubt," is covered in *Fortune* magazine's article "Movies: End of an Era?" which appeared in the April 1 issue.

"About it [television] there are two conflicting views: one that it will be in good part absorbed by the movie theatres; the other that it will bring the movie theatre into the home. Obviously if it does the latter, the public theatre will wane." That theatre-owning companies have bought into television is well known, and they "are confident" that large-screen television will "compete favorably for public attention against home television."

Phonevision, as the article points out, seems to be the only way to solve the financial problem of first run movie telecasts. "How can you amortize even a half-million dollar movie production on a free show?" "Producers", the article continues, "naturally like this idea [Phonevision], for it promises larger revenues than the theatre could provide; whatever happens, producers see television as a boom."

Movies, it concludes, are finally meeting competition from a medium which can do the same tricks that it can. "And here is a medium that has appealed first of all to that great juvenile audience, the obsession of the movie business."

WBKB TO CBS
Contract Starts Oct. 12

WBKB (TV) Chicago will become the key CBS television outlet in Chicago Oct. 12. Affiliation was announced last Monday simultaneous with an announcement from WGN-TV Chicago, that it had terminated a contract with CBS, effective the same date.

The WBKB-CBS contract was signed by J. L. Von Volkenburg, CBS vice president in charge of television; William A. Schudt Jr., CBS director of station relations; John Balaban, secretary-treasurer of Balaban & Katz, WBKB owner, and John Mitchell, WBKB general manager.

Under terms of the contract between WGN-TV and CBS, six months' notice was required to terminate their agreement. Negotiations toward an adjustment of contract differences between the two organizations began April 5. The original contract between the two corporations was signed last Nov. 8 under which WGN-TV "agreed to outlet CBS television programs until such time as the network obtained its own facilities or the agreement was terminated," according to a statement from Frank P. Schreiber, general manager of WGN Inc.

Prior to its agreement with CBS, WGN-TV had affiliated with DuMont Television Network. That contract remains in force, Mr. Schreiber said. "A conflict of program schedules between DuMont and CBS became a reality with availability of service from the three co-axial cables from the East," said a WGN-TV announcement. "Both the DuMont and CBS networks offered competing programs in the same time periods. It is understood that MBS will announce its television network plans between now and next fall."

After this statement was released, Ted Streibert, chairman of Mutual and president of WOR New York, disclosed the network will begin television operations "sometime in the fall." WOR will inaugurate TV operations in June, he said.

Lewis Allen Weiss, head of the Don Lee network who recently resigned as MBS chairman, previously had revealed his West Coast TV plans, but corroborated Mr. Streibert's statement that network TV will get underway by fall. New York, Boston, Chicago and Washington will be served by co-axial cable and the Don Lee network will use film, it was learned.

FCC Actions

(Continued from page 64)

Applications Cont.:

AM—1240 kc

WCNC Elizabeth City, N. C.—CP change from 1400 kc 250 w unl. to 1240 kc 1 kw unl.

AM—1400 kc

WLOW Norfolk, Va.—CP change from 1410 kc 1 kw D to 1400 kc 250 w unl. and change studio to Portsmouth, Va.

AM—910 kc

WEXT Milwaukee, Wis.—CP change from 1430 kc 1 kw D to 910 kc 1 kw unl.

SSA—1030 kc

KWBU Corpus Christi—License to cover request for extension SSA 1030 kc 50 kw from local sunrise Boston to local sunset Corpus Christi.

Modification of CP

WEEK-TV Peoria, Ill.—Mod. CP for new commercial TV station for extension of completion date to 11-24-49.

April 12 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WJRD Tuscaloosa, Ala.—Assignment of license to Wilhelmina Q. Doss, administratrix of estate of James R. Doss, Jr., deceased.

License for CP

WHAK Rogers City, Mich.—License to cover CP new AM station.

WNAG Grenada, Miss.—License to cover CP change frequency.

WLOW Norfolk, Va.—License to cover CP change frequency and studio location.

AM—1240

KELK Elko, Nev.—CP change from 1340 kc 250 unl. to 1240 kc 250 unl.

Transfer of Control

WQQW-AM-FM Washington D. C.—Transfer of control of present voting common stock to group of new Class A stockholders.

Modification of CP

WTHI-FM Terre Haute, Ind.—Mod. CP new FM station for extension of completion date.

WSAM-FM Saginaw, Mich.—Mod. CP new FM station to change ERP to 1.7 kw, antenna to 330 ft. above average terrain.

WSNJ-FM Bridgeton, N. J.—Mod. CP new FM station to change ERP to 9.24 kw.

KROC-FM Rochester, Minn.—Mod. CP new FM station to change to Class A, ERP 216 w, ant. to 44 ft. above average terrain.

AM DELETION

AM—1230 kc

KYLE Alamogordo, N. M.—DELETED April 6 CP for new AM station 1230 kc 250 w unl.

April 13 Applications . . .

ACCEPTED FOR FILING

CP to Reinstate

Colorado City Bcstg. Co., Colorado City, Tex.—CP new AM station 1490 kc 250 w unl. AMENDED to request change to 1320 kc 500 w D; change name of applicant from J. B. Mahon, Eldon B. Mahon, and W. W. Whipkey, partnership, to company composed of Marshall Formby, Eldon B. Mahon and John Blake.

Modification of CP

WDBO-FM Orlando, Fla.—Mod. CP new FM station for extension of completion date.

WJBK-FM Detroit, Mich.—Same.

WJDX-FM Jackson, Miss.—Same.

WXRA-FM Buffalo, N. Y.—Same.

WNOX-FM Knoxville, Tenn.—Same.

WRR-FM Dallas—Same.

WBAP-FM Fort Worth, Tex.—Same.

WSMB-FM New Orleans, La.—Mod. CP new FM station to change ERP to 54.6 kw.

KSD-FM St. Louis—Mod. CP new FM station to change ERP to 10.66 kw; antenna to 528 ft. above average terrain.

Member AFCCE*

License for CP

WPDX-FM Clarksburg, W. Va.—License to cover CP new FM station.

Modification of CP

WBAP-TV Fort Worth, Tex.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

Assignment of License

KCSB San Bernardino, Calif.—Assignment of license from Woodrow Miller to Essie Binkley West.

WEUS Eustis, Fla.—Assignment of license from C. Harold Ferran, E. L. Ferran, Harvey K. Glass, R. J. Schneider and Frank W. Stebbins d/d as Lake County Broadcasters to Paul Hunter.

April 14 Decisions . . .

BY THE COMMISSION EN BANC

Transfer of Control

WCFM Washington, D. C.—Granted consent to corporate reorganization of Class B FM station, which will result in relinquishment of affirmative control by common stockholders and acquisition of negative control by preferred stockholders.

AM—1260 kc

Griner-Dillon Bcstg. Co., Bay City, Mich.—Granted CP new station 1260 kc 500 w D; estimated cost: $14,214.

Modification of CP

WNLK Norwalk, Conn. — Granted mod. CP specify unl. time with DA-N, 500 w 1350 kc; engineering cond.

AM—1420 kc

Minn. Valley Bcstg. Co., Mankato, Minn.—Granted CP new station 1420 kc 1 kw, unl. DA-N; estimated cost $43,500.

AM—1390 kc

Ellis County Bcstg. Co., Waxahachie, Tex.—Granted CP new station 1390 kc, 500 w D DA; estimated cost: $14,250; engineering cond.

Modification of CP

WKJB Mayaguez, P.R.—Granted mod. CP to decrease power to 500 w N, 1 kw-LS, change type trans., change from DA-DN to non-directional antenna; engineering cond., also granted extension completion date.

Hearing Designated

KWWL Waterloo, Iowa—Designated for hearing application mod. CP to change facilities from 1320 kc 1 kw, D to 1330 kc 1 kw N, 5 kw-LS, change trans., install DA, specify studio location, and made WLOL Minneapolis, WHBL Sheboygan, Wis., and WJPS Evansville, Ind., parties to the proceeding.

Hearing Designated

Felix H. Morales and John F. Cooke, Houston, Tex.—Designated for hearing in consolidated proceeding application of Morales, 1510 kc 1 kw D with Cooke application 1480 kc, 1 kw D; and ordered that if as result of consolidated proceeding it appears that were it not for issues pending in hearing regarding clear channels and in hearing regarding daytime skywave transmissions and Commissions's policy pertaining thereto as announced Aug. 9, 1946, and May 8, 1947, public interest would be best served by grant of application of Morales, then such application shall be returned to pending file until after conclusion of hearings regarding clear channels and daytime skywave transmissions.

Petition Denied

WEEI Boston—Adopted memorandum opinion and order denying petition requesting application of Central Ohio Bcstg. Co., for new station at Galion, Ohio, be dismissed without prejudice.

License Renewal

Following were granted renewal of licenses for period ending May 1, 1952: KALB Alexandria, La.; KFDM Beaumont, Tex.; KMON Great Falls, Mont.; KROD El Paso, Tex.; KVCV Redding, Calif.; KVNU Logan, Utah; KVOD Denver; KSJB Jamestown, N. D.; KXOK St. Louis, Mo.; WBAP Fort Worth; WDBO and Aux., Orlando, Fla.; WDNC Durham, N. C.; WEAN Providence; WFAA Dallas; WFIL and Aux., Philadelphia; WGAC Augusta, Ga.; WGAN and Aux., Portland Me.; WICC Bridgeport; WILL Urbana; WIOD and Aux., Miami; WKZO Kalamazoo, Mich.; WMBS and Aux., Uniontown, Pa.; WSLS Roanoke, Va.; WSUN St. Petersburg; WTAG Auxiliary and Emergency Aux., Worcester, Mass.; WWNY Watertown, N. Y.; WTAC Flint, Mich.; KFSD and Aux., San Diego.

License Extension

KFXD-FM Nampa, Idaho—Granted temp. extension license to June 1, 1949, pending receipt of requested information on programming.

License Renewal

WGHF (FM) New York—Granted renewal of FM license for the period ending December 1, 1951.

NEWS STRIKE

Radio Carries Ball As Pressmen Quit

NEWSCASTS from Washington, D. C., area stations were approximately doubled last week when a strike by the local pressmen's union caused suspension of the four daily newspapers for two and a half days. Members of Printing Pressmen's Local No. 6 (AFL) went out Monday, April 11, in a strike that lasted until late Wednesday afternoon.

Stations were adequately prepared to meet the situation, after having had a one-day "preview" the previous week. The pressmen's union held a "continuous meeting" April 6 which held up all publication for over 25 hours.

An unprecedented amount of commercial advertising was reported by a majority of the stations, with several outlets airing new programs created specifically to accommodate the increase in commercials.

Almost all of the Capital area stations stepped up their regular news coverage, adding extra newscasts and frequent bulletins. Page proofs of comics and regular features were distributed to the stations by the four newspapers and several stations set up broadcasting facilities in the newsrooms of local papers.

Immediately after the strike went into effect Monday morning, WTOP (CBS), the *Washington Post* station, sent telegrams to all of the area's stations, including television outlets, inviting them to send material on their special features to be included in an evening WTOP broadcast. Station reported a majority of those contacted replied and the special show was aired nightly at 6:20 p.m. WTOP also printed and widely distributed pocket-size cards giving its entire news schedule. Congressmen, Senators, cabinet members, Supreme Court justices and an assorted list of other government officials each received five of the cards. They also were handed out at local movie theatres and at the National Press Club, and an extra mailing of 5,000 cards was made to local teachers.

WMAL (ABC), the *Evening Star* outlet, carried extra newscasts from the *Star* newsroom and aired some of the paper's regular features during morning programs. WOL, Mutual's affiliate, carried digests of features from the *Times-Herald* and *Daily News*, in addition to scheduling extra newscasts. WRC (NBC) added a 15-minute *Presenting* show Monday through Wednesday to take care of the extra advertising resulting.

Television also stepped in to help fill the gap with all four of the area's video outlets—WMAL-TV WNBW WOIC WTTG—reporting special features added. One of the television highlights reported was an hour and a half telecast Monday night by WOIC, which presented "the entire *Times-Herald*."

Strike service in various forms also was reported by WWDC WINX WQQW WEAM WGAY WPIK WARL WCFM(FM) WASH(FM) WBUZ(FM) and WBCC.

WCNB-FM Connersville, Ind.—Same.

Assignment of License

WOOF Dothan, Ala.—Granted consent to asignment of license from partnership composed of R. A. Dowling Jr., and Owen F. Alexander to R. A. Dowling Jr., d/b as Dowlander Bcstg. Co., representing 50% interest for $2,500.

Transfer of Control

WENK Union City, Tenn.—Granted voluntary acquisition of control of licensee by Aaron B. Robinson, through sale by B. Cary Brummel of 15 sh. to H. G. Gilland who presently owns 50 sh. or 25% of licensee's stock and 15 sh. to Aaron B. Robinson, who presently owns 100 sh. (50% negative control) of licensee's stock.

Assignment of License

WCRB Waltham, Mass.—Granted assignment of license from partnership to corp. composed of same individuals —L. P. Liles, Richard G. O'Hare and Deuel Richardson, d/b as Charles River Bcstg. Co.

KEEN San Jose, Calif.—Granted assignment of license of KEEN from partnership to corp. in which stock will be held by the same persons—George M. Mardikian, George Snell, B. Floyd Farr, Sam A. Molnicee and Alfred Aram, d/b as United Bcstg. Co.

Petition Denied

KVAK S. H. Patterson (assignor), Albert Alvin Almada (assignee), Atchison, Kan.—Denied joint petition filed by assignor and assignee requesting reconsideration of order designating for hearing application for consent to assignment of station KVAK and grant of said application without hearing; and designated for hearing

(Continued on page 76)

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

TOWER SALES & ERECTING CO.

Radio Towers

Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCERS REPAIRED

SPECIALISTS W.E. 9-A, 9-B & RCA
INSTALL NEW STYLUS & OVERHAUL
9-A $25.00 9-B $22.50

Broadcast Service Co.
334 Arcade Bldg. St. Louis 1, Mo.

Electrical Tower Service Corp

AM-FM-TV

Bases—Ground systems—transmission lines, painting, erection, dismantling

524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

BROADCASTERS PROGRAM SYNDICATE
Success Story...

Since its organization less than a year ago, the Broadcasters Program Syndicate has built a success story unparalleled in the history of radio.

Operating on a subscription basis exclusively, the Broadcasters Program Syndicate is essentially of, by, and for station subscriber-members.

*A single weekly fee** equal to the subscribing station's national one-time class A quarter-hour rate entitles the station to the Syndicate's *entire output* of network-calibre programs. All current programs—*plus* every additional series produced by the Syndicate in the future.

Currently, for a *single weekly fee** "PAT O'BRIEN FROM HOLLYWOOD," "FRONTIER TOWN," and "ADVENTURES OF FRANK RACE" all go to the following members of the Broadcasters Program Syndicate:

ALABAMA
WKAX, Birmingham
WEBJ, Brewton
WABB, Mobile — MBS
WAPX, Montgomery — ABC

ARIZONA
KAWT, Douglas
KTAR, Phoenix — NBC
KYCA, Prescott — NBC
KGLU, Safford — NBC
KTUC, Tucson — CBS
KYUM, Yuma — NBC

ARKANSAS
KVLC, Little Rock

CALIFORNIA
KERN, Bakersfield — CBS
KDON, Monterey
KXOA, Sacramento — MBS
KUSN, San Diego
KGBS, San Francisco — CBS
KXOB, Stockton — MBS
KVVC, Ventura

COLORADO
KFXJ, Grand Junction — MBS
KGHF, Pueblo — ABC

CONNECTICUT
WTOR, Torrington

FLORIDA
WEUS, Eustis
WMBR, Jacksonville — CBS
WCNH, Quincy

GEORGIA
WGPC, Albany — CBS
WRFC, Athens
WCON, Atlanta — ABC
WBBQ, Augusta — MBS
WRBL, Columbus — CBS

IDAHO
KRPL, Moscow
KLIX, Twin Falls — ABC

ILLINOIS
WSIV, Pekin

INDIANA
WHBU, Anderson — ABC
WEOA, Evansville — CBS
WFBM, Indianapolis — CBS

IOWA
KFJB, Marshalltown — MBS
KWPC, Muscatine

KENTUCKY
WLEX, Lexington
WINN, Louisville — ABC

LOUISIANA
WLCS, Baton Rouge — ABC
KSIG, Crowley
WDSU, New Orleans — ABC
KSYL, Alexandria — NBC

MICHIGAN
WFDF, Flint — ABC
WFUR, Grand Rapids
WKNX, Saginaw

MINNESOTA
KROC, Rochester — NBC
WEBC, Duluth — NBC
WMFG, Hibbing — NBC
WHLB, Virginia — NBC

MONTANA
KANA, Anaconda
KBMY, Billings — MBS
KOPR, Butte — ABC
KXGN, Glendive
KOJM, Havre
KXLO, Lewiston
KPRK, Livingston
KRJF, Miles City — MBS
KGVO, Missoula — CBS

NEBRASKA
KOLT, Scotts Bluff — CBS
KOIL, Omaha — ABC

NEVADA
KOH, Reno — NBC

NEW YORK
WOSS, Amsterdam
WINS, New York City

NORTH CAROLINA
WLOS, Ashville — ABC
WCPS, Tarboro

OHIO
WSAI, Cincinnati — ABC
WJW, Cleveland — ABC
WWST, Wooster

OREGON
KWIN, Ashland
KOOS, Coos Bay — MBS
KOIN, Portland — CBS

PENNSYLVANIA
WLTR, Bloomsburg
WCPA, Clearfield
WSCR, Scranton

SOUTH CAROLINA
WMRA, Myrtle Beach

SOUTH DAKOTA
KDSJ, Deadwood
KOTA, Rapid City — CBS

TENNESSEE
WTJS, Jackson — ABC
WROL, Knoxville — NBC

TEXAS
KBKI, Alice
KFDA, Amarillo — ABC
WRR, Dallas — MBS
KTSM, El Paso — NBC
KFJZ, Fort Worth — MBS
KXYZ, Houston — ABC
KOLE, Port Arthur
KABC, San Antonio — ABC

UTAH
KUTA, Salt Lake City — ABC

VERMONT
WSKI, Montpelier

VIRGINIA
WCYB, Bristol
WGH, Newport News — ABC
WRNL, Richmond — ABC
WSLS, Roanoke — ABC

WASHINGTON
KJR, Seattle — ABC
KXLY, Spokane — CBS
KIMA, Yakima — CBS

WEST VIRGINIA
WOAY, Oak Hill
WLOH, Princeton

WISCONSIN
WHBL, Sheboygan — ABC

WYOMING
KVOC, Casper — ABC
KFBC, Cheyenne — ABC
KODI, Cody
KPOW, Powell — MBS
KWYO, Sheridan — MBS

BERMUDA
ZBM, Hamilton, Bermuda — ABC-MBS

CANADA
ALBERTA
CFCN, Calgary — CBC
CFRN, Edmonton — CBC

BRIT. COLUMBIA
CJDC, Dawson Creek
CKOV, Kelowna
CKNW, New Westminster

MANITOBA
CJOB, Winnipeg

ONTARIO
CKOC, Hamilton
CFPA, Port Arthur — CBC
CHUM, Toronto

QUEBEC
CFCF, Montreal — CBC-ABC

SASKATCHEWAN
CFQC, Saskatoon — CBC
CJGX, Yorkton — CBC
CKCK, Regina

*If your quarter-hour rate, for example, is $25.00, you as a member of the Broadcasters Program Syndicate would receive the Syndicate's ENTIRE OUTPUT of programs—plus all future programs—for $25.00 per week.

JOIN OUR FAMILY of prestige stations, and share in this fast-growing programming jack-pot. Auditions available.

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Under Direction Of

BRUCE EELLS & ASSOCIATES

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Metropolitan District	No. of Stations	1948 Total Broadcast Revenues of AM Stations ($ million)	No. of Stations	1948 Total Revenues of TV Stations ($ million)	Total Revenues (AM plus TV) ($ million)	Percent TV is of Total
New York	26	$24.5	6	$2.2	$26.7	8.2%
Chicago	18	15.9	4	0.7	16.6	4.2
Los Angeles	23	10.5	3*	0.5	11.0	4.5
Philadelphia	13	6.7	3	0.7	7.4	9.5
Washington	14	4.8	3	0.4	5.2	7.7
Baltimore	8	3.7	3	0.3	4.0	7.5
Milwaukee	7	2.8	1	0.2	3.0	6.7
Total	109	$68.9	23	$5.1	$74.0	6.9%

* A fourth station, which went on the air December 31, 1948, reported no revenues

FCC CHAIRMAN Wayne Coy submitted this table to NAB to show how television's revenues in seven major markets compared to combined AM-TV revenues in 1948. He foresaw a period of intensive competition for sound radio and television: Competition for audience first, and also for dollars. But he rejected predictions that sound radio will be wiped out by television within three years.

'48 Revenues

(Continued from page 25)

nues less expenses, before federal income tax—declined 8.3% for the AM industry as a whole. For the networks and pre-1948 stations, the drop was 4.2%.

More than one out of four AM stations lost money in 1948, on the basis of reports filed by 1,448 of 1,830 stations. Most of these losers went on the air in 1947 or 1948. Analysis shows that in 1948, losses were incurred by 58% of the stations which started in 1948, 34.2% of those which started in 1947, and 15.1% of those which started in 1946 or earlier.

By comparison, Chairman Coy noted, during the period 1939-45 an average of 50% of the new stations lost money in their first year of operation. In 1939 65.2% of the new outlets reported losses. The 1945 total was 62% and 1947's was 63%. In 1941 it was 21.9%.

But Mr. Coy pointed out that the pre-war years are "not strictly comparable" since the number of new stations in those days was relatively low (8% in 1940 and 6.4% in 1941 as against 19% in 1948).

The records show that 11% of the network affiliates lost money in 1948; the unaffiliated total was 32%.

Of the 700 FM stations operating in 1948, about 586 were operated in conjunction with AM stations with no separate time sales for the FM outlet. Of the remaining 114 FM stations, 72 reported revenue data. These 72 aggregated about $1 million in revenues. For all 114 the projected revenue total is $1.6 million.

The 72 reporting stations listed expenses of $3.4 million. Thus their total loss was $2.4 million.

Of the $8.7 million in TV industry revenues, around $2.5 million was derived from network programs and $6.2 million was sold directly by the stations. Distribution of revenues, expenses, and losses was shown as follows:

	Revenues (Millions)		Expenses (Millions)	Loss (Millions)
Four networks (& 10 owned stations)	$4.8	(55%)	$11.2	$6.4
40 other stations	3.9	(45%)	12.4	8.6
Industry total	$8.7	(100%)	$23.6	$15.0

Chairman Coy emphasized that no TV network was operating commercially for the whole year and that only 17 of the 50 stations were on the air during the entire 12 months. Half of the stations operated only six months or less. Average monthly station revenues ranged from $20,000 for full-year stations to $5,000 for stations which operated only two months or less.

The following report on TV operating costs was based on accountings from 14 of the 17 stations on the air during all of 1948 (the three stations excluded are network keys whose expenses were not completely segregated from network expenses):

Annual operating costs of 14 stations	$7,532,000
Average per station	538,000
Average per month per station (divided by 12)	45,000
Highest annual operating expense	814,000
Lowest annual operating expense	59,000

In disclosing this report, Mr. Coy noted that the number of hours of operation per week ranged from 10 to 50 or more.

No Armchair Sportsman

JERRY HILL, sports director of KDYL and KDYL-TV Salt Lake City, has demonstrated to fans that he knows what he is talking about when it comes to sports and that he is no armchair sportsman. During a telecast of the opening of the new Hygeia Iceland artificial ice rink in Salt Lake City, one of the hockey players for the exhibition game failed to show up. Mr. Hill left his microphone and entered the game, giving a top-notch performance. After the match, he returned to his announcing duties, slightly out of breath for a few minutes, to continue his description of the ice show. Participating sponsors for the telecast were the Hygeia Ice Co., Petty Motors Inc. and Air Wave Radio Appliance Co.

TV DELETION *FCC Denies Two Extensions Due To Economic Stress*

TWO TELEVISION grantees—who told the FCC they could not complete construction of their facilities at the present because of economic stress and therefore wished completion date extensions—were ordered last week by the Commission to turn in their permits for deletion.

The stations were WJHP-TV Jacksonville, Fla., and WTPS-TV New Orleans.

The ruling of the Commission was viewed with apprehension in broadcasting circles as evidence of the Commission's earlier warnings it would not consider any delays in television station construction except those caused by the most valid and unavoidable obstacles. How far this policy may be extended in practice, few at this early date have ventured to comment.

WTPS-TV, owned by the Times-Picayune Pub. Co. which reported it is losing substantial sums on WTPS-AM-FM, was denied extension of completion date from March 30 to September 30. The Commission requested the firm to submit the television construction permit for cancellation or request a hearing in the matter within 20 days. WTPS-TV was first granted in February 1948.

WJHP-TV, which told the Commission it did not wish to go into hearing on its extension request and sought the extension pending reconsideration of its financial capabilities, likewise was denied extension of completion date from April 13 to October 13. FCC also requested the CP be submitted for cancellation. WJHP-TV, owned by Metropolis Broadcasting Co., was authorized in August 1948.

'Economically Unsound'

Times-Picayune told the Commission "it is our thinking it would be economically unsound to begin the construction of a TV station at this time." The firm cited that its investment in AM and FM is now $604,792.14 and its operating losses for both AM and FM during 1948 totaled $148,958.79.

The FM station was established in November 1946 while the AM station was established in February 1948 as a daytime outlet. Firm has pending a request to boost operation from 1 kw day only to fulltime operation on 940 kc. Total losses from November 1946 to Dec. 31, 1948, were reported as $272,730.30.

Times-Picayune in its extension request told the Commission, "We feel that the New Orleans area would not be deprived of TV service inasmuch as WDSU-TV is presently on the air. The holding of Channel 7 by Times-Picayune has not adversely affected the interest of the public or any other applicant in that there are now and have been more channels assigned to New Orleans than there now are applicants."

The firm said that its sincerity in its TV application is evidenced by the design of studios and provision for TV equipment. WTPS said it ordered TV equipment from RCA in August 1948 and "it is our understanding that equipment is now available."

Metropolis Broadcasting, owned by John H. Perry, who has other newspaper and station interests, informed the Commission it "should properly rely upon the good faith" of the applicant "to carry out expeditiously financial arrangements to obtain funds in excess of the amount originally contemplated as necessary for construction" of WJHP-TV. Firm said record shows WJHP and affiliated stations—WCOA Pensacola, WTMC Ocala and WDLP Panama City, Fla.—have "proceeded diligently" in completing all facilities authorized since the war, including the FM outlets of the respective stations.

Firm said this prior record of "proceeding expeditiously with construction," particularly in FM field, should be a determining factor in approving the television extension request.

Applicant told FCC it had committed itself to a financing plan of approximately $250,000 for construction of the TV station and $100,000 per year for deficit in operating cost. However, published information on experience of operating TV stations "clearly indicates that applicant must be prepared to support deficit financing of WJHP-TV's operation substantially in excess of $100,000 per year."

WJHP said it finds that it could not, and cannot at present time, commit itself to make the substantial expenditures estimated to be required without endangering the success of the undertaking or seriously impairing the applicant's financial stability. Because the firm wishes to bring TV to Jacksonville it is working out a reorientation of its financial program, FCC was informed, which when completed will make it possible to undertake immedate construction and operation of WJHP-TV.

Time necessary for this reorganization was estimated at 9 to 12 months and therefore the extension was requested. Applicant said if it were granted extension it would be "reasonably certain" it could begin active construction within a year. WJHP-TV asked that the Commission, if it could not grant this request without a hearing, consider the application as a request for cancellation of the CP. If cancelled, it was indicated the firm would later re-apply.

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SERIES No. 1

"PAT O'BRIEN FROM HOLLYWOOD"

Award-winning 5-quarter-hour variety strip, starring radio's beloved master story teller.



SERIES No. 2

"FRONTIER TOWN"

Radio's first authentic class-A half-hour Western dramatic series. The *Cimarron* and *Red River* of radio.



SERIES No. 3

"The Adventures of FRANK RACE"

Half-hour mystery adventure featuring Hollywood's most outstanding talent. On a par with the best network adventure thrillers.



Additional members mean additional funds to provide additional programs . . . . *without additional cost to you.*

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FINEST In Wholesale Sales
FINEST In Payrolls
FINEST In Auto Registration
FINEST In Ability To Buy

FINEST
In South Carolina

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93.7 Channel • 60,000 Watts
GREENVILLE, S. C.
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNUDEL, INC.

Gimmicks

(Continued from page 62)

los, Calif., showed its magnetic tape recorder.

The Brush Development Co., Cleveland, pointed to advantages of its magnetic tape recording process.

A representative of Wincharger Corp., Sioux City, described his firm's AM and FM radio towers, FM and TV supporting towers and lighting equipment.

Each of the networks conducted open house throughout the convention, as did nearly all of the station representatives. The NBC Thesaurus library service and a catalog of 25 syndicated programs were exhibited for broadcasters by the network's Radio Recording Div. Major shows in the portfolio are *Playhouse of Favorites, Aunt Mary, Haunting Hour, House in the Country,* the *Three Suns and a Starlet* and *Allen Prescott—The Wife Saver.*

Other firms represented were Keystone Broadcasting System, Associated Press, C. E. Hooper Inc., A. C. Nielsen Co., Howard J. McCollister and Industrial Information Inc.

DOCUMENTARY FILM

CBS Shows at Convention

NAB conventioners last week witnessed the impact of video commercials in a new CBS documentary film, "Television Today." The film highlights various types of TV commercials used by Bab-O cleaner, Simmons Mattress Co., Lucky Strike cigarettes and Ford and Chevrolet automobiles.

Stressing that the "nature of the picture," and therefore the programming, is most important in television, the film demonstrates rear screen projection scenes and motion picture backgrounds. George Moskovics narrated and Ben Gradus produced the video documentary.

'Broadcaster'. . . .

DEFINITION of a broadcaster given by NAB President Justin Miller in address to independents' luncheon at Chicago:

I am sure you will agree with me that the American broadcaster is a remarkable man; full of enthusiasm, initiative, imagination; eager to avail himself of all that the inventive genius of science, the talent of artists, composers, authors, can bring to his transmitter; alert to the steady pressures of government regulation; stung by the barbs of criticism which come from free-lance columnists, publicity-seeking individuals, and special-interest organizations; nursing his ulcers while trying to work out a composite broadcasting diet which will be accepted by his audience. In this typically competitive American process, you unaffiliated broadcasters have a large role to play. You are like the independent voters who swing elections; you are the entrepreneurs of American media; the pioneers of American intellectual enterprise.



PARTICIPATING in a panel discussion on transcriptions at the all-day independents' meeting at NAB convention were Cy Langlois (l), president of Lang-Worth Feature Programs, and Walter Davidson, general manager of Capital Transcriptions Co. At time photo was taken, John Sinn, president of World Broadcasting System and executive vice president of Frederic W. Ziv Co., third member of panel, was addressing meeting.

Non-Affiliates

(Continued from page 26)

iated AM and FM stations. This was accompanied by a table showing affiliates and unaffiliates broken down by size of community and size of station. These show the trend toward local autonomy in broadcasting, he said. Another table showed FM commercial outlets broken down by affiliation and size of station.

Judge Miller shattered the contention that a few commentators shape the thinking of the American people by listing Hooperatings and showing that every shade of economic and political opinion is found at the top of the list. He added that development of news is widespread since the FCC abandoned its Mayflower doctrine, a step that has begun to offset any trend toward network-commentary monopoly.

Nor do a few national network advertisers control broadcasting, he said, again citing figures to show that network controlled advertising is only a third of the total, with local retail advertising the largest single item, 40%, and regional and spot having the rest.

Furthermore, he said, networks are no more subject to advertiser pressures than national magazines, large stations no more than city dailies and local stations no more than newspapers.

Broadcasting's growth "has tremendously increased the number of people who know what America produces," he said, "with a consequent resulting inspiration to participate in our higher standard of living. And competition has also made advertisers and broadcasters much more concerned about the needs and wants of the people than with efforts to control their ideologies."

FCC's statement in its last annual report about the interest of churches, schools, labor groups and others in acquiring stations is thus explained, he continued, tracing interest of business enterprises explained in terms of investment and advertising. Effective newspaper ownership of stations is intangible, he said.

Public faith in the medium is shown in the two studies by National Opinion Research Council, he said, criticizing "so-called intellectuals who deride broadcasters as appealing to mass appetites," with the masses incapable of good taste judgments and assuming power in Congress and the FCC to regulate program content. The power is limited to regulation of commerce between the states, according to Judge Miller. If the licensing-subsidy conception had any validity, he argued, the press would be even more vulnerable than radio because the Supreme Court held in the Esquire case that licensing to enjoy the second class mail privilege does constitute a subsidy.

"The broadcaster, in the community—known and respected by the people he serves, anxious to bring to them the best which is available in the broadcasting art—becomes the interpreter of their needs and the supplier of their wants," he concluded. "Ultimately, therefore, it is he who controls the broadcasting of his station. He and the other broadcasters who serve the same community constitute a team which—harmoniously or otherwise—controls the broadcasting total of the community.

Experiences Contribute

"Throughout the length and breadth of the country, this pattern is being rewoven, constantly, in many colors and in many variations. The practices, the experiences, the successes, the failures of many broadcasters, of the networks, of producers of music, of drama, of literature, of news analyses, of entertainment, all contribute to the quality of this product.

"And pervading all — shaping and reshaping the product—is the judgment of the people, the ultimate consumer. Sometimes this is fickle, sometimes, harsh, sometimes in low taste, sometimes reflecting the querulous, demanding refinements of the effete and decadent elements of our population. Herein lies protection against bias, self-interest, ignorance and other negative human characteristics which gain dominance in human affairs when government assumes control of such media. This is American."

Monogram Serial

OPEN-END serial drama, *Second Spring,* was unveiled by Monogram Radio Programs, Nashville, at the NAB Convention. Monogram claims to be the first to hit the market with a complete selling campaign including built-in self-liquidating premiums every 13 weeks. Use of premiums romanticized in *Second Spring* is at the client's option.

Independents' Day

(Continued from page 25)

give stations what they want "on tape, on wire, or what-have-you," A. D. Willard Jr., executive vice president of NAB who opened the morning session, reminded the meeting that the NAB Engineering Committee is working on worldwide standardization and stablization of transcription services.

Benjamin Cohen, assistant secretary general of the United Nations in charge of communications, made a brief speech in which he lauded the independents for helping UN "get to the grass roots." He has observed that a greater interest in UN activities is shown in the smaller communities, and that local forums are centered around local stations, he said.

"Peace is the business of everybody, and you are closer to the heart and mind of the people than any other medium," he declared. Thanking NAB for its resolution recommending wider use of Lake Success broadcasts, he reported that the number of stations using UN material has been doubled since the measure was adopted.

The independents were commended by Nate Colwell, chief of radio and television of the Treasury Dept.'s Savings Bond Div., for having donated $11,000,000 worth of time during the past year. This is equivalent to that made available by network affiliates. Mr. Colwell announced that an open-end, five-minute Treasury program "that can be sponsored locally" will be available to stations in September.

"For once radio stations can do what newspapers have been doing," he said.

Gordon Kinney, radio director of the Advertising Council, discussed the council's allocation plan, explaining that the agency is "well aware" that independent stations perform outstanding public service, but that network facilities have been used because the council took over OWI's network allocation plan after the war.

He anticipated that an arrangement, through which independents will be allocated public service material, will be worked out in the near future. Mr. Cott reported that an independent stations committee is working with the council to promote preparation of programs specifically for the "indies."

Arnold B. Hartley, program director of WOV New York, announced that his station has three services in Rome, Italy, available for unaffiliated stations: (1) Special events broadcasts, such as interviews with important people in Rome, some of them American visitors from cities with independent stations and others abroad on Marshall Plan business; (2) WOV's own special events, such as the Roman wedding of Tyrone Power and Linda Christian; (3) American-type soap operas and other programs produced in Italian.

In his illustrated speech, Dr. Roslow showed figures on listening of independent station audiences in television homes. The average quarter-hour rating of independents in New York TV homes in April 1948 was 3.1, but by January of this year the figure was increased to 5, he said.

"It looks as if independent stations have done all right," he asserted. "This is so in spite of the fact that television homes are now weighted in the direction of the upper income group and this group tends to do less listening to radio in general and independent stations in particular.

"What will happen as more homes acquire television sets?" he asked. "They will then include more lower income families."

Dr. Roslow said he was convinced recent months have witnessed a "good audience development" for independents.

FM GRANTS

Nine Facilities Changes, Two CPs Given by FCC

TWO FM construction permits were granted last week by the FCC for new Class B stations, one in lieu of previously held conditional grant. Nine existing FM outlets received permits for changes in facilities.

Southwestern Broadcasting Co., Little Rock, Ark., was granted a new Class B station on Channel 231 (94.1 mc) with effective radiated power of 9 kw and antenna 240 ft. above average terrain. Southwestern is licensee of KVLC that city.

Birney Imes Jr., Meridian, Miss., formerly holder of conditional grant, was granted new Class B CP for Channel 253 (98.5 mc) with ERP 20 kw and antenna 120 ft. Mr. Imes is licensee of WMOX Meridian.

WMFM (FM) North Adams, Mass., owned by James A. Hardman, was granted temporary permission to duplicate the programs of AM station WMNB North Adams, licensed to Northern Berkshire Broadcasting Corp. The stations had indicated in their applications to FCC that they eventually intended to merge facilities. There is a family tie between the outlets.

In granting the unusual request of WMFM, the Commission said "this action was taken to permit the continuation of an FM broadcast service that might otherwise have to be terminated."

WLAP-FM Lexington, Ky., was denied extension of completion date by the Commission on grounds that the station has not been diligent in its efforts to get on the air. FCC said it deemed the WLAP-FM permit forfeited since the owner, American Broadcasting Corp., did not comply with the conditions attached to an earlier grant of extension to Oct. 30, 1948. Also operator of WLAP there, applicant had indicated it wished to combine the FM station with proposed improved AM facilities.

Notice of proposed change in its allocation plan also was made by the Commission, to add Channel 254 (98.7 mc) to Albertville, Ala.

CPs in lieu of previous conditions were awarded the following:

KREI-FM Farmington, Mo. — To change ERP from 170 w to 300 w; antenna from 215 ft. to 210 ft.

WQDI Quincy, Ill.—To change ERP from 13 kw to 4.8 kw; antenna from 490 ft. to 300 ft.

WPAR-FM Parkersburg, W. Va.—To change ERP from 23 kw to 18 kw; antenna from 480 ft. to 310 ft.

KRNT-FM Des Moines, Iowa—To change ERP from 160 kw to 275 kw; antenna from 1,580 ft. to 580 ft.

KNBC-FM San Francisco—To change antenna from 1,220 ft. to 1,240 ft.

KSWW Fort Worth, Tex.—To change antenna from 390 ft. to 340 ft.

WEBR-FM Buffalo, N. Y.—To change ERP from 15 kw to 13.5 kw; antenna from 580 ft. to 310 ft.

Times-World Corp., Roanoke, Va.—To change ERP from 11.8 kw to 41 kw.

WTWO Dayton, Ohio—To change ERP from 20 kw to 43 kw; antenna from 500 ft. to 370 ft.

WDET-FM Detroit—To change antenna from 340 ft. to 320 ft.

WCNB-FM Connersville, Ind., was granted modification of license to change ERP from 7.7 kw to 9.8 kw.

THE *Miami* (Fla.) *Herald* has expanded its radio page coverage of stations in neighboring areas, giving complete program schedules of stations in Lake Worth, W. Palm Beach, Palm Beach, Melbourne, Ft. Pierce, Key West and Belle Glade.

Upcoming

April 20-21: National Religious Broadcasters Inc. Evangelical Radio Forum, Congress Hotel, Chicago.

April 25: Alfred P. Sloan Radio Awards presentation dinner and reception, Waldorf-Astoria Hotel, New York.

April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.

April 27: Second Annual TV Symposium of Screen Publicists Guild begins, Hollywood.

April 29: Frances Holmes Achievement Awards presentation dinner, Roosevelt Hotel, Hollywood.

May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington, D. C.

May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

May 16-19: RMA 25th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.

May 26-27: Virginia Assn. of Broadcasters, Williamsburg, Va.

May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.

June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.

Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.

Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Nov. 11-12: NARND Convention, New York.

INTERNATIONAL NEWS SERVICE has placed its Telenews daily newsreel on WKRC-TV Cincinnati and its daily and weekly newsreels on WLWC (TV) Columbus, Ohio. Gambrinus Beer will sponsor the newsreels on latter station.

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TV Booster Outlets

(Continued from page 25)

lowering of standards would be calamitous to the whole field of broadcasting, could lead to sound broadcasting becoming the national earache and television the national eyesore." One of the first steps in the more competitive future, he said, should be a better program structure.

"The public interest, I can assure you, is not expendable," he told the broadcasters.

He felt that "many broadcasters are not using their FM facilities in the public interest."

This warning stemmed from his view that "broadcasters, generally, have failed to see the potential increase in audience to be gained by using their FM facilities." He said he was aware of no "widespread" promotion of FM in areas where FM can carry network and other programs not provided by AM.

"As a matter of fact, too few AM broadcasters are duplicating their full program schedule over FM, thus depriving many listeners of service, and many thousands of others improved service," he said.

He thought the need in television is for "simplification and reduction in costs both as to plant and operating expenses." But he saw "very little thinking in this direction. There is still entirely too much emphasis on glamorous buildings and too little on sound plans to get television service to everyone in America."

He reiterated his previous defenses of FCC against charges of censorship. "I think a careful analysis of the problems relating to preservation of the freedom of radio will show that the difference of opinion is not as to what the answer ought to be, but rather as to what the problems themselves are."

The Constitutional guarantee of free speech means, for radio, that there shall be freedom of opportunity for expression for the general public, not freedom for "the person who is fortunate enough to secure a license to use his station as he pleases." With that in mind, he said, "it is obvious enough that restraints on the licensee which are designed to insure the preservation of that freedom are not acts of censorship."

Jokingly, he predicted what the industry would do if a formula for staying out of jail were evolved and if the Commission proposed to adopt it as an FCC rule: "There would be loud and vociferous objections from the industry on the grounds that (1) such a regulation would be in violation of Section 9(a) of the Administrative Procedures Act, and (2) that the broadcasters ought to be free, under the First Amendment, to decide for themselves whether or not to go to jail."

On a serious note he concluded:

With that mighty instrument of mass communication, the motion picture, given over to escapist entertainment, and the newspaper field presenting the anomaly of an almost exclusively one-party press in a two-party nation, the media of broadcasting has a unique opportunity to serve as our greatest forum and thereby win a more secure place in the hearts of the American people.

NAB President Justin Miller, introducing Mr. Coy, got an enthusiastic hand from the audience with his endorsement of substantial salary increases for FCC Commissioners. Their present pay, he said, is "ridiculously low." The address of welcome was made by Howard Lane of WJJD Chicago.

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● This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province . . . time zones.

● You'll use these maps all year round to demonstrate coverage . . . plot network and national spot campaigns . . . for translating complex problems into simplified sales pictures.

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*FIRM*_____

*ADDRESS*_____

*CITY*_____ *ZONE*_____

*STATE*_____

KXGI SOLD

Carson to Pay $55,000

SALE OF KXGI Fort Madison, Iowa, to A. O. Carson, former publisher of 23 community weekly newspapers in Chicago, will be announced today, according to Mr. Carson. The transaction was with Hawkeye Broadcasting Co., licensee of KXGI, and involved $55,000. Blackburn - Hamilton Co., media brokers, handled the deal, which is subject to FCC approval.

Mr. Carson, who recently disposed of his publishing interests, is a stockholder in KSMN Mason City, Iowa. He plans to enlarge KXGI's facilities "with particular emphasis on increased public service programming," he said.

Partners in Hawkeye Broadcasting Co. are John F. Courrier, Billy M. Barren and Willis Ashby. Mr. Carson's legal counsel is Julius E. Solomon, Chicago, and John Z. Marks, Des Moines attorney, is handling details of the application for both parties.

FM Sessions

(Continued from page 27)

said as much earlier in the day.

Another panel member, Frank A. Gunther of Radio Engineering Labs., also defended the Commission in answering a question on why FCC should not require stations to keep engineering performance up to par.

"Competition should take care of that," he declared.

After a tape demonstration of FM's "superior fidelity as compared to AM," Mr. Kobak urged more selling of this type "even to the point of house-to-house canvasses."

When a questioner asked if transitcasting was not making a jukebox of FM, Frank Pellegrin, vice president of Transit Radio Inc., asserted that the medium reaches a brand new audience, "physically unable to listen to any other form of broadcasting." Mr. Pellegrin also argued against "voice de-emphasis" with the warning that such a practice would destroy commercial broadcasting.

The FM panel was composed of one of the most imposing groups ever asembled for an NAB convention, including Ted Leitzell, sales promotion manager of Zenith Radio Corp.; Cy Braum, FCC engineer in charge of FM; Jack Mabley, radio writer for the *Chicago Daily News;* William E. Ware, president of FMA; Leonard Asch, chairman of NAB's FM Executive Committee, and John V. L. Hogan, president of Interstate Broadcasting Co., New York, in addition to those already named. Leonard Marks, general counsel of FMA, was moderator.

HOUSE ACTIONS

Groups Report on Bills

TWO ACTIONS, both involving the Interstate & Foreign Commerce Committee, took shape in the House of Representatives last week. The committee reported without amendment a bill designed to give the Commerce Dept. basic authority to perform certain functions and activities.

Another, a House resolution (HRes 157) approved by the House Administration Committee for reporting to the full House, authorizes $60,000 for the expense of investigations and studies of jurisdictional matters, including radio, by Interstate & Commerce Committee. Legislation empowering the committee to conduct such investigations previously was passed by the House March 16.

COLUMBIA Pacific Network's *Free for All* audience participation show April 9 moved from Wednesday (7:30-8:00 p.m. PST) time slot to Saturdays, (12:30-1:00 p.m. PST) for remaining 22 weeks of contract. Program is sponsored by Lewis Food Co., Los Angeles (Dr. Ross Dog & Cat Food), through Rockett - Lauritzen, same city.

ABC REPORT

Proxyholder Enlivens Meeting

EDWARD J. NOBLE, chairman of the board of American Broadcasting Co., last Tuesday said he regarded ABC as second among the networks in public acceptance.

He made the statement at a meeting of ABC stockholders in New York as the answer to a proxyholder's questioning about the progress of the corporation.

The same proxyholder enlivened what otherwise was strictly a routine annual meeting by his queries, some of which newspapermen have been putting to ABC executives over the past few months. He wanted to know about negotiations to sell ABC to 20th Century-Fox Film Corp., the reason why top ABC executives sold holdings in the corporation and what he should do about his own holdings.

The proxyholder identified himself to BROADCASTING as Max B. Ehrlich, representing his wife who he said owned 1,000 shares of ABC stock in her maiden name, Mary Warner. Mr. Ehrlich said he is in the investment business. He made it plain he was not raising the questions as a protest against management but merely to obtain information for his own guidance as an investor. On balloting for directors, he voted the management ticket.

Mr. Noble said he considered ABC stock speculative and not a proper purchase for a man of small means.

The proxyholder asked why ABC appeared to be fourth among the networks.

Mr. Noble replied that when ABC was purchased six years ago "we were an exceedingly poor third," but said that now "I think we're a very good second."

He explained that in 1943 ABC was poor in ratings but that today it is near the top with three of its Sunday shows among the first 15. Columbia Broadcasting System, he said, "seems to have the most high-rated programs."

He further explained ABC progress by stating that its billings were $14 million in 1943 but were $43 million in 1948; that ABC had but 150 affiliates then but has 276 now; that it owns the limit of TV stations permitted under FCC regulations; that it now has owned and operated radio stations in four of the nation's top five markets and that it is concentrating its network operations in the nation's 200 top markets.

Mr. Ehrlich asked why ABC had not been sold to 20th Century-Fox if the rumored big offer from the film company was true.

Mr. Noble's reply was that no definite offer had ever been made by 20th Century.

Mr. Ehrlich then asked why some ABC executives, as reported by SEC, had been selling their holdings of company stock.

Multiple Answer

The answer of Mr. Noble had several prongs. First, he said that the executives in question had been "over-enthusiastic" in their holdings; then that they held stock beyond their means, and, finally, they liquidated part of their holdings to pay off loans to banks. He said the executives still were associated with the company and still were substantial stockholders in spite of their sales.

Mr. Ehrlich then wanted to know whether Mr. Noble would consider the type of holdings which the questioner represented as "over-enthusiastic."

Mr. Noble's answer was that ABC stock was speculative and not an investment stock. He did not consider it a proper stock for a person having but $5,000 to invest. As for himself, said Mr. Noble, he has not sold a single share of his own holdings "nor do I intend to."

Asked what prospects ABC shares had of becoming an investment stock, Mr. Noble said he considered that a company must have about ten years of successful history before its shares can be counted as investment possibilities.

He then indicated that dividend prospects, an investment characteristic, for ABC were clouded by television. The video medium is a most expensive venture which is taking the profits of sound broadcasting to develop, he said, but he predicted TV will have a great future.

Main piece of business accomplished at the meeting was the re-election of the eight members of the board of directors and the election of a new and ninth member of the board. The new member is Alger B. Chapman, New York attorney, member of the firm of Chapman & Bryson, and a former president of the New York State Tax Commission. All the directors were elected unanimously with 1,372,301 of the outstanding 1,689,017 shares being voted.

The proxy statement, issued in advance of the meeting, stated that Mr. Noble was the owner of record and beneficially of 901,667 shares, constituting 53.88% of the authorized and outstanding shares. That does not include 26,000 shares owned by a member of his family and 38,000 shares owned by Edward John Noble Foundation of which he is trustee, it was said.

ABC SALARIES

Whiteman Tops Woods

PROXY statement issued prior to the ABC stockholders' meeting showed that Paul Whiteman's remuneration from the network exceeded even that of Mark Woods, president.

Mr. Woods was paid $75,000 in 1948. Mr. Whiteman, in his capacity as vice president, received $21,666.56 and as director of his own orchestra $123,650—a total of $145,316.56. How Mr. Whiteman compensated his orchestra members or what amount was clear to him was not indicated. Other salaries:

Robert E. Kintner, executive vice president, $49,999.92, a $12,500 increase over 1947.

C. Nicholas Priaulx, vice president and treasurer, $26,249.88.

ABC paid Hawkins, Delafield & Wood, a law firm, $39,259.28 for legal services in 1948. Franklin S. Wood, a member of the law firm, is an ABC director.

McANDREWS

To Become SCBA Manager

ROBERT J. McANDREWS, presently promotion manager of Young & Rubicam's Bureau of Industrial Service, will resign May 14 to take over post of managing director of Southern California Broadcasters Assn. William Beaton, SCBA president and general manager of KWKW Pasadena, made the announcement.



Mr. McAndrews

Mr. McAndrews has been with the agency for the past two years and previously had spent more than 10 years with NBC in San Francisco and Hollywood as Western Division promotion manager, announcer and producer. Before joining NBC he was public relations director of St. Mary's College. During the war he was a public relations officer with the Air Force in this country and abroad.

JOHN SERRAO

Promoted in CBS Sales

JOHN A. SERRAO, formerly Columbia Pacific Network sales service manager, has taken over transcontinental network sales service, Hollywood, according to an announcement by D. W. Thornburgh, CBS Western Division vice president. He replaces Bill Brennan, recently put in charge of transcontinental sales there.

Mr. Serrao joined CBS in 1947, before which he was with FHA. Coincident with his appointment was that of Bert West to replace him as CPN sales service manager. Mr. West was formerly CPN commerical traffic manager.





NAB PUBLIC Relations committee at NAB meeting (l to r): William B. Quarton, WMT Cedar Rapids; James W. Woodruff Jr., WRBL Columbus, Ga.; A. A. Schechter, MBS; Robert K. Richards (standing), NAB; James Dawson, NAB; Frank King, WMBR Jacksonville, Fla., chairman; Herbert Hollister, KBOL Boulder, Col.; Michael R. Hanna WHCU Ithaca; (standing), Wm. S. Hedges, NBC; Lee Wailes, Fort Industry; William H. Rines, WCHS Portland.

* * * * * * * * *

PUBLIC RELATIONS

Value Stressed

PUBLIC RELATIONS as a vital factor in station success, employer-employe associations, and community prestige was stressed at the NAB Convention's Tuesday morning session, devoted to "Public Relations at the Management Level."

The meeting had been preceded by a closed session of the NAB Public Relations Executive Committee on Monday at which some members evidenced a feeling that NAB's own public relations were inadequate—in its choice of speakers for the convention, for example, and in its failure to give proper stature to its department heads by making them vice presidents.

One member claimed Winston Churchill should have been secured as speaker instead of Attorney General Tom Clark, who, he felt, could have little to say to broadcasters that would be of real importance to them. If a government figure was to be chosen, he said, it should have been Louis Johnson, the new Secretary of Defense.

Truth is the fundamental element of public relations, said Frank King of WMBR Jacksonville, Fla., chairman of the NAB Public Relations Executive Committee, at the outset of the Tuesday session.

The meeting was opened by NAB Executive Vice President A. D. Willard Jr. and featured talks by Harold Fellows of WEEI Boston, Sig Mickelson of WCCO Minneapolis, Robert T. Mason of WMRN Marion, Ohio, and Richard P. Doherty, director of NAB's Employer-Employe Relations Dept.

Mr. Fellows stressed the importance of "little things" in good radio public relations, which he defined as "making people like you better than the other fellow." Be thoughtful and emphasize the personal angle, he advised the delegates.

He called for "reasoned optimism" and intelligent and imaginative planning to replace the pessimism which he said he'd heard during his Chicago stay.

Mr. Mickelson, president of the National Assn. of Radio News Directors, said "the enormous benefits of prestige and community support may be obtained at the minimum cost through a strong news operation." The news department, he said, has "incalculable value in building general station public relations."

In a survey which he conducted, Mr. Mickelson said, 71 of 75 responding station managers said their news departments do have public relations value; 69 felt establishing a strong news department did improve competitive position (none thought it didn't), and nine said profits on news since establishing news departments are "much higher," 20 said they are "higher," eight said they are "about the same," and 10 said they are "lower."

Employe Relations

Mr. Doherty stressed the importance of management recognizing employe relations as a "bread and butter function" rather than a matter of "academic philosophy and paternalistic beatitudes."

Management, he said, "has made a serious mistake in overlooking the effectiveness and practical value of public relations and advertising techniques, applied to its own employes, while it has concentrated on developing a 'strategy' in dealing with the union on the theory that the union is something foreign and apart from the employes."

Radio, Mr. Doherty said, "becomes a living 'house organ' when used constructively as an instrument of employe public relations. . . . If management is to sell itself to its own employes and to its own community, and in a language which can be clearly understood, there is no more effective means available then radio. Certainly this medium, which has become the most potent 'voice' in the broad field of public relations, can be used with equal sincerity and effectiveness in creating sound employer-employe relations."

Mr. Mason advised broadcasters to attain community leadership not only by community cooperation but also by stimulation of civic projects and evaluation and coordination of various community activities.

"Leadership is won by originating and creating and by stimulating others to action," he declared. "There still seems to be no clear decision as to the right of the broadcaster to editorialize. But I believe broadcasters must editorialize if they would win leadership."

He pointed out that he had been editorializing for the last 25 months.

E. R. Vadeboncoeur of WSYR Syracuse, chairman of the NAB Radio News Committee, reviewed highlights of the association's news activities of the past four years. In that period, he said, news clinics have been held in 35 states. He also called attention to the news internship program, reporting that this year there are more applications than stations which have thus far indicated willingness to participate in the project.

AFRA FEES

Sustainer Shows An Issue

DISPUTE between NBC and AFRA over fees to be paid for transcribing sustaining shows is still under negotiation with both sides scheduled to meet again some day this week. The single issue is whether transcriptions of sustaining shows should be paid for at the sustaining rate or at the higher transcription rate.

The network position is that since the shows are sustainers the sustaining rate should apply. The union position is that recording such shows throws them into the transcription category and that therefore the transcription rate must apply.

NAB THANKED

By Many Groups for Aid Given in Past Year

NAB was commended for its activities of the past year in a score of messages received by President Justin Miller during the Chicago convention.

Those wiring Judge Miller included John R. Steelman, assistant to President Truman, who said "Radio is deserving of a vote of thanks for the fine support given to public service programs"; George V. Allen, Assistant Secretary of State, "for the splendid cooperation given the State Dept;" Vernon L. Clark, national director of U. S. Savings Bond Division; Charles F. Brannan, Secretary of Agriculture; Maurice J. Tobin, Secretary of Labor; Basil O'Connor, president of the National Foundation for Infantile Paralysis; Walter King, radio-television director of the American Cancer Society; Ned H. Dearborn, president of the National Safety Council; Dr. James E. Perkins, managing director of the National Tuberculosis Assn.; John J. Lee, president of the National Society for Crippled Children and Adults; Joseph G. Norby, president of the American Hospital Assn.; Howard Bonham, vice president, American National Red Cross; Ernest I. Pugmire, national commander, Salvation Army; Mrs. Paul Rittenhouse, national director, Girl Scouts of America; Everett R. Clinchy, president, National Conference of Christians and Jews; Maj. Gen. T. J. Hanley Jr., chief of Military Personnel Procurement Service; Rear Adm. E. C. Ewen, U. S. Navy chief of public relations; Ben Cohen, assistant secretary general of United Nations; Earl J. McGrath, Commissioner of Education; G. L. Noble, National Committee on Boys and Girls Club Work; Thomas D'A. Brophy, president of American Heritage Foundation, and Henry Ford 2d.

Credit for help in reducing forest fires by 26,000 in 1948 as compared to the previous year was given NAB by Lyle F. Watts, chief of U. S. Forest Service.

ET PROBLEMS

Investigation Committee To Be Named

APPOINTMENT of a committee to meet with representatives of the transcription industry and explore "the whole subject of the present distribution of transcriptions to radio stations" was authorized by the NAB membership at the convention last Wednesday.

The members also voted to petition FCC to eliminate the requirement that transcriptions be identified as such, except in specific instances where the time element is a factor and where failure to identify could mislead the listener.

Under instructions given later by the board, NAB General Counsel Don Petty will prepare a petition for FCC.

Elimination of the requirement with respect to certain classes of transcriptions more than two years ago [BROADCASTING, December 9, 1946] has caused "no impairment to the public interest," the resolution declared.

Looking to a meeting with transcription companies, the NAB members expressed "grave concern" over "the increasing costs of transcription services." The committee would be appointed by the NAB board and report back at the board's July meeting.

Text of this resolution:

WHEREAS the members of the transcription industry have long cooperated with the NAB as associate members, and

WHEREAS the increasing costs of transcription services to the radio stations of the U. S. are of grave concern to the member stations of NAB, and

WHEREAS the member stations of NAB feel that mutual efforts to reduce such transcription costs are essential to the good health of both industries,

NOW BE IT RESOLVED that the members of the NAB, in convention assembled, request that the Board of Directors of NAB appoint a committee to discuss with the transcription companies the whole subject of the present distribution of transcriptions to radio stations, and

BE IT FURTHER RESOLVED that this committee report fully to the Board of Directors at its July meeting and, through the Board, report to membership the results of these discussions and their recommendations.

Text of the resolution on elimination of transcription identifications on the air:

WHEREAS it has now been shown that no impairment to the public interest has been suffered through the elimination of transcription identifications in connection with the broadcast of certain categories of transcriptions;

THEREFORE BE IT RESOLVED that the NAB petition the FCC for the elimination of all transcription identifications except in those specific instances where time element is a factor and failure to identify as a "transcription" could lead to inaccurate interpretation on the part of the listener.

CRIME FIGHTERS

Miami Stations Join Forces

REBELLING against the oft-repeated charge that Dade County, Fla., harbored some of the more notorious gamblers and other criminals, three Miami area stations have joined forces to castigate and brand the undesirable element. The three oldest stations in the area—WIOD, Miami outlet for NBC; WKAT, ABC affiliate, and WQAM, Mutual station in Miami Beach—have cleared time each Saturday at 6:30 p.m. for a joint quarter-hour show.

Commissioner D. P. Sullivan of the Dade County Crime Commission heads the program which is devoted to focusing the community's attention on such unwanted activities as well as to throw the principals into the public limelight.

The overall campaign is in conjunction with the local newspapers with the radio idea stemming from station ownership level. WIOD is one of the Gov. James Cox stations, licensed to the Isle of Dreams Broadcasting Co., with Daniel J. Mahoney as president and James M. LeGate as general manager. WQAM, the *Herald* station, is licensed to the Miami Broadcasting Co., with John Knight as owner. Lee Hill is editor of the *Herald* and Owen F. Uridge, general manager of WQAM. Owner and president of WKAT is A. Frank Katzentine. John I. Prosser, vice president and general manager, is directing the series at this time.

UNFAIR RADIO

Quinones Cites Government

CHARGING the Puerto Rican government with unfair competition against private commercial stations, Jose Ramon Quinones of WAPA San Juan and president of the Puerto Rican Broadcasting Assn., spoke Tuesday at the NAB Convention.

He urged Judge Justin Miller request the FCC to adopt a policy: "Against granting any license to any branch of the federal or territorial government for a broadcasting station to be directly or indirectly operated commercially, and that any such license already granted be modified to prohibit commercial operation in competition with privately owned stations."

Mr. Quinones cited "exclusive" advantages of the 10 kw AM stations at San Juan, owned and operated by the Puerto Rico Communications Authority as authorized by the territorial government —no payment of interest on loans, tax free importation of radio equipment, levy of a 12% income tax on visiting performers (as contrasted with 29% for private stations), low income tax for personnel, no property tax. Private stations, he asserted, pay a 19.8% tax on equipment imports and personnel pay "a high income tax."

A budget of $50,000 was allocated recently by the legislature to insular government departments and agencies for purchase of radio time. "Do you wonder on what station this taxpayers' money will be spent?" he queried. "The democratic principle and the American ideal of free enterprise is being violated under protection of a franchise authorized and issued by the FCC," he charged.

LASKER NAMED

WBMS Boston Vice President

GEORGE LASKER has been appointed a vice president of WBMS Boston, Jack N. Berkman, president of The Friendly Group, owner of WBMS and four other stations, announced last Tuesday. Arthur E. Haley will continue as WBMS general manager.



Mr. Lasker

Formerly manager of WORL Boston, Mr. Lasker last January became national sales manager and eastern executive of The Friendly Group. His appointment to the WBMS post was voted at a meeting of the group's board of directors.

The Friendly Group maintains headquarters in Steubenville, Ohio, and, in addition to WBMS, owns WSTV Steubenville, WPIT Pittsburgh, WFPG Atlantic City and WKNY Kingston, N. Y.

k-nuz's

TEXAS PROGRAMMING builds high Houston Hoopers



	Dec-Jan.	Jan-Feb.
Morn.	11.3	11.0
Aft.	8.8	9.4
Eve.	12.6	11.2
Sat. Aft.	11.3	19.2
Sun.	7.7	9.9

National Rep.
Forjoe & Co.
Dave Morris,
Gen. Mgr.

k-nuz
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

Southern Independent
$50,000.00

An attractive independent facility in an outstanding southern major market. A very unusual opportunity that is realistically priced. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

FCC Actions

(Continued from page 67)

Decisions Cont.:

in consolidated proceeding with assignment application, application for license to cover outstanding CP for station.

April 14 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

WQQW-AM-FM Washington, D. C.—Transfer of control of present voting common stock to group of new Class A stockholders.

Modification of CP

WMBD Peoria, Ill.—Mod. CP increase power, for extension of completion date.

KSAL Salina, Kan.—Same.

SSA—1030 kc

KWBU Corpus Christi, Tex.—License to cover request for extension SSA 1030 kc 50 kw from local sunrise Boston to local sunset Corpus Christi.

AM—910 kc

Missouri Basin Bcstg. Co., Minot, N. D.—CP new AM station 910 kc 1 kw D AMENDED re stockholders.

License for CP

WCFR Fall River, Mass.—License for CP new FM station.

KADA-FM Ada, Okla.—Mod. CP new FM station change ERP 435 w.

TENDERED FOR FILING

Transfer of Control

WKNB and WFHA New Britain, Conn.—Acquisition of control of New Britain Bcstg. Co., permittee, by Julian Gross and Beulah L. Gross.

AM—1280 kc

KSOK Arkansas City, Kan. — CP change from 1280 kc 1 kw D to 1280 kc 1 kw-D 100 w-N unl.

APPLICATIONS DISMISSED

Assignment of License

WROL-AM-FM Knoxville, Tenn. — DISMISSED application for assignment of license from S. E. Adcock tr/as Stuart Bcstg. Co. to Knoxville Pub. Co.

KOPP-AM-FM Ogden, Utah — DISMISSED application for assignment of license from James B. Littlejohn to KOPP Inc.

Box Score

SUMMARY TO APRIL 14

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,971	1,921	236		428	254
FM Stations	724	305	593	25*	95	29
TV Stations	59	7	114		324	181

* 11 on air

CALL ASSIGNMENTS: KMHK Mitchell, S. D., changed to KORN (Mitchell Broadcasting Assn.); WMLO Milwaukee, changed to WMIL (Cream City Broadcasting Co.); WTRN Taunton, Mass., changed to WPEP (Silver City Broadcasting Co.); KPRA (FM) Portland, Ore., changed to KWJJ-FM (KWJJ Broadcast Co. Inc.); KMA-TV Omaha, changed to KMTV (TV) (May Broadcasting Co.).

TV APPLICATION

Scranton, Pa.—The Scranton Times, Channel 11 (198-204 mc), ERP 2.61 kw visual, 1.31 kw aural, antenna height above average terrain 1,201 ft.; estimated cost of construction $248,479.75, first year operating cost $95,000, revenue $80,000. Applicant is co-partnership of Elizabeth R. Lynett and Edward J. Lynett Jr., co-owners of the Scranton Times. Filed April 11.

AM APPLICATIONS

Charlotte Amalie, Virgin Islands — John W. Boler, 1090 kc, 250 w, daytime; estmiated cost $16,950. Applicant 54% owner of KSJB Jamestown, N. D., and minority stockholder in KIOA Des Moines and KYDS St. Paul, Minn. Filed April 13.

Garden City, Kan.—Ark-Valley Broadcasting Co. Inc., 1050 kc, 1 kw, daytime; and facilities for Class A FM station Channel 257 (99.3 mc), ERP 802 w; estimated cost $37,000. Applicant is purchasing complete radio facilities of KGAR-AM-FM, now deleted. Principals: Dr. H. C. Sartorius, physician, president; Dale E. Kern, vice president; Dr. V. A. Leopold, Leopold Hospital Inc., treasurer. Applicant is corporation of 33 stockholders, all with minor interests. Filed April 7.

Lenoir City, Tenn.—Arthur Wilkerson Lumber Co., 730 kc, 500 w, daytime; estimated cost $19,780. Arthur Wilkerson, lumber dealer is sole owner. Filed March 31.

Los Alamos, N. M.—Rio Grande Broadcasting Co. Inc., 1490 kc, 250 w, unlimited; estimated cost $5,000. Principals: Albert E. Buck, owner of Sandia Lumber Co., Albuquerque, president 33⅓%; Merle H. Tucker, vice president 33⅓%; Frank C. Rand, owner Frosted Foods Distributors Inc., Albuquerque, secretaary-treasurer 33⅓%. Filed April 11.

New Bern, N. C.—Colonial Broadcasting Co. Inc., 960 kc, 1 kw, daytime; estimated cost $24,680. Principals: W. L. Hand, Jr., dentist, president 18.4%; W. L. Hand, Sr., dentist, 18.4%; W. H. Willis physician, vice president 18.4%; Joseph E. Zaytoun, newsdealer, secretary-treasurer 18.4%; W. B. Taylor, dealer in radio equipment, 17.1%. Five others hold minor interests. Filed April 7.

Plattsburg, N. Y.—Martin L. Schulman, 1340 kc, 250 w, unlimited; estimated cost $21,665. Mr. Schulman after grant may form corporation and offer stock to station employes. He is secretary treasurer and 25% stockholder in Hicks Photo Finishers Inc. and Greeting Cards Inc., Washington. Filed April 11.

Pleasanton, Tex. — Atascosa Broadcasting Co., 1090 kc, 1 kw, daytime; estimated cost $19,700. Principals: Marguerite N. Drain, director Drain Chiropractic Clinic, San Antonio, 50%; Ben L. Parker, dean of Texas Chiropractic College, San Antonio, and cattle raiser, 50%. Filed April 12.

Scranton, Pa.—Scranton Radio Corp., 1400 kc, 250 w, unlimited; estimated cost $28,000. Principals: Sigmund Nowicki, doctor, treasurer 37½%; John A. Nowieki, doctor, president 37½%; Michael Augustyn, director 25%; Casimir Nowicki, secretary.

Waycross, Ga.—Waycross Broadcasting Co., 570 kc, 1 kw, unlimited; estimated cost $83,009. Principals: T. W. Scott, 50% interest Douglas Finance and Loan Co., Douglas, Ga., 75%; Al H. Evans, commercial manager WDMG Douglas, 25%. Filed April 13.

FM APPLICATIONS

Boston—Boston U., noncommercial educational FM station on Channel 215 (90.9 mc), ERP 250 w; estimated cost $22,000. Filed April 7.

High Point, N. C.—Board of School Commissioners of City of High Point, noncommercial educational FM station on Channel 201 (88.1 mc), 10 w; estimated cost $2,995. Filed April 7.

Oxford, Ohio—Miami U., noncommercial educational FM station, Channel 201 (88.1 mc), power 10 w; estimated cost $1,800. Filed April 13.



Sales Clinic

(Continued from page 29)

ment, makes a "firm stand" necessary, he said.

The day's wind-up session featured a "bread and butter" discussion of advertising by Maurice Mitchell, NAB director of broadcast advertising; Lee Hart, assistant director, and Herman M. Paris, general sales manager of WWDC Washington.

"You are not the best salesmen in the business," Mr. Mitchell told the independents. "You must learn to know your own business, when to sell your time, how to service the advertiser after it's sold, and how to keep the client after he's sold. Many of you feel that a license to broadcast is a license to make money, not to run a radio station. Nothing is impossible to a station that knows the score."

He said small stations should emphasize local angles, and advised local outlets to throw away rate cards adapted from those of the networks and fashion new cards which will fit their own positions. Go out and get advertising that is now going into other media, he advised, "Dealer cooperative advertising offers a virtually untapped radio field."

Mr. Paris emphasized that "network affiliation or lack of it isn't, in my humble opinion, a critical factor in the commercial success of a radio station. The advantages of independence and the freedom from the persistence and clumsiness of a network can actually offset the gains of such affiliation." Sell ideas, not time, he urged, declaring that WWDC sells its advertisers by (1) programming, and (2) promotion.

Basic Requirements

The five basic requirements for successful advertising, Miss Hart said, are to (1) see that the retailer sets strong advertising objectives; (2) beams his advertising to the people he wants to reach; (3) have him advertise his strongest lines regularly; (4) produce good spoken advertising copy for him, and (5) have him coordinate advertising with all his other activities.

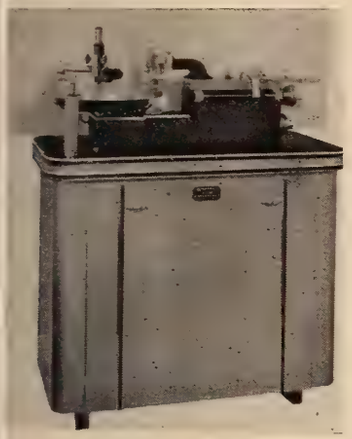
"Big Promotions on Small Budgets" were discussed at the outset of the afternoon session by Jerry Franken, editor of *Billboard*, and Joe Koehler, editor of *Sponsor*, who cited examples of inexpensive but effective promotion methods. Stations cannot afford to overlook promotion, Mr. Franken said, declaring they need it now more than ever.

ALL LIVE programming on Saturday and Sunday has been dropped by WBKB (TV) Chicago because of smaller audiences in summer months. Week-end TV schedule will go into effect again next fall.

ENGINEERS AND MANAGERS AGREE . . .

The ARCTURUS Recording Lathe

. . . easiest to operate - "cleanest" recorder at the NAB CONVENTION!



The ARCTURUS
1949 Micro-Groove Model M-1

Engineered to split-hair mechanical accuracy, this all geared lathe permits less than 1/10 of 1% flutter with a noise level of minus 60. Arcturus 1949 Micro-Groove M-1 is unduplicated by any recorder at any price. Check these features . . .

- Instantaneous speed changes, 33 1/3, 45 to 78 RPM
- Lines per inch from 80 to 30
- Automatic lead-in spiral
- Tail-off eccentric

TRADE-IN ALLOWANCE

We'll gladly give you a free estimate at no obligation of trade in allowance on your present equipment. Please state make and model number.

Write or wire . . .

Cliff McDonald

ARCTURUS
ENGINEERING CORP.

Manufacturers of: Gear-Driven Recording Lathes . . . Playbacks . . . Synchronous Tape Recorders

1755 GLENDALE BLVD • TEL: NO 3-1239

LOS ANGELES • CALIFORNIA

AM GRANTS

New Facilities Given In Three Cities

THREE new AM stations were granted by FCC last week and two existing stations were authorized changes in facilities, one involving a power reduction.

The new station permits went to Griner-Dillon Broadcasting Co., for 500 w daytime on 1260 kc at Bay City, Mich.; Minnesota Valley Broadcasting Co., for 1 kw fulltime on 1420 kc directional night at Mankato, Minn.; and Ellis County Broadcasting Co., for 500 w daytime on 1390 kc, directional, at Waxahachie, Tex.

WNLK Norwalk, Conn., was granted switch from 500 w day on 1350 kc to 500 w fulltime on that channel, using directional antenna at night. WKJB Mayaguez, P. R., licensed on 1340 kc with 250 w and holder of permit for 10 kw on 710 kc, was granted permission to reduce power on 710 kc to 1 kw day, 500 w night. WKJB also would change from fulltime directional array to non-directional antenna. Station also was given extension of completion date.

Meanwhile, the Commission also has approved two other new standard stations within the last fortnight which previously have not been reported. The grants are for Charlottesville, Va., and Turlock, Calif. Details of the new authorizations and ownership follow:

Charlottesville, Va.—Charlottesville Broadcasting Corp., 1280 kc, 1 kw, daytime; estimated cost $27,200. Principals: Frank T. Parker Jr., president 24.08%; Celia V. Faulkner, vice president 18.52%; Marion M. Parker 14.82%; Standard Properties, partnership composed of Clark Daniel, Raleigh Daniel, Cushing Daniel and Donald G. Heyne, 37.03%. There also are five minor stockholders.

Turlock, Calif.—Turlock Broadcasting Co., 1390 kc, 1 kw, unlimited, directional night. Principals: Wallace N. Lindskoog 20%, Luther G. Boone 20%, Gordon E. Mower 10%, Elmer A. Hyer 10%, August Lindblom 10%, C. H. Lindgren 10%, Wilbur Merrill 10% and Gilbert Moody 10%.

Bay City, Mich. — Griner-Dillon Broadcasting Co., 1260 kc, 500 w, daytime; estimated cost $14,?14. Gail D. Griner, president and 50% owner, is co-owner of WABJ Adrian, Mich., and partner in the Floral Broadcasting Co., applicant at Monroe, Mich. He will divest himself of these interests. Edward T. Dillon, WABJ engineer, holds 45% and Marguerite Griner 5%.

Mankato, Minn.—Minnesota Valley Broadcasting Co., 1420 kc, 1 kw, unlimited, directional night; estimated cost $43,500. Principals: Robert D. Kennedy, president 0.7%; Oscar S. Ulland, secretary - treasurer 33.1%; Palmer S. Ulland, director 33.1%; Harold Westby 13.8%. There are four more minor stockholders.

Waxahachie, Tex. — Ellis County Broadcasting Co., 1390 kc, 500 w, daytime; estimated cost $14,250. Principals: C. C. Woodson, vice president 25%; Enterprise Pub. Co., Waxahachie, 25%; United Pub. Co., Ennis, Tex., 25%. Five others hold minor interests.

NAB PROGRAM EXECUTIVE COMMITTEE

Gazeteer Announced; Program Clinic Set

A PRONOUNCING gazeteer with colloquial forms of all names and places in the United States is being prepared by NAB in collaboration with the Dept. of Interior, the NAB Program Executive Committee announced April 11.

Primarily for news announcers, who usually take pronunciations of words from dictionaries and gazeteers without regard to native accents and inflections, the new volume is expected to be available by fall, the committee said.

A tentative agenda for NAB's program clinic at Northwestern U.'s downtown Chicago campus, June 27-29, was discussed by the group. A suggested title for the introductory address was "What Management Expects of the Program Director." A "government services" session is expected to bring together representatives of the Library of Congress, armed services, Treasury Dept., Office of Education, and Agriculture, Interior and Commerce departments. Foreign government services of Britain, France, Australia, Canada and New Zealand will be described by speakers from those countries as well as from the United Nations. Public service organizations will be represented by Advertising Council, Red Cross and American Legion spokesmen.

A news services clinic will explore specialized services available from AP, UP, INS and Trans-Radio, as well as availability of special Washington correspondents and recording facilities at the Capital. BMI, ASCAP and SESAC officials will speak for copyright societies. The heads of leading transcription and recording companies will appear. NAB's services for program directors will be described by A. D. Willard Jr., executive vice president of the association.

A section on techniques will be broken down into discussion sessions on engineering tools for programming, integration of available services into program formats, public service broadcasting, research for programming, promotion techniques, selling techniques, farm service programming and disc jockey programming.

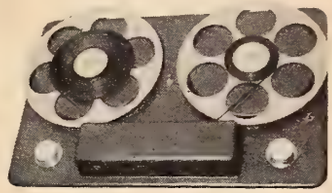
Final section listed in the tentative agenda is "Horizons," featuring a symposium on programming in the future, by a panel of trade paper editors. Addresses on television, NAB's Standards of Practice, experimentation and an address by NAB President Justin Miller also are scheduled.

Harold Fair, director of NAB's program department, disclosed that two sessions may be added. One would deal with the problem of scheduling—taking up such new theories as block programming, mood programming and audience flow. The other session would explore special events and sports as to their importance to audience, station, and client.

ENGINEERS AND MANAGERS AGREE . . .

ARCTURUS MODEL E3 Tape Recorder

. . . "cleanest" tape machine at the NAB Convention!



The ARCTURUS MODEL E3 Tape Recorder

The Arcturus Model E3 is a precision, high quality tape recorder simplified for easy, fool-proof operation. It is unduplicated by any tape recorder at any price. Check these features . . .

- ONE CONTROL
  - no solenoids
  - no relays
  - no buttons to push
- Instantaneous reading of input and output levels
- Overall distortion less than 1%
- Lower flutter and lower noise level

TRADE-IN ALLOWANCE

We'll gladly give you a free estimate at no obligation of trade in allowance on your present equipment. Please state make and model number.

Write or wire . . .

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ARCTURUS
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LOS ANGELES • CALIFORNIA

High Frequency Meet

(Continued from page 28)

terference follows a pattern familiar to all who experienced similar acts on the part of Hitler-Germany during the war."

The FCC representative said "even during the time the Soviet delegation has participated in the meetings of this conference and regularly uttered pious phrases of world understanding and international cooperation, the Soviet Union has not only maintained its 'jamming' activities" but "it has increased such activities."

The conference was asked by Comr. Sterling to "consider the real implication, of jamming." He called it "an affront to the free interchange of information among countries" and "in essence a crime perpetrated against the ideals of freedom of speech . . . a freedom which my country prizes among its most cherished possessions."

Two earlier attempts were made to break up the conference, in session since last Oct. 22. The more recent also was by the Russians [BROADCASTING, Feb. 14] while the other previous attempt was reported made by Argentina and Columbia [BROADCASTING, Dec. 6, 1948]. Last December a theme of harmony was adopted to smooth over the rift and Russia's chief delegate, Sergey Stoyanov, personnally complimented Comr. Sterling on his technical contributions to the session. The Russian delegation also sent a message to the U. S. delegation congratulating it for its technical cooperation.

Gives Technical Data

The U. S. did give a tremendous wealth of technical data and experience to the conference. Some $13,000 worth of propagation charts alone were reported to have been contributed. The 35-man U. S. delegation further worked out six complete plans for the assignment of all channels, involving 6,000-8,000 channel hours, and finally submitted two plans. Chairman of the delegation was U. S. Ambassador to Mexico Walter Thurston.

The conference plan, called wholly unworkable by Comr. Sterling from a technical standpoint, charts the use of some 235 channels in various groups of frequencies from 6 mc to 26 mc. The top two bands, 21 mc and 26 mc, in which the U. S. received many assignments, although technically superior are considered inferior from a program standpoint since there are relatively few receivers in the world which can get 21 mc and as yet practically none which can get 26 mc. The channel hour apportionment, however, did not include 26 mc assignments.

The pilot plan adopted by the conference is for the "June 70" sunspot cycle which falls in the summer of 1950. It's doubted the plan could become effective before the end of that year, however. This pilot plan is to be used by the Technical Planning Group to draw up five other plans. Two would cover the equinox (spring and fall) and December 1950. The other three would run through the 1951 periods. Each plan consists of channel assignments based upon the propagation characteristics and other factors involved during each sunspot cycle phase. The sunspot cycle high was in 1947 and it now is running toward its minimum period. The more sunspot atcivity the more interference there is caused to high frequency broadcasting.

Whatever plan may eventually be ratified will contain provisions for extension through the high frequency conference which is expected to convene in Buenos Aires in 1952. Modifications to adjust to the sunspot cycle would be made from time to time by whatever implementing organization might be set up by the Geneva group.



STEVENS lobbyists at NAB convention included (l to r): O. L. Taylor, KGNC Amarillo, Tex.; Paul D. P. Spearman, radio attorney; Storm Whaley, KUOA Siloam Springs, Ark.

Sell Radio

(Continued from page 24)

feeling the results of intense local newspaper promotion.

William B. Maillefert, operator of WVET Rochester and a former chief timebuyer of Compton Adv., threw the broadcast advertising bureau idea into the convention. He said he hoped that NAB would form such a bureau, set up headquarters in New York and install branches in key cities.

"I want the radio story told by experts," Mr. Maillefert said. "The film will be a good investment, not an expenditure, and will bring new clients to stations." He declared that the two newspapers in Rochester are Gannett operated. "The retail merchants of Rochester are well aware of the power of the press and Gannett sees that they are kept informed," Mr. Maillefert continued.

He termed the All-Radio fund "the first step toward a well-heeled radio drive of our own."

The afternoon's meeting, opened by A. D. Willard Jr., NAB executive vice president, was chairmaned by Eugene Thomas, WOIC (TV) Washington, chairman of the NAB Sales Managers Executive Committee. Simon Goldman, WJTN Jamestown, N. Y., chairman of the NAB Small Market Stations Executive Committee, was co-chairman.

Theme of the meeting was the competitive problem facing sound radio. This problem stems mainly from other media, particularly newspapers, with recognition that television poses a revenue problem for sound radio.

Leo Cherne, economist, provided the general business background by declaring that concern over current business prospects is unwarranted. Practically all U. S. prosperity has been during a buyer's market, he said, predicting rising business in the next few months. "Television will be less of a factor in your gross income than the amount that can be realized if you use facilities at your disposal," he said. "If you in this room are overwhelmingly certain there will be a business recession, you can have it that way."

Mr. Thomas said radio is trying to climb higher during a downswing of the business cycle, with the goal capable of achievement "if we show other American industries how broadcasting will help them to advertise economically in the keenly competitive year before us."

Radio's basic role in the American way of life was delineated by Mr. Thomas, who reminded that there are 77 million sets in the U. S. and 71 million in all the rest of the world. He pointed out that retailers especially value the medium because it brings customers to them.

Local advertising has grown more in the last five years than network and national non-network advertising, he said.

Howard P. Abrahams, manager of the Sales Promotion, Visual Merchandising Group, National Retail Dry Goods Assn., urged broadcasters to father a project by which thousands of future retail advertising executives can be indoctrinated at universities in the art of radio advertising. He offered to give the benefit of his professional experience to broadcasters. Out of this would come a handbook for teaching as part of the long-range educational program. "The younger generation, now in the universities, will be the future advertising managers of retail stores," he said. "These people grew up in a radio world. They do not have preconceived advertising media ideas. They are the potential media buyers and you aren't doing a thing to convert them into radio users. I don't know how you can be so short sighted. I don't know of one retailing college that gives a complete course on retail radio."

Terms Interest Limited

Mr. Abrahams told of the limited retail interest in radio, with newspapers getting more than half of advertising budgets and radio 5%. He added a bright note by explaining that radio will get a 5% increase this year, as will newspapers.

Retail advertising men of today were not schooled in radio techniques, he said, and know very little about radio as a sales promotion tool. "You radio men have been guilty, along with us retailers, in getting us to use radio as a prestige building device. You and we must be taught how to use radio, like any other retail promotion device, as an immediate sales producing medium."

At NRDGA, he said, more requests come for information about radio than any other medium. He referred to helpful effects from NAB's Joske study and similar projects and urged broadcasters to learn more about retail stores. Then they can be ready to discuss radio with the retailer, he said.

Mr. Abrahams listed ten rules for successful radio programming: Radio produces best when stores promote their best items or strongest departments or their best known services; when beamed tech-

BOND SALES — *Radio's Time Contribution Is $23 Million*

RADIO contributed more than half of the total value of time, talent and space devoted by all media to the promotion of U. S. Savings Bonds sales in 1948.

This was reported last week by Vernon L. Clark, national director of the Treasury Savings Bond Division, at the NAB Convention in Chicago. Mr. Clark presented citations to NAB, representing the industry, and to executives of the four major networks for their continuing assistance.

Time, talent and space valued at $45 million were devoted to the bond sales campaign by all media in 1948, Mr. Clark asserted. Of this, he said, broadcasting's contribution was more than $23 million. He pointed out that bond sales for the year reached $7,295,000,000, a new high.

The presentations were made Tuesday morning upon completion of the convention session on "Public Relations at the Management Level."

nique is used; through sufficient repetition; when it truly reflects the character of the store; when it is continuous; when the copy is written for the ear and not the eye; when you promote your radio campaigns with other sales promotion devices; when it is used to promote other sales promotion tools; when it is used as a consumer and vendor relations tool along with selling; radio is of extra value when other promotion media are weak.

Lee Hart, NAB retail specialist, explained her formula for spoken salesmanship [BROADCASTING, April 11]. The formula was developed after years of intensive study of retailing and retail advertising, including the entries in NRDGA's annual radio awards, which Mr. Abrahams founded.

Maurice B. Mitchell, NAB director of broadcast advertising, laid the groundwork for the newspaper-radio competitive discussion by displaying examples of anti-radio or "negative" newspaper promotion. Calling newspapers a 246-year old medium of general acceptance, he said many newspapers still are not reconciled to anyone taking a piece of business they thought belonged exclusively to them." Ugly forms of competition are appearing, he said, calling Evansville a typical instance of what happens when newspaper competition gets rough. His talk opened a panel titled, "It Can Happen Here."

John A. Engelbrecht, general manager of WIKY, Evansville, Ind., said city retail lineage is 12th in the country though the city is 78th in population. With two newspapers combining forces and selling efforts, he declared, it is difficult for an advertiser to buy just one paper. On the other hand five stations compete against each other and against one newspaper corporation which has 20 to 25 salesmen who "live" with their accounts and know their business intimately.

Negative selling is present in its most intense form, he said in describing newspaper techniques. They never miss a chance to sell radio as a poor advertising medium, and ignore radio in their columns aside from TV. He detailed effects of the newspaper competition, including reference to a store ranking second or third nationally in newspaper advertising for women's wear that "doesn't use one second on radio."

Martin Leich, operations manager of WGBF Evansville, showed copies of a weekly newspaper-station listing promotion piece called *Listen*. This tabloid size newspaper carries news of radio, including all Evansville stations, though WGBF is featured. A store chain pays part of the cost and distributes them through the stores as a promotion device. The newspaper has 25,000 circulation and the store chain reports tremendous public interest in the station listings, which are printed by newspapers.

Radio Selling Only

Evansville stations direct their salesmen to sell radio and not indulge in negative selling. The whole situation has led to improved cooperation among stations, and benefits include close relations with civic and other associations as well as formation of a local ad club.

Similar situations in Warsaw, Ind., and San Antonio were discussed from the floor.

Covering the small market station's problem, Mr. Goldman said a survey showed that in 64% of stations the manager also is sales manager and in some cases the entire sales department.

Local business brings in 75% to 100% of its total business, he said, but national advertisers are starting to realize they "must" use the small market station to obtain thorough coverage. Selling of retail and wholesale accounts brings a stimulus that permeates upward to the manufacturer, he explained.

Good programming, Mr. Goldman said, brings community respect as well as business. He proposed all programs, including public interest types, be built for sponsorship and recommended that sales and program staffs appreciate each other's problems.

Mr. Goldman advocated emphasis of program sales over spots, since selling programs sells radio. In the case of spots he urged that rates be high, with a limit on the number carried during the day. Every Jamestown department store is on the air, he said, the largest spending 80% of its advertising budget with WJTN, the second 50% and the third 80%. The station has 10 of 14 ABC co-ops sold.

Widening of the sponsor base, he said, can be developed through local manufacturers and associations. By selling them public interest and employe relations programs, the station has interested individual members in radio and they have developed into accounts. He cited several programs sponsored by groups and said the station reaps good-will in this way. Spot advertisers, he reminded, can be developed into program buyers.

As this recitation of industry sales and operation developments was concluded, Mr. Thomas observed, "There is no free lunch in radio promotion." He introduced Gordon Gray, WIP Philadelphia, president of the industry-operated All-Radio Presentation now being separately incorporated. Mr. Gray said some 500 stations have provided $126,000 for the film, first conceived in 1947 at the Atlantic City convention and implemented at Los Angeles.

"The report of audio radio's demise is premature," said Mr. Gray, reminding his audience that 94.2% of families have sets. He listed radio's basic audience appeal and said the film will include such topics as the psychology of the spoken word, sales ability of marginal time, plenty of result stories and similar data.

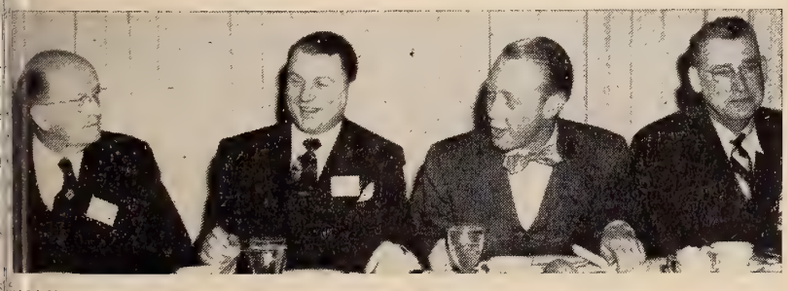
The film will be presented in four forms, depending on type of showing. Complete instructions and script material will be included.

Compares With ANPA

Julian Haas, KARK Little Rock, said radio must sell itself in a highly competitve field and cited operations of the ANPA's Bureau of Advertising. He said the film will bring in vast untouched advertising prospects and keep present accounts sold. "We must tell our sales story from the grass roots to national advertisers," he said. "What's good for radio is good for us."

Mr. Maillefert brought the session to a logical conclusion with his plea for support of the all Radio Presentation and suggestion that NAB set up a separate bureau of broadcast advertising entirely free from direct association supervision and separately financed.

Though Mr. Thomas is manager of a TV station, he did not once use the word "television" in his speech.



WAITING for the food and FCC Chairman Wayne Coy's address at the Monday luncheon session at the NAB Convention in Chicago were this head-table group (l to r): FCC Vice Chairman Paul A. Walker; Clair R. McCollough, president of WGAL Lancaster and associated Steinman stations; CBS President Frank Stanton, and Campbell Arnoux, president of WTAR Norfolk.

Errant Lightning

LIGHTNING demolished tuning equipment of WPGH Pittsburgh during a severe thunderstorm April 7. Through cooperation of WPGH engineers, Bell Telephone Co. of Pennsylvania, RCA Victor, TWA officials and Air Express the station was able to take the air April 8 at 6:30 a.m., only a half-hour after regular sign on time. Total damage to equipment was estimated at $600, Lew Kent, assistant general manager, reports.

America's leading engineers of important industrial organizations

SWITCH to NEWARK for

TV, Radio, Sound and Recording Equipment, Replacement Parts and Electronic Tubes

because...

NEWARK has the most complete on-the-spot stock of all standard equipment... *from the tiniest replacement part to the most complete installation* . . . on hand in 3 giant centrally located stores, and tremendous warehouses!

NEWARK equipment is tops in quality, dependability, and performance. Everything is Newark-tested and Newark-backed, so you know it's the *best!*

NEWARK delivers the goods...but fast! 24-Hour mail-order service...faster on phone or telegraph orders.

NEWARK offers the most complete essential reference book...148 illustrated pages full of data on over 20,000 standard brand items, including

Standard and L-P pickups and changers • Wire, tape and disc recorders • Hi-Fi sound and P.A. equipment • Speakers • Mikes • Accessories etc.



Also featuring a complete line of RADIO AND TELEVISION KITS, SETS, PARTS and ACCESSORIES for homes, hams and hobbyists!

24-HOUR MAIL-ORDER SERVICE

3 GREAT STORES! Uptown at **115 W. 45th St.** Downtown at **212 Fulton St.** in **NEW YORK** **323 W. Madison St.** in the heart of **CHICAGO**

NEWARK RADIO & TELEVISION

MAIL NOW!

Dept. E

NEWARK ELEC. CO., 242 W. 55th St., N. Y. C.
Please send FREE 1949 Newark Catalog to:

Name_____

Address_____

City_____ State_____

BUDGET TESTIMONY

Coy Testifies

REPORTS that FCC Chairman Wayne Coy may soon resign were revived last week with disclosure that he had told a House appropriations subcommittee he could not continue "for any great length of time" to spend his savings on personal expenses.

He offered no comments on the reports.

Meanwhile, however, action to boost the salaries of members of the FCC and other agencies appeared to be making progress on Capitol Hill last week (see story, page 32).

His statement to the appropriations group came after he had listed, at the subcommittee's request, the trips he had made during work-weeks since last July 1, together with any payments he received for them. Most of his trips were for speeches or investigations, mostly at government or his own expense. In a few instances he received other payments for expenses.

Mr. Coy's observations were made public last week with release of testimony and other data presented by the Commission during appropriation hearings before the House group in early March (see story, page 32). The subcommittee had asked for travel detail from all Commissioners and all FCC attorneys [BROADCASTING, March 14]. Supplying the information, FCC said none received compensation (other than from the government) except Mr. Coy, who received reimbursements in a few cases to help cover expenses.

Other Highlights

Other highlights of the testimony by Chairman Coy before the subcommittee included:

- Statement that "in the near future it will be necessary to examine more closely the rules governing the relation between networks and their affiliates, particularly in regard to the new FM and TV networks."
- Opinion that a reorganization of the Commission along functional lines—as suggested by the Hoover Commission—would increase FCC efficiency from 10 to 15%.
- Estimate that with the present budget the Commission could not catch up with its backlog until 1951 despite the Congressional insistance to do so indicated by the subcommittee.
- Belief that revision of the rules and standards for AM broadcasting is most urgently needed and that such revision would do most toward dissolving the backlog in that field.
- Affirmation that the FCC's general counsel and four assistants general counsels are not presently seeking or negotiating for employment outside the government, supported by individual memoranda from those persons.

Chairman Coy indicated he might not be able to continue long in his present position because of the financial burden. At the conclusion of his detailed letter to the subcommittee regarding his travel, he wrote:

I should like to point out . . . that each trip I have made at government expense has cost me out of my own personal funds from $6 to $8 per day over and above the reimbursements which I received from the federal government. In some cases the cost per day has exceeded the $8 figure. I should like to point out further in this connection that my present salary as a member of the Federal Communications Commission does not meet my personal living expenses and that my resources are inadequate to continue for any great length of time the expenditure of personal savings in order to maintain myself and my family.

Mr. Coy told the subcommittee, under the chairmanship of Rep. Albert Thomas (D-Tex.), that FCC originally had asked the Budget Bureau for an appropriation of $7,971,000 for fiscal year 1950. But the bureau allowed only $6,633,000, some 20% less, he said.

Workload Outstanding

Rep. Thomas was particularly concerned about the FCC's work backlog and referred to the problem again and again during the inquiry. He repeatedly asked whether the FCC field offices and personnel could be used to help cut Washington's burden and questioned the feasibility of reducing research activities. In each instance Comr. Coy tried to explain that neither was practical nor desirable.

Rep. Thomas inferred his committee was tired of hearing about the FCC backlog year after year. He said to the FCC chairman: "I think you will agree with the committee that you ought to get current. It is distasteful to you; it is disasteful to the public; it is distasteful to the Congress to have people in the field write in and say they have sent in an application or request to the Communications Commission 8, 10, 15 months ago and nothing happened."

Later while on the subject of how many people it would require to put FCC current on its workload, Rep. Thomas commented, "the committee is very anxious for you to get current in those big fields [broadcast, safety and special services], because, after all, those are the two big fields that the taxpayer is interested in."

"They are the ones about which he knows something," the Congressman continued, "and when you are as behind as you now are that gives a poor impression of the effectiveness and usefulness of the Commission, and puts all of us in a bad light. That is why we want you to get current."

Mr. Coy estimated that with an additional 50 people in each of the broadcast and special processing divisions the FCC would be current at the end of fiscal 1950. Because of the hearing cases in the broadcast field, he thought that group might be a little later. Rep. Thomas estimated the special service personnel increase to be 33-40%. FCC under the proposed appropriation is cutting its overall personnel total slightly.

Denies Overstaffing

To further questioning on personnel, Comr. Coy denied that the FCC was overstaffed with lawyers. He explained that voluminous and detailed legal work was required in administration and litigation.

His defense of the Commission's legal staff followed Rep. Thomas' inquiry of "how in the world can you possibly justify 69 lawyers in an outfit of less than 1,400 people." The Congressman indicated FCC "will be getting the reputation of having the most lawyer-ridden outfit in the whole government set-up, and you do not want to take that spot away from the Maritime Commission."

The subcommittee appeared concerned also about the turnover in FCC personnel, particularly in the engineer and lawyer groups. It was brought out that the Commission has proven a training ground in many cases for industry and that the FCC salary scales were in large part responsible.

While discussing the television situation and its problems, Comr. Coy testified he believed the freeze could be lifted "sometime in the month of May or perhaps early June." He estimated that then new-TV applications would be filed "in large numbers."

Chairman Coy also stated that competition in the broadcast field would keep the number of new AM station requests down from now on, while applications for sale or transfer of station properties would be on the increase.

To a question whether the FCC has any rule which would require



JUDGES in the National Safety Council's 1948 Public Interest Awards contest were (l to r) Mr. Stringer; Mr. Nunn; Erwin D. Canham, editor of the *Christian Science Monitor* and president of the American Society of Newspaper Editors; Norman Damon, vice president of the Automotive Safety Foundation, and Kenneth E. Olson, dean of the Medill School of Journalism at Northwestern U.

SAFETY COUNCIL

Award Winners Announced

NBC and 48 stations have been cited by the National Safety Council for "exceptional leadership and support of the national safety movement last year" in the group's annual Public Interest Awards contest.

Stations are CKEY Toronto; KGC San Francisco; KHQ Spokane; KLZ Denver; KMA Shenandoah, Iowa; KMMJ Grand Island, Neb.; KNEB Scottsbluff, Neb.; KODY North Platte Neb.; KOIN Portland, Ore.; KOMA Oklahoma City; KOMO Seattle; KRNT Des Moines; KWKW Pasadena; KTUC Tucson; KVI Tacoma; KWG Stockton, Calif.; WBAL Baltimore.

WCAE Pittsburgh; WCCC Hartford; WCCO Minneapolis; WCHS Charleston, W. Va.; WDSR Lake City, Fla.; WEBR Buffalo; WELM Elmira; WENY Elmira; WFAA Dallas; WFIN Findlay; WGR Buffalo; WGTM Wilson N. C.; WHO Des Moines; WIBA Madison, Wis.; WING Dayton; WIZE Springfield, Ohio; WJAG Norfolk, Neb.; WJIM Lansing, Mich.; WKBR Manchester, N. H.; WKY Oklahoma City; WMOH Hamilton, Ohio; WNBC New York; WOAK-FM Chicago; WOWO Ft. Wayne, WPOR Portland, Me.; WROW Albany; WRVA Richmond, Va.; WTAR Norfolk; WTIC Hartford; WWHG Hornell, N. Y.; WWJ Detroit.

Arthur C. Stringer, NAB special events director, and Wesley I. Nunn, advertising manager for Standard Oil of Indiana and coordinator of the Advertising Council's "Stop Accidents" campaign, were among the judges.

WCCO received its award last Thursday night from Judge Levi M. Hall, president of the Greater Minneapolis Safety Council. A special station broadcast also included conferring of like honors on the Minneapolis *Tribune* and the Minneapolis *Star*. Gene Wilkey, assistant general manager of WCCO; David Silverman, managing editor of the *Star*, and William P. Steven, managing editor of the *Tribune* participated.

prospective broadcasters to affirm they were not Communists, Comr. Coy replied there is nothing in the FCC forms which "requires such disclosure of information."

He continued, though, "that in terms of the information that is available" to FCC, "we would know about it if anyone were charged with being a Communist and had a license. I have yet to have anyone say that anyone holding a license was a Communist. We have some charges against some of our licensees, one or two instances and perhaps three, involving their belonging to certain groups that were held to be subversive, but there has been no showing that the men were Communists or that they were disloyal to the United States."

To questioning about how the Commission planned to dispose of the long pending Arde Bulova case involving WNEW and WOV New York, Comr. Coy told the subcommittee "we will probably determine whether there will be a grant or renewal or a further hearing on that renewal within the next six weeks and perhaps even earlier than that."

"I will go on record as saying that I think you have done a fine job," Rep. Thomas told Chairman Coy. He continued: "The Commission has grown in 10 years, and you have jumped from about a $2,000,000 budget to about $6,500,000 which is in the neighborhood of a 325% increase. I think you have done a fine job nevertheless, and you have certainly done a difficult job. My hat is off to the Commission. . . . I think that you are as hardworking as anybody I know of in the Government service. However, I doubt if your staff and all your employes are doing anything like a comparable amount of work so that the Commission itself does, and that is one point that your planners should do a little thinking about."

BEAUTY BEVY

At NAB Convention Banquet

BROADCASTERS were welcomed to the NAB Convention banquet in the Hotel Stevens grand ballroom by a bevy of NABeauties, who displayed NBC, ABC, CBS, MBS and BMI scrolls. The beauties introduced Dorothy Shay, "Park Ave. Hillbilly," currently appearing at Chicago's Palmer House; Joe E. Louis, starring at the Chez Paree, and Dick Haymes.

Lester Gottlieb, director of popular music and a talent scout at MBS, supervised the production, which also featured the Four Step Brothers, a dance act; Ben Blue, Patti Moore and Ben Lessey, in musical and comedy routines, and Lew Diamond and his orchestra.

Carl Haverlin, president of BMI, headed the planning committee, which included Morgan Ryan, manager of commercial program sales for ABC; Jack Paige, national program director of MBS; Tom McCray, national program director of NBC, and Mr. Gottlieb.

NATIONAL NIELSEN-RATINGS TOP PROGRAMS

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
MARCH 6-12

Cur. Rank	Program	NATIONAL NIELSEN-RATING (†) Current Rating Homes (000)	%	NRI AVERAGE AUDIENCE Cur. Rating
	EVENING, ONCE-A-WEEK			
1	Lux Theatre	11,249	29.9	25.6
2	Jack Benny	9,744	25.9	23.4
3	Godfrey's Scouts	9,218	24.5	22.1
4	Walter Winchell	9,067	24.1	21.9
5	Mr. Keen	8,879	23.6	21.5
6	McGee & Molly	8,616	22.9	20.8
7	My Friend Irma	8,465	22.5	20.8
8	Suspense	8,352	22.2	20.3
9	Amos 'n' Andy	8,089	21.5	19.8
10	Mr. D. A.	7,938	21.1	19.3
11	Bob Hope	7,930	21.1	19.2
12	Crime Photographer	7,750	20.6	19.2
13	FBI Peace, War	7 525	20.0	18.9
14	Stop Music (4th qtr.)	7,374	19.6	18.4
15	Stop Music (3rd qtr.)	7,336	19.5	18.4
16	Sam Spade	7,298	19.4	17.6
17	This Your FBI	6,960	18.5	17.5
18	Mystery Theatre	6 923	18.4	16.7
19	The Fat Man	6,885	18.3	16.5
20	Inner Sanctum	6,885	18.3	16.3
	EVENING, MULTI-WEEKLY			**EVENING, MULTI-WEEKLY**
1	Lone Ranger	5,832	15.5	13.6
2	Beulah Show	5,418	14.4	13.5
3	Counter Spy	5,267	14.0	11.8
	WEEKDAY			**WEEKDAY**
1	Godfrey (L & M)	4,740	12.6	11.1
2	Ma Perkins (CBS)	4,327	11.5	11.0
3	Pepper Young	4,214	11.2	10.8
4	Widder Brown	4,176	11.1	10.7
5	Our Gal, Sunday	4,101	10.9	10.6
6	Stella Dallas	4,101	10.9	10.5
7	Right to Happiness	4,063	10.8	10.5
8	Backstage Wife	4,026	10.7	10.4
9	When Girl Marries	4,026	10.7	10.4
10	Romance Helen Trent	3,950	10.5	10.3
11	Wendy Warren	3,913	10.4	10.2
12	Aunt Jenny	3,800	10.1	9.9
13	Big Sister	3,800	10.1	9.8
14	Rosemary	3,612	9.6	9.4
15	My True Story	3,612	9.6	Lorenzo Jones 9.3
	DAY, SAT. OR SUN.			**DAY, SAT. OR SUN.**
1	True Detective	5,342	14.2	12.5
2	Grand Central	4,891	13.0	11.7
3	Quick as Flash	4,740	12.6	11.5
4	Armstrong Theatre	4,515	12.0	Stars Over H'wood 10.7
5	Stars Over H'wood	4,440	11.8	Armstrong Theatre 10.6

(†) HOMES REACHED DURING ALL OR ANY PART OF THE PROGRAM, EXCEPT FOR HOMES LISTENING ONLY 1 TO 5 MINUTES.

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JOHN MIDLEN

Opens D. C. Office

JOHN H. MIDLEN, associated with the law offices of George O. Sutton since 1945 and specializing in radio, has announced the opening of his own law office in Washington at Suite 922 Munsey Bldg. Telephone: STerling 5973.



Mr. Midlen

Mr. Midlen announced that he will continue to specialize in radio and other administrative law.

Before joining the Sutton offices, Mr. Midlen served in the Army's Judge Advocate General Office from 1941 to 1945. His last assignment was in the office of the Secretary of War and he was released from the service as a lieutenant colonel.

Mr. Midlen received a BS in economics from the Wharton School of the U. of Pennsylvania and took his LLB at Georgetown Law School. From 1935 until entering the service he engaged in private practice of law in the Capital. Mr. Midlen was secretary of the Federal Communications Bar Assn. in 1947-48 and presently is a member of the committee on professional ethics and grievances for that association.

AD REQUISITE

Opposed in Chicago

FCC'S PROPOSAL to require public advertising of major broadcast applications would create "frivolous proceedings" and be expensive and delaying, NAB members declared in a resolution adopted last Wednesday in Chicago.

The membership asked the NAB staff to "take appropriate steps" against adoption of the Commission's plan.

The proposed new rules were issued in February [BROADCASTING, Feb. 28]. Time for filing comments extends to May 4, and the NAB legal department presumably will use this method of complying with the membership's mandate for opposition to the regulations (see separate story).

The proposed rules also provide for the establishment of 90-day cutoff dates for mutually exclusive applications.

Text follows:

WHEREAS, the FCC on Feb. 23, 1949, proposed to amend its Rules and Regulations so as to require advertising in the case of applications for (1) new stations; (2) change of frequency, power, hours of operation, antenna pattern, or move of a station from one community to another; (3) renewals of license, and (4) transfer applications, excepting those involving no substantial changes in interest or involuntary transfers due to death; and

WHEREAS, the imposition of such requirements will tend to create frivolous proceedings, unnecessary delays and expense and other serious obstacles as to the operation of radio broadcast stations and would not result in benefit to the public;

BE IT RESOLVED, that the members of the NAB, in convention assembled, express their opposition to the said proposed requirements and requests that the NAB take appropriate steps to oppose such amendment.

Get More Recording For Your Money

BY THE SENSATIONAL NEW

COLUMBIA

LP MICROGROOVE METHOD

Savings Like This!

★ Substantially Lower Cost Per Record

★ More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side— 10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

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A Division of Columbia Records, Inc.

Trade Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas Trade Mark

Los Angeles: 8723 Alden Drive Bradshaw 2-2759

New York: 799 Seventh Avenue Circle 5-7300

Chicago: Wrigley Building 410 North Michigan Ave. Whitehall 6000

DEFENDS FM

Medium Abused, Says Rep. Walter

"FM has been obstructed, stepped on, blocked, or ignored from the start" and obstacles to its development "might well" be investigated by the Justice Dept.'s antitrust division, Rep. Francis E. Walter (D-Pa.) declared last Tuesday in the House.

Calling attention to what he termed an "appalling flagrant disservice to the American people—and to America's progress," Rep. Walter told House colleagues that "ever since the superiority of FM radio was first demonstrated on a field scale—in 1934—it has been beset by opposition, and it has had to go over and around road blocks."

FCC, BMB, NAB, RCA and "big interests in AM radio" all came in for a measure of the Congressman's censure, with the Commission drawing especially heavy fire.

"The Commission for ten years would assign no channels for relaying FM programs across the country. Three years ago, in an obviously stupid blunder, (it) moved FM broadcasting channels to a new band . . . thereby delaying the quantity production of receiving sets at reasonable prices for several years," Rep. Walter asserted.

Changed Attitude

More recently, however, FCC's attitude has changed and it has "even offered FM a helping hand on occasion," Rep. Walter added.

He cited a report of the Senate Interstate & Foreign Commerce Committee which stated, he said, that FCC relies too much on "engineering views of major commercial interests, and does not always balance these views against the broad public policy of what is best for the general interest of the people.

Referring to RCA, Congressman Walter said that when FM was first demonstrated in 1934, its executives "ignored it" while FCC's chief engineers labeled it "visionary and impractical."

"The big networks have opposed before the Commission the development of regional FM networks. The clear and superior reception of small FM stations would be too much competition for their high-powered AM stations," he charged.

Contending that FM facilities are subjected to a "barrage of propaganda designed to convince advertisers that their money should be spent on AM broadcasts," Rep. Walter cited a BMB survey for NAB—"AM Broadcasters"—which he said favored AM coverage by an overwhelming margin through use of faulty sampling techniques.

"The samplings were not taken in accordance with the densities of population, and the questions were so worded that the result was largely a score sheet on how distant a station a listener could get . . . rather than what stations he usually tuned. . . .

"The president and chief engineer of BMB were discharged following this survey," Congressman Walter added meaningfully. ". . . So far, neither BMB nor (NAB) has done anything to rectify the damage done by the faulty survey."

Rep. Walter also remarked that "the public has a hard time getting a good FM receiver" and quoted a radio manufacturer on AM-FM sets. He also noted the "strange turn of events, whereby in the first three months of this year, 46 FM stations have turned back their licenses" [BROADCASTING March 28].

BMI

New Service Announced In Haverlin Report

PLANS for a BMI United Nations good will music project were announced by BMI President Carl Haverlin at the NAB Convention business session in Chicago last Tuesday afternoon.

"BMI will write and distribute to all interested broadcasters a series of musical continuities," he explained. "Each continuity will be devoted to one or more of the United Nations. Each continuity will be carefully written, submitted to the national authorities and screened for any unwelcome propaganda—leaving only the music of the world and the basic facts about each nation to speak up for peace and understanding between nations."

BMI will purchase the records and ship them to broadcasters with the continuity, at actual cost. "Let's suppose you had none of the several hundred records required," Mr. Haverlin said. "Your total cost, under the discount policy, might not be much more than $100 for a year's series, paid as the records are delivered."

The programs can be sponsored, and will be distributed abroad through United Nations delegates.

The BMI head said the project has been endorsed by representatives of the State Dept., the United Nations, the U. S. Commission of UNESCO, the NAB, the National Federation of Music Clubs, the National Federation of Women's Clubs, and other organizations.

Mr. Haverlin reported that BMI now licenses 2,543 stations of all types in North America. All but 98 AM stations have renewed their licenses a year in advance. BMI performances in 1948 totaled 14,600,000 as against 11,000,000 in 1947, and average station use of BMI music increased more than 4% during the past year, he asserted. More than 10,000 new titles were added to the BMI catalog in 1948.

BMI has saved the industry more than $81 million since its formation in 1939, he said, "as a result of the industry not being forced to accept the 7½% license contract offered it in 1940." Because of the competition provided by BMI "you now have your ASCAP and BMI contracts renewed for nine years at the same rates established in 1940," he told the broadcasters.

Television operators have "practically the unrestricted use of some 116,000 BMI compositions," Mr. Haverlin pointed out. Whereas ASCAP has TV rights in only part of the music of its members and TV use is "by special permission," he noted, BMI grants rights for AM, FM, or TV "at the same rates and under the same terms and conditions whether the broadcaster be in one or all three of these categories."

BMI, he said, "will enter its 10th year in the most healthy, most aggressive and most competitive state it has ever enjoyed."

DISC STANDARDS

NAB Group Gives Approval

SERIES of standards covering recording and transcription techniques was given final approval by the full NAB Recording & Reproducing Standards Committee April 9 as the NAB Engineering Conference concluded its four-day meeting.

The standards previously had been adopted by the recording group's executive committee headed by Robert M. Morris, ABC. The full committee, meeting Saturday afternoon, brought comment on the published standards, with a number of suggestions for revision and further study. Mr. Morris was chairman of the meeting.

The committee voted in favor of studying standards for an 8-inch 33⅓ rpm record with composite groove using most common sizes of needles. The record was designed and demonstrated by James A. Miller, of Miller Recording Co., a brother of NAB President Justin Miller. The record goes to a 4-inch center.

The full committee voted to submit the standards [BROADCASTING, March 28] to the NAB board's meeting.

KOSTE NAMED

To Head New AIMS Grou

JACK KOSTE, formerly genera manager of Forjoe & Co., Ne York, will be president of Assn Independent Metropolitan Station new organization being formed t represent member stations o AIMS, it was decided at an ass ciation meeting held in conjunctio with the NAB Convention. Ne representative firm will headqua ter in New York.

With seven new members enrolle during the NAB meetings, AIM now has a membership of 32. Ne additions are KXL Portland, Ore. WACE Springfield, Mass.; WNE Worcester, Mass.; KING Seattl WOLF Syracuse, KFMJ Tulsa an WWSW Pittsburgh.

Preliminary steps were take toward cooperative buying equipment by AIMS members, an an exchange of tape programs b members was discussed. It was d cided each station should sta preparing sample recordings. Muc time at the AIMS sessions, hel Saturday and Monday, was give over to discussion of topics whic member stations had reported i monthly "exchange letters." AIM has fostered the practice of eac station writing a monthly lett on topics of mutual interest t metropolitan independents. Copi of each letter, written on the ma agement level, go to all members

AIMS, whose membership is co posed of independent stations i cities of more than 100,000 pop lation—one station to a city—is "mutual self-help organizatio without officers or dues." Stephe A. Cisler, vice president of WKY Louisville, has been serving chairman of the group with t title of acting secretary. The a sociation will hold its next meetin in Chicago late in the summer.

Winter 1949

ONCE A WEEK SPONSORED NETWORK EVENING PROGRAMS—TOP TWENTY U. S. HOOPERATINGS

Rank Order		Cross-Section All U. S. Homes	U. S. Hooperating
1.	Jack Benny	9,127,999 Homes	24.26-US
2.	Radio Theatre	8,777,000 Homes	23.33-US
3.	McGee & Molly	8,777,000 Homes	23.31-US
4.	Bob Hope	8,002,000 Homes	21.27-US
5.	Talent Scouts	7,389,000 Homes	19.64-US
6.	Amos 'n' Andy	7,073,000 Homes	18.80-US
7.	Duffy's Tavern	6,934,000 Homes	18.43-US
8.	Mr. District Attorney	6,712,000 Homes	17.84-US
9.	My Friend Irma	6,704,000 Homes	17.82-US
10.	Walter Winchell	6,689,000 Homes	17.78-US
11.	Stop The Music (P. Lorillard)	6,385,000 Homes	16.97-US
12.	Suspense	6,313,000 Homes	16.78-US
13.	Big Town	6,005,000 Homes	15.96-US
14.	Phil Harris & Alice Faye	5,941,000 Homes	15.79-US
15.	People are Funny	5,922,000 Homes	15.74-US
16.	Great Gildersleeve	5,696 000 Homes	15.14-US
17.	Crime Photographer	5,655,000 Homes	15.03-US
18.	Mystery Theatre	5,651,000 Homes	15.02-US
19.	Burns & Allen	5,643,000 Homes	15.00-US
20.	Your Hit Parade	5,598,000 Homes	14.88-US

BASEBALL

Atlantic Readies Staff

ANNOUNCERS who will broadcast 616 baseball games this season for the Atlantic Refining Co. were assembled on April 12 by N. W. Ayer & Son at the Warwick, Philadelphia. They received briefing on rules, the handling of commercials, the quality of products to be mentioned on the air, improvements in broadcasting techniques and other pertinent matters.

The announcers on hand were Byrum Saam and George Walsh, for broadcasts on the Eastern Pennsylvania network originating from WIBG Philadelphia; Claude Haring for telecasts from all three Philadelphia stations, WPTZ, WFIL-TV and WCAU-TV; Jim Britt, Tom Hussey and Leo Egan for the New England radio network originating at WHDH Boston; Rosey Rowswell and Bob Prince for the Western Pennsylvania network originating at KWSW Pittsburgh; Chuck Thompson for the Baltimore Oriole games of the International League over WITH Baltimore, and Howard Hamrick who will reconstruct the most important Saturday game over WRNL Richmond.

The sessions ran from early morning breakfast through a late evening banquet. Announcers visited the Atlantic Refining laboratories at Point Breeze for first hand information on the company's products. The afternoon session on broadcasting techniques was addressed by Ford Frick, National League president; Tom McMahon, who discussed the relationship of the announcer with client, ball club and the public; Les Quailey, who spoke on play-by-play broadcasting and new TV developments; Norton Cotterill and Bob Mortensen, all of the sports broadcasting department of N. W. Ayer & Son.

Also in attendance were Douglas Arthur, WIBG, director for the Eastern Pennsylvania network; Bert Larson, WCAU-TV; Ken Stowman, WFIL-TV; Roland Tooke, WPTZ; Ed Clery, WIBG; Jean Bouillet, radio copy department of N. W. Ayer; Alex Gattes, N. W. Ayer public relations; Richard Borden, Atlantic Refining advertising manager; Frank Burke, director of consumer research; L. Laskaris, director of field research; William Schreiber, director of motor oil research, and Fred Neall, head of advertising and sales, all with Atlantic Refining.

The comprehensive schedule for Atlantic Refining's 14th season of baseball broadcasting covers all day and night home games of the Philadelphia Athletics and Phillies, Boston Braves and Boston Red Sox; all day and night games of the Pittsburgh Pirates and Baltimore Orioles. For the third straight season, Atlantic will telecast the home games of the Athletics and Phillies, using WFIL-TV, WCAU-TV and WPTZ in Philadelphia on a rotating schedule. N. W. Ayer & Son, which has handled Atlantic's broadcasts since their inception in 1936, is directing the entire program.

Programs

WCRO Johnstown, Pa., began its fishing derby April 11. Program offers over $2,000 in prizes for listeners who turn in biggest trout or bass. Special emphasis is directed toward improving relations between land owners and those who fish in inland waters. Joe Schaefer, WCRO sportscaster, conducts program, which is aired Monday and Thursday evenings.

Juvenile Delinquency

IN COOPERATION with Citizens Crime Prevention Commission Inc., WGST Atlanta, Ga., is airing series of programs based on causes of juvenile delinquency. *Freedom Road* presents, in dramatic form, what may result from over indulgent parents, neglect, community environment, companions and family antagonism. Local high schools are encouraging students to listen to the programs, and discussions are conducted following day, based on theme of program broadcast the previous evening. Series is aired Mondays, 8-8:30 p.m.

Safety Theme

NEWEST program on WKXL Concord, N. H., is *It Pays to Play Safe.* Program features three-man panel from Concord Police Dept., Safety Council, and State Motor Vehicle Dept. Trio discusses courtesies of motorists on Concord streets during preceding week, as noted by Concord policemen. Sponsor, a local insurance firm, awards courtesy prizes to motorists chosen by the judges. Program is aired Fridays at 9:30 p.m.

'Tryout Time'

NEW talent search show, *Tryout Time,* has debuted on WLWT (TV) Cincinnati, Ohio. Object of program is to discover new video talent, with weekly winner placed on other WLWT shows as guest. WLWT's sister stations, WLWC (TV) Columbus and WLWD (TV) Dayton, also are carrying show. Viewers from stations' coverage area are invited to audition. *Tryout Time* is being aired in six-week segments, with winners earning prizes each seventh week.

Television Workshop

RADIO and TV Dept. of U. of Miami, Miami, Fla., has launched series of programs on WTVJ (TV) Miami. Series, titled *UM TV Workshop,* will consist of weekly half-hour dramatic presentation. First program by group was Chekov's "The Boor."

Kentucky Derby

WAVE-TV Louisville, Ky., will telecast running of Diamond Jubilee Kentucky Derby on May 7 from Churchill Downs. Gillette Razor Co. will sponsor the direct telecast, and operation will be handled entirely by WAVE-TV's staff under direction of John Boyle.

WHAS MILESTONE

On Air From New Studios

WHAS Louisville was scheduled to begin broadcasting from new studios at 5 a.m. (CST) today (April 18) after completing almost 27 years of operation at Third and Liberty Sts., Louisville. The new studios, only partially completed, are on the fifth, sixth and seventh floors of the new *Courier-Journal* building at Sixth and Broadway.

WHAS took the air July 18, 1922, with 500 w and continued with that operation until Nov. 11, 1929, when power was increased to 5 kw. The station received authorization to operate with its present power, 50 kw, on Dec. 3, 1933.

A CBS outlet, WHAS is on 840 kc. Victor A. Sholis is station director, and Barry Bingham is president of the licensee, WHAS Inc. Station is owned by the *Courier-Journal.*

NYU GETS FUNDS

For Media Study

NEW YORK UNIVERSITY has been awarded a Rockefeller Foundation grant for research in mass communications, according to Charles A. Siepmann, chairman of the Department of Communications of NYU's School of Education.

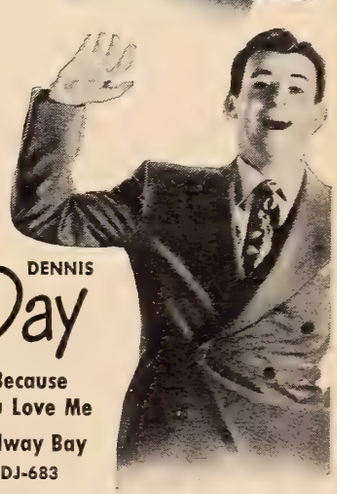
Mr. Siepmann, often reputed an author of FCC's famed Blue Book, said the research is not to be confined to radio or television and that studies undertaken will be made public on completion. As yet, the project is still in the planning stage, he said.



LATEST HITS
from RCA VICTOR
...special "DJ" couplings
for your platter shows*







*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

California isolated 250 watt successful network station needs manager, preferably between 32 and 40 years old with business, sales, organization, all-round experience. Salary $100 weekly to start, possible opportunity later to take part ownership. Full details and picture first letter. Box 643a, BROADCASTING.

Manager. Southwest fulltime network affiliate, smaller market. Good opportunity for man who can produce local sales—and be responsible for entire operation. Full background to Box 775a, BROADCASTING.

Opportunity for right man interested in becoming manager of 250 watt going station, to take over program, do some announcing and handle matters of general nature in small station. Should be acquainted with network program. Congenial associates, pleasant surroundings, permanent situation, starting salary $75 week. Full details, highest references required. Write John L. Crawford, WCTT, Corbin, Ky.

Salesmen

Permanent sales position open for time salesman. Independent, fulltime operation in clean Massachusetts city of 60,000. Must be experienced. Commission with starting draw guaranteed. Give all details in first letter—references and photo. Box 698a, BROADCASTING.

Salesman—1000 watt fulltime network affiliate, Atlantic seaboard city, seeks experienced radio time salesman. Only one salesman now on staff. Over 300 local accounts available to newcomer. Excellent opportunity for settled man desiring guaranteed income and permanent future. Station executive head is twenty year radio veteran. There'll be careful screening and no drinkers, floaters of arm chair high pressure wonders need apply. This is a real spot for man who likes radio and knows how to sell it. Send application with full details to Box 726a, BROADCASTING.

Salesman for midwest independent station in rich market. Liberal commission. Excellent possibilities. Box 746a, BROADCASTING.

Selling sales manager with 3 to 10 years successful experience capable in competitive market in central part of south. 200,000 metropolitan population. Music-news-sports station. Commission and excellent guarantee. One of south's most progressive stations. Send complete information, references, photograph immediately. Box 773a, BROADCASTING.

A real go-getter. Capable creative sales ideas where only hard selling succeeds. Needed immediately. Midwest station. Write Box 783a, BROADCASTING.

Salesman — Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information, references, photo, income requirements. KSEI, Pocatello, Idaho.

Excellent opening for aggressive salesman, no high pressure-excessive drinking or carousing. Graduated commission against draw, with basic guarantee to start. Full particulars of experience, picture and references to W. H. Haupt, KVVC, P. O. Box 1411, Ventura, Calif.

Salesman. Only experienced men need apply. Write giving complete details, references, etc. first letter. No floaters. Radio Station WFHR, Wisconsin Rapids, Wisconsin.

Announcers

Experienced newscaster who can write and deliver news for regional network. Salary up to $400.00. Send aircheck, photo, qualifications, references, ratings, to Box 697a, BROADCASTING.

Help Wanted (Cont'd)

Experienced announcer with first class ticket. Emphasis on announcing. Top 1000 watt daytime Texas station. Mail all background, experience, and salary expectation. Steady position. Box 736a, BROADCASTING.

Independent near Chicago needs vacation replacement announcer. Approximately three months work starting May 1. Experience, personal audition required. Apply Box 789a, BROADCASTING.

Sports announcer, play-by-play baseball, football, basketball. Central Pennsylvania. Give experience, salary requirements. Box 802a, BROADCASTING.

Need two announcers with first class licenses. Write full details to Fred Wamble, KANA, Anaconda, Montana.

We operate several stations in California's wonderful Sacramento Valley and have immediate openings for highly qualified announcers specifically with first class engineer's tickets. Top salary, grand career opportunity. Excellent climate if you think you can qualify and seek association with alert growing organization send audition disc with full announcing and engineering background and references to Lincoln Dellar, KXOA, Sacramento.

Announcer. Good all-round man with best references. Interested potentialities rather than experience. Base plus talent opportunities attractive. No audition material returned. J. D. Swan, WCAX, Burlington, Vermont.

Immediately — Combination man for network station. Send salary requirements, background and disc. WMLT, Dublin, Georgia.

1000 Watt Mutual daytime affiliate desires experienced announcer. Apply in person to WTOB, Winston-Salem, N. C.

Technical

Wanted—Engineer for 10 kw FM transmitter 10 miles from city. Apartment provided. Single man can save good part of salary if he desires by doing own cooking. Car desirable. Give complete details first letter. Box 641a, BROADCASTING.

Engineer-announcer wanted at once. Highest salaries paid in South Carolina. Answer Box 764a, BROADCASTING.

Chief engineer who can do some announcing. Excellent future with progressive organization. Car needed. For further details contact Fred Wamble, KANA, Anaconda, Montana.

Engineer—First class ticket, experienced or inexperienced to be added to complement of 250 watt daytime station in west Texas. Average less than 40 hours per week. Guarantee top salary for right man. Write manager, KPET, Lamesa, Texas.

Mutual affiliate needs combination engineer-announcer about June 15. William T. Kemp, KVER, Albuquerque, New Mexico.

Wanted—Highly qualified engineer of sufficient proven technical ability to install five kilowatt directional station and assume chief engineer's position thereafter. Definitely prefer person who additionally has good announcing voice. Able to take limited announcing shift. Top salary excellent career opportunity with alert growing organization located in California's Grand Sacramento Valley. Send announcing audition disc and complete engineering background and references to Lincoln Dellar, KXOA, Sacramento, Calif.

Experienced, qualified combination man with first class ticket wanted. Send audition disc of voice and full record of abilities. Single man preferred. Salary $200.00 per month for forty hour week. Write or wire Chief Engineer, KVOC, Casper, Wyoming.

Help Wanted (Cont'd)

Wanted—Engineer for AM-FM network affiliate. Wire WFNC, Fayetteville, North Carolina.

Combination man, first phone wanted. Send audition disc and reference. WMBL, Morehead City, N. C.

Production-Programming, others

Newscaster & editor, prefer man between 35 and 45 with newspaper reportorial background. Will be given full responsibility for newsroom of top network affiliated station in midwest city. Salary commensurate with ability. Include with application and audition transcription, recent photograph and complete resume of experiences plus list of references. Box 779a, BROADCASTING.

National service organization will train young lady with small station experience to write for radio advertising service. Beginner with originality, imagination and good English background preferred. Pleasant working surroundings, ideal living conditions. State age, qualifications, salary required in first letter. Box 800a, BROADCASTING.

Wanted—Combination program director and announcer for top 1000 watts, Texas station. Write giving full particulars about yourself and experience, salary desired and photo in first letter. Box 805a, BROADCASTING.

Mutual affiliate needs man or woman as secretary to owner. Heavy volume of traffic, programming, and shorthand. Strictly not an easy job. Hard work. Long hours. No air work. Will consider GI trainee. Assistant managership promised if ability displayed. William T. Kemp, KVER, Albuquerque, New Mexico.

Continuity man—Here's where punch pays off. Long established 1000 watt network station has immediate opening for experienced "borax" commercial writer. Salary commensurate with ability. Send qualifications, sample copy and photo to WFDF, Flint, Michigan.

Situations Wanted

Managerial

12 years experience in rural, urban and mixed markets. Veteran, three college degrees 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successfully tested direct air sale plan. Prefer station that is in red or one in tough market. Box 267a, BROADCASTING.

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Present sales manager of dominant NBC station in midwest, seeking a new location for personal reasons. Twelve years with outstanding stations. Will consider manager or sales manager position of good operation. Unless position pays over ten thousand dollars per year, don't bother to answer. Box 741a, BROADCASTING.

Manager—Assistant manager-program director wants managership preferable competitive market where results mean something. With eight years radio experience, have the "know-how" to create bigger sales, good will, etc. Top references. Bonus feature—Agency account executive experience. Box 754a, BROADCASTING.

Executive—Management and/or sales now available. Last five years, until sales underwritten, general manager and sole salesman. Nationally known transcription library. Please give complete details in first letter. Box 755a, BROADCASTING.

Manager—Twelve years radio. Thoroughly experienced all departments. Put present operation on air. Family man. Good references. Box 765a, BROADCASTING.

Have doubled station income to $6000 per month on daytime station in face of extreme competition. That's my record. What's your offer? Work under contract only. Box 776a, BROADCASTING.

Situations Wanted (Cont'd)

Attention Illinois, Indiana, Michigan or Ohio. Money maker, civic minded sell and announce. Know big and small markets. 29. Desires change. Box 803a BROADCASTING.

Salesmen

Transcription salesman available New England. New York State. Wide acquaintance, excellent selling record References. Further details upon request. Box 743a, BROADCASTING.

Salesman, 28 years old, married, no children. 3 years experience, now employed wants longer market. My employer knows of this ad. Would like some announcing duties on the side Prefer Florida or midwest. Box 785a BROADCASTING.

Announcers

Announcer, 22, single. Experience with network, double on continuity. Know board. Prefer Texas station. Box 510a BROADCASTING.

Experienced announcer, scriptwriter Specialize in adlib. Disc shows, audience participation, sports, comics, etc Available immediately. Transcription photos, scripts and references upon request. Box 609a, BROADCASTING.

Announcer - writer - producer, 5 years top experience. Congenial, conscientious, versatile. Box 640a, BROADCASTING.

Announcer, 27, married, dependable all-round announcer, good sportsman Clear projecting voice. Box 683a BROADCASTING.

Displaced person, marooned deep in Dixie, wants emancipation. Topnotch announcer, first class license, capable technician. 2½ years with network affiliates. Versatile, stable, married. References from present employer. $75.00 Box 684a, BROADCASTING.

Morning man. 7 years. Lively. 25 Family. 50 kw exp. Box 685a, BROADCASTING.

Announcer, married, thorough experience on network and independent stations, also experienced as operator, to newscaster, disc jockey, west preferred Box 686a, BROADCASTING.

Announcer — Music director-librarian Network, independent experience. Good music adlib, disc jockey. Personable 26, single, radio-music degree, references. Box 700a, BROADCASTING.

Sportscaster—Experienced all play-by-play. Also experienced all phase general announcing, news, special events. Box 761a, BROADCASTING

Harken! Announcer available—Unintelligent, unambitious, undependable Large remuneration, short hours. Box 730a, BROADCASTING.

Combination man—First phone license Eight years announcing experience Now employed by CBS affiliate. Married. Salary expected $75.00 per week Box 732a, BROADCASTING.

Two announcers—Young, single, experienced and school. Team or singles Box 733a, BROADCASTING.

Announcer, twenty-two. Thoroughly experienced in every phase of broadcasting. Box 734a, BROADCASTING

Announcer—3 years experience, all phases. Desires to finish college Available GI Bill. Box 738a, BROADCASTING.

Announcer, young man, 24, natural adlib, trained in all phases. Have ambition, ingenuity and ideas if needed. Experienced. Prefer midwest but will accept other locations. Box 742a, BROADCASTING.

Announcer—Experienced. Presently employed. Desires advancement with large progressive station. Box 744a BROADCASTING.

Sincere young announcer—major experience, 5000 watt, CBS affiliate, all fields. Looking to future. Desire setup with present and future, commensurate with ability, efforts extended. Box 747a, BROADCASTING

Announcer—6 years all-round staff and independent seeks position with large operation with future. Top on mornings. Mail to prove. Box 806a BROADCASTING.

Announcer—Experienced, excellent reference, college, disc jockeying specialty, prefer east. Box 807a, BROADCASTING.

Situations Wanted (Cont'd)

oung woman, excellent air voice for omen's programs, adlib, dramatic hows, also writer, desires permanent osition with progressive organization. everal awards, local and national, ttest her talent and ability. Box 48a, BROADCASTING.

nnouncer—Seeks permanent position. o anywhere. Good voice, versatile. o practical experience. Graduate ading radio school. Salary no ob- ect. Start with veteran's training if esired. Box 750a, BROADCASTING.

xperienced all types announcing, ome production. Young, single, ver- atile. Specialty news, writing and diting. Good voice and background. op references. Minimum salary sixty ollars. Prefer metropolitan area. Box 51a, BROADCASTING.

wo announcers, single, desire staff bs, preferably midwest. Will con- der others. Write, produce own hows. Experienced working together, oth writing and announcing. Box 52a, BROADCASTING.

oung man, 2 years of college. 10 onths broadcasting school. Desires b as staff or sports announcer. I've layed class D, also AA baseball. Disc nd photo on request. Will start ith small salary. Willing to travel. weeks notice. Box 756a, BROAD- ASTING.

nnouncer—Now pd—announcer net ffiliate. Desire change to larger, more rogressive market. Experienced adlib ee-jay, production, direction. Box 59a, BROADCASTING.

nnouncer — Thoroughly trained all hases. Desire opportunity to gain ex- erience. Disc available. Box 763a, ROADCASTING.

ight years behind the sports mike. our years class A baseball and all orts play-by-play. Looking for good orts station. Prefer independent. mmediate action. Box 778a, BROAD- ASTING.

nnouncer—disc jockey. Available wo weeks notice. Consider all offers. ox 760a, BROADCASTING.

xperienced commercial announcer ith topflight voice and sellability. trong on newscasting, all-round, con- istent performance. Exceptional back- round and character, thorough relia- ility. B.A. Degree, NBC Institute raining in news and announcing. ooking for promising future with restige station in southeastern metro- olitan market. Presently employed by kw network affiliate in southern city, ut desire greater opportunity. Native outherner. For audition disc, write ox 786a. BROADCASTING.

nnouncer available immediately. Spe- ialize in music shows, both popular nd classical. Former professional mu- ician. Experienced in news, commer- ials, production, interviews, etc. Just ft 5 kw ntw. affl. Box 787a, BROAD- ASTING.

o l d it—Announcer, experienced in ommercials, newscasting, continuity, ome boardwork. Graduate foremost nnouncing school Radio City, N. Y. ingle, young, veteran, will travel. alary secondary to opportunity. Disc vailable. Box 790a, BROADCASTING.

our man ever up a tree? This man n't. Young, single veteran. Trained all hases. Strong news, commercials, DJ orts, special events. Able to turn out eal selling copy. Some control board xperience. Graduate leading announc- rs school, Radio City, N. Y. Capable, ependable, no floater or bottle chaser. ager to please, and ambitious. Salary ot as important as opportunity. Avail- ble, will travel. Disc upon request. ox 791a, BROADCASTING.

pring is here, and here is your oppor- unity to obtain announcer experienced n newscasting, commercials, continu- y, DJ, and console. Graduate of lead- ng announcing school, Radio City and ading dramatic school, Carnegie Hall, . Y. Three years theatre experience. oung, single, reliable veteran. Does ot drink. Opportunity before salary. ox 792a, BROADCASTING.

'e all want to make money! My past ecord is proof that I can make money or you too in the form of increased ac- ounts as well as sky-rocket your lis- ening audience. Good radio voice. nviting personality disc jockey shows. xcellent rated authoritative news- asts. Will furnish references to prove ach statement in this advertisement. horoughly experienced, 23 years old, nmarried. Let's get together so we oth can make money. All replies im- ediately answered so get that letter f now. Box 795a, BROADCASTING.

Situations Wanted (Cont'd)

East only. Versatile, veteran staffman. Also capable writing and delivering authoritative newscasts. University graduate, congenial personality, presently announcing metropolitan affiliate. Disc on request. Box 798a, BROADCASTING.

Attention Illinois, Indiana, Michigan or Ohio. All-round announcer, plus play-by-play, and sales ability. Interested in making a change. Box 804a, BROADCASTING.

Young ex GI with some experience would like announcing or copywriting job with small progressive station. Will send disc, sample copy, and reference if desired. Write or wire Box 66, Milltown, Wisc.

Experienced announcer, go anywhere, interested opportunity more than salary, good adlibbing man, disc jockey and newscaster. Experience gained large middle west city. Please write or call Bill Ivey, 207 Ave. B., Burkburnett, Texas.

Announcer, 27, single. Experienced two local stations, announcer Mutual affiliate. Can run board. Specialize sports, good music. Desire 100 mile radius Wash., D. C. John S. Low, 1711 18th St., N. W., Washington 9, D. C. DUpont 6447.

Ambitious announcer desires permanent staff job. Age 23. Will handle all types of shows. Address replies or phone to Steve Smigla, Stanley, Wisconsin.

Technical

Engineer-announcer. First phone. Sober, reliable. Family man. Good references. Available approximately May 15. Housing essential. Box 711a, BROADCASTING.

Engineer now employed desires change with possibility TV. Thoroughly experienced AM-FM xmitter, studio, recording. All inquiries answered. Box 735a, BROADCASTING.

Experienced engineer, one year 10 months, 250 watt station. Prefer station going into construction or progressive station. Box 749a, BROADCASTING.

Engineer — Construction, installations and operation. Construction experience on AM, FM and UHF. Will travel. Desire new installation with future. Minimum, $60. Box 758a, BROADCASTING.

Engineer—Single, 21, graduate of two radio schools. Nine months broadcast experience. Will travel. Available immediately. Box 768a, BROADCASTING.

Ten years background. Four years broadcasting AM, FM, studio, transmitter, operating, installation. Three years AAF communications. Two years electronic development. First class phone license. Prefer job as chief. Box 772a, BROADCASTING.

First phone vet seeks engineer position midwest. Graduate good school. Box 782a, BROADCASTING.

Engineer mountain FM plant in SE wants change. Available on short notice. Married man, no car, housing essential, requires about $75.00 minimum. Box 796a, BROADCASTING.

Engineer—8 years experience. Construction in 250-5000 watts. Permanent, sound proposition only. Married. Box 801a, BROADCASTING.

First phone, second telegraph, young, 1½ years experience marine radio officer. Desire broadcast position. Will travel, single. Box 305. Grand Central Station, New York City.

First phone engineer desires position with broadcast station. Single. Available immediately. James E. Burns, Emmetsburg, Iowa.

Engineer with first phone desires location southern United States. Eight months experience in operating fully equipped broadcast studio. Experience in all phases broadcast engineering including building, repairing broadcast transmitters. Charles A. Gorday, 811 Evergreen St., Jackson, Mississippi, Telephone number: 3-2043.

Operator, first license, four years general broadcast experience. Want transmitter job. Age 30. Single. Location not important. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

Engineer, 15 years experience broadcasting and communications. First phone. First teleg. licenses. Know operations and installation both services. Nearing completion large installation abroad. Interested further assignment foreign or New York area. Ex-Navy R. E. Box 808a, BROADCASTING.

Situations Wanted (Cont'd)

Production-Programming, others

Program or operations manager — Unusual qualifications. Twenty years experience all departments including management. Well worth an inquiry. Box 617a, BROADCASTING.

Audience researcher, 33. Excellent personality. Five years internal-external survey experience. NBC trained, Broadcast Measurement Bureau, former employer, Columbia University educated. Box 647a, BROADCASTING.

Newscaster-editor. Nearly 10 years of newspaper and radio reporting. With 50 kw. News director, 5 kw, college graduate. Want position where good news coverage, writing, and broadcasting are important. Box 654a, BROADCASTING.

Program Director available same or comparable position eastern metropolitan station. Over six years experience, top references. Box 745a, BROADCASTING.

Continuity chief. Program and promotion minded. Writes selling copy, strong shows. Now earning $75. Prefers east. Family man. Box 780a, BROADCASTING.

Program director—5000 watt net affiliate. Mature. Desires position larger field, or manager small station. Thoroughly experienced all phases. Staff, sales, production, announcing. Employed. Available July 1. References. Box 757a, BROADCASTING.

Program director. Ten years radio, now administrative and program director successful independent with top independent Hooper in 25 station AM, FM, TV market. Good reason for change. Box 762a, BROADCASTING.

Program director—Successful record as producer, program, prestige builder. Civic minded family man. Box 766a, BROADCASTING.

Program director-announcer. 4½ years experience in highly competitive small market. Family man wanting position with future. Programs successful saleable, listenable, able to make station integral part of community. Best personnel relations. Top announcing voice. Any type program. Own specialty programs. Presently employed. Starting salary $75, top references. Box 769a, BROADCASTING.

News editor-writer. Thirteen years radio, newspapers, press services, basic TV. Employed by major station, married, veteran, university graduate. References. Box 777a, BROADCASTING.

News editor—Experienced in covering, writing and delivery. On the spot with tape. Special events. Good references. Box 767a, BROADCASTING.

Continuity director. Wants full responsibility. Advancement opportunities. Strong programming knack. Box 781a, BROADCASTING.

Special events and newseaster available September 1st to 5 kw or better station offering salary and opportunity commensurate with exceptional voice and ability. Box 784a, BROADCASTING.

Program director-announcer specializing in sports. Seven years experience. Knows business. References, disc available. Box 793a, BROADCASTING.

Experienced copywriter with 5 kw regional net station. Highly commercial. Also nwsp. and radio news background. Single, vet, 28, Univ. grad. References. LeRoy Bannerman, Whiteville, N. C. Tel.: 3493.

Idea team. Radio and television. Presently employed. Woman—competent director women's programs, continuity, traffic. Man—producer-director, experienced all phases. Box 794a, BROADCASTING.

Experience cheap? Neither is versatility and ability. Expert in independent and network operations since 1941. College background. Presently located in New England as announcer. Publicity director. Personable. Programming, editing, reporting, comedy, sports color, etc., incentive or talent plan helpful. Available soon for radio and/or television. All replies acknowledged. Box 799a, BROADCASTING.

Experienced radio newswriter. Newspaper plus 5 kw newspaper station background. Know production techniques. Single, vet, 28, jour. degree. References. LeRoy Bannerman, Whiteville, N. C. Tel.: 3493.

Situations Wanted (Cont'd)

Television

Production-Programming

Attention TV stations—girl experienced in commercial radio writing, traffic and promotion wishes TV chance. Box 797a, BROADCASTING.

Salesmen

Here's a winning team—Two recent television workshop graduates desire sales positions with TV organization. Strong TV background plus extensive sales, merchandising and advertising experience. A smooth team that will produce results. Prefer N. Y. area but will relocate. Box 731a, BROADCASTING.

Technical

Television transmitter engineer. Experienced maintenance, operation, installation. Also TV studio and microwave experience. Excellent AM, FM background. Desire TV supervisory position or chief new station. Minimum $5000. Available two weeks. Box 788a, BROADCASTING.

For Sale

Stations

Minority or controlling interest, thriving independent central Pacific Coast 250 watter, beautiful building, grounds, city site, apartment in connection, CP 1000 watts forced sacrifice. Box 722a, BROADCASTING.

For Sale—Well established, profitable combination 1000 watt AM and FM station in exclusive and prosperous 50,000 population market of industry and agriculture. Ideal operation. Box 770a, BROADCASTING.

For Sale—Well established independent station midwest market. Will finance. Box 771a, BROADCASTING.

Equipment, Etc.

Lehigh 170′ tower will support television or FM antennas—4 tower lights, beacon, flasher, everything new. Box 520a, BROADCASTING.

G. R. 916a RF bridge like new, Ferris 22A signal generator with Ferris 450B amplifier. Box 702a, BROADCASTING.

1 Scott Dynamic noise suppresser type 910-AB. In excellent condition. Highest offer takes it. Box 737a, BROADCASTING.

For Sale—101C Federal field strength meter, 1C WE frequency deviation monitor, 731A General Radio modulation monitor. Address Box 774a, BROADCASTING.

For sale—Three sets Universal pickups —RCA MI 4875G plus 3 replacement heads. All new condition. $600. complete. Sig B. G. Cunningham, KLOK, San Jose, Calif.

Tower, self supporting, 179 feet, Blaw-Knox, used, good condition with lighting equipment. WOSH, Oshkosh, Wisconsin.

Wanted to Buy

Wanted—1 kw late model AM transmitter. State all details. No composite job. Box 624a, BROADCASTING.

Tower & ground. 280 ft. unguyed, heavy duty. State condition, location, price, type, weight, etc. Also copper ground strap wire, and screen. Also wanted, oscilloscope with 4 megacycle vertical amplifier. KFEL, Albany Hotel, Denver.

Employment Service

Spring house cleaning Mr. manager? Clean with our qualified personnel. No rubbing them off. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia. Openings: Announcer-deejays, salesmen, copywriters, announcer-technicians. Top locations—top salaries.

Station owners—We can furnish experienced radio executives, general managers, commercial managers, sales managers, program directors — with proven backgrounds. Tell us your needs. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

(Continued on next page)

Help Wanted

Salesman

Time Salesman Wanted. 23 year old midwestern regional CBS affiliate has opening for an above average time salesman. The man we are looking for wants to become a permanent part of a fine community. He is aggressive but not high pressure. He is experienced in solid selling and servicing. He will have the advice and assistance of an experienced program staff. However, he has the ability to originate and sell sound, practical radio advertising. If you think you are the man we want, we offer you an unusual opportunity with better than average compensation. Write or wire your qualifications and references and an interview will be arranged. **Address Walter Rothschild, Station WTAD-WTAD-FM, Quincy, Illinois.**

Production-Programming, others

WANTED

PROGRAM DIRECTOR-ASST. MGR.

Young, married man who has come up through announcing, writing, news, special events. Great opportunity, top working conditions. Complete background, references, photo, disc, first letter.

WRITE

Robert W. Dumm, Gen. Mgr.

KNOE-NBC

Monroe, Louisiana

5000 WATTS FULLTIME—60 DAYS

For Sale

Equipment

Western Electric 1 kw, 503 B-2 FM transmitter, complete with crystal for 100.3 Mc. operation and two complete sets tubes, as delivered from factory never uncrated. Immediate delivery at less than list price. Also, Western Electric 5A monitor.

BOX 729a, BROADCASTING

For Sale

278 ft. Wincharger heavy duty tower dissembled on ground—$1500.00.

Contact *WINZ*

Miami Beach, Fla.

For Sale (Cont'd)

FOR SALE

1 two fifty watt General Electric FM transmitter, type 4BT-1T. 1 set of new tubes for same. 1-BM-1A General Electric FM frequency and modulation monitor. 1 set of new tubes for same. One General Electric 1 bay circular antenna. One General Electric matching section. 80 feet ⅞ inch coaxial cable. One coaxial pressure gauge with relief value. Four ⅞ inch coaxial straight couplings. One 90 degree angle with copper extensions.

The above equipment for sale FOB, KGKL, San Angelo, Texas, for $4,250.00.

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

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NETWORK STATION FOR SALE IN NEW YORK STATE

One station market * Good Earnings * Reasonably Priced * Financing can be arranged * Market not affected by television.

Box 701a BROADCASTING

RELIGIOUS RADIO

Chicago Meet Planned

FIRST evangelical radio forum will be held Wednesday and Thursday (April 20-21) in Chicago under the sponsorship of the National Religious Broadcasters Inc., Dr. Theodore Elsner of Philadelphia, president of the religious broadcasters group, announced last Monday. The forum is being conducted in conjunction with the annual convention of the National Assn. of Evangelicals meeting in Chicago this week at the Congress Hotel.

The forum panel, according to Dr. Elsner, will include Robert Saudek, vice president and director of the Public Service Division of ABC, speaking on "The Ten Commandments of Religious Broadcasters"; Elsie Dick, director of education, women's and religious activities for MBS, "Who Is Really Listening to You"; and Robert Hudson, CBS director of education and opinion broadcasts, "Radio in a Democratic Society."

The National Religious Broadcasters Inc. is composed of 150 religious broadcasters throughout the country. It is affiliated with the National Assn. of Evangelicals, whose membership is composed of representatives from 35 denominations and some 600 non-denominational churches, Dr. Elsner said.

STAFF of WIDE Biddeford, Me., has been awarded citation by Disabled American Veterans for " . . . Exceptional and Meritorious Conduct In The Performance Of Outstanding Service For The Disabled American Veterans."

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

The Department of Purchases of the Board of Education, City of Chicago, will receive bids for the sale of the following equipment:

1—GE 1000 watt, type GF-101-B Frequency Modulation Transmitter, consisting of 250 watt exciter and 1000 watt power amplifier, complete with tubes and crystals for 42.5 mc operation

1—GE Single Bay Circular Antenna

1—Andrew Company, impedance matching unit

1—GE Frequency Modulation station monitor, complete with tubes and crystal for 42.5 mc operation

1—Gates model 30 speech input console, walnut finish, complete with tubes and power supply

2—GE type 69G367 voltage stabilizers, 3 kva, 230-250 volts, single phase

33—miscellaneous tubes for transmitter

14—miscellaneous tubes for monitor

18—miscellaneous tubes for console

125 feet used ⅞ inch coaxial cable

This equipment has been used by station WBEZ for approximately five years, but it is in excellent condition and suitable for immediate installation. Equipment is in storage, 41st floor, 79 W. Madison Street, Chicago. Inspection of equipment may be arranged through the Division of Radio, Board of Education. Buyers shall take delivery of equipment at storage location, and arrange for removal from building. All equipment will fit freight elevators. Address bids to John E. Beardmore, Director of Purchases, Board of Education, 228 N. LaSalle St., Chicago, Ill.

'THE GRANGE FORUM'

Washington State Group Gives Its Views

WHEN a farmer tells a city feller omething, that's news—except in he State of Washington, where 's been happening every week for even years now. Since 1942 the Washington State Grange has been n the air regularly with public affairs programs of various types, nd the current series—*The Grange Forum*—has been running on eight tations since Aug. 10, 1945.

Described as the sole example of Grange organization consistently sing radio commercially, the *Forum* has a simple format. It was eveloped by John L. King, Washington Grange director of radio nd research, in conjunction with he agency, Advertising Counselors nc., Seattle. Noel Schram is account executive.

The program, which is currently unning on a combined time and roduction budget of $11,500, inolves a weekly discussion, largely d-lib, on a subject of current interest and importance. It's as broad s that, and in the past has covered uch widely varied topics as soil onservation, universal military raining, school finances and life n the State Penitentiary.

With Mr. King as moderator, *Forum* participants have included ot only state celebrities and reional authorities but such national gures as then-Secretary of Agriculture Clinton P. Anderson; Albert S. Goss, master of the National Grange; Brigadier General erbert C. Holdridge, and U. S. ongressmen Walt Horan, Walter . Huber, Henry Jackson and Hugh . Mitchell.

Transcribed by John Keating o., Seattle, the *Grange Forum* is eard regularly on KIRO Seattle, PQ Wenatchee, KIT Yakima, UJ Walla Walla, KWSC Pullan, KNEW Spokane, KWLK ongview and KVAN Vancouver.

Basic purpose of the show is to xpress the Grange's interest in eveloping a diversified economy in the state, plus the farmer organization's philosophy that labor, industry and agriculture must work together. The Grange reports that fan mail, including suggestions of topics for future consideration, runs about 90% from city dwellers.

Typical of listener enthusiasm for the show was a recent letter from Lady Willie Forbus of Seattle, in which the former State Senator commented:

"I find myself unable longer to restrain a growing impulse to write you expressing my personal appreciation for the enlightening and popular forums. . . . The farmer profits in the same proportion as the city dweller by the promotion of industries in his area, the increase of payrolls, good labor relations, and shifts of population. . . . The natural instrument to achieve these ends is the radio forum, for by this personal means he can talk to the non-farmer, the non-Granger and the city dweller; he can exchange ideas and broaden his own vision, and at the same time that of his fellow-man. I commend you for the wide range of your radio subjects and the sustained interest you provide for your listeners."

CUBAN AWARD

McCann-Erickson Gets Prize

CUBAN radio's most coveted prize has been awarded to the Havana office of McCann-Erickson in the annual advertising competition of the Associacion de Anunciantes de Cuba, for *Esso Rinde Honor al Merito*, sponsored by Esso Standard Oil Co. of Cuba. The program was honored as "the greatest contribution to Cuban radio during 1948."

Corn Products Refining Co.'s *El Destino Esta en Sus Manos*, a daily soap opera, was named as second-best daytime serial, and is likewise written and directed by McCann-Erickson.



Discussing a forthcoming broadcast of The Grange Forum *are (l to r) King County Juvenile Court Judge William G. Long, Mr. King and Henry P. Carstenson, master of the Washington State Grange.*

NEWFOUNDLAND

Station Calls Are Changed

STATIONS of the Newfoundland Broadcasting Corp. had their call letters changed on April 1, when Canadian Broadcasting Corp. took over operation of the stations, as a supplementary group to the Atlantic region of the Trans-Canada network. VONF St. John's is now CBN; VORG Gander is now CBG; VOWN Corner Brook is CBY; and a new 1 kw outlet at Grand Falls, CBT, will be on the air at end of this month. The move coincided with Newfoundland becoming Canada's tenth province.

Commercial network programs started on the Newfoundland group on April 1, with the *Toronto Symphony Concert* (Robert Simpson Ltd., Toronto).

Other network programs carried now on the Newfoundland stations are *Arthur Godfrey Talent Scouts* (Lipton's Tea), *NHL Hockey* (Imperial Oil, Toronto), *Lux Radio Theatre, Canadian Cavalcade* (Borden's Milk), and the following Monday-through-Friday programs: *Breakfast Club* (Swift Canadian), *Big Sister, Life Can Be Beautiful, Ma Perkins, Pepper Young's Family*, and *Right to Happiness* (Procter & Gamble), and *Laura Limited* and *Aunt Lucy* (Lever Bros.).

NAB BOARD REUNION

Former Members BMI Guests

SOME 75 NAB board members and presidents who served between 1939 and 1949 were guests of BMI at an informal dinner gathering April 9 at the Ambassador Hotel in Chicago. Spokesmen indicated the dinner may become an annual event.

BMI President Carl Haverlin termed it a form of "salute to an industry which provided such representative men who, whether they served on the board offering close liaison between NAB and BMI or through district meetings, gave their whole-hearted cooperation."

BROADCAST MANAGEMENT
CONSULTANTS
"not a luxury for the few but an aid for the many"

Now Hear This—Now Hear This, all station managers and owners report to Broadcast Management Consultants for greater net profits.

Stand By For Ram—Stand By For Ram, we can Ram and Sink your operating costs.

Stand By To Abandon Ship—Stand By To Abandon Ship. To abandon your ship or station is just plain silly when Broadcast Management Consultants can salvage and repair for greater profits. We produce results or we don't get paid.

(Contact our executive offices for details without obligation.)

BROADCAST MANAGEMENT CONSULTANTS
SUITE 442 • 20 N. WACKER DR. • CHICAGO 6, ILLINOIS

EXCLUSIVE NEW ENGLAND DAYTIME STATION
ONLY $10,000 DOWN; $30,000 FULL PRICE

A 1000-watt daytime only radio station which went on the air five months ago. . . . The only outlet in a prosperous New England community, with over 30,000 population and retail sales in 1947 in excess of $33,000,000. . . . All new Gates equipment installed. . . . The station is presently operating at a loss. . . . The owners desire to sell because they believe that the unsuccessful financial operation is due to their lack of experience. . . . Sales Price set at $30,000, free and clear of all liabilities. This price includes accounts receivable and any prepaid expense items, such as insurance. . . . $10,000 is the minimum acceptable down payment, with mutually acceptable terms to be arranged on the balance.

SMALL PROPERTIES DIVISION
THE SMITH DAVIS CORPORATION
Smith Davis, President — Albert ZugSmith, Exec. Vice-Pres.
317 South Sixteenth Street — Phone Kingsley 6-1132
Philadelphia 2, Pa.



10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Send Me



NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT $7.00
TWO YEARS AT $12.00

I Enclose $_____

Please Bill Me ☐

mail to BROADCASTING
870 Nat'l Press Bldg., Wash., D. C.

Promotion



TO PUBLICIZE its *Eddie Newman Show*. WPEN Philadelphia has gone into the "giveway" business. As night club patrons leave various clubs around city, hat-check girls give away imitation WPEN records the size of a half-dollar. Quick spin of discs gives a resume of program. Another promotion stunt is WPEN's "funny money" in one and ten cent denominations, which Sun Ray Drug Stores in Philadelphia are distributing with customers' change.

'Name My Puppy'

COMPETITION between four WOL Washington personalities, Art Brown, John Ball, Mike Hunnicutt and Bob Knight, was getting sharper as their "Name My Puppy" contest drew to a close. Each of men had a pedigreed cocker spaniel to give away to four persons choosing winning names. Result of contest has been a friendly competition for mail among the personalities. No entry boxtops or other restrictions were required. Each of four conducted his contest in manner he thought would draw maximum response; all made special personal appearances in Washington with their dogs. Entry deadline was midnight April 16, and winners will be announced by WOL April 25.

Watch Time

IN CONNECTION with Benrus Watch Co.'s sponsorship of time signals on KSTP-TV Minneapolis, station has distributed small promotion piece encouraging Benrus dealers to capitalize on firm's television advertising.

Silverware

SILVER-PLATE butter spreader aids WIBW Topeka, Kan., in its latest promotion folder. Outside cover shows silver rolling into a cash register with message that it "puts more silver* in cash registers (*Greenbacks, Too!)." Inside of folder gives station's sales message and carries real butter spreader, with note that more are available by mailing enclosed order card. Theme of message is "When WIBW spreads sales messages, Kansas people listen . . . and *buy*."

File Folder

FILE folder giving complete and detailed information about WWVA Wheeling, W. Va., has been distributed by that station. Folder is made of heavy cardboard and is constructed to fit into regular file case. Inserted in folder is information on population, radio homes, retail outlets, retail sales, cities and towns, farm audience and rates and coverage map plus talent data.

Slogan Contest

NINE radios will be awarded winners in WDET-FM Detroit's slogan contest. The UAW-CIO station wants a catchy station identification selected by its listeners. First prize is $240 AM-FM console radio-phonograph combination. Second, third and fourth prizes are $80 AM-FM table model radios, and next five winners will receive $60 table model radios. Contest closes on May 13.

Personnel

RALF BRENT has been named sales promotion manager at WBBM Chicago after working as station manager of WGYN (FM) New York.

DAVID KIMBLE of NBC Chicago advertising and promotion staff has been appointed second lieutenant in Illinois National Guard Medical Service Corps. He is commanding officer of medical platoon in 33d division.

HOME TOWN FAN
Uses Radio To Sell Ventura

THE SUCCESS story of Jane Smith, who used radio to get across the idea that her small home town, Ventura, Calif. (pop. 13,264), was a great place to shop, appeared in a recent issue of *The Illustrated Press*, New Orleans, a weekly publication for radio listeners.

Her program, *Buy Ventura Reporter and Shopper*, now a half-hour five-weekly show with a waiting list of sponsors, started in March 1948, as a Tuesday-Thursday quarter-hour on KVVC Ventura.

There was no sponsor at first, according to *The Illustrated Press*, but "the program caught on right away." Sponsors started buying one month at a time, but kept renewing. Soon all of Miss Smith's Tuesday and Thursday time was sold, and KVVC persuaded her to expand the program into a half-hour show.

Miss Smith's recipe for success, says the newspaper, is simply "liking people and liking my own town and believing in the people I advertise for . . . ." Miss Smith does not believe in the conventional type of commercial. "For a jewelry store, for instance, she discusses diamond mining; for furniture stores, how rugs are made, how wallpaper came into being. . . ."



IT IS now officially Col. Nancy Craig as Miss Craig, heard regularly on ABC, receives a lieutenant colonel commission on the personal staff of Florida's governor, Fuller Warren. Howard F. Lochrie, director of marketing for Birds Eye frosted foods, makes the presentation, on behalf of Gov. Warren, during Col. Craig's ABC show. The governor announced the appointment during a recent Birds Eye tour to Lake Wales, Fla. 28 colonels received their commissions at a special ceremony in New York.

CHICAGO AWARDS
Ad Club Sends Entry Forms

ENTRY forms for the Chicago Federated Advertising Club's seventh annual advertising awards contest were mailed April 11 to clients, agencies and radio and television producers within a 50-mile radius of Chicago. More than 30 awards will be made in eight major advertising divisions, among which are radio and TV.

AM classifications are programs, special features and spot announcements. Network entries will be judged separately. Television personnel are expected to submit a greater number of Chicago-produced TV programs and spot announcements this year than the four received last year. One citation will be awarded in each classification. Programs and spots aired between May 1, 1948, and April 30, 1949, will be eligible for competition. Deadline is April 29. Winners will be selected the first week in May.

"ABRACADABRA"

PUT ALADDIN'S MAGIC LAMP TO WORK

—ALL YOU HAVE TO DO IS TO SAY "WMPS"

Yes, there's magic in Memphis, through

WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
68 ON YOUR RADIO

Represented by
RADIO REPRESENTATIVES, INC.

NARND DIRECTORS
Hold Chicago Meet

METHODS of improving the service of radio news departments was the main theme at the spring meeting of the directors of Nat. Assn. of Radio News Directors in Chicago April 2 and 3.

Members of the board voted to hold the annual association convention in New York City November 11-13. Jack Shelley, WHO Des Moines, was chosen to head a convention executive committee consisting of Tom Eaton, WTIC Hartford; Ben Chatfield, WMAZ Macon, and Ron Cochran, WCOP Boston.

Major report presented at the meeting was by James Lawrence, CBS St. Louis, who disclosed that a survey of 60 TV and prospective TV stations showed that a majority of those operating in conjunction with an AM station use the same news staff for both operations. Only eight stations reported the existence of separate news staffs. A progress report on the continuing study of wire service reports was commended by the directors. Plans for publishing of digests of radio news research by schools of journalism also were approved. The directors decided to encourage publication of pronunciation guides of towns and counties in individual states with the aid of state universities. They named Lee Coney, WLCS Baton Rouge, La., chairman of the small stations committee after Sereno Gammell, WTHT Hartford, asked to be relieved from the post. Bob Johnson, WKBZ Muskegon, was added to the committee.

W. E. Hall Honored

WILTON E. Hall, owner of WAIM and WCAC (FM) Anderson, S. C., and publisher of the Anderson *Daily Mail* and *Independent*, has received a plaque from the city's Junior Chamber of Commerce in recognition of outstanding service to his community during the past year. Presentation was made at a "Wilton E. Hall Night" banquet sponsored by the Jaycees.

TOP PACIFIC HOOPERATINGS—March, Evening

Program	No. of Cities	Sponsor & Agency	Hooperating	Year Ago Hooperating	+or—	Pos.
Jack Benny‡	6	American Tobacco (BBDO)	37.8	38.2	—0.4	1
Walter Winchell (2 mos)‡	6	Kaiser-Frazer (Weintraub)	36.3	26.4	+9.9	6
McGee & Molly	6	S. C. Johnson (NL&B)	26.9	30.8	—3.9	3
People Are Funny	6	B&W Tobacco (Seeds)	24.9	14.2	+10.7	29
Bob Hope	6	Lever Bros. (Y&R)	21.5	34.5	—13.0	2
Bing Crosby	6	Philco (Hutchins)	21.5	16.4	+5.1	20
Horace Heidt‡	6	Philip Morris (Biow)	21.4	19.5	+1.9	14
Adv. of Sam Spade	6	Wildroot Co. (BBDO)	20.0	15.3	+4.7	26
My Friend Irma	6	Pepsodent Div.-Lever (FC&B)	19.6	18.5	+1.1	16
Dennis Day	6	C-P-P (Bates)	19.5	13.9	+5.6	31
Groucho Marx	6	Elgin-American Div. Illinois Watch Case Co. (W&G)	19.4	10.0	+9.4	64
Bob Hawk	6	R. J. Reynolds (Esty)	17.5	16.6	+0.9	19
The Whistler	6	Signal Oil (Stebbins)	17.5	13.5	+4.0	34
Radio Theatre	6	Lever Bros (JWT)	17.2	21.5	—4.3	12
Inner Sanctum	6	Emerson Drug (BBDO)	16.7	11.0	+5.7	55
Louella Parsons (2 mos)‡	6	Andrew Jergens (Orr)	16.7	9.6	+7.1	65

‡ Includes first and second broadcasts

BOX TOP FUND DRIVE
Sponsors to Exchange for Goods or Money

THE old device of exchanging labels and box-tops for premiums is currently being turned to philanthropic purposes by three drives for worthy causes. In each case, premiums offered by household product manufacturers are donations to the cause in the form of either money or merchandise.

Duane Jones, head of the agency bearing his name, and newly appointed promotion committee chairman of the New York City Cancer Committee's 1949 fund drive, has announced the first of these plans. By special arrangement, Mr. Jones revealed, manufacturers of goods ranging from cleaners to razor blades have agreed to contribute, during specific periods, the full retail price of every package of their products purchased in New York during that time. Gift periods, in most instances, are for two weeks.

The first two companies to participate in the cancer campaign tieup are B. T. Babbitt Inc. and the Marlin Co., makers of Bab-O and of safety razors, respectively. The Bab-O campaign, which runs through April 18, provides that for every label mailed to Cancer, 17, N. Y., B. T. Babbitt will donate to the fund the retail price of the cleaner.

Beginning on April 11, Marlin announced a similar tie-in, good through April 25, with consumers utilizing box-tops instead of labels. Other participating companies will be announced later.

Both offers are being announced simultaneously in sponsored radio time, as well as in newspapers.

Aiding Blind

Using similar tactics for a campaign entitled "Box Tops To Fight Blindness," the P. J. Ritter Co. has announced that starting April 10 listeners to *Betty Clark Sings* (ABC, Sundays, 3:15 p.m. EST) would be asked to send box-tops and labels from the company's products to that program, whose star is a 12-year old blind soprano. At the close of the campaign in May, sales profits accrued as indicated by listener purchase will be computed and a check for the amount will be presented by the sponsor to the National Council to Combat Blindness.

Lever Bros., Cambridge, through the star of their Swan Soap show, Bob Hope (Tuesdays, NBC, 9-9:30 p.m.) will send a bar of Swan soap to Europe's needy children for every two Swan labels mailed to Mr. Hope in Boston. Campaign will be arranged through CARE, which will include the soap in overseas packages. An announcement of the drive was to have been made April 12 on Mr. Hope's program.

WWPA JOINS CBS
May 15 Effective Date

WWPA Williamsport, Pa., will join CBS as a basic supplementary station, effective Sunday, May 15. Herbert V. Akerberg, CBS vice president in charge of station relations, made the announcement.

The new addition brings the total of CBS affiliates to 182. WWPA is owned and operated by the Williamsport Radio Broadcasting Assoc., with Woodrow W. Ott as station general manager. It operates with 250 w on 1340 kc.

for NETWORK CALIBRE PROGRAMS



. . . at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

Mr. Herbert Gesregan
Marschalk and Pratt, Inc.
New York City

Dear Herbie:

If yer'd like ter see a real growin' town, jest drap down ter see the home-place of ole WCHS. This here burg is really hummin' and business is th' best ever. Why, even with things slowin' down in other places, Charleston's sales in th' stores showed 'nother increase last month! 'Course, there's lots o' reasons fer this, but one o' th' most important is that there 5000 watts o' power packed by th' leading radio station in West Virginny's capital city! Ole WCHS iest don't let folks fergit 'bout Charleston merchants!

Yrs.
Algy



WCHS
Charleston, W. Va.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

Allied Arts

RALPH L. F. McCOMBE, former program annotator and publicity director for the Philadelphia Orchestra, has become chief of Music Unit of State Dept.'s International Broadcasting Div. He will select music for overseas broadcast by "Voice of America," and for distribution of records abroad.

WILLIAM C. WOLD has opened offices at 500 Fifth Ave., New York, where he will engage in representation, sales promotion and special projects under name of William C. Wold Assoc. Mr. Wold was formerly New York manager of Consolidated Vultee Aircraft Corp.

JAY FAGGEN, for past 20 years a principal in Sobol, Hartman & Faggen, New York (publicity), has opened publicity offices in Los Angeles at 1213 N. Highland Ave.

Equipment

AB WAXMAN, former advertising director and sales promotion manager for Wire Recording Corp. of America, has been appointed sales manager of Magnetic Recorder Div. of Air King Products Co., Brooklyn.

R. T. PENNOYER, assistant manager of General Electric Co.'s Buffalo Tube Works, has been appointed manager, succeeding the late **R. O. POAG.**

EDWARD W. BUTLER has been appointed director of Radio Div., Federal Telephone & Radio Corp., Clifton, N. J., effective April 25. He was formerly with Sylvania Electric Products Inc., New York.

NORTH AMERICAN PHILIPS Co., New York, has announced production of the Protelgram "optical box," which produces brilliant, high-definition image of 200 sq. inches characteristics of Protelgram-equipped receivers now on market.

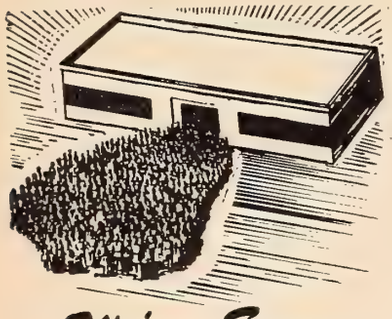
MOTOROLA Inc., Chicago, has announced opening of new research laboratory in Phoenix, Ariz., for electronic research in military fields. **DANIEL E. NOBLE,** director of research and vice president in charge of communications of Motorola's Communications and Electronics Div., will direct new lab. **DR. ANGUS C. TREGIDGA** will be chief engineer and general manager.

FURST ELECTRONICS, Chicago, has moved its headquarters to 12 S. Jefferson St.

Television

BERNICE COE, recently with United World Films, has been appointed by Sterling Films Inc., New York, to organize and head firm's new educational division. She also will supervise activities of Sterling Films Television Inc., new division of company set up to facilitate distribution of films by Sterling and other producers, to video stations.

VIDEO DRAMA PRODUCTIONS has been formed in New York by group of independent writers, actors, actresses and production personnel, with **HENRI MARCUSE, HARVEY JANOVIC** and **HERBERT DOYNOW** heading firm in equal partnership. Mr. Marcuse will handle production, while Messrs. Janovic and Doynow will take care of direction and business activities respectively. Company has released two productions, both of which are currently for sale.



We're Sorry

about the traffic jam on State Street, March 19, when 3000 people tried to get into a new store which had advertised its opening exclusively on KDYL.

But can we help it if so many people insist on listening to this popular station?

Television, too . . . and availabilities are going fast!

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
John Blair & Co.

Canada AM Grants

THREE NEW AM stations have been recommended for licenses at the April meeting of Canadian Broadcasting Corp. board of governors at Ottawa. Ralph Snelgrove, manager of CFOS Owen Sound, has been recommended for 250 w daytime, 100 w nighttime station on 1400 kc at Barrie, Ont. Bergman-Moffat Broadcasting Co. has been recommended for 1 kw on 1080 kc at Winnipeg, and Temiscamingue Broadcasting Inc. has recommended for license for 1 kw on 710 kc at Ville Marie, Que. Department of National Defense will be allowed a 100 w station at Brochet, Man.

TRANSITCASTING

Officer Changes Announced

HULBERT TAFT Jr., president of Transit Radio Inc., was elected chairman of the board of TR and Chet Thomas, vice president, was promoted to the presidency April 10 at a meeting of the corporation's directors held in connection with the NAB Convention.

Frank Pellegrin, national sales manager of Transit Radio, was elected vice president in charge of advertising and sales; Richard Crisler, treasurer, was named executive vice president in addition to his present duties; William M. O'Neil was elected vice president, and David Gamble, Cincinnati attorney, was named general counsel and secretary.

Realignment of TR's official family was announced at a dinner for 25 FM station operators, all of them either engaged in transitcasting or planning to enter the field. Principal speaker was Mr. Pellegrin, who announced that several new sponsors of national transitcasts, among them Swift & Co. and Fitch Shampoo, had been signed the previous week.

"National accounts are starting to break in our favor," he said. "Within the next few months we should have about $140,000 in new billings."

He termed the new medium "one of the most uniformly accepted in advertising history," but listed several "obstacles" that must be surmounted before transitcasting becomes a "national medium": Lack of markets; lack of complete installations (not one city is fully equipped, he said), and the fact that many advertisers' budgets are allocated. He reported, however, that the national sales staff is working with agencies in their planning, and that "transit radio is in the advertising picture."

Mr. Pellegrin urged standardization of rate cards by local affiliates, and recommended wider use of "checkers" to get an accurate count of transit riders for the use of timebuyers.

"We should be able to report the exact number of listeners, of different age groups, at specific minutes when spot announcements are being heard. Average ridership figures over an extended time are useless," he said.



Mr. Thomas



Mr. Taft

Mr. Taft, who founded Transit Radio, is managing director of WKRC and WCTS (FM) Cincinnati. Mr. Thomas is general manager of KXOK and KXOK-FM St. Louis, and Mr. O'Neil is president of WJW Cleveland.

GOVERNMENT OUTLETS

Transfer Bill Introduced

"PAPER" transfer of all rights, equipment and other property of certain Government-owned international broadcasting facilities is contained in a bill introduced in the Senate last week by Sen. Burnet R. Maybank (D-S. C.). The measure (S 1556) is a companion piece to one introduced in the House last February by the late Sol Bloom [BROADCASTING, Feb. 14].

Like the House bill, transfer would be effected from the Reconstruction Finance Corp. to the Secretary of State, with State Dept. assuming RFC obligations and without reimbursement of funds. The stations, ranging from 50 kw to 200 kw and located in Delano and Dixon, Calif., and in Bethany and Mason, Ohio, are licensed variously to NBC, CBS and Crosley Radio Corp. About 15 outlets are involved in the administrative transfer. The bill was referred to the Banking and Currency Committee.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

KYW'S GIANT MIKE

Gimmick Used for Local Program Promotion

FIRST in a planned series of unique local promotion stunts is being conducted by KYW Philadelphia, using its giant-sized microphone.

The Westinghouse outlet has erected a 7½-foot mike atop a Willys Overland Jeepster and is parading it around the greater Philadelphia area to plug its local sponsors. The microphone is topped with a large call letter identification sign and the Jeepster, painted bright yellow, is properly adorned with display plaques.

Initial tie-in for the campaign is *Your Esso Reporter*, sponsored daily on KYW by the Esso Standard Oil Co. of Pennsylvania. Start of the promotion was timed to coincide with the placing in operation of KYW's two new 465-foot antenna towers recently completed.

First appearance of the giant mike was at the opening of a new Esso station in Wayne, Pa., a Philadelphia suburb. Seventy-seven other Esso stations throughout the area are being visited by the mike and KYW staffers, who contact proprietors of each station and distribute cards and promotion leaflets.

Idea for the touring giant mike was conceived by Robert E. White, KYW general manager. When the Esso tie-in is completed, the station plans to cover locations of other local advertisers, Mr. White said.



KYW's giant mike attracts a gathering of Esso and Station officials at the opening of Thomas Ryan's new Esso station at Wayne, Pa. L to r: Frank Seery, Esso salesman for Chester County; Mr. Ryan, proprietor of the new station; H. R. Merrikan, assistant district manager for Esso; John Kirkley, Esso merchandising manager for Pennsylvania, and Harvey McCall Jr., KYW sales manager.

MENNEN DRIVE

To Promote Powder, Rattle

MENNEN CO. INC. will spend $300,000 to introduce its new baby powder can with a built-in rattle, according to Lewis F. Bonham, director of advertising and sales promotion.

He gave that figure to BROADCASTING following a news conference Tuesday in New York, where the new product was shown to newsmen for the first time.

At that meeting Herb Strauss, Grey Advertising, New York, outlined the promotional and advertising campaign which has been planned to sell the rattle-can.

He said that time has been bought on 47 key stations in big population centers as one phase of the radio campaign. Stations will carry 15-minute daily programs over a 24-week period.

A second phase of the radio drive will begin on May 1, when approximately 100 women's programs will conduct a coast-to-coast two-week radio contest through Feature Bureau Syndicate. The contest will be on methods of getting baby's attention during diapering.

An extensive magazine and newspaper schedule also is being planned.

Duncan's Groan

MISTAKEN identity poses some thorny problems—just ask J. R. Duncan, who moved from Cincinnati to San Antonio to become WOAI program director. Before returning to the Queen City for a visit, Mr. Duncan spotted a newspaper item which reported a courtroom groan had cost one J. R. Duncan $100 after speaking out of turn in a damage suit. WOAI's Duncan took his kidding goodnaturedly, then left for Cincinnati where Mrs. Duncan awaited him—clipping in hand. Seems the *Inquirer* had carried it, and he was hard pressed to answer phone calls from people inquiring, "So that's what Texas has done to you?" Payoff came when he returned to San Antonio—only to find the other Duncan's cancelled checks on his WOAI desk.

'TOUR' REUNION

For District Meeting Group

MEMBERS and alumni of the industry's "Flea Circus," comprising the hardy group of NAB and industry officials who have toured the NAB district meeting circuit, held a reunion last Monday during the Chicago industry convention.

Twenty-two survivors of the annual trek took part in proceedings. They include Neville Miller, former NAB president and now a practicing radio attorney; Milton Blink, Standard Radio; C. E. Arney Jr., NAB secretary-treasurer; Kolin Hager, SESAC; Gus Hagenah, Standard Radio; Eugene Carr, WHBC Canton, Ohio; Paul Peter, station consultant; Ed Kirby, program consultant; Burt Squires, BMI; Everett E. Revercomb, NAB assistant treasurer; Roy Harlow, BMI; Linnea Nelson, chief timebuyer, J. Walter Thompson Co.; Ralph Wentworth, BMI; Robert Keller, promotion consultant; Cy Langlois, Lang-Worth Feature Programs; Carl Haverlin, BMI; Ella Nelson, NAB administrative assistant; Natalie Gunzendorfer, KROW Oakland; Howard Frazier, station consultant; Alec Sherwood, Standard Radio, and Sol Taishoff, BROADCASTING.

SOUNDCRAFT CORP.

Controls Tele-Video Corp.

REEVES Soundcraft Corp., New York, has acquired control of Tele-Video Corp., manufacturer of "Picturecraft" projection receivers and "Tele-Video" receivers distributed by Telecoin Corp. of New York. The Soundcraft sales organization will market both sets through its more than 200 distributors, Hazard E. Reeves, president, announced.

Also acquired in the transaction were Bace Television Corp., Hackensack, N. J., manufacturer of a 15 inch direct view receiver designed with a remote control which tunes a series of screens, and Airdesign Inc.

IT'S A
GREAT DAY
WITH WLAV and WLAV-FM
GRAND RAPIDS

WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)
WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.

AM ABC for Grand Rapids
WLAV
FM Power Plus Perfection

SALES PROMOTION-PUBLICITY
MERCHANDISING
on

WTYC
1000 W.
Rock Hills, S. C.

WGVM
1000 W.
Greenville, Miss.

KCOL
250 W.
Ft. Collins, Colo.

Thru
RADIO TELEVISION PUBLICITY CORPORATION
EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS
Member National Association of Broadcasters

GA. NETWORK

29 Stations Form Assn.

GEORGIA ASSN. of Local Stations, statewide network of 29 leading outlets, got underway April 11 when Governor Herman Talmadge extended his official blessings preceding an early morning broadcast.

The Governor spoke for two minutes before a 15-minute strip purchased by E. H. Brown Advertising Agency for Georgia General Store, which sponsors mail-order type of show. A two-hour program consisting of live talent is aired daily from 7:45 to 9:45 a.m. over the network, with national advertisers and spot users slated to buy time. Contracts already have been signed for chain breaks during that period.

Sale of time was handled by Friedenberg Agency Inc., recently appointed representative for the state network and WGLS Decatur. Tom Carr, WGLS manager, heads active network operations.

Kent Foundation

SUCCEEDING his father, A. Atwater Kent Jr. will serve as president of the Atwater Kent Foundation. One of the foundation's beneficiaries is the annual competition for vocalists and instrumentalists. Competition is currently entering the semi-finals with winners to receive Hollywood Bowl debuts this summer.

Adv.

WLS Listeners Are Always "Good Neighbors"

Arthur C. Page, conductor of WLS Dinner Bell Time, mentioned the 73rd birthday of William Meuser of Rantoul, Illinois. Briefly, Mr. Page explained that Meuser had been an invalid 35 years.

In the next day's mail, birthday greetings and sympathy cards, began pouring in. Within three days, Mr. Meuser had opened and read more than 500 messages from WLS listeners.

Small in itself, this incident is one in a huge chain that stretches back 25 years—a chain of services rendered to people, to communities, to counties and groups. When a sudden blizzard forced postponement of a DeKalb County Home Makers' meeting, the leader's first thought was WLS—and our quick announcement saved 500 women from attempting the trip. When a Wisconsin farmer needed baling wire desperately during wartime, a WLS mention brought him more than enough.

WLS listeners throughout Midwest America are good neighbors—and during 25 years of close and intimate service, they have come to look on WLS as the biggest good neighbor of all.

WLS
The Prairie Farmer Station
Chicago 7, Illinois
Represented nationally by John Blair

Production

VERN KING of WIL St. Louis *Vern King Show*, has been appointed program director of station.

DICK BOOTH, announcer at WDAS Philadelphia, has been appointed program director.

LYNN CLEARY, former manager of sales and research for the DuMont Television Network, has been named manager of the continuity acceptance department.

HAROLD AZINE, formerly producer-director at WTOP Washington, has joined production staff of KLAC-TV Los Angeles. Prior to joining WTOP Mr. Azine was program director for WBAL Baltimore.

DIRK COURTENAY has joined announcing staff of WHFC Cicero, Ill. He is former late-evening disc m.c. on WENR and WJJD Chicago.

CHARLES WILFONG, staff announcer at WKBC North Wilkesboro, N. C., has been appointed assistant program manager. Mr. Wilfong replaces **CLAY WATTS** who has joined WKBC in Elkin, N. C., as regional sales manager.

FRANK POLLACK, former disc jockey in Milwaukee, Wis., has joined WONE Dayton, Ohio.

GREG SMITH has joined announcing staff of WIOU Kokomo, Ind., replacing **JACK RAB**, resigned.

CARL IDE, WNJR Newark, N. J., disc jockey, is the father of a boy, Thomas Bishop.

ED PAULIN has been appointed chief announcer at WCMI Ashland, Ky.

DOROTHY ABBANAT, formerly with WKBH LaCrosse, Wis., has joined copy department of WBCK Battle Creek, Mich.

DICK LOCKE, former film director at WBKB (TV) Chicago, has joined WENR-TV Chicago, as TV floor manager. **JOE BYRNE** replaces **WILLIAM HOLLENBECK** as director of remotes at WENR-TV. Mr. Hollenbeck has been transferred to KGO-TV, ABC's San Francisco outlet.

EUGENE WALZ has been appointed a producer at WLWT (TV) Cincinnati. **WALTER JACOBS** has been appointed to same post at WLWC (TV), Crosley station in Columbus, Ohio.

BILL WOOD, formerly with KORN Fremont, Neb., has re-joined KODY North Platte, Neb., as chief announcer.

MARK RUSSELL, former program director of WJJD Chicago, has joined WEHS (FM) Chicago in same capacity.

MILTON (Mende) BROWN, WOR New York director-producer, is the father of a girl, Dina.

DRUCIE SNYDER, daughter of Secretary of the Treasury, will conduct *Ice Cream Social* on WTTG (TV) Washington. Show will be aired at 8 p.m. every night that WTTG telecasts a home game of Washington Senators, professional baseball team.

ART ELMONN, staff announcer at WWSC Glens Falls, N. Y., and Grace Elizabeth Shaw have announced their marriage.

CHESTER BEHRMAN, former program director of WANE Ft. Wayne, Ind., has joined continuity staff of WLW Cincinnati.

PATRICIA DEANS has joined WPGH Pittsburgh as copywriter. **PAUL RICHARDSON** has joined station's announcing staff.

JOE ELDRIDGE, staff announcer at WSUN St. Petersburg, Fla., is the father of a girl, Karen.

MUSICAL ARTISTS

Sign New Agreement

AMERICAN Guild of Musical Artists has signed a new basic agreement with concert managers on behalf of its members. The terms provide for 10% commissions to managers for radio, phonograph and opera engagements, 15% for civic and community concerts and 20% for regular concerts.

The agreement was reached with three of the biggest concert bureaus, Columbia Artist's Management, National Concert and Artist's Corp., and W. Colston Leigh. The manager is entitled to his commissions only if the artist gets paid. AGMA, whose membership includes top concert artists, is headed by Lawrence Tibbett, president.

SPORTS HEARING

Postponed Indefinitely

HEARINGS scheduled for last Thursday on legislation to exempt professional sports from interstate commerce have been postponed indefinitely, according to the House Interstate & Foreign Commerce Committee. They were to be held prior to opening of the major league baseball season this week, but no date has been set, sponsors of the legislation indicated. Baseball Commissioner A. B. Chandler and others are slated to testify.

The bills (HR 4018-4019), by Rep. Wilbur D. Mills (D-Ark.) and Rep. A. S. Herlong, Jr. (D-Fla.), are designed to clarify controversy arising out of complaints that baseball is interstate commerce by virtue of TV and aural broadcasts of games [BROADCASTING, April 11]. Charges were made in suits filed by three ex-major league ballplayers who were suspended for jumping to the Mexican league. Measures, to amend Sec. 313 of the Communications Act, would in effect assure legality of the reserve clause in player contracts.



COMPLETING arrangements for representation of KCBQ San Diego by G. P. Hollingbery Co. are Charles E. Salik (seated), KCBQ president and general manager, and Harry H. Wise Jr., manager of Los Angeles office of the radio representative firm.

'RADIO THEATRE'

Tops in Canada for March

U. S. NETWORK programs still lead in popularity in Canada, according to March national ratings released April 7 by Elliott-Haynes Ltd., Toronto. Of 43 sponsored network programs heard in Canada, the leading ten were *Lux Radio Theatre* with rating 35, *Fibber McGee & Molly* 34.4, Bob Hope 26.7, *Amos 'n' Andy* 26.2, Fred Allen 26.2, *Ozzie & Harriet* 24.6, *Ford Theatre* 24.2, *Twenty Questions* 23.7, *Wayne & Shuster* 23.2 (Canadian program), and *Album of Familiar Music* 20.4.

Of 14 daytime sponsored network shows, the leaders in March were *Pepper Young's Family* 18, *Ma Perkins* 17.9, *Happy Gang* 17.7 (Canadian program), *Right to Happiness* 17.1, and *Big Sister* 16.9.

French-language sponsored evening network shows, numbering 33, were led by *Un Homme et Son Peche* 43.2, *Radio Carabins* 37.5, *Ralliement du Rire* 36.2, *Enchantant de la Vivoir* 36.1 and *Metropole* 32.8. Leading French-language daytime sponsored network programs (14) in March, were *Jeunesse Doree* 30.5, *Rue Principale* 29.4, *Grande Soeur* 24.9, *Les Joyeux Troubadours* 24.6, and *l'Enseigne des Fins Gourmets* 23.6.

WKBC Remodels

WKBC North Wilkesboro, N. C. is remodeling its building and control room, station reports. Three additional offices have been completed and a large auditorium has been added to accommodate audience participation shows. WKBC, a daytime station, is owned by the Wilkes Broadcasting Co. and operates on 810 kc with 1 kw.

CUBA KC RAID

Predicted by NAB Engineers

OSSIBILITY that Cuba may soon art making assignments on some . S. or other nations' frequencies as seen (April 9) in the FCC-in-stry Roundtable which com-eted the third annual NAB Broad-st Engineering Conference, held Chicago [BROADCASTING, April].

James E. Barr, chief of the tandard Broadcast Div. of FCC's ngineering Bureau, said he took e position that the expiration of e North American Regional roadcasting Agreement is only a echnicality," since all the nations t Cuba have said they're willing sign an extension of its terms. uba, he recalled, indicated she ould not disregard all of ARBA's provisions, but may take eps to relieve "internal pressure" r more stations.

He agreed with Royal V. Howard, rector of the NAB Engineering ept., who was in charge of the anel session, that this may well ean Cuba is going to take ad-tional channels from what Mr. oward termed the "you-know-here department."

Mr. Barr thought FCC would de-de its long-pending clear-channel se "well in advance" of the ARBA conference scheduled for eptember in Canada. Asked hether the decision would come efore Congress acts on the pend-g Johnson Bill to break down the ears and limit power to 50 kw, e said this was "a $256 question."

"Nobody," according to FCC Act-g Chief Engineer John A. Wil-ughby, knows when the VHF tele-sion freeze is going to be lifted. W. Allen, chief of FCC's Tech-cal Information Div., said the o-called *ad hoc* committee, assist-g FCC an the technical studies, ppes to have its summary reports a VHF troposphere and terrain fects ready when the Joint Tech-cal Advisory Committee meets pril 19.

Whether the "thaw" will come ead of the UHF decision is a question for the Commission to decide, Mr. Allen said in reply to a question from E. K. Jett, former Commissioner and now vice president in charge of radio for the Baltimore *Sunpapers*. He said he wondered whether it would be practical to lift the freeze and announce simultaneously, for example, that a certain number of channels would be specified later as available in UHF.

Thomas T. Goldsmith Jr., research director for Allen B. DuMont Labs, proposed that industry be allowed to help finance its UHF experimentation by operating UHF stations commercially on a temporary basis. This would promote the compilation of necessary data, he declared. "UHF is our only choice [for sufficient channels], so why not jump in without waiting for more data?" he asked.

Hart S. Cowperthwait, acting chief of the FCC TV Broadcast Div., thought this would be "one method" but "somewhat radical." Mr. Allen added that commercial operation would not "automatically" produce additional technical data.

10 Years Needed

At the present rate, Mr. Allen said, it may be 10 years before reasonably conclusive propagation data on UHF will be available. Allocations can be made before then, he said, but he called upon FCC and industry to "gear ourselves" for quicker results.

Asked by Mr. Goldsmith what UHF experimental program industry might adopt to assist FCC, Mr. Allen noted the need for further data on differences in atmospheric effects in various regions, information on coverage under varying terrain conditions, and equipment problems.

FCC spokesmen scotched reports —which H. C. Florance of KDFC (FM) Sausalita, Calif., said he had heard—that the Commission may delete the AM broadcast band. "There's no such thought at all," Mr. Barr declared. Asked by A. J. Mosby of KGVO Missoula, Mont., about increasing the daytime power limit for regionals, Mr. Barr said there has been "no activity in that direction."

Nor did he expect a repetition of the 1948 "temporary expediting procedure," in which the filing of new AM applications was in effect halted for three months while FCC and industry engineers tackled the job of processing those already on hand.

Mr. Barr thought there is a basic need for a change in the concept of FCC's engineering standards, so there will be a clear distinction between standards and allocations. FCC, he said, needs something to "keep us from putting our hands over our eyes" and saying a certain service area will be "held inviolate," while continuing to add new stations. Planned allocations might be a solution, he suggested. But he said he was still in the minority on this question at the Commission.

Mr. Willoughby told the delegates that the problems involving CAA approval of antenna sites are still "complicated" and that there are "a lot of headaches" ahead. But he hoped that some solution will be reached in forthcoming FCC-CAA conferences. Mr. Barr invited industry assistance on this question.

A question on FM's future, raised by John Sherman of WTCN-AM-FM-TV Minneapolis, was effectively shunted aside with an observation that "the future of FM is no longer an engineering question" and should more properly be discussed at the NAB Management Conference. Mr. Jett said the *Sunpapers* stations' answer was Transit Radio.

Panel members for the session were A. James Ebel of WMBD Peoria, chairman of NAB's Engineering Executive Committee; Mr. Jett; E. M. Johnson of Mutual, Frank Marx of ABC, K. W. Pyle of KFBI Wichita, and Orrin W. Towner of WHAS Louisville, all members of the Engineering Executive Committee, and the following from FCC's Engineering Bureau: Messrs. Willoughby, Barr, Cowperthwait, and Allen; Cyril M. Braum, chief of FM Broadcast Div.; and Edward W. Chapin, chief of Laboratory Div.

On All Accounts

(Continued from page 20)

looked for new fields to conquer. Remembering Horace Greeley's advice, young Mr. Hussey turned to the West. This was just before the great depression of the late roarin' 20s. He went to Southern California first in September 1926, driving across the country with a pal. Bob liked what he found, and after some West-East commuting decided to make his home in Hollywood.

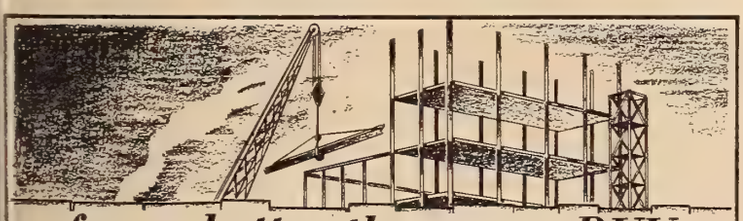
He joined Warner Bros. as a publicist in 1930 and, for the next 14 years, worked in what he fondly calls "the film foundries." He functioned primarily in the publicity departments of four major motion picture studios. Bob is credited with organizing the first motion picture radio department in Hollywood at Paramount Studios in 1939.

It was in early 1943 that Mr. Hussey joined Universal Studios to install a radio department to exploit that firm's stars and properties.

Next he joined Young & Rubicam in April 1944 as West Coast talent supervisor. And his duties grew. It was in 1947 that he was made manager of the program development department for the agency's Hollywood office.

When he isn't making the social rounds, which give him his best talent contacts today, Bob enjoys life at home with Mrs. Hussey, the former Mary Lou McAdoo of Los Angeles, whom he married on March 6, 1937. The Husseys, with their two children, Judy Linda, age 10, and Janice Lynn, just 12 months old, make their home in the Outpost Hills section of Hollywood.

Bob enjoys a round of golf and also includes hunting and fishing among his favorite sports. Swimming is another form of relaxation for him. A Mason and Shriner, Bob is an active member of the Hollywood Ad Club, too.



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TECHNICAL ADVANCES Shown by Equipment Makers

RCA, with its full complement of AM, FM and TV equipment, occupied one of the largest sections in the Exhibition Hall at the NAB convention in Chicago's Stevens Hotel last week.

Television equipment was featured by the corporation, and included a large-station program director's console, the Kinephoto recorder, and a small station 500w TV transmitter with matching console. The large console has a slanted mirror which reflects from the scopes at director's eye view in a darkened enclosure. The talkback system enables the operator to converse with both projection and cameramen. Twelve camera positions are on the board, flanked by an audio and video unit.

The Kinephoto, also introduced for the first time, records video shows on 16mm film for reproduction later. The developer is manufactured by the Houston Corp., Los Angeles, and prints the film in 14 minutes, running 43 feet per minute. Sound can be recorded simultaneously.

Other new products were a portable tape recorder, weighing 44 pounds, and its amplifier case, 49 pounds. Constructed to NAB specifications, the machine operates for 33 minutes at 15 inches per second and for 66 minutes at 7½ feet. Display also included a radio mike, for use in places beyond the reach of telephone wires, turntables, microphones, television receivers, radios, cranes, cameras, and lights. It is manufactured by Television Assoc., Michigan City, Ind., and Kliegl, New York.

RCA set up model stations on a miniature scale for small, intermediate and large cities. A large U. S. plyboard map flashed lights in TV cities using the corporation's equipment.

Allen B. DuMont Labs. exhibited its monochrome scanner, which operates on the flying spot of light principle, and a new film projector. Latter introduces a method which picks up and converts film from 24 to 30 frames per minute for television, and has a 600-line resolution. The Acorn transmitter, a 500 w basic TV unit, is sold as a package with control equipment. An innovation is the 2,000 mc band on the relay link, shown for the first time. Standard items included the dual orthicon camera, for both studio and field shots, master control facilities, synch generator, cameras and TV receivers. The DuMont Telecruiser, a mobile unit, was parked in a nearby lot for inspection during the week.

Convention marked the debut of Federal Telephone and Radio Co.'s 5 kw TV transmitter. The Clifton, N. J., firm terms it the first such transmitter that is entirely air-cooled. A lightweight high-gain loop antenna, seen at the recent IRE meeting, is fed by a single coaxial line. Federal also displayed radio link equipment with its parabolic antenna and a lead-in wire for home receivers which is said to improve home reception. A shielded balance 300 ohm lead-in eliminates snow, ghosts and noise normally attributable to the transmission line pick-up.

New 50 kw Design

New design 50 kw standard broadcast transmitter, exhibited by Westinghouse Electric Corp., Baltimore, featured metal rectifiers, which enable long-life for the tubes, and roominess. Mechanism is comprised of six cubicles, and occupies a smaller floor space than any transmitter in its class, firm claims. Other displays—normal studio, office and television lighting equipment.

General Electric showed a 5 kw high-channel television transmitter with a modulator, premiered at the convention. The modulator provides for stretching of the synch percentage, and has back porch double diode keyed clamps which maintain a constant light level and picture content. The transmitter control console has monitors for pictures and regulation of levels. The new 16mm projector has no shutters but a pulse light source. A high speed motor brings the film up to the speed instantaneously on starting and stopping.

Low-priced transmitter measuring set to help broadcasters meet "proof of performance" FCC requirements was exhibited by the Daven Co., Newark. Firm also displayed a complete line of video attenuators in addition to the standard line of attenuators, laboratory equipment and switches.

Essential type AM and FM electron tubes, with new ones developed for video, were explained to NAB members by representatives of the Machlett Labs., Springdale, Conn., for which Graybar is national distributor. Thirty of the 150 tubes manufactured for broadcasters and telecasters were displayed.

Newest, announced at the convention originally, is the Penthouse Tube, so-called because of its appearance and shape. Silver-plated to reduce high frequency losses and automatically sealed, the tube is capable of giving a 50 kw output for FM in one package, superseding the usual multi-unit type. Price, still unset, is estimated at $1,500. It is one of the largest tubes made by the firm. At the other extreme, a small high frequency type used extensively in military operations, is being introduced to the industry for television relay use. It sells for about $40.

Andrew Antenna

The Multi-TV transmitting antenna of the Andrew Corp., Chicago, operates with a single-ended TV diplexer. Unique because of its low cost, the TV antenna is the first manufactured by Andrew as a take-off on its FM antenna, which came out six months ago. The four-bay, 175-pound FM antenna is made of copper and lightweight because the mast has been eliminated. The antenna is clamped to the tower.

One line, instead of the usual two, feeds the power into the tower. The diplexer mixes audio and video without any cross-modulation. The two-bay is manufactured now, and a four-bay will be released soon. Half-inch radiating rods of different lengths operate directionally. The TV area pattern is different in that the usual circle becomes a triangle with three major points of concentration. Selectivity of audience is thus made possible.

Other equipment on exhibition was a parabolic reflector for the studio transmitter link, TV relay antenna, coaxial transmission line, a new low-loss transmission line, lighting equipment and an automatic dehydrator to pump dry air into coax transmission lines under pressure.

A facsimile model of black and bleached mahogany made by Stewart-Warner, Chicago, flashed news stories along four pages to visitors. The machine, designed for public use in schools, theaters, restaurants, and lobbies, comes in two models, the two-page and the four-page. During two days of the NAB session students from the U. of Missouri journalism school edited wire copy, headlined it, added pictures and relayed a four-page paper by fax. A page is printed every three and one-half minutes, and the machine operates automatically. Radio Inventions, New York, which developed the Hogan Facsimile System, conducted fax demonstrations in cooperation with WMAQ-FM Chicago, NBC's o & o station.

Coaxial, half-wave dipole antennas, Q-Max lacquers, Lo-Los switches, dehydrators and transmission lines were exhibited by Communication Products Co., Keyport, N. J. A 5 kw AM transmitter, which can be changed to 10 kw with modifications, highlighted the Collins Radio display. Firm also showed 1 kw AM and 5 kw FM transmitters.

Other items — complete speech equipment, consoles, automatic preept switchers, and remote amplifiers in single, dual and four-channel units. Collins explained its secondary activities, including manufacture of products for amateurs.

Clear signals under adverse conditions are claimed by Raytheon Corp. for its new 50 w TV microwave relay system, now being in

Technical



HARRY JACOBS, for past 12 years on KGO San Francisco engineering staff, has been appointed station engineer in charge of station's television and FM transmitter. Also named as his assistant was **JAMES MEHRENS**, with KGO since 1937.

ARRIS J. GERANIS, assistant chief engineer of WBCK Battle Creek, Mich., has been appointed chief engineer, succeeding **CHARLES DEWEY Jr.**

JOHN CROSBY, former manager of RCA Exhibition Hall, New York, has joined WHTM (TV) Rochester, N. Y. as technical production manager. **GEORGE S. DRISCOLL**, engineer with WHTM's AM affiliate, WHAM, has been placed in charge of television studio engineering.

DICK LOCKE, film director at WBKB Chicago, has resigned to work on crew at WENR-TV Chicago.

JOHN CURRY has joined technical department of WCSI (FM) Columbus, Ind.

ZAVEN MASOOMIAN, WQXR New York engineer, is the father of a boy, Charles Cedric.



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alled among the Crosley stations Cincinnati, Dayton, Mechanicsrg and Columbus, O. Conveneers showed interest in the ck equipment, including a new e amplifier and a complete fourannel pre-amplifier. FM antenas, camera chains, studio speech uipment and mobile communicaon equipment also were shown.

Cooling system and accessibility parts were sales points of Gates adio Co.'s 1 kw AM transmitter, anufactured at its plant in uincy, Ill. Matched control and udio equipment are sold individally or as a package. The 10 w M transmitter, for educational se, was premiered. Other Gates oducts—turntables, waist-high ack cabinets, single-channel conle and a tape-recording table.

McIntosh Engineering Labs., Vashington, D. C., exhibited a igh-efficiency audio amplifier.

Outside the main Exhibition all, Broadcast Music outlined its peration of cataloging song titles nd credits step-by-step. Punchesses, tabulating machines and ard files were demonstrated in acon by BMI attendants. Plyboard artitions, decorated with placards nd illustrations, showed that more an 107,000 copyright titles are eld by BMI. The firm services 92 AM stations, 410 FM and 50 V.

Defamation Bill

NDIVIDUALS who are "defamed ver the radio or television" would e assisted in recovering damages, nder provisions of a bill introuced in the House April 12 by ep. John E. Rankin (D-Miss.). easure, referred to Interstate & oreign Commerce Committee for onsideration, followed Rep. Rankin's references on the House floor Drew Pearson for the ABC ommentator's remarks on James orrestal, former defense secreary, in a recent broadcast (see eparate story).

'Sponsored' Flash

ALTHOUGH it's a common practice to carry sponsored news shows, it's a little unusual to have a news flash sponsored. But that is what happened, indirectly, at WCRB Waltham-Newton, Mass. The news editor at WCRB received a tip at 9:43 a.m. about a holdup at the local General Appliance Co. store which netted the stick-up artist $100. Since the station is careful as to the accuracy of its local news, it took 20 minutes to verify the story and get more details. The bulletin was ready at 10:05, and the commercial program on the air at that time was interrupted for the flash. The interrupted show —a quarter hour sponsored by the General Appliance Co.



HELPING to celebrate debut of the tiny Altec condenser microphone (on stand at left) at ABC broadcast of Academy Award presentations are (left to right): Frances Scully, commentator; Douglas Fairbanks Jr. (who accepted Oscar award for absent winner Lawrence Olivier); Jane Wyman, Award winner; Jean Hersholt, head of Academy of Motion Picture Arts and Sciences; Owen James, commentator. Four of the miniature microphones, which are the size of a stack of six dimes, were used for broadcast, providing an unobstructed view of participants.

CBC REPORT

Income, Costs Increase

COMMERCIAL PROGRAMS accounted for 18% of all service carried on Canadian stations during the fiscal year 1947-48, according to the annual report of the Canadian Broadcasting Corp. Of commercial network programs carried, 54% originated in the Dominion and the remainder were piped in from the U. S. The CBC report was filed with Parliament at Ottawa the end of last month.

More than half the report is devoted to sustaining programs carried by CBC during the year, going into full detail in various entertainment, cultural and public service programs presented. Dealing with commercial programs, the report points to "a slight increase in the number of sponsored programs scheduled . . ."

On exchange of programs, the report states that 2,842 hours were carried from American networks, a drop of 326 hours in the year. A total of 1,436 programs representing 251 hours were brought in from the British Broadcasting Corp. CBC almost doubled the programs sent to the United States, a total of 123 programs representing 60 hours, of which MBS carried 31 hours.

Operating costs have increased, the report points out, especially in the matter of salaries, which were upped considerably during the year. CBC on March 31, 1948, had 1,075 employes, an increase of 78 in the year.

Revenue shows license fees up $892,449 to $4,798,291, commercial broadcasting revenue at $1,842,558 (up from $1,781,290 in 1946-47) and miscellaneous revenue at $95,914. Total revenue is $6,736,763.

Expenditures are well up to a total of $6,348,393. Of this programs account for 49.6%, engineering 18.5%, administration, press and information, commercial department 11%. Practically all of this is salaries and wages. Wirelines account for 14.3% of total.

BRAND NAMES

Re-elects Woods Director

MARK WOODS, ABC president, was re-elected director of the Brand Names Foundation at last Tuesday's Brand Names Day—1949, held at the Waldorf-Astoria, New York. Mr. Woods also was elected to the organization's executive committee at the group's annual meeting, which opened the day's activities.

At a luncheon, held in the hotel's grand ballroom, Bert Parks, ABC quizmaster of *Stop the Music* and *Break the Bank* fame, conducted a "Brand Names Quiz." The Quiz, and an address by John Foster Dulles, U. S. delegate to the United Nations General Assembly, were broadcast by NBC and WQXR New York, and telecast by the DuMont television network.

NBC ADDS TWO

In Program Department

TWO executive additions to the NBC program department were announced last week by Thomas C. McCray, the network's national program director.

Leslie Harris, former head of radio operations for Benton & Bowles, New York, was named assistant national program director. Mitchell Benson, formerly radio director and supervisor for Gale Inc. and William Morris Agency, was appointed administrative assistant to Mr. McCray and coordinator of new programs.

Mr. Harris entered radio as a part time announcer at WDBO Orlando, Fla. After joining CBS he handled Wendell Wilkie's southern campaign in 1940 and covered Gov. Dewey at the 1944 Chicago convention. He also served as announcer for the late Pres. Roosevelt.

At Benton & Bowles, Mr. Harris directed and produced such shows as *The Prudential Family Hour*, *Glamor Manor*, *Portia Faces Life* and others.

Mr. Benson's radio history, which was preceded by long years in motion pictures and theatre production, started with WOR New York, where he was commercial program director. Later he assumed the program directorship of WHN New York, now WMGM. From there, Mr. Benson held successive administrative posts in the radio and television departments of Foote, Cone & Belding and Mathes & Co., both New York agencies.

Jones Visits Truman

FCC COMR. Robert F. Jones paid a courtesy call on President Truman last Wednesday. The visit was occasioned by the President's fourth anniversary in office. It was indicated that no FCC business was discussed. Comr. Jones was accompanied on his call on the President by Rep. Michael J. Kirwan (D-Ohio).

SPRINGFIELD IS 185 MILES FROM CHICAGO

IF YOU DEPEND on a New York station to blanket Baltimore, perhaps you can convince yourself that a Chicago schedule will cover Illinois' Capital City.

EVERY LISTENER survey shows the contrary. WTAX invites you to check up. Also please note WTAX's dominant position in this $300,000,000 retail market. Sangamon County alone rolled up $150,000,000 retail sales in 1948.

WTAX and WTAX-FM

CBS in Springfield, Illinois

DECLINES UAPRE

U. of Wis. Rejects Plan

U. OF WISCONSIN has declined an invitation of the University Assn. for Professional Radio Educators to become a charter member of the organization [BROADCASTING, March 28], according to an announcement by H. L. Ewbank, chairman of the university's radio committee. In a letter to Prof. Tom D. Rishworth of the U. of Texas and secretary of the association, the Wisconsin radio committee stated its reasons for its decision.

Among the reasons cited, the committee stated: "We are not convinced of the necessity, or value, at this time of an accrediting agency with power to grant certification to one institution and withhold it from another. Broadcasting involves many skills. . . . An individual graduating from a non-accredited school may have better qualifications for a given position than one from a member institution. We do not believe that any group has the evidence to support any set of definite requirements for positions in the industry.

KGHF UPS POWER

Now 5 kw Day, 1 kw Night

KGHF, ABC outlet on 1350 kc at Pueblo, Col., has announced that it has increased its power to 5 kw day and 1 kw night. Station formerly operated with 1 kw day and 500 w night.

KGHF has placed in operation a new Gates transmitter plus new phasing equipment and antenna system. Nighttime directional pattern involves a two-tower array. The towers are 200-ft. Winchargers. A new brick building houses the new equipment.

The station, which started in February 1928 with 250 w, also has modernized its studios and purchased a new console and new transcription cutting facilities. KGHF licensee is the Colorado Broadcasting Co. Gifford Phillips, of Denver, is president.

GREENBERG NAMED

Heads Broadcasters Guild

PROMOTION of Robert Greenberg, promotion manager of Broadcasters Guild, Hollywood, to post of general manager has been announced by James Parks, Hollywood vice president.

Mr. Greenberg will coordinate the Hollywood office functions, direct new program activities and will be in direct charge of sales. He will be assisted by Daniel E. Anderson, station relations director, recently appointed as part of the Guild's expansion. Mr. Parks, following the NAB sessions last week, left on month's tour of member and non-member stations in East and Midwest.



WRNY and WRNY-FM Rochester, N. Y., enter into three-year contract to broadcast Rochester Red Wing baseball games, with Genesee Brewing Co., Rochester, as sponsor. L to r: Mike Carpenter, Red Wing business manager; George Kelly, WRNY WRNY-FM president; Robert Wehle, Genesee treasurer, and Add Penfield, stations' sports director and play-by-play broadcaster. Day games will be carried on both AM and FM, games after sunset on FM. All home games, all road games prior to Red Wings' home opener May 4 and all games played by the Wings in Buffalo and Syracuse will be broadcast live. Other road games will be recreated from Western Union ticker service.

FCC MONITORING

Coy Asks Amendment Of Act

PROBLEMS relating to maintenance of FCC's radio monitoring activities "can best be met" through amendment of the Communications Act to provide more specific legislation, FCC Chairman Wayne Coy has informed Congress.

Mr. Coy's recommendations were contained in a letter to House Speaker Sam Rayburn (D-Tex.) proposing an amendment to Sec. 4 (g) of the Communications Act. Proposed changes would include provisions on land for use as sites for monitoring stations, related facilities, station construction, and for equipping and repairing of stations, as well as laboratories. Amendment is similar to that proposed by FCC last June during the 80th Congress.

Inspiration behind the changes appeared to be the Bureau of Budget's opinion, which Mr. Coy quoted, that "a more specific legislative basis than that in the Communications Act is required before funds may be requested by the Commission for purchase of land or construction of public buildings."

Mr. Coy's letter (dated April 5) and suggested amendment were referred to the House Interstate & Foreign Commerce Committee April 7.

Mr. Coy stressed that such an amendment would not have the effect of permitting land purchases for construction without Congressional approval, and that appropriations would still have to be justified.

It "would merely make it unnecessary for Congress and the Commission to cover the same ground twice. . . . The requirement of twice submitting a propsed purchase of land or construction would appear to impose an unnecessary burden on the Congress and would result in extended indefinite delay in any expansion, however urgent, of monitoring activities."

The amendment would authorize purchase of land for monitoring stations or related activities only and not construction of any new major facilities for technical research activities, the FCC chairman noted.

The Commission feels that present language of Sec. 4 (g) and (i) of the Communications Act "would seem to provide adequate basis for a request for funds with which to acquire additional land or construct additional buildings, provided appropriations for such purposes are made by law."

Present Authorization

Chairman Coy pointed out that the section now authorizes FCC to perform any and all acts . . . not inconsistent with this Act . . ." and "to make necessary expenditures . . . as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress."

As amended, Sec. 4 (g) would read:

The Commission may make such expenditures (including expenditures for rent and personal services at the seat of the government and elsewhere), for office supplies, law books, periodicals and books of reference, for printing and binding, for land for use as sites for radio monitoring stations and related facilities, including living quarters where necessary in remote areas, for the construction of such stations and facilities and for the improvement, furnishing, equipping and repairing of such stations and facilities and of laboratories and other related facilities (including construction of minor subsidiary buildings and structures not exceeding $25,000 in any one instance), used in connection with technical research activities, as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress.

Language is intended to authorize the Commission to expend sums eventually authorized by Congress for necessary improvements in laboratory and related facilities, Mr. Coy stated, "even where such improvements may require construction of satellite or subsidiary structures or facilities not physically attached to the present laboratory buildings but required in order to carry out or implement the activities of existing (ones). . . ."

Any such construction would be limited, however, to $25,000 in any one instance, he added.

TORNADO FUND

KTMC Raises $3,605.35

RELIEF fund sponsored by KTMC McAlester, Okla., for victims of a tornado which struck Pittsburg County late last month, far exceeded the expectations of the station. When the drive was started the station hoped to raise $100, J. Stanley O'Neill, owner and general manager, reported. In less than a week the fund amounted to $3,605.35.

KTMC aired its first report of the tornado at sign-on the morning of the disaster and asked for clothing, bedding, trucks and man power. The response was so overwhelming, Mr. O'Neill said, it was necessary to announce at noon that no more trucks were needed. Taped recorded interviews made at the scene of the disaster were aired on a 30-minute program in the afternoon and listeners were urged to call in contributions. Mr. O'Neil reported that by the end of the show it was necessary to recall employes who had gone home to assist in the tabulation of calls.

A committee of local citizens was appointed by the station to distribute the funds for immediate needs. Cooperation from all local organzations was wholehearted, Mr. O'Neill said. He emphasized the aid given by the local newspaper heretofore said to be an ardent rival of the station. The paper contributed to the fund and carried several front-page stories promoting the drive.

Lang-Worth's 6,000

LANG-WORTH PROGRAM Service lists over 6,000 individual selections instead of 600, as was incorrectly stated in a story on NA exhibitors in the April 4 issue of BROADCASTING.

AD REQUIREMENTS *Three Briefs Filed With FCC*

ONFLICTING views are expressed in the three briefs filed to date n the FCC's detailed proposal to change its rules so that most broadcast pplications would have to be advertised locally [BROADCASTING, Feb. 28].

Frank U. Fletcher, Washington radio attorney and co-owner of WARL lington, Va., told the Commis- on he felt "the adoption of the ules as proposed would go far to- ard expediting the consideration broadcast applications by the ommission."

Opposite opinion was expressed y J. B. Fuqua, vice president and eneral manager of WGAC Augus- , Ga., who said he was "opposed all of the proposed advertising rocedures on the grounds that ey are superfluous," would "only mplicate the work of the Com- ission as well as . . . the appli- nts" and would "invite all types interventions" and delaying pro- edures.

Mr. Fuqua, however, said the Commission is to be commended r its proposal to eliminate the mpetitive bidding feature of the veo rule." He felt that while the le was made with good intention, t has had a fair trial and the mpetitive bidding has proven of value to the Commission, the yer, the seller or the public."

Raytheon Mfg. Co., in a brief led by F. D. Edes, its attorney, either fully approved nor con- emned the proposed changes. aytheon instead suggested several odifications to ease certain re- rictions and allow amendments in rtain situations to more easily esolve conflicts.

The Commission announced its roposed changes in the rules on andling of applications about a onth ago and set April 4 as dead- ne for the filing of comments by e industry. The date has since een extended to May 4 and briefs re expected from NAB, the Federal ommunications Bar Assn., the ajor networks and perhaps Tele- ision Broadcasters Assn., among hers.

Specifically, the proposed rules anges would require local adver- sing of most broadcast applica- ons and would establish 90-day t-off dates for mutually exclusive applications. The competitive bidding permitted by the Avco rule in station sales would be abolished, but the rule's advertising principle would be extended to other types of applications.

These would include commercial AM, FM and TV requests for new stations and renewals; changes in frequency, power, hours of operation or antenna pattern, and the moving of stations from one community to another, as well as to transfer cases. The purpose is to make sure listeners may have a chance to state their views on local radio applications. Advertising could be done by radio and newspaper or by newspaper in city involved.

Regarding the 90-day cut-off dates, Mr. Fletcher said the applicants for new or changed facilities should be required to file a supplemental engineering report, after the 90-day period, analyzing the interference problems which may have arisen during this period. Processing would be expedited, he indicated.

Raytheon indicated the provision for advertising only locally would be ineffective in view "of the range of broadcast stations and the interference problems involved between different stations in widely separated areas of the country." Instead it suggested the ads be carried in a national publication, "perhaps the *Federal Register*."

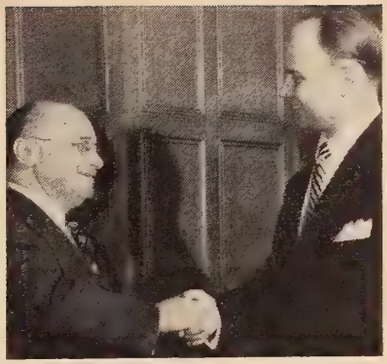
The firm said it believed the proposal to dismiss applications with prejudice if dropped any later than 30 days before a designated hearing date "may be unnecessarily restrictive in many situations." Raytheon suggested provision be included to allow dismissal without prejudice when good cause is shown.

Regarding the proposal to require a station to start anew with the advertising procedure when making a major amendment to its application, Raytheon said such an applicant would be unduly penalized and the requirement would discourage amendments. Raytheon also urged under certain circumstances that amendments be allowed even after proposed decisions have been reported if the changes sought would dissolve conflicts.

TWO MILLERS
James A. Introduces Record

NAB President Justin Miller was not the only member of his family to take a bow at the association's convention last week in Chicago. His brother, James A. Miller, well known inventor, was in the limelight, too. The eight-inch composite microgroove-standard records, exhibited and played daily by Lang-Worth Feature Programs in their Stevens Hotel suite, were developed by James Miller. Made of Vinylite compound, the new-type records play 7½ minutes on each side and cost about one-half as much as the standard 15-minute transcriptions, Mr. Miller said.

They can be mailed "first class" for 5 or 6 cents and, in storage, occupy only one-fifth the space of conventional transcriptions, according to Lang-Worth officials. Mr. Miller, who is president of Advertisers Recording Service Inc. and the Plastic Record Corp., also has developed an eight-inch, fine-line record capable of playing 15 minutes on each side.



SPONSOR and sponsored get acquainted as Harry Clark (r), WCBS New York newscaster, greets Barney Rubin, president of Bond Stores Inc. Bond has signed for thrice-weekly sponsorship of Mr. Clark's daily news reports.

IMMUNITY BILL
To Be Pushed by Ohio Group

OHIO ASSN. of Radio News Editors has appointed Ed Wallace, WTAM Cleveland news director, chairman of a special committee to help secure passage in Ohio's legislature of a bill extending newsmen's immunity privileges to radio. Assisting Mr. Wallace is Will Henderson of the State News Bureau.

Under a proposal now before the Ohio House Judiciary Committee, the immunity now extended newspapermen not only would be refused to radio newsmen but would be taken away from the press, according to Charles R. Day, WGAR Cleveland news director and OARNE president. The proposal was offered as an amendment by Rep. David M. Postlewaite (D-Columbus) at the first committee hearing on a radio privilege bill introduced by Rep. Robert Shaw, Columbus. Date for a second committee hearing has not been set.

SEVENTH in a series of television training courses will be conducted by RCA Engineering Products Dept. at RCA Victor, Camden, N. J., plant, May 9-13.

NEWS SOURCES
N. J. Radio Bill Beaten

FAILURE of Republicans in the New Jersey Senate to approve a bill giving radio newsmen protection of news sources drew the censure of the New Jersey Broadcasters Assn. April 11. The bill would have amended a law enacted by the legislature some time ago governing newspaper reporters only.

James Howe, association head and president and general manager of WCTC New Brunswick, N. J., characterized the action as "absolute discrimination" against NJBA's 17 members and said "the least the Republicans could have done would have been to allow the entire Senate to vote on the measure." The measure cleared the lower house 46-2 but was killed in the judiciary committee of the senate.

Describing the legislation to protect newsmen as "basically sound," Mr. Howe pointed out that, "of ten states which now have it on their statute books, five have already amended the measure to include radio, television and facsimile personnel. . . . Safeguarding these information sources is as essential to radio as it is to the press."

Mr. Howe served notice NJBA plans to enlist aid of the New Jersey Press Assn. and will "keep hammering at the Senate Republicans to right the gross wrong . . ."

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

A 1 1/2 BILLION DOLLAR MARKET
spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT
THE
TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

Calendar

(Continued from page 32)

Anthony Wayne Radio Co. Inc. (WGL), Fort Wayne, Ind., (9238-39), AL, May 16, Field.
Associates Bcstg. Corp., New Bedford, Mass., (9220), 1720 kc, July 18.

B

Bakersfield Bcstg. Co. (KAFY), Bakersfield, Calif., (9232), 550 kc, May 24.
Bamberger Bcstg. Service Inc. (WOR), New York, (9275), 710 kc, June 22.
Baranof Enterprises Inc., Sitka, Alaska, (9259), 1400 kc, June 27, Field.
Beachview Bcstg. Corp., Norfolk, Va., (9200), 1350 kc, June 6.
Bluff City Bcstg. Co. (WDIA), Memphis, Tenn., (8879), 1240 kc, June 16.
Bohn, John A., Martinez, Calif., (8961), 1330 kc, June 20.
Bowden, Haygood S. (WACA), Camden, S. C., (9247-48), L-AP, June 13, Field.
Bowling Green State U., Bowling Green, Ohio, (9256), 730 kc, May 18
Bruce Johnson Co., Anderson, S. C., (9180), 1490 kc, June 7, Field.

C

Camden Bcstg. Corp. (WACA), Camden, S. C., (9248), AP, June 13, Field.
Cavalier Bcstg. Corp. (WCAV), Norfolk, Va., (9199), 1350 kc, June 6.
Central Bcstg. Inc. (KIND), Independence, Kan., (9272), 1450 kc, June 27.
Chanute Bcstg. Co., Chanute, Kan., (8909), 1460 kc, June 27.
Charles River Bcstg. Co. (WCRB), Waltham, Mass., (9185), 1330 kc, June 27.
Coston-Tompkins Bcstg. Co., Ironton, Ohio, (9230), 1230 kc, July 6.
Cushing Bcstg. Co., Cushing, Okla., (9102), 1600 kc, June 6.
Custer County Bcstg. Co., Broken Bow, Neb., (9252), 1400 kc, July 21.

D

Delta Bcstrs. Inc., Thibodaux, La., (8602), 800 kc, June 20.
Drace, Wilham M., Greer, S. C., (9271), 1490 kc, June 9, Field.

E

Easely Broadcast Co., Easley, S. C., (9270), 1490 kc, June 8, Field.
The Everett Bcstg. Co. Inc. (KRKO), Everett, Wash., (8398), 1380 kc, June 9.

F

Farnsworth Television and Radio Corp. (WGL), Fort Wayne, Ind., (9238-39), AL, May 16, Field.
The Fort Industry Co. (WLOK), Lima, Ohio, (9224), 1240 kc, July 11.

G

Glens Falls Publicity Corp. (WGLN), Glens Falls, N. Y., (8404), 1280 kc, July 11.

H

Harbenito Bcstg. Co. (KGBS), Harlingen, Tex., (8836), 850 kc, May 16.
Haymond, Carl E. (KIT), Yakima, Wash., (9171), 1280 kc, June 17.
Highlands Bcstg. Co., Sebring, Fla., (9070), 1340 kc, June 2.

J

Jackson Assoc. Inc., Attleboro, Mass. (9184), 1320 kc, June 27.

K

Kankakee Daily Journal Co. (WKAN), Kankakee, Ill., (9195), 610 kc, June 13.
Killiam, James L., Fort Payne, Ala., (9177), 1290 kc, June 27.

L

Lake Bcstg. Co. Inc., Gary, Ind., (7185), 1270 kc, June 2.
Lake County Bcstg. Corp., Chicago, (9245), FM, June 13, Field.
Lamar County Bcstg. Co., Paris, Tex., (9255), 1250 kc, June 20.
Lapides, Abe, Pontiac, Mich., (7942), 730 kc, May 18.
Lemoyne College, Memphis, Tenn., (9196), 1400 kc, June 29, Field.

M

Marquez, Dr. Francisco A., Aquadilla, P. R., (8138), 550 kc, June 10.
Massasoit Bcstg. Corp., Taunton, Mass., (9169), 1320 kc, June 27.
Midwest Bcstg. Co. (WMAW), Milwaukee, (9263-64), L—TC, May 18, Field.
The Mobile Press Register Inc. (WABB), Mobile, Ala., (9269), 1320 kc, July 18.
Morrisville Bcstg. Co. (WBUD), Morrisville, Pa., (9524), 1260 kc, July 11.
Mosley Bros., Picayune, Miss., (9268), 1320 kc, July 18.

N

National Bcstg. Co. (KOA), Denver, Col., (9267), 850 kc, June 9.
New Bedford Bcstg. Corp., New Bedford, Mass., (9221), 1270 kc, July 18.
News-Sentinel Bcstg. Co. Inc. (WGL), Fort Wayne, Ind., (9238-39), AL, May 16, Field.

O

O'Connor, Richard, Saratoga Springs, N. Y., (9179), 1280 kc, July 11.
Overlook Hills Development Co., Steubenville, Ohio, (9182), 1430 kc, July 6.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Barron

YOU'RE SO UNDERSTANDING

On Records: Blue Barron — MGM 10369; Larry Green-Ray Dorey — Vic. 20-3405; Jerry Wayne-Dell Trio—Col. 38437; Russ Carlyle—Dec.; Jay Pace—Keystone 1700.*

On Transcriptions: Blue Barron — Lang-Worth.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



L. L. ALTMANN (seated), Washington, Maryland & Annapolis Motor Line president, looks over $7,800 contract for Transit Radio-WBUZ (FM) Bradbury Heights, Md., broadcasts. Grouped around him are his secretary, Berni Belcher (seated, l); William G. Kegel, WBUZ commercial manager, and Sherr Bennett, secretary to the WM&A traffic manager.

P

Paltridge, J. G. (KGIL), San Fernando, Calif., (9251), TC, June 22, Field.
Pasadena Presbyterian Church (KPPC), Pasadena, Calif., (9135), 1240 kc, June 6
Patterson, S. H. (KJAY), Topeka, Kan., (8886), MP, May 23.
Payne County Broadcasters, Cushing Okla., (9103), 1600 kc, June 6.
Peninsula Bcstg. Corp., Pontiac, Mich., (9005), 1380 kc, May 25.
Piedmont Bcstg. Co., Greenville, S. C., (7924), 1490 kc, June 6, Field.
Pontiac Bcstg. Corp., Pontiac, Ill., (9060), 1430 kc, June 29.
Port Frere Bcstg. Co. Inc. (WTUX), Wilmington, Del., (9236), R, May 23, Field

R

Radio Corp. of Arizona Inc., Phoenix, Ariz., (9164), 1450 kc, June 13.
Radio Fitchburg Inc., Fitchburg, Mass., (9198), 1280 kc, June 13.
Radio St. Clair Inc., Marine City, Mich., (9145), 1590 kc, June 1.
Radio Station KTBS Inc. (KTBS), Shreveport, La., (9273), MP, July 21.
Radio Station KWBW (KWBW), Hutchinson, Kan., (9212), 1450 kc, July 21.
Rascoe, Mrs. Jane, Corpus Christi, Tex., (9186), 1580 kc, July 14.
Ridson Inc., Superior, Wis., (8301), 710 kc, June 22.
Ripley Bcstg. Co., Ripley, Tenn., (9197), 1400 kc, July 1, Field.
Roanoke Bcstg. Co., Roanoke, Ala., (9265), 930 kc, June 30.
Robstown Bcstg. Co., Robstown, Tex., (9266), 1480 kc, June 30.

S

San Fernando Valley Bcstg. Co. (KGIL), San Fernando, Calif., (9249), R, June 22 Field.
Silver City Crystal Co. (WMMV), Meriden, Conn., (8832), 1470 kc, May 18.
Smalley, Fayette J., Jr. (KGIL), San Fernando, Calif., (9250), TC, June 22, Field
Smith, Patrick G., Bishop, Calif., (8702), 550 kc, May 24.
Southland Bcstg. Co., Long Beach, Calif., (9117), 740 kc, May 23.
Spartanburg Radio Co., Spartanburg, S. C., (8135), 1220 kc, July 20.
Suburban Bcstg. Corp., New Rochelle, N. Y., (9123), 1460 kc, May 23.
Suffolk Bcstg. Corp., Patchogue, N. Y., (8921), 1370 kc, June 2.
Surety Bcstg. Co., Charlotte, N. C., (8459), 930 kc, May 25.
Susquehanna Bcstg. Co. (WSBA), York, Pa., (8606), 910 kc, June 8.

T

Tarheel Bcstg. System Inc. (WRRF), Washington, N. C., (9059), 930 kc, May 25.
Taunton Radio Corp., Taunton, Mass., (9183), 1320 kc, June 27.
The Times Herald Co. (WTTH), Port Huron, Mich., (9006), 1380 kc, May 25.

V

Valley Bcstg. Co. (KPMO), Pomona, Calif., (9205-06), R—AL, June 27, Field.

W

Wachusette Bcstg. Co., Fitchburg, Mass., (9172), 1280 kc, June 13.
Wagner, William J., Sitka, Alaska, (9258), 1400 kc, June 27, Field.
Weirton Bcstg. Co., Weirton, W. Va., (9181), 1430 kc, July 6.
West, Glenn, Portland, Ind., (9151), 1440 kc, July 14.
Western Mass. Bcstg. Co., Great Barrington, Mass., (9226), 1240 kc, July 18.
Wheeling Bcstg. Co., Wheeling, W. Va., (9147), 1600 kc, July 13.
Whittier Bcstg. Assoc., Whittier, Calif., (8720), 1360 kc, May 25.
Whittier Bcstg. Co., Whittier, Calif., (8721), 1360 kc, May 25.
WOAX Inc. (WTNJ), Trenton, N. J., (9253), 1260 kc, July 11.
Wooster Republican Printing Co. (WWST), Wooster, Ohio, (9173), 960 kc, May 1

NAM REQUEST

Investigation of FTC Asked

NATIONAL Assn. of Manufacturers April 4 requested that Congress conduct an immediate and thorough investigation of Federal Trade Commission "to correct abuses of power and inefficiencies" disclosed by the Hoover Commission task force. The statement was filed by Raymond Smethurst, NAM counsel, with a subcommittee of the Senate Judiciary Committee.

Mr. Smethurst called for rejuvenation of the commission, "with a focusing of its functions and program, and a reorganizing o its operations and procedures i order to achieve the objectives fo which it was originally establishe by Congress." Findings of th task force indicate, the statemen said, that the commission "ha been proceeding in disregard c statutory requirements."

WSTC and WSTC-FM
STAMFORD, CONN.
The Gateway to New England
ABC Affiliate
Representative J P McKINNEY & SON

NAB Battens Hatches

(Continued from page 23)

e way for expansion of this ureau in the future, perhaps with eadquarters in New York and ranches in two or three key busiess centers.

The bureau may even be divorced rom direct NAB management conrol, as in the case of ANPA's Buau of Advertising.

The action marks the first time h NAB history that a serious efort has been made to match the ggressive sales tactics of cometing media. The approximate 225,000 fund available to BAB is ardly a fifth of ANPA's fund, ut the board was said to have in hind a greatly expanded bureau.

A grant of $100,000 was authorzed for BAB, to be produced by he board finance committee. Then here is the present $70,000 for AB Broadcast Advertising Dept., hich BAB supplants, plus another 50,000 from the general services und for printing, travel and simar expenses. It was felt BAB ill provide special services and aterial designed for particular ypes of clients which will bring in mportant revenue.

'Intermediate Step'

BAB is described as an "interediate" step in the whole bureau onception. BMB constitutes a asic element in the project, and uture industry measurements will e primary factors in the sales prootion activity.

Directing BAB will be Mr. Mitchell, present director of the roadcast Advertising Dept. He ill serve under a five-man policy roup consisting of the chairman f the NAB Sales Managers Execuive Committee and four board embers representing all main inustry facets. BAB will operate irectly under NAB management, hich will be guided by the fiveman policy group to be known as he Broadcast Advertising Bureau ommittee.

NAB will soon reconstitute all s executive committees, which ight mean a change in chairmanhip of the sales managers committee.

Large numbers of NAB delegates omplained about an overdose of onvention sameness last week, hough relatively few of them swalowed the whole prescription. It as one speech after another, from 0:30 Sunday morning to Wednesay noon, including a night session nd banquet. Some of the speeches ere good—even wonderful—judgng by the delegate reaction. Others eren't so popular or informative, nd the delegates said so.

Corridor and room groups were rousing about the cost of their



AT UNAFFILIATED meeting at NAB convention in Chicago were (l to r) Ann Rolfes, WNOP Newport, Ky.; Bob Carroll, WPGH Pittsburgh; Lee Hart, NAB; O. R. Bellamy, WPGH; James G. Lang, WNOP.

big trade association. There were those who claimed they saw big cracks opening in NAB's structure, apertures that portended a young industry earthquake. There were others less alarmed who saw a desperate need for a new type of operation.

The board members themselves, and NAB's top executives, were aware of what was happening. But until they sat around the long table in the Stevens dining room, they didn't know how well prepared they were to mend a fissure that might have developed into a major association and industry crisis.

Opening its post-convention meeting Wednesday, the board heard the arguments of a quickly mustered rank and file committee. This group had agitated on the convention floor to have 40% of association's funds earmarked for sales promotion.

A five-man committee representative of NAB's Sales Manager and Small Market Station Committees presented committee ideas on the need for sales expansion. Members were Frank E. Pellegrin, KSTL St. Louis and Transit Radio, William B. Maillefort, WVET Rochester, N. Y., Simon Goldman, WJTN Jamestown, N. Y., Hugh Higgins, WMOA Marietta, Ohio, Odin S. Ramsland, KDAL Duluth. Each is part owner of one or more stations and most are general managers.

Urge Sales Activity

The two executive committees have tried for years to get the sales activity they feel NAB should provide, the board was told.

Mr. Mitchell presented three distinct plans to the board. They included the separate Broadcast Advertising Bureau idea with a separate budget and outside direct NAB control—a 40% or $300,000 annual fund for sales—$100,000 from NAB surplus to enlarge the department and get the expansion plan going.

The plan finally adopted included elements from all the proposals.

In acting on the BAB project Wednesday, the board had to solve the problem without knowing what it would do about the interlocking NAB reorganization plan. The bureau project was so important, directors felt, that it had to be worked out before the overall reorganization could be tackled.

Motion to adopt resolution creating BAB was made by Howard Lane, WJJD Chicago, director-at-large for large stations, and seconded by G. Richard Shafto, WIS Columbia, S. C., director-at-large for medium stations, who has been active in the work of reconstituting BMB.

During Mr. Mitchell's appearance before the board, Mr. Shafto had asked him if BAB would be crippled without BMB. Mr. Mitchell quickly said, "yes." "Do you think BMB or a uniform audience measurement project is essential to BAB?" Mr. Shafto asked. Mr. Mitchell replied, "emphatically and unqualifiedly yes"

Mr. Mitchell emerges from the convention as a key man in the coming media battle. As a practical sales executive, he draws on a background that includes the CBS sales staff, general managership of WTOP Washington and extensive newspaper advertising experience. Many of the board members have heard the now famous "Mitch's Pitch," a sales talk he has delivered in two score cities in the relative few months he has been at NAB.

The board's two-day session included a report on the serious international situation by Forney Rankin, international adviser to President Miller. The board called for full industry participation in the next NARBA, to be held in Canada, and demanded maintenance of U. S. technical standards.

Ralph Hardy, KSL Salt Lake City, chairman of the association's Educational Standards Committee, reported on progress of the committee's work.

All board members attended the post-convention meeting but Everett L. Dillard, WASH Washington. Harold E. Fellows, WEEI Boston, was forced to leave early due to a death in the family. Harry Banister, WWJ Detroit, and Hugh B. Terry, KLZ Denver, left early for business reasons.

New members who sat for the first time were Allen M. Woodall, WDAK Columbus, Ga., District 5; Glenn Shaw, KLX Oakland, Calif., District 15; James D. Shouse, WLW Cincinnati, large stations; Kenyon Brown, KWFT Wichita Falls, Tex., medium stations; Merrill Lindsay, WSOY Decatur, small stations; Frank U. Fletcher, WARL-FM Arlington, Va., FM (A) stations.

WALLERSTEIN

Resumes His Former Title

EDWARD WALLERSTEIN, chairman of the board of Columbia Records, is resuming the title of president to fill the vacancy caused by the resignation of Frank White, who will become president of Mutual [BROADCASTING, April 11].

There was considerable speculation in trade circles as to whether Mr. Wallerstein would continue permanently to hold both jobs. In view of the record war between Columbia and RCA, it is considered likely that a new Columbia president will be appointed so that there will be one top officer to run strategy of battle and another to administer company affairs.

FCC Land Bill

FCC would be permitted to make expenditures for land for radio monitoring stations and other purposes, under provisions of a bill introduced last Thursday by Rep. George Sadowski (D-Mich.). The measure (HR 4251) would amend Sec. 4 (g) of the Communications Act of 1934 in line with the Commission's request. Legislation followed on the heels of FCC Chairman Coy's letter to House Speaker Rayburn setting forth FCC's recommendation (see separate story).

WINZ

It's No Bull!

. . . when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Meadville alone.) And too, don't forget for one minute: We not only broadcast your shows . . . we promote them.

WMGW

Studios & Offices—First Nat'l Bank Bldg.
Meadville, Pa.

Loan to BMB

(Continued from page 23)

BMB has had to overcome numerous unforeseen reversals, but predicted this is the last call for help. If subscribers respond by signing waivers, success of Study No. 2 is assured, he said.

On behalf of BMB it was stated that the project will mark a major step forward in showing the industry's coverage of the national audience and that it will meet demands of advertising and agency groups who insist on having industrywide figures to guide them in buying radio time. Against BMB was the argument that it has been mismanaged and that NAB should not bail it out once more when only a minority of NAB membership subscribes to the study.

BMB's supporters entered the NAB board room at Chicago last Thursday armed with 100 waivers out of 540 paying subscribers. Most of these had been obtained at the Tuesday afternoon business meeting. Because that meeting fell apart after BMB discussion ended, only a small portion of members had a chance to sign waivers on the spot. Others chose to take them back home. NBC offered to sign, and CBS said it was willing if most of the subscribers signed. ABC officials were not available at the time.

The debate Tuesday afternoon was not extended. The vote of confidence in BMB drew only a few scattered objections.

The whole problem had been discussed at the meeting of the old board held the previous Saturday. Some members felt that any further demand for money to rescue BMB would bring wholesale resignations. One suggestion was made that action should be taken against former BMB officials. The board finally decided to approve the waiver idea, though the idea was advanced that agencies and advertisers should help underwrite final costs or help provide credit.

Some $3 million has been spent on BMB to date by broadcasters, it was declared. The board then left the matter for convention action.

Dr. Baker opened Tuesday afternoon by recalling the interest shown in the 1946 data. Criticism was sifted and led to a greatly improved format for the No. 2 study now under way, he said. Main objection centered in the number of times per week basis of the first study, an objection that was removed by breaking the study into three groups—number of times heard one or two days a week; three to five days a week; six or seven days a week. These figures provide total number of times listened per week. Dr. Baker showed how the sharper formula works out in tests conducted in 28 cities.

Takes Inventory

When he took over BMB last March 21, he recalled, he took inventory and decided BMB was in trouble—that it had been planned on a 1,000 station basis but really had a 540-station segment paying fees.

Worst crisis was the presence in contracts of a 90-day cancellation clause based on an original five-year concept, with fear that a large number of stations might decide to exercise the privilege and leave the organization in the hole. Income was found to loom $200,000 less than anticipated. Dr. Baker went to the board which decided to put the problem up to the convention and ask members to waive the cancellation privilege. "We ask only that you refuse to withdraw," Dr. Baker explained, since banks and contractors want to see this evidence in writing.



LABOR PROBLEMS were taken up at Chicago meeting of NAB Employe-Employer Relations Committee (l to r): Lee L. Whiting, KEYD Minneapolis; Chet Thomas, KXOK St. Louis; Thad Holt, WAPI Birmingham; E. K. Hartenbower, KCMO Kansas City; David J. Farber, NAB; Leslie C. Johnson, WHBF Rock Island, Ill., chairman; Richard P. Doherty, NAB; Calvin J. Smith, KFAC Los Angeles, and Henry P. Johnston, WSGN Birmingham, board liaison members; Elliott Stewart, WIBX Utica, N. Y.; O. L. Taylor, KGNC Amarillo.

Eugene J. Roth, KONO San Antonio, asked when the work would be done. Dr. Baker said 300,000 ballots were expected but it would take into the autumn, at a minimum, to tabulate them. Asked how many subscribers replied favorably to BMB's emergency demand last February for right to take about $100,000 tax reserve money out of escrow, he said 339 favored it unqualifiedly and 22 with qualifications.

Judge Miller said the Revenue Bureau had a $75,000 claim but the tabulating company had demanded 24-hour action and it was obtained.

The telegram was unfortunately worded, he conceded, and frightened many loyal subscribers. Mr. Rothe announced his station would yield its cancellation powers.

Dr. Baker listed two dozen stations that have signed the cancellation waiver. CBS is ready, he said, and NAB feels the same way.

Mr. Shafto said the NAB board, of which he is a member, wanted evidence of convention sentiment on BMB. "Do you wish the BMB study to be completed?" he asked, drawing a rousing yes and applause. Little opposition was noted.

At this point Clair McCollough, WGAL Lancaster, Pa., a board member and chairman of the NAB board finance committee, asked how many of the BMB members belong to NAB. Dr. Baker said about 60%. Mr. McCollough said that of nearly 2,000 NAB members, fewer than 300 belong to BMB. He did not consider the informal acclamation a mandate to the board, he said.

Jack Harris, KPRC Houston, said he had no assurance that if he paid for 14 months, the study would be completed. Dr. Baker said that when enough waivers are signed, the BMB executive committee will act promptly. BMB needs $218,000 to write off tax liability and complete the study, he said; adding that he had not counted in one cent of new business.

On the matter of nonsubscribers, he explained that subscribers may obtain the reports affecting nonsubscribers in their own service areas. Judge Miller added that under the law the data must be available to nonsubscribers who will then pay what they should have paid in the first place.

Victor H. Diehm, WAZL Hazleton, Pa., asked about agency reaction. Dr. Baker said agencies like the study and were vociferous in their demands for sharper data.

Henry Johnston, WSGN Birmingham, a board member, recalled his difficulty with BMB in the "Birmingham situation" but said he now supported BMB and will submit waivers on behalf of the two stations.

McCollough Objects

Mr. McCollough said he objected to BMB having support of only 10% of the NAB membership and felt NAB should not plunder its treasury on behalf of 10% of the membership. He said he would subscribe to a standard bureau which would be representative of the membership. John B. Hughes, KXXX Colby, Kan., was first on the floor to offer to sign the waiver agreement. Paul H. Goldman, KSYL Alexandria, La., asked what would happen to the money if the funds were oversubscribed. Judge Miller explained it is not NAB money and that it would be returned to subscribers. NAB, ANA and AAAA special BMB committees all feel the BMB concept must be continued, he said, with NAB to act when decision is reached on what form the project should take.

Frank J. Prendergast, WTMV East St. Louis, asked if stations can come in later. Mr. Shafto said they could, but with some penalties. At this point the discussion adjourned.

Text of the waiver agreement follows:

AGREEMENT

For good and valuable consideration the undersigned mutually agree that the Station Subscription Contract, Network Subscription Contract, Regional Network Subscription Contract (strike inapplicable) between the undersigned for the Broadcast Measurement Bureau's Study No. 2 is hereby amended by cancelling and deleting Paragraph No. 5 thereof (which provides for th

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350 West 4th St., New York 14, N. Y.

rmination of said contract by either ty on 90 days' notice) and that all the other provisions of said con- act shall remain in full force and ect, without any right of termina- n, to and including June 30, 1950, which time said contract shall minate.

This Agreement shall become bind- only in the event that the Broad- t Measurement Bureau determines t a plan of financing adequate to arantee the production of its Study . 2 is assured and immediately there- er accepts this Agreement.

The obligation, if any, incurred by e undersigned Subscriber by reason the exchange of telegrams and/or rrespondence between the under- gned regarding possible income tax bilitiy of the Broadcast Measure- ent Bureau is hereby terminated.

Text of the research resolution dopted by the convention follows:

WHEREAS, on repeated occasions oth the buyers and sellers of radio me have expressed a desire and a eed for a uniform measurement of dio's coverage, penetration and ef- ctiveness, and

WHEREAS the broadcasting industry self has for many years fostered and ncouraged the most intensive re- arch and review of its potential and tual effectiveness, and

WHEREAS an important defect in me areas of research and measure- ent to date has been a lack of uni- rmity, which has fostered a diverg- nce of interpretation, and

WHEREAS it seems apparent that e encouragement and the develop- ent of high and uniform standards in dio research and measurement is t only desirable but essential to e healthy development of the in- stry, and

WHEREAS the radio industry's sin- erity in its motive is demonstrated its financial backing of the Broad- st Measurement Bureau;

BE IT RESOLVED that the member- ip of the NAB, in convention as- mbled, firmly endorses the prin- ple of uniform measurement in radio d urges the continuance and expan- on of present and future efforts the direction of attaining this end.

adio Aid to ACS

HROUGH error, the value of me and talent contributed by dio and television to the Ameri- n Cancer Society's 1949 drive as reported as $14,500,000 in ROADCASTING April 11. The $14,- 00,000 is the total goal set by the ciety for collections in 1949 ive. No monetary estimate of the alue of radio and television con- ibutions has been set, although alter King, ACS radio director, scribes it as "impressive."



Winners in the BROADCASTING-*NAB golf tournament were Mr. Bryant (l) and Mr. Higgins.*

* * *

GOLF TOURNEY

Higgins Grosses 78; Bryant Nets 64

JOE HIGGINS, WTHI Terre Haute, won the 14th annual BROADCASTING-NAB golf tournament held at the Acacia Country Club in Chicago April 10. He scored a 78 for low gross honors.

Bruce Bryant of the Chicago Edward Petry office won low net with a 64, scoring an 85 gross with a 21 blind bogey handicap.

BROADCASTING awarded Mr. Higgins a silver loving cup. A 19th hole party was held by BROADCASTING for the golfers.

Some 44 radio golfers participated in the tournament with Mr. Higgins, a former Ohio and Indiana golf champion, showing the way with par on all but four holes. Second low gross honors were divided between Merrill Lindsay WSOY Decatur, Ill., and Lewis Smith, Smith Agency, Chicago, with 82's.

Following low net winner Bruce Bryant's 64 were Johnny Carey, WIND Chicago, Robert Burow, WDAN Danville, Ill., and Mr. Higgins with 66's. Mr. Carey scored a gross 90 with a 24 handicap, Mr. Burow shot 96 with a 30 handicap, while Mr. Higgins only received a 12 handicap to go with his 78.

Complete golf scores are listed in table below.



OUND for the 14th annual *Broadcasting* golf tournament were, l to r.: Walters Milbourne, WCAO Baltimore; Marshall Pengra, WATO Oak Ridge; obert Harrington, WSVA Harrisonburg, Va.; Maurice (Mac) McMurray, C. E. coper Inc., New York; Joe Higgins (next to Mac), WTHI Terre Haute, Ind., olf winner; S. Fantle Jr., KELO Sioux Falls, S. D.; William Ware, KFMX Council Bluffs, Iowa.

MEXICAN 1-As

Fulltime Requests Planned

SEVERAL daytime stations on Mexican 1-A clear channels plan to apply to FCC for special service authorizations for fulltime use.

This was disclosed last Tuesday at a meeting of the Daytime Petitioners Assn., held in connection with the NAB Convention in Chicago. Some 26 stations were represented and five new ones indicated they will join the DPA, bringing total membership to 38 stations.

The group reviewed progress of committees working on proposed changes in the North American Regional Broadcasting Agreement, and made plans to be represented when the conference to draw up a new NARBA gets under way in Canada in September.

DPA is composed of stations on six channels to which, under the "Gentlemen's Agreement" with Mexico, the U. S. is making no fulltime assignments. DPA contends the agreement has expired and is petitioning FCC to change its rules to permit fulltime use. A resolution supporting the petition was adopted at a meeting of unaffiliated stations at the NAB meet.

At least six daytimers already have asked for fulltime use of their channels. WPIK Alexandria, Va., whose President Howard B. Hayes is also president of DPA, was the first [BROADCASTING, Feb. 21]. WLIN Merrill, Wis.; WTIK Durham, N. C.; WPIT and WPGH Pittsburgh, and WKYW Louisville have filed similar requests.

Broadcasting — NAB Golf Scores

			Gross	H	Net
S. W. Pozgay	General Electric	Chicago	102	33	69
Merrill Lindsay	WSOY	Decatur	82	9	71
John Harrington	WBBM	Chicago	103	30	73
Harry F. Dieter	Fcote, Cone & Belding	Chicago	114	35	79
R. L. Davis	Fcote, Cone & Belding	Chicago	94	18	76
Ed Cerny	NBC	Chicago	126	35	91
Jim Wehrheim	NBC	Chicago	103	35	68
C. J. Lanphier	WFOX	Milwaukee	93	18	75
William Ware	KSWI	Council Bluffs, Iowa	86	15	71
Bob Harrington	WSVA	Harrisonburg, Va.	97	27	70
F. E. Fitzsimonds	KFYR	Bismarck, N. D.	108	35	73
L. Waters Milbourne	WCAO	Baltimore	92	24	68
Marshall Pengra	WATO	Oak Ridge, Tenn.	90	15	75
Lew Green	Green Assoc.	Chicago	85	18	67
Mac Schoenfeld	Green Assoc.	Chicago	93	18	75
Ken Carpenter	Green Assoc.	Chicago	91	21	70
Joe Higgins	WTHI	Terre Haute	78	12	66
S. Fantle Jr.	KELO	Sioux Falls, S. D.	94	24	70
John Carey	WIND	Chicago	90	24	66
H. L. Atlass Jr.	WIND	Chicago	104	35	69
C. T. (Swanee) Hagman	WLOL	Minneapolis	95	3	92
M. E. McMurray	C. E. Hooper	New York	104	27	67
Les Johnson	WHBF	Rock Island, Ill.	87	18	69
Junius Zolp	NBC	Chicago	98	24	74
Niel Murphy	NBC	Chicago	98	27	71
Hal Smith	NBC	Chicago	131	35	96
James L. Stirton	ABC	Chicago	97	21	76
George A. Bolas	Tatham-Laird Agency	Chicago	99	27	72
Gerald Vernon	ABC	Chicago	105	33	72
Fred Klein	Toni Co.	Chicago	108	35	73
Maury Long	Broadcasting	Washington	84	15	69
Bob McGorrin	Quaker Oats	Chicago	113	35	78
Norman Lindquist	Malcolm-Howard Agency	Chicago	146	35	111
Angus D. Pfaff	WNMP	Evanston, Ill.	91	18	73
Max M. Everett	Everett-McKinney Inc.	New York	83	6	77
Robert J. Burow	WDAN	Danville, Ill.	96	30	66
Bill Young	Capitol Transcriptions	Los Angeles	111	33	78
Carl Jewett	Everett-McKinney Inc.	Chicago	102	30	72
William Cartwright	Edward Petry & Co.	Detroit	99	21	78
Frank Webb	KFH	Wichita	125	35	90
J. Mac Wynn	WHAS	Louisville	90	21	69
Bruce Bryant	Edward Petry & Co.	Chicago	85	21	64
Lewis A. Smith	Lewis A. Smith Agency	Chicago	82	15	67
Alan Schroeder	WOR	New York	92	24	68

At Deadline...

TWO NEW AM'S, WFCI MOVE, WLOE POWER BOOST GRANTED

FINAL DECISIONS reported by FCC Friday to grant applications of:

Agnes Jane Reeves Greer for new AM station at Dover, Ohio, 250 w fulltime on 1450 kc; engineering conditions.

Orange Empire Broadcasting Co. for new AM station at Redlands, Calif., 1 kw daytime on 990 kc; engineering conditions.

WFCI Pawtucket, R. I., to move main studios to Providence using same assignment, 5 kw fulltime on 1420 kc, directional. No change in transmitter site. Comr. Paul A. Walker dissented.

WLOE Leaksville, N. C., to boost power on 1490 kc fulltime from 100 w to 250 w.

Commission also adopted memorandum opinion and order to: (1) Deny motion of Mid-Island Radio Inc., applicant for 250 w day on 1580 kc at Patchogue, N. Y., which seeks dismissal of competitive bid of Patchogue Broadcasting Co. there on grounds it is identified with earlier dismissed applicant, Benlee Broadcasting Co.; (2) grant request of WQXR New York to participate in consolidated hearing on Mid-Island and Patchogue applications; and (3) designate Mid-Island and Patchogue for consolidated hearing with WQXR made party to proceeding.

All final decisions conformed to rulings in earlier proposed decisions. Agnes Jane Reeves Greer controls WAJR - AM - FM Morgantown, W. Va., WDNE Elkins, W. Va., and new FM outlet in Pittsburgh. Orange Empire is headed by Edward J. Roberts, president and 43% owner. He owns wholesale floor covering business in Redlands. Six others share remaining interest, including Howard R. Marsh, 12%, who during war was information adviser of Budget Bureau.

RESALE OF KLAC TO ATLASS SOUGHT IN FCC REQUEST

FORMAL request for resale of KLAC Los Angeles to Ralph Atlass for $405,000 filed Friday at FCC by Warner Bros. [BROADCASTING, March 21]. Deal contingent upon Commission's approval of Warner purchase of KLAC-AM-TV and KYA San Francisco from Dorothy Thackrey for lump $1,045,000 [BROADCASTING, June 28, 1948].

Warner, which would have to dispose of KLAC-AM because it owns KFWB there, petitioned FCC to place notice in *Federal Register* and advise Commission of firm agreement to prevent duopoly situation. Deal to be advertised in Los Angeles *Times* beginning today according to Avco procedure. FCC action on Warner purchase of Thackrey properties being held up pending completion of Commission's anti-trust studies.

BASCH FORMS AGENCY

CHARLES J. BASCH 3d forming Gibraltar Adv. Agency Inc. in New York. Mr. Basch is president; Leo Berman, vice president; Carol Skydell, secretary; Clarence Schmidt, treasurer. Offices will be located at 17 E. 45th St., New York. Telephone: Murray Hill 7-7896. Mr. Basch is son of Charles J. Basch Jr., of Basch Radio and Television Productions, also New York.

MARION HARPER, president of McCann-Erickson Inc., New York, will be feature speaker of special one-day meeting of Southern California AAAA meeting in Los Angeles May 19. Television and radio are due for attention.

FCC PROPOSES TO BAN NEW SHARE-TIME GRANTS

FCC proposing rules changes to preclude granting of additional share-time or specified-hours AM stations. Reasons, FCC said, are that such stations "are believed to be wasteful of spectrum space and particularly undesirable in view of the increasing crowding of the AM broadcast band." Existing share-timers not to be affected, FCC said. Comments invited by May 23. Jan. 1 there were 35 share-time and 16 specified-hours stations out of 2,127 AM total.

FCC meanwhile heard oral argument on its proposed decision to break up share-time arrangements between WHAT and WTEL Philadelphia. FCC proposes to give 250 w on 1340 kc, channel shared, to WHAT fulltime and give WTEL daytime assignment on 860 kc with 250 w [BROADCASTING, Dec. 27, 1948]. Ruling was based chiefly on program issues.

BID FOR WROL DISMISSED

BID of Knoxville *Journal* for $365,000 purchase of WROL-AM-FM Knoxville from S. E. Adcock dismissed by FCC at mutual request of parties. Rival Avco bid of Dempster-Johnson & Ward Broadcasters rendered ineffective. Principal in competitor is George R. Dempster, 50% owner WGAP Maryville, Tenn. The *Journal* earlier petitioned FCC to postpone action on its bid to allow Dempster group to negotiate agreement if possible and obviate hearing. FCC never ruled on petition.

QUINN, KASHEN TO R&R

DONALD QUINN, formerly with Lennen & Mitchell, appointed timebuyer of Ruthrauff & Ryan, New York. Walter Kashen, formerly with Gussow, Kahn & Co., New York, named R&R space buyer.

WOR BUYS TV STUDIO SITE

WOR NEW YORK has purchased Manhattan block bounded by 67th St., 68th St., Broadway and Columbus Ave. as site for future WOR-TV office and studio building. Construction date to be set soon.

SPEAK FOR RADIO AT ANPA

NILES TRAMMELL, NBC president, and William C. Gittinger, CBS sales vice president, will represent television and radio, respectively, at April 27 afternoon session of American Newspaper Publishers Assn. convention in New York. They will be among speakers at advertising session on theme, "Space and Time in the Buyer's Market." Convention is scheduled April 26-28 at Waldorf-Astoria.

KRAFT EYES DAYTIME RADIO

KRAFT CHEESE Co. may go into afternoon radio if it can find "right show," spokesman for Kraft agency, J. Walter Thompson, New York, said Friday. Six-year-old *Kraft Music Hall*, NBC Thurs., 9-9:30 p.m., leaving air after summer season, to be replaced for summer with program starring Nelson Eddy, Dorothy Kirsten and Robert Armbruster's orchestra. *Great Gildersleeve*, NBC Wed., 8:30-9 p.m., will advertise products previously promoted on *Music Hall* as well as those it now advertises.

ICTS RENEWS CHARGES

RENEWED demand made by International Catholic Truth Society for public hearing on renewal of Arde Bulova's WNEW New York in supplemental petition filed with FCC Friday. Request charged: "For more than a decade, Mr. Bulova and his business associates and attorneys have repeatedly misrepresented and concealed from the Commission the true facts pertaining to his acquisition and control of not one, but everyone of his six or more present and past radio stations." Bulova case with his WNEW and WOV New York both on temporary licenses, currently being considered by Commission. Opponents of hearing claim charges are moot since stations involved are no longer owned by Bulova.

MANN-ELLIS APPOINTMENTS

JEROME DOBIN, copy chief and account executive of Mann-Ellis, New York, appointed agency's vice president. Marvin L. Grant formerly with Wm. H. Weintraub agency joined Mann-Ellis as account executive and radio-TV director. Wally I. Wallach appointed art director.

Closed Circuit

(Continued from page 4)

sult, bargaining talks will be stepped up to marathon proportions this week with sessions on three-a-day basis—morning, afternoon and evening.

AMERICAN Tobacco Co. (Lucky Strike cigarettes), through N. W. Ayer & Sons, dropping *Your Show Time*, NBC-TV Fridays, 9:30-10 p.m. New show being sought for use in time slot, which sponsor is retaining.

SURVEY of newspapers in 32 cities having TV revealed that radio columnists in past few months have devoted 70% of their space to TV and 30 to sound radio. Spot check was made by one of networks.

FULLTIME staff official at NAB to be assigned to interpret and provide information on NAB Standards of Practice. Routine code matters have been handled in NAB Program Dept., headed by Harold Fair.

WHILE MBS is not advertising terms of its presidential shift, it wasn't denied that outgoing President Edgar Kobak received full year's severance pay of $85,000 to be adjusted over 32-month period. Incoming President Frank K. White's contract reportedly is for three years at roughly same stripped figure.

STATE DEPT. will be asked by NAB to send high-level diplomat to call on President of Cuba in effort to secure Cuba's adherence to terms of expired NARBA Interim Agreement.

FCC COMR. George E. Sterling, resting at home from six-month tussle in Mexico City with Russians at High Frequency Broadcasting Conference (see story page 28), expected to coordinate technical matters in television realocation when Chairman Wayne Coy goes to Paris in May for telecommunications meet.

THOSE predictions about lifting television freeze by mid-year may be slightly jarred with word that *ad hoc* committee of Nov. 30-Dec. engineering conference on reallocation has refused to approve draft reports as proposed. Few days ago there was hope reports could be circulated this week but now new subcommittees must reconsider. Data on terrain troposphere factors, etc., involved.

EXTRA

NEW YORK EDITION

WINS
MORNING MATINEE

EVERY DAY MONDAY thru SATURDAY 8:30 to 9:30 A.M.

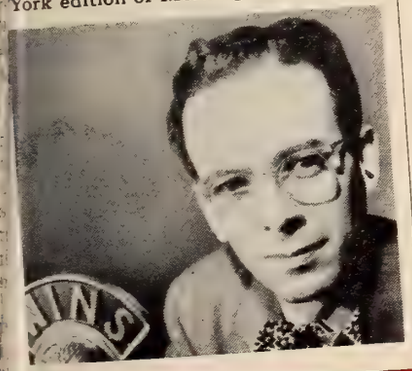
NEW YORK EDITION

WINS TO STRESS LOCAL INTEREST

ART SCANLON

Next month Art Scanlon comes of
e in radio when he celebrates 21
ars on the air. It was back in 1928,
e hey-day of radio when Art first
peared on a network broadcast with
e late Graham Mac Namee and
illips Carlin. He has played in title
les on such radio shows as "March of
ime," and "Cavalcade of America."

Broadway and Hollywood have also
een his beat, having appeared in
Young Sinners" and "Bright Honor."
oining WINS in 1944 Scanlon has
uickly caught on with the listening
ublic. His early morning show has be-
come one of New York's popular pro-
grams. His knowledge of what New
Yorkers like to hear and his presenta-
tion are ideally suited for the New
York edition of Morning Matinee.





PATSY GARRETT

Patsy Garrett is currently starred with Jack Lacy on the WINS show, "Bushels of Fun." A fine comedienne, and talented vocalist, she is at her best with her new team mates Art Scanlon and Jo Halpin. When not good naturedly needling her associates, she keeps the audience in the aisles with laughter.

Patsy Garrett has been in radio for ten years. As part of the Fred Waring show she toured the country with him as the featured vocalist. More recently she emceed the "Broadway Matinee" with Jim Ameche on CBS.

Morning Matinee is tailored to the fast and funny Patsy Garrett.

New Trio of New York Personalities to Headline Show

Local interest has been the paramount consideration in streamlining "Morning Matinee" for the New York audience. WINS will feature Patsy Garrett, Art Scanlon and Jo Halpin in this highly important morning show aired daily from 8:30-9:30 A.M. over the Crosley outlet in New York. Basically, it will be a music, news and comedy format, in which Patsy and Art Scanlon will star. However, one segment will be reserved for the talents of Jo Halpin. She will report the news, fashions and activities for women and interview famous name guests. Informality and community interest will be stressed, particularly in the music and comedy segments.

JO HALPIN

Jo Halpin always has something to say and says it well. A former woman radio commentator in St. Louis, she is widely known for her accurate and straightforward reporting of the news. She has always been successful in selling her advertisers' products. Testimonials from happy advertisers are numerous and gratifying.

Jo Halpin was one of the few women in the radio division of the UN. Until just recently she had the job of gathering news, interviewing personalities, writing scripts as well as acting as announcer. During World War II Miss Halpin went to Washington where s was employed as a radio newswri by the office of inter-American affa which was later absorbed by the St Department. At the end of the war Halpin then became a feature wr and broadcaster for the UN.



for availabilities .... contact

WINS
50KW NEW YORK

CROSLEY BROADCASTING CORPORATION



"Madame X" was the code name, during research and developme
for an entirely new system of recorded music . . . perfected by RC

The remarkable background of **"Madame X"**

Now the identity of "Madame X," the *unknown* in a long search for tone perfection, has been revealed. From this quest emerges a completely integrated record-playing *system*—records and automatic player—the first system of recorded music entirely free of distortion to the trained musical ear . . .

The research began 11 years ago at RCA Laboratories. First, basic factors were determined—minimum diameters, at different speeds, of the groove spiral in the record—beyond which distortion would occur; size of stylus to be used; desired length of playing time. From these came the mathematical answer to the record's *speed*—45 turns a minute—and to the record's size, only 6⅞ inches in diameter.

With this speed and size, engineers could guarantee 5⅓ minutes of distortion-free performance, and the finest quality record in RCA Victor history!

The record itself is non-breakable vinyl plastic, wafer-thin. *Yet it plays as long as a conventional 12-inch record.* The automatic changer of the new record player holds up to 10 of the new records—1 hour and 40 minutes of playing ti
—and the player can be attached to almost a
radio, phonograph, or television combinatio

**The records are free of surface noise. The rec
player is amazingly small, compact, and virtua
foolproof. Records are changed quickly and quie**

RCA Victor will continue to produce 78 r
instruments and records. But the new "Mada
X" development is one of hundreds which ha
grown from RCA research. Such leadership ad
value beyond price to any product or service
RCA and RCA Victor.

RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

APRIL 25, 1949 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

why WOR sells more at less cost to more people than any other station of equal power in America today

1. Because WOR's base rate has not changed since 1939. Yet, the number of people able to hear WOR, has increased by 1,723,000 during the daytime and 1,833,000 during the nighttime since 1940.

2. Because WOR repeatedly provokes results for as low as 1/12th of 1-cent per impact.

3. Because WOR can sell products or services to 36,000,000 people in 430 counties in 18 states, at the second lowest cost per thousand homes reached of any station of equal power in the United States.

4. Because WOR is heard by more people during the day and during the night, than any other station in America.

5. Because WOR carries more—and more complete—news programs than any station in America. And because almost twice as many people prefer to listen to this station's newscasts than to those of the next highest-ranking major news station in New York.

mutual

IN THIS ISSUE: MONTHLY TELECASTING SHOWSHEET

Top Favorites

IN THE GREAT OREGON COUNTRY



BOB AMSBERRY

2 SHOWS ON KEX

"THE EARLY BIRD".. 6 to 6:45 AM Mon. thru Fri. Good records and good-natured fun for early risers.

and.. THE SENSATION OF 1949!!

"THE SQUIRREL CAGE"

4:30 each weekday afternoon

featuring "UNCLE BOB" and those "Amsberry Voices," "Gus the Goose" and "Gabby the Squirrel," and all those wonderful kid records.



".. the records you select are just what we want to hear.."
(.. a grateful mother)

"Thank you for your very interesting and helpful program"
(.. Sunday School class)

"Wholehearted congratulations.."
(Parent-Teachers Association President)

".. my boys and girls are spellbound by your program. I like it too"
(.. mother of 4)

Peak interest is proved by stacks of mail from appreciative listeners.

Complete SPORTS COVERAGE for the NORTHWEST

6 PM Monday thru Friday



BARNEY KEEP

"KEEP - ing up with SPORTS"

- Monday —Baseball
- Tuesday —Boxing
- Wednesday—Golf
- Thursday —Hunting & Fishing
- Friday —General Sports Round-up

THESE PROGRAMS — plus many others — are making KEX the "listened to" station in the big Oregon country. For data on availabilities and *sales* response, call Eldon Campbell at KEX, or Free & Peters.

KEX

50,000 WATTS • ABC AFFILIATE

PORTLAND, ORE.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

NO OTHER STATION CAN MAKE THIS STATEMENT—

(With A Bow to Philip Morris!)

WIS HAS THE HIGHEST HOOPER INDEX OF ANY 4-STATION CITY IN THE U. S., AFTERNOONS—

2nd HIGHEST, MORNINGS — 3rd HIGHEST, EVENINGS!

STATIONS IN UNITED STATES CITIES CONTAINING AFFILIATES OF FOUR MAJOR NETWORKS HAVING HIGHEST SHARE OF AUDIENCE IN HOOPER "STATION AUDIENCE INDEXES" FOR DEC. '48 — JAN. '49

Morning Station Index		Afternoon Station Index		Evening Station Index	
Station "D"	54.5	WIS	51.6	Station "C"	49.5
WIS	48.5			Station "B"	49.1
				WIS	48.2

PLUS THE GREATEST COVERAGE OBTAINABLE WITH ONE SOUTH CAROLINA STATION!

WIS
COLUMBIA, S. C.
NBC · 560 KC · 5000 WATTS

Write for all the facts, today! Address WIS, or just ask Free & Peters, Inc.

Plus WIS-fm



G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

FREE & PETERS, INC.
National Representatives

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Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

WHAS Louisville will stay put with CBS for another two-year maximum affiliation from next June, despite reports of possible network switch. Papers were signed ten days ago by WHAS Director Victor A Sholis and CBS Station Relations Vice President Herb Akerberg.

MENTIONED as possibility for MBS program post, vacated with resignation of Phillips Carlin some weeks ago, is Douglas Coulter, former CBS vice president in charge of programs.

ALL THAT yackety-yak about imminent Coy resignation to accept industry post is regarded in informed circles as so much idle gossip. Mr. Coy was talked to about presidency of Television Broadcasters Assn. last December but no firm offer was made since they had no funds to sustain fulltime presidency and full-dress trade association.

INSIDERS generally feel Mr. Coy would like to remain with FCC until his term winds up in 1951 if pay increase is forthcoming. While latest Johnson blast won't sit well with him, he has never been known to run away from a fight.

IF FCC sanctions new G. A. Richards Stations trustee arrangement (see page 30), and all signs point in that direction, Mr. Richards is expected to take a boat trip to Europe on doctor's orders. He probably will be accompanied by his wife and daughter, both of whom are substantial stockholders in station properties.

NEGOTIATIONS reported progressing favorably for renewal of radio and TV boxing contract between Mike Jacobs, president of 20th Century Sporting Club, and Joseph P. Spang Jr., president of Gillette, and A. Craig Smith, Maxon Inc., Gillette's agency. Present contract, said to involve $400,000, expires May 31.

THAT SOMETHING more than cursory thought is being given to TV activities in NAB is reflected in fact that board, in authorizing appointment of TV top level director, spoke in terms of $25,000 stipend—equal to executive vice presidential salary and second only to $50,000 salary of President Justin Miller.

UNIQUE arrangement between Eddie Cantor and Pabst Beer for payment to comedian of straight salary plus bonus based on percentage of sales increases in negotiation last week. Arrangement would apply to Mr. Cantor's weekly radio show as well as projected television program, both on NBC. Video show may be on once-a-month basis.

WHAT MAY become entirely new technique in TV production planned for new *Lone Ranger* series over ABC-TV network under General Mills sponsorship. Fifty-two episodes to be produced this year also will be used as part of feature length film to be produced by Apex

(Continued on page 86)

Upcoming

April 25: Alfred P. Sloan Radio Awards dinner, Waldorf-Astoria Hotel, New York.
April 25-27: All-Canada Radio Facilities production and sales meeting of mutually operated stations, Hotel Saskatchewan, Regina.
April 27: Second Annual TV Symposium of Screen Publicists Guild, Hollywood.
April 29: Frances Holmes Achievement Awards dinner, Roosevelt Hotel, Hollywood.
April 29: Third Annual Radio Conference, Lindenwood College, St. Charles, Mo.

(Other Upcoming on page 50)

Bulletins

RIGHT to take photos of court proceedings asserted by American Society of Newspaper Editors in resolution adopted during Washington convention (other story page 24). Society endorsed its board's action in fighting Baltimore Gag contempt rule forbidding reporting of criminal actions between time of arrest and trial. Interference with press in Latin America was deplored.

ABC video series, *Crusade in Europe*, bought by *Time* and *Life* magazines, through Young & Rubicam. Series of 26 film episodes starts Thursday, May 5, at 9 p.m. and will be heard succeeding Thursdays. ABC facilities to be used will blanket 32 television areas, which network claims is new record for program series. Deal simmering several weeks [BROADCASTING, April 11].

SUPREME COURT HEARING

QUESTION whether FCC must accord hearing to any station which claims it would be "harmed" by grant of any pending application was argued Friday afternoon before U. S. Supreme Court by counsel for FCC and WJR Detroit. Solicitor General Philip B. Perlman, appearing for FCC, argued that U. S. Court of Appeals for D. C. erred in reversing FCC denial of WJR's objection to daytime grant at Tarboro, N. C., on WJR's 760 kc clear channel [BROADCASTING, Oct. 11, 1948, Jan. 10]. WJR had asked reconsideration of nonhearing grant and chance to be heard on interference question. Louis G. Caldwell, WJR counsel, while not arguing in support of lower court's findings, held FCC unjustly deprived WJR of chance to be heard.

AFA HOUSTON SESSION

TELEVISION session will be held May 31 during convention of Advertising Federation of America at Rice Hotel, Houston. Eugene S. Thomas, manager of WOIC (TV) Washington, will preside. A representative of the Katz Agency TV department will present case studies of television use by small advertisers. George Moskovics, manager of sales development of CBS-TV, will give talk titled "What About Television," with showing of the CBS film, "Television Today," to follow.

Business Briefly

UNION REPORT ● Textile Workers Unio buys 8:30-9 p.m. period, May 14, on 160 AB stations to air dramatic ten-year activity re port to members. Cost is over $11,500. Guest to include Eleanor Roosevelt and Gov. Cheste Bowles of Connecticut.

ECLIPSE SPOTS ● Eclipse Sleep Product Co., Brooklyn ("Quiltless", "Sleepchair"), ex panding TV film spot campaign to include pro motion of "Sleepchair." Thirteen-week cam paign started April 18. Stations and spot weekly: WNBT WCBS-TV New York (two) WPTZ Philadelphia (three), WNAC WBZ-T Boston (one), WMAR Baltimore (three) WNBW Washington (three).

WATCH CAMPAIGN ● Babe Ruth Watc Co., New York (youth watches), starts exten sive spot radio campaign to introduce ne youth watches. Spots begun Thursday on 3 local, 12 national programs. Twenty-five pe cent of proceeds of sales goes to Babe Ruth' estate and foundation. Expenditures to be an nounced this week. Agency, Ted Neuhoff Co., Baltimore, Md.

TONI TV ● Toni Co., Chicago (home perma nent kits), June 2 begins first TV series, *Tha Wonderful Man*, on CBS-TV, Thursdays, 9-9:3 p.m., using film commercially produced by Ape Productions, Hollywood. Agency, Foote, Con & Belding, Chicago.

WBT-TV SLATED TO START IN 60 TO 90 DAYS

WBT-TV Charlotte, N. C., to start in 60 to 9 days, according to Charles H. Crutchfield, vic president of Jefferson Standard Broadcastin Co., licensee, and WBT general manager. Sta tion is affiliated with CBS, but initially wil offer programs of four TV networks on film

Mountain-top transmitter, 1867 feet abov sea level and 14 miles from Charlotte, i expected to provide satisfactory reception t people within 50 miles, according to engineers Already completed are building housing trans mission equipment and 563-ft. tower. Re mainder of equipment is scheduled for deliver this week.

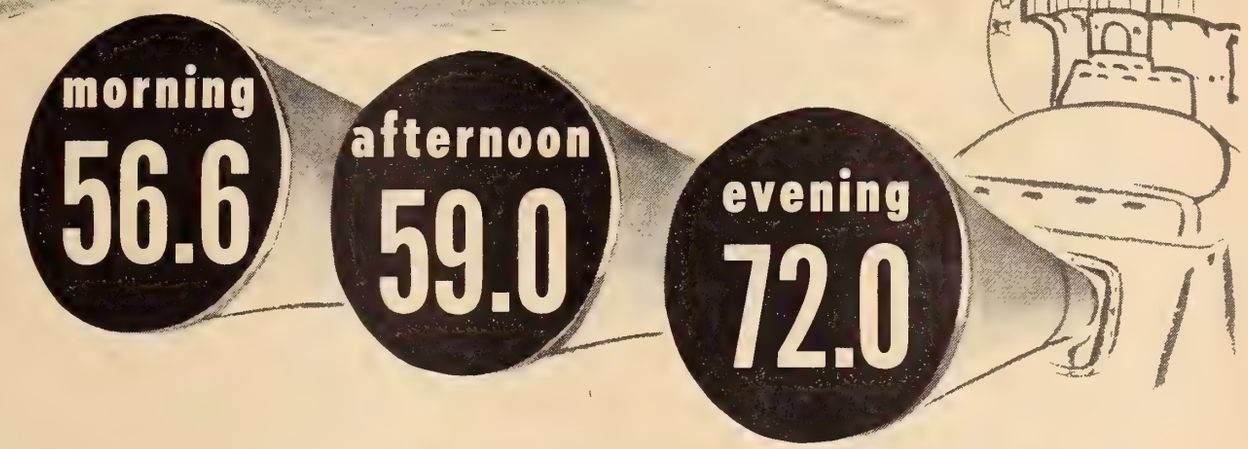
WBT-TV will operate on Channel 3 wit ERP of 16.3 kw visual and 8.2 kw aural. Li censee, which owns WBT WBT-FM, is subsidi ary of Jefferson Standard Life Insurance Co Greensboro, N. C. Broadcasting compan officials are: Ralph C. Price, chairman of board Joseph M. Bryan, president; Larry Walke secretary and treasurer, and Mr. Crutchfiel

KERSTA PROMOTED

NORAN E. KERSTA, who last Decembe joined William H. Weintraub & Co., New York to organize its new television department, ha been appointed vice president and director o radio and television. He will take over direc tion of radio and TV from Harry Trenner, vic president, named to agency's plans board an executive council.

Mr. Hooper will tell you...

WGBI is LOADED with LISTENERS



IN THE RICH SCRANTON—WILKES-BARRE MARKET!



Mr. Hooper's latest Station Audience Index for Scranton—Wilkes-Barre makes pleasant reading for WGBI . . . *profitable reading for advertisers.* It points out that in the *morning,* 56.6% of all radio sets in use are tuned to WGBI; in the *afternoon,* 59.0%; and in the *evening,* 72.0% — setting the record for all CBS stations studied!

The market WGBI reaches is a BIG market of 674,000 prosperous Pennsylvanians. It's a market that can boost any sales curve, and you can sell it quickly, economically, *profitably* — morning, noon or night — on WGBI. Your John Blair man is ready with full facts and figures on WGBI and its rich Scranton—Wilkes-Barre market. Ask him about both today.

CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT

SCRANTON **WGBI** PENNSYLVANIA

MRS. M. E. MEGARGEE
President

GEORGE D. COLEMAN
General Manager

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

(Figures from Hooper Station Audience Index—Jan., Feb., 1949)



We Owe It All To a Splinter . . .

Many little splinters and many more little splinters make a mighty million—in fact some $30,000,00—in the mighty land of the WSPA-Piedmont area. Wood-processing of lumber, pulpwood, fuelwood, poles and piling cuts this trim figure for the wise and wealthy woodsmen of the South Carolina rich lands.

But the wheels of the wood mills saw off only a segment of the wealth of this area. Farmers brag about a gross income of 226 million a year. Together with the flourishing plastic and textile industries, wood processing helps nail down a billion dollar economy for the WSPA-Piedmont market.

Thats why, when the Piedmont people go shopping they draw on a $1,054,811.00 stockpile. And for the past 19 years they've listened to WSPA's advice on where to shop. WSPA is South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

WSPA
SPARTANBURG
SOUTH CAROLINA
5,000 WATTS—950 Kc.

CBS

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

BROADCASTING
TELECASTING

*

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IN THIS ISSUE . . .

Johnson Assails FCC on Senate Floor 23
BAB Battle Plan Mapped 23
How's Business?—
'Broadcasting' Study of Business Climate.... 25
Auto Firms Add Radio 26
Teenagers Are Vast Market 26
Peabody Awards Announced 27
IMS Signs Nine 28
NARBA Preparatory Meet Studies 540 kc 29
BMB Sales Campaign in Blueprint Stage..... 29
CBS Income Down 30
Richards Trust Plan 30
Johnson Bill Asks FCC Cease and Desist Orders 33
Early FCC Probe Held Unlikely 34
Fair Store, Chicago, Sold on TV 53
NBC Marks Ten Years of Telecasting 54

DEPARTMENTS

Agencies 10
Allied Arts 82
Commercial 79
Editorial 38
FCC Actions 68
Feature of Week 17
Management 67
Milestones 11
Network Accounts 12
New Business 12
News 70
On All Accounts 17
Open Mike 16
Our Respects to 38
Production 72
Programs 71
Promotion 80
Radiorama 19
Technical 94
Telestatus 62
Upcoming 50

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Estelle Markowitz.

CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building. Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

GOOD GOD- frey!



WHAT A RATING

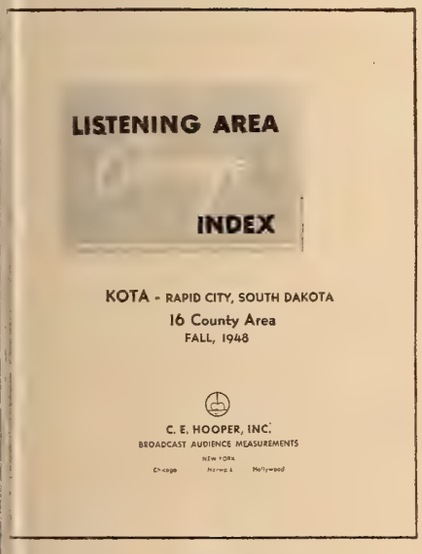
IN RAPID CITY (Population 26,616) HOOPER CALLED **6184** HOMES
and found 33.4% sets in use between 8:00 and 10:00 A. M.
(the Arthur Godfrey Show is on from 8:30 to 9:30 AM)

and 93.4% were tuned to KOTA ! ! !

MONDAY thru FRIDAY RATING–**31.2**

The lowest in the day (10 AM to 12 Noon) is **22.6**—and the highest in the evening (6 to 8 PM) is **33.1** when **KOTA** has 85.0% of the 38.9% of sets in use Sun. thru Sat. During the daytime the next highest station has a rating of 1.6. The best any station does at night is 2.1—

AND IN A SIXTEEN COUNTY (132,338 POPULATION) HOOPER COVERAGE INDEX STUDY MADE DURING NOVEMBER—DECEMBER



HERE'S THE STORY

MORNING 6.00 AM TO 12:00 NOON

KOTA	**37%**
Station B NBC	12%
Station C NBC	10%
Station D ABC	9%
Station E CBS	9%
Station F CBS	4%
Station G (Bonus to KOTA) CBS	3%
Station H Ind.	4%

AFTERNOON 12:00 NOON TO 6:00 PM

KOTA	**36%**
Station B NBC	12%
Station C NBC	10%
Station D ABC	11%
Station E CBS	6%
Station F CBS	4%
Station G (Bonus to KOTA) CBS	3%
Station H Ind.	5%

EVENING 6:00 PM TO 12 MIDNIGHT

KOTA	**25%**
Station B NBC	24%
Station C NBC	4%
Station D ABC	3%
Station E CBS	3%

AREA SURVEYED: 16 COUNTIES SERVED BY KOTA
Authority for Area: KOTA — Rapid City, South Dakota
Radio Homes in Area: 30,040 *

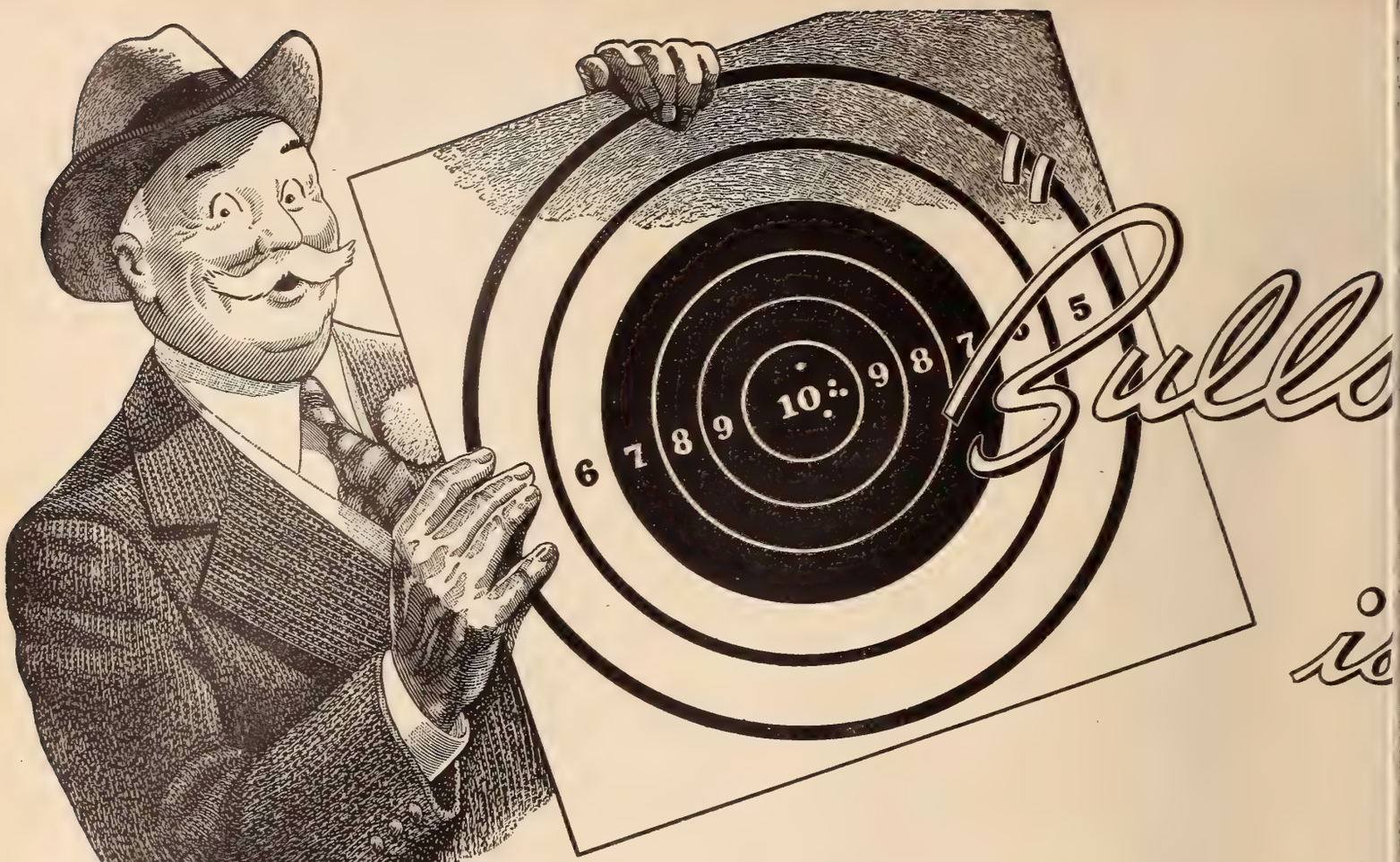


* 1948 BMB estimate
NOTE: "Shaded" counties not included in survey.
Base map Prepared by the Bureau of Census

KOTA
5 Kw • FULL TIME • CBS

For further particulars, call or see Don Donahue, New York — Suite 1208, 331 Madison Ave. — Vanderbilt 6-0060. Chicago — Suite 1168, 35 E. Wacker. Central 6-0980.

RAPID CITY, SOUTH DAKOTA



Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS

Television

Baltimore	WAAM	New York	WPIX
Fort Worth-Dallas	WBAP-TV	St. Louis	KSD-TV
Louisville	WAVE-TV	San Francisco	KRON-TV
Minneapolis-St. Paul	WTCN-TV		

"Eye Radio"

VERSATILE RADIO

EVERYBODY thinks "my business is different," and maybe everybody is correct—*except on one point.* It seems to us that the only uniform thing among all businesses is the *lack* of uniformity in their ease of selling goods, from market to market and from month to month.

That's why every company needs versatile sales-management and versatile advertising—the kind of versatility that only National Spot Radio can give! It permits you to saturate one area while soft-pedalling another, or to reverse the process on a moment's notice. You can change its theme, its time, its volume, even its accent, to fit regional circumstances. Its flexibility is unequalled by that of any other form of advertising.

Versatile spot radio has been a Free & Peters speciality for seventeen years. We helped pioneer it, and we *know* it, inside and out. Let us give you some suggestions, for any of the markets listed at the left.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

ON THE WASHINGTON SCREEN



THE EXCITING THRILLS OF THE OLD WEST! A full hour of fun for the entire family . . . a complete Western feature film each night. Frontier Theater brings thrills, suspense, and drama into Washington homes Monday thru Friday from 6 to 7 p.m. It's **action** packed and it's **audience** packed! For TV fans it offers top entertainment—for advertisers it offers top sponsorship. (Frontier Theater is available for full sponsorship OR for one minute commercial announcements.)



JIM GIBBONS—acclaimed as Washington's favorite TV sportscaster by popular poll now adds "The Sports Reel" (Tuesday—Friday, 7:15 p.m.) to his busy schedule. Jim, shown here interviewing noted sports columnist Walter Haight, brings TV fans up-to-the-minute sports results and news, and features outstanding sports personalities. (One minute commercial announcements are available.)





CHICAGO'S MAYOR Martin H. Kennelly greets Ruth Crane, gracious hostess of "The Modern Woman" television program (Tuesdays — 9:30-10:00 p.m.) on her recent visit as President of the Association of Women Broadcasters. The popularity of "The Modern Woman" TV show is due in no small way to the leading role Ruth Crane has played in women's activities — she is truly the Modern Woman!

THE DICK MANSFIELD SHOW (Mondays—7:15 p.m.) is a child's delight . . . featuring the cartoons of jovial Dick Mansfield, who combines fun with safety education in a show which is now in its tenth month of sponsorship by Thompson's Dairy. Here Jackie Biller receives Dick Mansfield's weekly "Safety Award" for exemplifying the best all round safety service in Washington schools.

WMAL

WMAL—TV

THE EVENING STAR STATIONS

WASHINGTON, D. C.

WMAL-FM

Agencies



VAN M. EVANS, general manager of Deutsch & Shea Inc., New York, elec vice president of agency.

ARTHUR A. RADKEY, former executive producer with Show Producti Inc., radio subsidiary of Dancer-Fitzgerald-Sample, appointed director radio and television for Sive & Rosenfield Inc., Cincinn



Mr. Radkey

ROBERT B. PARKER Jr., formerly with Marshall Fi Enterprises, joined Gray & Rogers, Philadelphia ager as copywriter. He was also formerly with Young & Ru cam, New York and Aitkin-Kynett Co., Philadelphia.

HENRY F. Woods Jr., public relations supervisor of You & Rubicam, New York, promoted to manager of agenc public relations and publicity department, succeeding **LA RENCE G. HOOVER Jr.,** who joins Time Inc. as publi manager. **HAROLD A. SMITH** continues as director agency's public relations and publicity department.

ROBERT J. O'LEARY, formerly assistant sales promot and merchandising director for *Life* magazine, New York, joins Buchanan & San Francisco, as creative writer and contact man.

GEORGE BALSAM joins G. M. Basford Co., New York and Cleveland, as count executive. He was formerly with Picard Adv., New York.

E. G. EISENMENGER, former radio director of Morris F. Swaney Inc., Chica joins Leo Burnett Co., same city, as member of radio department.

ROBERT ARCHER, former account executive at Wade Adv., Chicago, rejo firm May 1, when he transfers six accounts from his own firm, Robert Arc & Co., same city. He will continue to supervise those accounts. Activities of firm have been cancelled.

HARRY W. BETTERIDGE, resigns as general sales manager of WWJ WWJ-WWJ-TV Detroit, to assume duties as partner in William I. Denman I Detroit agency. Mr. Betteridge has purchased a half interest in agency.



Mr. Betterid

WILDER WYLIE, formerly on Edgar Bergen script staff, joins radio commercial writing department of Young & Rubicam, Hollywood.

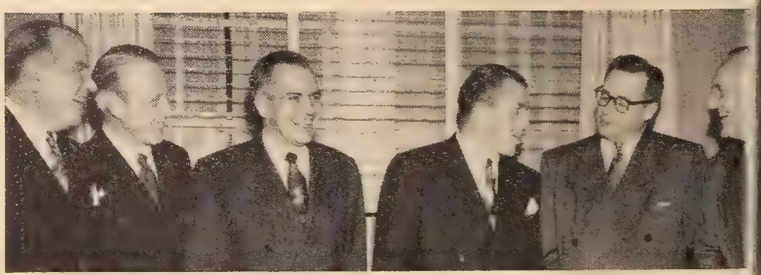
JOSEPH SILL Jr., formerly radio and copy director for Davis & Co., Los Angeles, joins Erwin, Wasey & Co., that city, as account executive.

MARY SPAULDING joins copy department of Boston office of James Thomas Chirurg Co.

JIM DUFFY ADVERTISING Co., Chicago, will merge May 1 with J. R. Pershall agency, same city, and **JAMES A. DUFFY,** former president, will become a Pershall vice president. He handle executive administration of his previous accounts. **HARRIS HOWARD,** copy chief and account executive, and **RUBYE KESLER,** me director, will transfer to Pershall also.

JOHN B. LEUPOLD appointed manager of Montreal office of F. H. Hayhu Co., Toronto. He joined company's Montreal office last year.

WOODHOUSE & HAWKINS, Toronto, enfranchised as advertising age handling radio by Canadian Assn. of Broadcasters.



PREMIERE of *Toast of the Town*, sponsored by Lincoln-Mercury Dealers c CBS-TV, obviously was a success as evidenced by the happy smiles these executives. Attending a post-premiere party are (l to r): Joe Le New York Lincoln-Mercury district manager; Dr. Frank Stanton, CBS p ident; William B. Lewis, vice president and account supervisor at Kenyo Eckhardt, Lincoln-Mercury agency; Ed Sullivan, m.c. of the show; R. F. Copeland, director of advertising for Lincoln-Mercury, and Dwight M president, Kenyon & Eckhardt.

VEN HOURS of entertainment rked the Silver Jubilee broadt of WLS Chicago's *National n Dance* Saturday night, when rs in the Eighth Street Theatre adcast from 7:30 p.m. until 2:30 . A 12:30 stage show supplented the regular 7:30 and 10 ock broadcasts.

Former personalities of the old- continuous radio program reming for the event were Pat rett, known as "Uncle Ezra"; dley Kincaid, folk singer; Malm Clair, "Spareribs", and Tom ens, one of the original square ce callers.

► Edwin C. Hill will mark his t year of Kelvinator sponsored C commentary series on April

► Mark Finley, public relations ector of Mutual-Don Lee Netrk in Los Angeles, is celebrating 10th year with network.

► William H. Ridings, "Trap- Bill" of WLAW Lawrence, ss., *Rod and Gun Club* program, ebrated his second year on air h special broadcast from stan's Boston studios.

► First birthday of WMAW BC) Milwaukee was occasion Milwaukee's City Hall to salute tion with banner sign saying appy Birthday WMAW."

► Robert D. Smith of WABI ngor, Me., marks his 25th year radio this month.

► WIOD Miami celebrated 20th niversary of its affiliation with BC last month.

► William P. Heffernan, maner of WGAI Elizabeth City, C., marked his 20th year in radio t month.

► WAPF McComb, Miss., comted one year on air April 18.

► Glenn Hardy, Don Lee Netrk newscaster, celebrated 15 ars on air last month.

► KWK St. Louis is celebrating 22d year on air.

► E. Donald Roberts, chief erator of CBC International

MERICAN RADIO
Ulmer Defends System

MES G. ULMER Jr., one-third ner of KGKB and KGKB-FM ler, Tex., and son of the maity owner, succeeded in conacing an audience of Cambridge, gland, radio people that the nerican system of broadcasting s points in its favor over that acticed in England.

Speaking before the Cambridge dio Club on "Radio in the United ates," Mr. Ulmer pointed out at the American system is perior because of: (1) Local col- (2) opportunity for general blic expression, (3) better proamming because of better financg.

Questioned sharply from the or, Mr. Ulmer was able to conce his audience, according to e Cambridge *Daily News*, of the ceptability" of the American stem. He is studying in Camdge as one of 37 1948 Rotary ernational fellows.

Milestones

Service, Montreal, is marking 25 years of Canadian radio service with CBC and its predecessors.

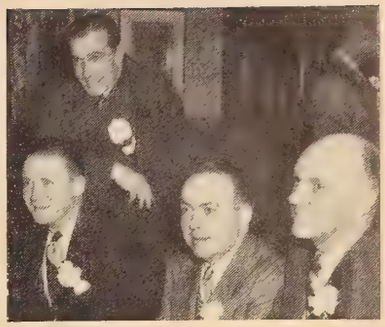
► WEBR Buffalo, N. Y., celebrated its first year as 5 kw station at 970 kc on April 4.

► Perry Kallison, San Antonio merchant and "The Old Trader" of *Kallison's Trading Post*, completed 12 years of broadcasting over KTSA San Antonio. Program originates from Mr. Kallison's store.

► Frank M. Russell, vice president in charge of NBC's Washington office, observed his 20th year with network April 15. Mr. Russell has been vice president in charge of Washington office since 1929. Also marking 20 years is Mrs. Gladys Murphy Borras, Mr. Russell's assistant and secretary since 1929. Observing 10 years with NBC are William R. McAndrew, NBC Washington general manager, and Washington Research Director James Seiler.

► Lt. Roland J. Schumacher of Traffic Education Div. of St. Louis Police Dept., marked his 500th consecutive weekly broadcast of *So It Can't Happen to You* on KXOK St. Louis.

► WISN Milwaukee, Wis., received a commendation from The Common Council of the City of Milwaukee in a resolution marking first anniversary of *Your Common Council* public service programs.



SIXTH year of Libby, McNeill & Libby's sponsorship of *My True Story* on ABC is anticipated by Gil Berry (standing), sales manager of ABC's Central Division, and (l to r, seated) John H. Norton Jr., Division's vice president; Bill Wilson, ABC account executive, and Alex Rogers, LM&L advertising manager. Network entertained Libby executives at a cocktail party April 8.

SURE,

some Chicago stations

can "reach" South Bend

...but the audience

LISTENS

to WSBT!

You want listeners, not merely signal strength, for your radio dollars. Listeners are what you get on WSBT. This station is the overwhelming choice of listeners in the South Bend market. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Want proof? See Hooper.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

The Patroon* of the week

TOM LYNCH

Time Buyer
NEWELL-EMMETT COMPANY
New York



Starting as a messenger with Newell-Emmett fifteen years ago, Tom now has fifteen years of solid agency experience and is buying time for such national accounts as Beech-Nut, Sunshine Biscuits, Northwest Airlines, and Liggett & Myers Tobacco. The William G. Rambeau rep today welcomed Tom into Patroon membership with a scroll and the deed to a tract of ground in the heart of Patroonland.



*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

An agency (name on request) says that out of a list of 175 stations carrying their campaign, WPTR was among the top five in pulling power.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business



BELL & HOWELL Co., Chicago, for its motion picture cameras, projector and other equipment, sponsoring *Action Autographs* over four ABC-TV stations: WENR-TV Chicago; WJZ-TV New York; WFIL-TV Philadelphia and WXYZ-TV Detroit, Sundays, 9-9:15 p.m. (CST). Agency: Henri, Hurst & McDonald, Chicago.

HANSCOM BAKING Corp., New York, sponsoring *Hanscom Showcase* o WNBT (TV) New York. Agency: Ehrlich & Neuwirth, New York.

AMERICAN SHOPS Inc., Newark, N. J., sponsoring telecasts of Wednesda night wrestling matches on WJZ-TV New York, increasing to three number o cities in which ABC-TV cooperative program is sponsored. Other sponsors are **Buckeye Garment Rental Co.**, Cleveland on WEWS (TV); **Courtesy Motor Co** Chicago on WENR-TV. Agency for American is William M. Scheer Adv., Ne York.

BEER-BOB Inc., New York, manufacturers of a beer shampoo for wome appoints L. H. Hartman Co. Inc., New York, to handle its advertising. Plan for radio and television not yet formulated, but the media will be used, wit probable emphasis on video.

Network Accounts • • •

DERBY FOODS, Chicago, for Peter Pan Peanut Butter, to sponsor secon segment of *Super Circus* (4 to 5 p.m. CST, Sundays) on ABC-TV networ from WENR-TV Chicago, effective May 1. Ten stations will telecast show fo 52 weeks. Agency: Needham, Louis & Brorby, Chicago. **Canada Dry Ginge** Ale sponsors the first portion.

VAN-S LABORATORIES, San Francisco (Dentrax Toothpaste) May 17 start two weekly sponsorship of *Mr. Information* on full Columbia Pacific Networ Tuesdays, Thursdays (2:25-2:30 P.M. PST). 52 week contract placed throug Brisacher, Wheeler & Staff, San Francisco. **S.O.S. Co.**, that city, sponsors pr gram Mondays, Wednesdays and Fridays.

UNITED ELECTRICAL, RADIO & MACHINE WORKERS of America renewe its ABC sponsorship of Monday evening *Arthur Gaeth News Commentarie* Agency: Weinstein Co., New York.

PHILIP MORRIS Co. renews its *Queen for a Day* on MBS, Mon.-Fri., 2:3 3 p.m. Agency: Cecil & Presbrey, New York.

MOHAWK CARPET & RUG Co., New York, to sponsor 7:30 p.m. period o NBC-TV, Mondays through Fridays, effective May 2, replacing Henry Morga who has been dropped. Monday, Wednesday and Friday, Morton Downey wi be viewed, with Roberta Quinlan to be featured on Tuesday and Thursda Contract placed through George Nelson, Schenectady, N. Y.



'T WAS a great day for the Irish in South Bend, Ind., when this group met t approve a contract for Sinclair Refining Co. sponsorship of Indiana hig school basketball championship broadcasts over WHOT South Bend. Th clan includes (l to r) Shaun Murphy, WHOT salesman and native of Irelan Charles Sweeney, Sinclair general agent and all-American end at Notre Dam in 1938; Cletus O'Neill, Sinclair merchandising representative, and Jam Devaney, manager of the Oliver Hotel, host to the group and who, inc dently, is also a native of Old Ireland.



MEN AT WORK

(and for you)...

While we don't spend much time actually climbing antenna towers or watching outside keyholes, these sketches—borrowed from our latest brochure*—are symbolic of the diligence and concentration that goes into every BROADCASTING assignment.

Ours is a unique reputation as the *only* authentic reporter of every significant development in the field of broadcasting and its allied arts. That's been ours for over 18 years now. And we keep our reputation growing because our awareness of radio's problems and potentials is so acute. We boost broadcasting with every breath; we've championed every worthwhile advance the industry has ever made, and we cover *all* the news of broadcasting with a thoroughness no one else can approach. That's why—in every survey—BROADCASTING is No. 1 with agencies and advertisers.

BROADCASTING carries more news, more business features than all our competitors put together. (About 75,000 words and 60 illustrations in each issue.) To do this, it takes a staff of 60 busy people working from five offices: Washington, New York, Chicago, Hollywood and Toronto.



Issues like the one you are now reading are the result. This intensity of editorial coverage has given BROADCASTING a degree of readership loyalty and confidence rarely achieved by any publication in any field.

* A very fine promotion piece, indeed . . . our friends tell us. It can be had for the price of a short note to BROADCASTING's publisher, National Press Building, Washington 4, D. C.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING



PIONEER SUBSCRIBER. Leadoff subscriber Howard Roberson of KFDA, Amarillo, Texas, says, "I urged co-operative production ten years ago. BPS has justified my faith in its feasibility."

IVORY TOWER LAMENT

By BRUCE EELLS

WHEN I was Sales Manager of KHJ, I worshipped at the new MBS shrine, and later as Business Manager of Young & Rubicam's West Coast radio I reverently annointed the feet of



the wizards who jockeyed for scarce network availabilities. Just at first did I try to tell 'em how we used to do it in Sioux City. I soon learned that unless a man were a network or agency executive ensconced in Los Angeles, San Francisco, Chicago or New York (later we forgot Chicago and San Francisco) he simply couldn't have his finger on the pulse of the people in Cedar Rapids. When I remembered that "Bubbles" Dean had managed KSCJ from scratch into a station where an advertiser could make $25.00 per week return $2,000 in sales, I decided he didn't really know what the listeners wanted; he was just lucky—consistently. I had to learn that I was now on the "national level."

After 10 years of this I was bright as a new dollar. Closest I got to Sioux City were the times I flew over it on the way to New York to find out what we planned there for the entertainment and sales edification of people—in Sioux City—for the coming year. In 10 years I successfully avoided asking people like Howard Roberson what went on in Amarillo. It was less distracting that way. Besides, how could Howard know how to please the people he lived with, without having gone to New York to find out what they wanted—in Amarillo.

Finally, a cousin of mine in Sioux City came out to California to see me. He'd built a several million dollar wholesale grocery business in Sioux City—using local radio time the networks didn't preempt. He said he didn't have an advertising agency but that the local station manager "was as smart as a whip." I didn't want to embarrass him so I didn't tell him about how you couldn't really be that smart unless you lived in an ivory tower in Los Angeles, Chicago or New York. During his visit I introduced him to Jack Benny, Burns and Allen, Eddie Cantor and Red Skelton. I would have introduced him to some more—but it was too embarrassing. Why? The ratings of the programs he sponsored *were higher than theirs*—in Sioux City.

Seems Jimmy was using transcribed shows he and some other advertisers around Iowa had pooled their resources to produce on a cooperative "cost-plus" basis. The character of



NEWEST MEMBER, Gene Trace, WBBW, Youngstown, Ohio: "Would've joined earlier, but didn't understand I would get 'the whole works' for the one fixed fee. The shows are worth a fortune."



ENTHUSIASTIC MANAGER, S. U. Oppenhuizen, WFUR, Grand Rapids, Michigan: "We should have little difficulty securing 500 stations. Success for one means success for all."



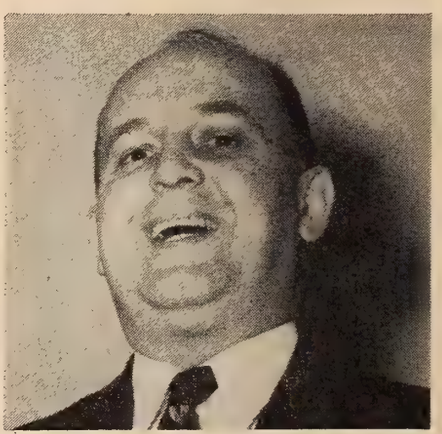
NBC AFFILIATE OPERATOR Karl Wyler, KTSM, El Paso, Texas waited until Syndicate had proved itself; came in with flags flying. Pleased with programs.



EARLY SUBSCRIBER "Red" Moss, WLTR, Bloomsburg, Pa.: "*The Pat O'Brien* series alone is worth more than our fee. *Frontier Town* and *Adventures of Frank Race* will bring revenue for years."



HARD-HITTING Earl Smith, WLCS, Baton Rouge, La.: "I joined the plan while Eells was field-testing it. The Syndicate's program output more than justifies my early faith in the idea.



ILLINOIS LEADER, W. Kenneth Patterson, WSIV, Pekin, Ill.: "We are using three of the shows. Everyone at the station agrees that the quality and production is the best of any transcribed shows we have heard."

Local Dollars vs. Network Pennies

the programs was based upon the judgement and opinion of station managers "on the local level." Seems that, ignorant as they were about how those things were figured out "scientifically" in Los Angeles, Chicago and New York for network advertisers, those managers somehow staggered along on what they knew about people in their own bailiwicks.

I began to entertain the treasonable thought that "Bubbles" Dean of KSCJ might make a pretty good network executive. In a moment of weakness, I even thought of several network and ad agency executives who might find some small merit in spending a few days loitering around the drugstore where George Volger's announcers hang out in Muscatine. Fortunately, I pulled myself together, perished these errant thoughts, re-read the office copy of "The Huckster," and returned to my deliberations as to the best means for inducing one of our national advertisers to include all the basic "required" stations of a certain network notwithstanding he had no distribution in the areas covered by 38 of them.

One day I got a letter from Jimmy so intelligently written it might have been prepared by one of our ivory tower group. It stated in essence that they were short of good talent, whereas Hollywood was loaded with the best; that most transcribed programs were too expensive to come out on; that local advertisers represented a purchasing power far in excess of *all national* advertisers put together; that if good—really good—transcribed shows were made available at a *reasonable* cost, local advertisers would spend more in radio and less in newspapers, and that *national* advertisers would divert *millions* of *dollars per year* from network and put it into spot radio at full *national* rates—buying *only* the markets they wanted; that stations individually would cooperate in every possible way in any effort that succeeded in bringing them 100% of their time card—instead of 35%. He urged that I get into the business of producing top-quality, top-talent shows via transcription for local advertisers and for national advertisers on a spot basis.

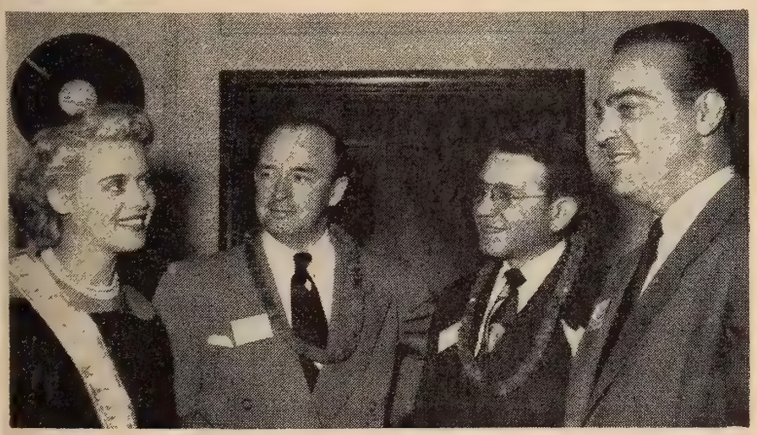
Jimmy Moore had passed away by the time I got to Sioux City. I'm sorry he didn't live to learn that I did leave Young & Rubicam and that my organization now produces top-grade *network-calibre* transcribed shows for NBC, CBS, MBS, and ABC affiliates and independent stations in 40 states and 8 Canadian provinces—on *his* "cost-plus" basis; that I drove a station-wagon over 12,000 miles last summer to get the advice of over a hundred of the smartest operators in the radio industry—*the local station managers;* that the advice and help they gave me has set a cooperative pattern that national advertisers applaud and networks are studying with interest.

Of tremendous interest to Jimmy would be the revelation that—together—our stations can finance and produce *more* and *bigger* radio shows than can be financed and produced by networks whose substance is being drained off by television; that there are many hundreds of AM and FM stations in markets that will not be covered by television for five years, that represent investments that must be protected, and that *working together* under their own cooperative production plan, the Broadcasters Program Syndicate — they'll make *local* radio pay off more heavily than ever before. They'll take over the national advertiser's dollar on a *local* basis and when they're ready, they'll take over television on the same basis.

The ivory tower days are over. "Local level" operators are *taking* over.



ASTUTE OWNER, A. J. Mosby, KGVO, Missoula, Montana: "BPS programs afford our local advertisers the same weight and quality we carry for network advertisers."



UNIQUE PRINCIPLE of no sales staff overhead is explained by Eells to John D. Keating, KPOA, Honolulu, and Paul Oliphant, WLAC, Nashville, Tenn., as Broadcasters Program Syndicate convention mascot Miss Alyce Cougis beams approval.

BROADCASTERS PROGRAM SYNDICATE

Success Story...

BROADCASTERS PROGRAM SYNDICATE
COOPERATIVE PROGRAM SYNDICATION PLAN

Since its organization less than a year ago, the Broadcasters Program Syndicate has built a success story unparalleled in the history of radio.

Operating on a subscription basis exclusively, the Broadcasters Program Syndicate is essentially of, by, and for station subscriber-members.

*A single weekly fee** equal to the subscribing station's national one-time class A quarter-hour rate entitles the station to the Syndicate's *entire output* of network-calibre programs. All current programs—*plus* every additional series produced by the Syndicate in the future.

To Syndicate member-stations, the PAT O'BRIEN—FROM HOLLYWOOD, FRONTIER TOWN, and ADVENTURES OF FRANK RACE series substantiate long-held convictions that—working together—millions of dollars in program values could pour into the coffers of each.

ALABAMA
WKAX, Birmingham
WEBJ, Brewton
WABB, Mobile MBS
WAPX, Montgomery ABC

ARIZONA
KAWT, Douglas
KTAR, Phoenix NBC
KYCA, Prescott NBC
KGLU, Safford NBC
KTUC, Tucson CBS
KYUM, Yuma NBC

ARKANSAS
KVLC, Little Rock

CALIFORNIA
KERN, Bakersfield CBS
KDON, Monterey
KXOA, Sacramento MBS
KUSN, San Diego
KCBS, San Francisco CBS
KXOB, Stockton MBS
KVVC, Ventura

COLORADO
KFXJ, Grand Junction MBS
KGHF, Pueblo ABC

CONNECTICUT
WTOR, Torrington

FLORIDA
WEUS, Eustis
WMBR, Jacksonville CBS
WCNH, Quincy

GEORGIA
WGPC, Albany CBS
WRFC, Athens
WCON, Atlanta ABC
WBBQ, Augusta MBS
WRBL, Columbus CBS

IDAHO
KRPL, Moscow
KLIX, Twin Falls ABC

ILLINOIS
WSIV, Pekin

INDIANA
WHBU, Anderson ABC
WEOA, Evansville CBS
WFBM, Indianapolis CBS

IOWA
KFJB, Marshalltown MBS
KWPC, Muscatine

KENTUCKY
WLEX, Lexington
WINN, Louisville ABC

LOUISIANA
WLCS, Baton Rouge ABC
KSIG, Crowley
WDSU, New Orleans ABC
KSYL, Alexandria NBC

MICHIGAN
WFDF, Flint ABC
WFUR, Grand Rapids
WKNX, Saginaw

MINNESOTA
KROC, Rochester NBC
WEBC, Duluth NBC
WMFG, Hibbing NBC
WHLB, Virginia NBC

MONTANA
KANA, Anaconda
KBMY, Billings MBS
KOPR, Butte ABC
KXGN, Glendive
KOJM, Havre
KXLO, Lewiston
KPRK, Livingston
KRJF, Miles City MBS
KGVO, Missoula CBS

NEBRASKA
KOLT, Scotts Bluff CBS
KOIL, Omaha ABC

NEVADA
KOH, Reno NBC

NEW YORK
WCSS, Amsterdam
WINS, New York City

NORTH CAROLINA
WLOS, Ashville ABC
WCPS, Tarboro

OHIO
WSAI, Cincinnati ABC
WJW, Cleveland ABC
WWST, Wooster

OREGON
KWIN, Ashland
KOOS, Coos Bay MBS
KOIN, Portland CBS

PENNSYLVANIA
WLTR, Bloomsburg
WCPA, Clearfield
WSCR, Scranton
WIP, Philadelphia MBS

SOUTH CAROLINA
WMRA, Myrtle Beach

SOUTH DAKOTA
KDSJ, Deadwood
KOTA, Rapid City CBS

TENNESSEE
WTJS, Jackson ABC
WROL, Knoxville NBC

TEXAS
KBKI, Alice
KFDA, Amarillo ABC
WRR, Dallas MBS
KTSM, El Paso NBC
KFJZ, Fort Worth MBS
KXYZ, Houston ABC
KOLE, Port Arthur
KABC, San Antonio ABC

UTAH
KUTA, Salt Lake City ABC

VERMONT
WSKI, Montpelier

VIRGINIA
WCYB, Bristol
WGH, Newport News ABC
WRNL, Richmond ABC
WSLS, Roanoke ABC

WASHINGTON
KJR, Seattle ABC
KXLY, Spokane CBS
KIMA, Yakima CBS

WEST VIRGINIA
WOAY, Oak Hill
WLOH, Princeton

WISCONSIN
WHBL, Sheboygan ABC

WYOMING
KVOC, Casper ABC
KFBC, Cheyenne ABC
KODI, Cody
KPOW, Powell MBS
KWYO, Sheridan MBS

BERMUDA
ZBM, Hamilton, Bermuda ABC-MBS

CANADA
ALBERTA
CFCN, Calgary CBC
CFRN, Edmonton CBC

BRIT. COLUMBIA
CJDC, Dawson Creek
CKOV, Kelowna
CKNW, New Westminster

MANITOBA
CJOB, Winnipeg

ONTARIO
CKOC, Hamilton
CFPA, Port Arthur CBC
CHUM, Toronto

QUEBEC
CFCF, Montreal CBC-ABC

SASKATCHEWAN
CFQC, Saskatoon CBC
CJGX, Yorkton CBC
CKCK, Regina

*If your quarter-hour rate, for example, is $25.00, you as a member of the Broadcasters Program Syndicate would receive the Syndicate's ENTIRE OUTPUT of programs—plus all future programs—for $25.00 per week.

JOIN OUR FAMILY of prestige stations, and share in this fast-growing programming jack-pot. Auditions available.

BROADCASTERS PROGRAM SYNDICATE

Under Direction Of

BRUCE EELLS & ASSOCIATES

2217 Maravilla Dr. • Hollywood 28, Calif. • HO 9-5869

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Lauds Research Work

EDITOR, BROADCASTING:

I want to congratulate Bob Luce publicly for his very thorough article on the difficult subject of spot radio expenditures. It was extremely well done, and it should prove most valuable to stations and representatives in their efforts to promote increased use of the medium. I hope they make appropriate use of it because, from our experience, it's the precise type of information agencies need for recommending spot radio to their clients. Frankly, I am amazed at the scope of BROADCASTING'S research department.

N. Charles Rorabaugh
N. C. Rorabaugh Co.
New York, N. Y.

* * *

'Meaty' Issue

EDITOR, BROADCASTING:

. . . congratulations on a very comprehensive Convention issue. Very meaty.

Philip Frank
New York State Assn. for Crippled Children Inc.
New York, N. Y.

* * *

EDITOR, BROADCASTING:

Congratulations on your Spot story, and on the monumental job that BROADCASTING did in the Convention issue.

T. F. Flanagan
Managing Director
Nat. Assn. of Radio Station Representatives
New York, N. Y.

More on ET Plan

EDITOR, BROADCASTING:

RE: *Transcription Library-Sales vs. Lease*

As reported in BROADCASTING April 4, 1949, transcription companies were little concerned over a proposal made by me at District #1 NAB Meeting in Boston about outright sale vs. rental of libraries.

The facts are, of course, otherwise. Why would the companies as reported in BROADCASTING say that we had not followed through at Boston? Is this an attempt to mislead? The record will show the motion passed unanimously to examine and study the feasibility of sale to the broadcaster rather than never-ending feudalistic rental of the transcription library. Further the NAB District #1 Director Harold E. Fellows, was requested to carry this unanimous vote of the District meeting to the Chicago Convention. Transcription companies may rest assured that such will be done in Chicago.

By actual conference, I have learned that some transcription people are seriously interested in the proposal . . . and are at this moment studying a sales proposition to submit to broadcasters.

Milton H. Meyers
President & General Manager
WWCO Waterbury, Conn.

* * *

Sightmaster's Reply

EDITOR, BROADCASTING:

Apparently the man who heads Zenith is an ex-Navy man. I happen to be from Penn State. In my college days that meant one thing —a head-on collision.

In his statement in BROADCASTING Mr. McDonald said Sightmaster has no engineers. Nothing could be further from the facts.

Sightmaster has the third most complete engineering staff in television today. The Sightmaster sets are the finished receivers with parts supplied by Transvision Inc., the famous TV kit manufacturer. There are 31 engineers and technicians in thecombined engineering department. The engineering background is based on 70,000 TV kits and sets operating throughout the United States today.

Would Mr. McDonald care to make known how many Zenith TV sets are in operation today?

Sightmaster started making television sets in November 1947. When did Zenith start delivering to the trade its television set?

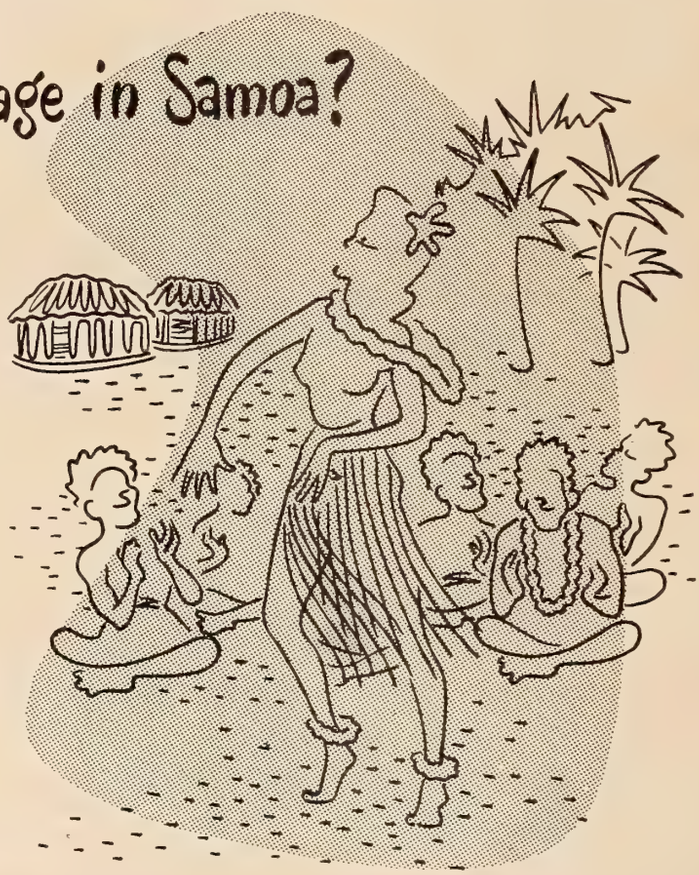
Sightmaster has contributed refinements and innovations to the television industry which are wide

(Continued on page 41)

Unity for Red Cross

COMPETITIVE radio was forgotten for a day in Wichita Falls, Tex., as all local stations combined their facilities and efforts for the opening of the Red Cross drive. All station breaks for the day were tagged with "Give to the Red Cross," or a similar announcement. Local sponsors on all stations—KWFT KWFT-FM KTRN KTRN-FM KFDX—donated portions of their programs. Climax was a three-hour entertainment program at the Municipal Auditorium sponsored by the five stations. Local talent groups plus the combined talent and announcers of the stations entertained the crowd of some 4,000 persons. One hour of the stage show was carried by all outlets.

What! No coverage in Samoa?



If you were selling grass skirts that might be important—But turn your eyes to Nashville. That's where WSIX shines. WSIX's 60 BMB counties more than cover the rich Nashville trade area, where 1,321,400 people spend $654,888,000 in retail outlets each year. That's a market worth reaching via WSIX!

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Profits Await Advertisers in these 5 Markets

WORK
YORK, PA.
ESTABLISHED 1932

WEST
EASTON, PA.
ESTABLISHED 1936

WKBO
HARRISBURG, PA
ESTABLISHED 1922

WGAL
LANCASTER, PA.
ESTABLISHED 1922

WRAW
READING, PA.
ESTABLISHED 1922

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO
STEINMAN STATIONS

Feature of the Week



Recording contributions for iron lung #2 are (l to r) Mrs. Hayes, Mr. Smith and Mr. Bondurant.

* * *

PATIENTS in Bloomington, Ind., hospitals are now assured of quick action when the aid of an iron lung is needed, as a result of a public service campaign staged by WJBC Bloomington.

A little over a month ago the area had only one iron lung, which already was occupied by a patient. The need for a second unit was brought forcibly to the attention of Lyle Smith, WJBC staff pianist, when a member of his family became seriously ill and in need of the lung. Fortunately, the patient occupying the unit was able to be moved from the lung for extended

(Continued on page 72)

On All Accounts

ALTHOUGH a naturally inquisitive mind explains why she asks so many questions about television, Norine Freeman confesses the answers are not so easily produced when she's on the sending end. That's why she took up astrology. Now, as TV director of W. B. Doner & Co., Chicago, she scans horoscopes and astrological charts along with the more down-to-earth reports of Messrs. Nielsen and Hooper. The balance sheet, at this point, is about even.

The mind thus blessed was nurtured at LaFargeville, N. Y. ("You can't see it if there's a freight car in front") and Michigan State College in Lansing. Norine's father, county superintendent of schools and an upstate New York farmer, decided she should go the way of most female flesh and study home economics. "When I realized that all the home ec majors I knew ended up as dieticians in prisons or insane asylums, I swore to renounce chicken a la king forever."



NORINE

So, after three years of college, at the age of 18, Norine took a day coach to Kansas City, to visit a brother.

To counteract the necessary evil of preparing for a job at business college nights, she enrolled for afternoon art courses. This well-plotted mental diet was disrupted when both she and her brother became fascinated by the leading lady of a stock company—for different reasons. Norine wangled a job as second lead and toured the West for a year. She called it quits when, substituting for her sister-in-law to be, she played an artist's model in "The Common Law" and was placed on a pedestal, literally, swathed only in a Spanish shawl (adroitly draped from the back).

Disgruntled, she decided to absorb drama intravenously by writing. Poetry, a creative mainstay since childhood, proved unremunerative, although she was published

(Continued on page 73)

Remember when



junior wore diapers



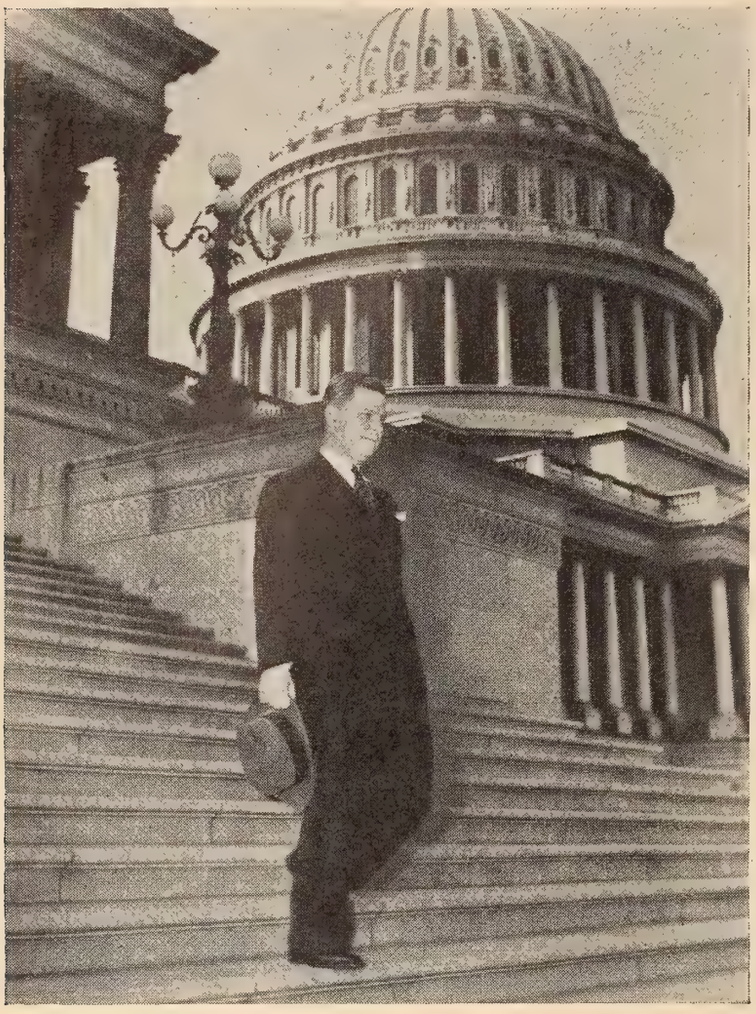
then short pants . . .



then long pants?

It's a proud day for a boy when he first gets long pants and feels like a grown man! We're proud of WWDC's growth, too. Starting out small, WWDC has grown into a man-size station in the rich Washington market. Your Forjoe man will give you the whole story.

WWDC
AM-FM—The D. C. Independent
Represented Nationally by
FORJOE & COMPANY



He Helped Increase Senatorial Mail by 800%

The assistant postmaster of the Senate judged it to be one of the biggest mail pulls in the history of the Senate post office. The House postmaster quoted no figures, but indicated that only one or two occasions in the past 12 years produced more mail. A sampling of 28 Senators and 4 Representatives showed receipt of an estimated 124,000 pieces of correspondence.

The subject: Taft-Hartley labor bill. The cause of the avalanche: Fulton Lewis, Jr. On just 2 broadcasts he requested his listeners to vote yes or no to 19 questions covering various phases of the labor bill controversy. Each Congressman was furnished with a printed key to the questions asked. The overwhelming response proves anew that the Lewis audience is large and articulate.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program affords local advertisers network prestige at local time cost, with pro-rated talent cost. Since there are over 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client or yourself, investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

In the Public Interest

TINY Annie Rose Robinson, victim of leukemia, wanted some cotton candy. Her father tried to obtain some for child who was given but 24 hours to live, hoping that what might be her last wish would somehow prolong her life. But his own attempts failed, so Mr. Robinson called WRBL Columbus, Ga., and asked for help. Hugh Batey, WRBL newsman, broadcast Annie's story on his news show, *Feature Story*. Station reports it was immediately flooded with calls from listeners with all kinds of ideas. One listener suggested that Mr. Batey get in touch with candy firm in Atlanta, 115 miles away, that specialized in making candy for special occasions. Realizing that time was running out, Mr. Batey tried local amusement park and a circus in winter quarters nearby, but neither had the desired candy. Then he called local flying service to request they fly to Atlanta for candy. Service informed him that a bus was leaving Atlanta in 20 minutes and if he could get it on that bus it would arrive in Columbus before the plane could make the trip. A call to the Atlanta firm informed him that they couldn't have the candy ready in time to make the bus. So Mr. Batey called Georgia Highway Patrol, and within three hours after his first radio appeal Annie Rose had an ample supply of cotton. But, just five days after her dying wish had been granted, Annie died.

Town Meeting

ENTIRE proceedings of the annual town meeting of Greenfield, Mass., were broadcast by WHAI Greenfield last month. The broadcast was four and a quarter hours lon and included complete proceedings WHAI stated that as a result of th service the station was floode with calls and letters from listener thanking it for its public servic As an additional public service tha week, WHAI offered a series o programs from campus of U. o Massachusetts during the annua recreational conference.

Art Awards

FOR second year, KGW Portland Ore., covered award ceremony o the Annual Scholastic Art Exhibi tion held in that city. Contest i open to students in high school, an event is part of yearly Nationa High School Art Exhibition o Carnegie Institute, Pittsburgh KGW's chief announcer, Bog Thom linson, broadcast the ceremonie from auditorium of Meier & Fran department store.

GOVERNOR'S GIFT

WIBW Flies Good Will Flour

WIBW TOPEKA, Kan., served as go-between a fortnight ago in an exchange between the governors of Kansas and Oklahoma. The exchange was not words, however, but flour. Flour milled in Topeka from wheat grown on Kansas Gov. Frank Carlson's farm was flown in WIBW's plane, the "Flying Rooster," to Oklahoma City (see Radiorama, page 19). Upon arrival, Gene Shipley, WIBW farm service director, presented the flour to Oklahoma's Gov. Roy J. Turner, in behalf of Gov. Carlson.

Gov. Turner accepted the gift and asked Mr. Shipley to fly the flour to Tulsa where it was made into rolls and served at a banquet celebrating the premiere of the motion picture "Tulsa." Tape recordings were made by WIBW throughout the trip, including interviews with both governors and stars appearing in the motion picture.

They Say . . .

AT ALBANY the Assembly ha passed a bill sent to it by its Moto Vehicle Committee which woul prohibit installation of televisio sets in automobiles if the screen i within view of the driver. . . We wish we could say that thi bill is well drawn. But is it? Th bill, with its express and limite restriction, tacitly condones, if nc approves, this new form of amuse ment for automobile passenger To allow television at all in moto vehicles, particularly in pleasur cars, is hazardous. . . .

From editorial in
The New York Times

* * *

"IT is conceivable that the Federa Communications Commission, afte ponderously weighing all the pro and cons for years, may decide t open new [television] channel i the ultra high frequency band. . . But it is highly unlikely that the will, or could, at the same tim shut off the existing channels fo which the present sets are buil any more than opening FM char nels meant the closing down of th existing AM channels. . . . Mos of the present sets and those likel to be bought in the next few year will not only last as long as the are supposed to last but will als find plenty of material in the ai to which to tune. . . . To talk a if the sets now operating will b good only for the scrapheap in few years is equivalent to sayin that because the polar icecap i melting, all Baltimore is due fo an inundation. Maybe there will b an inundation, but it won't com before the year 3000 A.D."

From an editorial in
The Baltimore Sun

Radiorama



CTIONS above and beyond duties f an engineer are displayed by owie Wertz (r), engineer on VKBW Buffalo's *On the Town* how, as he models gift from a fan. arlton Beck, m.c., describes scene to listeners.



DECKED out in promotional sombreros, account executives of Frederic W. Ziv Co. join their boss (second from l) at a kickoff meeting in Cincinnati for Ziv's new show, *Cisco Kid*. Left to right: Tom Privette, Atlanta; Mr. Ziv; Bert Somson, St. Louis; Hank Luhrman, Birmingham; Stan Friedlander, Louisville; Wayne Hutchinson, Huntington, W. Va. Other meetings were held in Kansas City, Chicago and New York.



MAIL pull of *Jr. Parade* show on WNHC-TV New Haven brings renewal by Chamberlain's Furniture Co. Giving okay are Robert E. Chamberlain Jr. (seated) and William Malo Jr. (l) and Aldo DeDominicis of WNHC-TV.



MILIN' Eddie Hill displays prodcts of Omega Flour Co., sponsor f his new hillbilly show over VMPS Memphis, Mon.-Fri., 1- :15 p.m. Contract was signed by Gardner Adv., St. Louis, for Cole Milling Co., Chester, Ill.



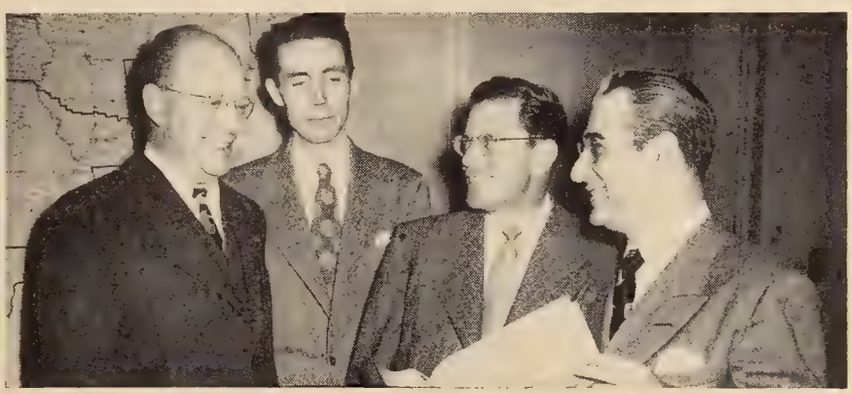
PUTTING something in the pot is Mayor C. Pralle Ernie as he seals the cornerstone for WLRP, new station to take the air next month at New Albany, Ind. Record of ceremony and good-luck penny are placed in stone as Roy Hickox, WLRP president, his wife and two children, Ronald and Lee Ann, give approval. L and R in call letters are for the Hickox children.



PLANNING promotion of vacation model GE portable radios on WPTR Albany and WBCA (FM) Schenectady are (l to r) Joseph Fife, WPTR com. mgr.; Leonard Asch, WPTR v.p.; Harold Van Alstine, Havens Electric Co., Albany; Harry Chrysler, GE.



RRANGEMENTS for Red Top Brewing Co. airing of Lynchburg Va.) Cardinals home games on WWOD Lynchburg are made by (l o r) Jack Weldon, WWOD mgr.; . S. Benjamin of Red Top; Eli Cohen, Joseph Adv.



ACCEPTING post of natl. radio consultant for Savings Bonds is Cornwell Jackson (2d from r), J. Walter Thompson v.p. Treasury men with him are (l to r) Nathan Colwell, chief, Radio Sec.; Edmund Linehan, assoc. chief; Elihu Harris, advertising director.

FILM series to be aired by NBC-TV for Procter & Gamble is discussed by (l to r) Lewis Titterton, Compton Adv.; Gordon Levoy, General TV Enterprises Inc., contractors; William Craig, P&G TV mgr.; Gilbert Ralston, P&G exec. TV producer.



ENJOYING dessert after NAB sessions in Chicago are Wauhillou LaHay (l), N. W. Ayer, New York, and Les Lear of ABC's *Welcome Travelers*.

CHARLES CRUTCHFIELD (l), WBT Charlotte gen. mgr., chats with visiting CBS Radio Sales staffers (l to r) Alice Santti, Marie Plomin, Herb Carlborg.





FLOUR, gift from Kansas Gov. Carlson to Oklahoma Gov. Turner, is loaded in WIBW Topeka's "Flying Rooster" by Gene Shipley, farm service director.



Everything for TV

WPIX in nighttime action at the Roosevelt Raceway, Westbury, N. Y. RCA TV Field Equipment is used throughout.



Television Studio-on-Wheels. This special RCA TV field truck is handling the track sound-and-picture pick-up between Roosevelt Raceway grandstand and WPIX in New York City. All RCA-equipped, it is designed to carry everything needed to operate up to 3 cameras in the field.

. . . complete field equipment,

for instance —

● That exciting finish you see is being covered by television field equipment, all-RCA from camera to microwave relay antenna.

Thoroughly practical for quick, on-the-spot pick-ups, this highly compact and portable equipment is designed to handle outdoor telecasting under all sorts of conditions. Complete pick-up and relay equipment includes: two image orthicon cameras (with telephoto lens); camera tripods; camera control units; on-the-air master monitor; camera switching system; synchronizing generator; microwave relay equipment; associated power supplies; reels of cable—all carried in one special truck.

Why this preference for RCA field equipment among the majority of TV stations now in operation?

Because RCA TV Field Equipment has been worked out by television experts who know the business. All gear, for example, is completely portable and subdivided into small units for easy handling. All field cameras are equipped with 4-position turret lens and electronic view finders. There are complete switching facilities that help the operators deliver faster-moving shows. And there is a special truck that carries the equipment to location . . . with all the facilities required to run most of the equipment *right from the vehicle itself.* No wires needed to get the picture signals back to the station. High-efficiency microwave radio relay does it—airline!

. . .

Overlook none of the technical and economical advantages of correct initial station planning. Your RCA Television Specialist can help. Call him. Or write Dept. 1900 RCA Engineering Products, Camden, New Jersey.

TELEVISION BROADCAST EQUIPMENT

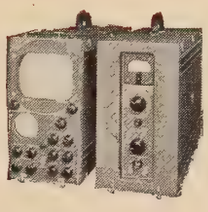
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

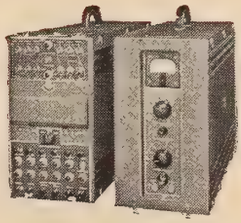
In Canada: RCA VICTOR Company Limited, Montreal



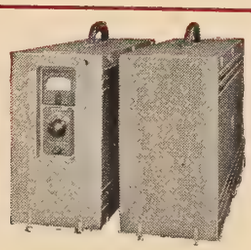
RCA Microwave Relay Transmitter TTR-1A. Transmits the picture signals from field to studio (or from studio to transmitter). It includes a parabolic antenna with hook-shaped wave guide, built-in transmitter, and remote control unit. Matching receiver unit at the station picks up the microwave relay signal.



RCA Field Camera Control TK-30A. For monitoring the picture and controlling its quality. Unit No. 1 includes one 7" picture monitor tube and one 3" oscilloscope (to observe video signal waveform). Unit No. 2 is the power supply.



RCA Field-Switching System TS-30A. Nerve center of TV field pick-up operations. Switches intercom circuits and picture signals between cameras and monitor. Unit No. 1 provides for video switching, sync signal insertion, and master monitor switching. Unit No. 2 is the power supply.



RCA Field Synchronizing Generator TG-10A. Produces timing pulses for TV field equipment. Unit No. 1 includes pulse-forming circuits, frequency-control circuits, and power supply. Unit No. 2 includes the pulse-shaping and output circuits.

GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York
April, 1949

Mr. Frank Daniel
Lennen & Mitchell, Inc.
17 East 45th St.
New York 17, N. Y.

Dear Frank:

Have you made vacation plans this year? If you are like hundreds of thousands of others, you will spend your vacation somewhere in WGY-land.

Did you ever stop to think that WGY is nicely centered in one of the largest resort areas in the world? Like spokes in a wheel, roads from Schenectady lead to the Finger Lakes region, the Adirondacks, the Green Mountains, the White Mountains, the Berkshires, and the Catskills. The summertime population in WGY-land grows to astronomical proportions.

Have you noticed that most camps and summer homes have radio? That a great many campers carry portable radios? That they travel in automobiles with car radios? There isn't any listener survey on this, but you know it's so.

And did you know that travel and resort spending in the state of New York alone runs around $1,000,000,000. each year? One billion dollars, Frank, one billion dollars. And there is only one radio station heard throughout most of this tremendous resort area. That's why we call it WGY-land.

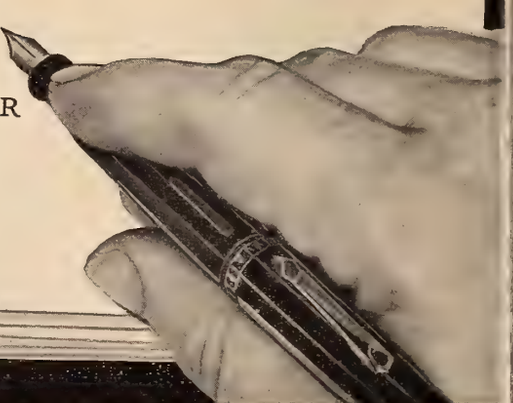
You see, Frank, there is no reason for your clients-- or the clients of anyone else -- to be out of touch with their customers during the vacation season. Certainly not if those customers are among the millions who invade WGY-land each summer. Jim McConnell and NBC Spot Sales are ready to chat with you on this point at any time.

Sincerely,

G. Emerson Markham

G. Emerson Markham:acs

STATIONS MANAGER



BROADCASTING
TELECASTING

Vol. 36, No. 17 WASHINGTON, D. C., APRIL 25, 1949 $7.00 A YEAR—25c A COPY

FCC TAKEN TO WOODSHED

'Prostituting', Johnson Charges

By RUFUS CRATER

IN A VICIOUS denunciation from the Senate floor, Sen. Edwin C. Johnson (D-Col.) accused FCC last week of "prostituting" democratic principles by practices that are "scandalous, shocking, and disgusting."

He called for a "house-cleaning" to return control of the agency from "three or four persons in key positions" to the Commissioners themselves, and for increased attention to business in the public interest as distinguished from what he considered regulation in the interest of a few.

Specifically, he endorsed color television and opening of the UHF and to "prevent monopoly and tight control" of TV, and demanded a breakdown of the clear channels to achieve a similar result in sound broadcasting.

The Commission, obviously smarting under one of the bluntest attacks it had ever suffered, remained silent. There was immediate speculation of resignations, but it was doubted that any of the Commissioners would be inclined to quit under fire.

The attack came while FCC Chairman Wayne Coy was in Puerto Rico on a communications mission for the Navy, accompanied by Harry M. Plotkin, assistant general counsel in charge of broadcasting, and James E. Barr, chief of the Engineering Bureau's Standard Broadcast Division (see story page 30). Vice Chairman Paul A. Walker had no comment. He said the Commissioners had been "meeting all day, working hard," and at that time had had no chance to study the charges.

Sen. Johnson, who had information from the Commission's own files to draw upon, claimed FCC has data and skilled engineering advice . . . which say that color is ready; that the higher frequencies can be used."

He charged that the Commission is "almost ready" to hand down a monstrous" decision favoring the clear-channel lobby" in the clear-channel case. He said he understood Chairman Coy's position "at the moment" is that "the anticipated development of the radio art has made the super-power question



Sen. JOHNSON

academic." The issue, he maintained, is one for Congress, not FCC, to determine.

The chairman of the Senate Interstate & Foreign Commerce Committee, FCC's legislative guardian, delivered his 17-page castigation two days after introducing Monday a bill to boost the Commissioners' salaries from $10,000 a year to $15,000 (see story page 33). He described the Commissioners as "persons of highest character and integrity" individually, equipped with "superior qualities for the common task."

But, he charged:

● "The bewildered Commissioners, bogged down in the technicalities and red tape of their own creation, are the captives of their own staff." The staff in turn "is the captive of the high and the mighty in the very industry the Commission was created to regulate. The plow horse has usurped the plow handles and seized the whip, and the Commission is now pulling the plow."

● "It is easier to drive a camel through the eye of a needle than it is to get a decision out of the FCC," but a larger staff under the present setup "would result only in more finagling and wrangling and fewer decisions."

● Industry operates "in an atmosphere of fear of the Commission" and there is "even greater fear that the networks and the powerful manufacturing and patent-holding interests, working hand-in-glove with the Commission, can and do exact their own economic sanctions. . . . Nothing behind the Iron Curtain compares with it, except that in Russia physical punishment is invoked; over here the penalty is the threat of financial ruin."

● Absenteeism in FCC "has reached an alarming stage" and "when the Chairman is not making a speech . . . he is busy preparing one." The public "should be informed by official Commission action rather than by public speeches which may tend to commit or embarrass the Commission and confuse Congress and the industry."

● Referring to reports that Undersecretary James E. Webb has prodded the State Dept. into greater activity: "A driving spirit such as this in the FCC is a must." FCC "was hired to make tough decisions, not flattering speeches

(Continued on page 32)

BAB BATTLE PLAN

'Sell Radio' Drive Mapped

By J. FRANK BEATTY

BLUEPRINT for the first industry drive to sell radio agressively on a level with competing media will be submitted to the new Broadcast Advertising Bureau Committee at a May 11 meeting in Washington.

This board committee, headed by Robert D. Enoch, KTOK Oklahoma City, was named at the Chicago NAB board meeting to provide policy direction for the new NAB Broadcast Advertising Bureau [BROADCASTING, April 18]. Director of the new agency is Maurice B. Mitchell, present director of the supplanted NAB Dept. of Broadcast Advertising.

Even before this policy meeting, however, NAB was hard at work on the sales promotion project. Quick action to meet a serious media situation was demanded at Chicago by the NAB membership and by the board. And quick action is what they are getting, judging by activity at NAB headquarters last week.

Already it is clear that every sales promotion facility in the industry will eventually be drafted into BAB's campaign to sell radio directly and aggressively in every

★

city and town in the nation.

This may include everyone from top network executives to small-station salesmen. They will be asked to cooperate in the biggest drive in media history, if wishes of BAB's original sponsors are carried out.

The selling will be hard-hitting and positive, according to present thinking. It will be designed to bring new business into radio and to expand use of the medium by present and former sponsors.

If the tactics of competing media get rough, however, BAB may be forced to resort to negative selling in special cases. Actually the whole BAB project is designed purely to stimulate radio sales on a highly ethical level.

In setting up BAB, the board specified that it start functioning by June 1. First step at NAB headquarters was to call the BAB Committee to Washington. May 9 was specified at first as meeting date but this was changed to May 11. The BAB policy group has a vacancy, the board having set up a five-man committee with four board members. The fifth member is the chairman of the Sales Managers Executive Committee (now vacant).

Created by Demand

BAB was created by the NAB board to meet a loud and widespread membership demand for a sales setup that would bring NAB's advertising promotion on an eventual par with the well-heeled bureaus operated by the newspaper and magazine industries.

While BAB starts out with a relatively modest budget—$100,000 more than the Dept. of Broadcast Advertising receives—the board's

(Continued on page 42)

FREEDOM THREAT

Miller Warns ASNE

YOU may be next, NAB President Justin Miller warned the American Society of Newspaper Editors in a review of government inroads on free speech. Addressing the Society April 23 at its Washington convention, he recited the means taken by the nation's founders to permit freedom of communication and the devices used by governmental officials to evade this basic mandate.

"Most lawless of all branches of government, and least willing to accept the limitations of the Constitution, are some of the administrative agencies," he said. He described how courts are forbidden to interfere with these agencies except on appeal. Thus unconstitutional results are accomplished without amending the Constitution. "Herein lies the greatest present threat to free speech and press in this country," he said.

"The temptation to still the voices of criticism becomes very great," Judge Miller said. "It is easy for spokesmen of our own administrative agencies to rationalize their procedures of evasion." They avoid judicial review by clever devices, he continued, then warning, "You gentlemen of the press may well consider the possibilities as applied to your own domain."

Judge Miller said that if Congress changed appellate procedure, the Postmaster General might be instructed to base decisions affecting use of the mails on considerations of public interest, convenience and necessity. Soon a line of administrative precedents would be built up.

Cites Example

Suppose an editor refused to be coerced, he suggested, the Postmaster General might deny use of mails on ground of poor printing, unwillingness to print news of government importance or excessive advertising, for example. This sort of regulation has developed in broadcasting, he warned, and Congress could move in on the press and "put rings in editorial noses." Precedents set up in radio will aid their purposes, he declared.

Opening the convention Thursday morning, Erwin D. Canham, *Christian Science Monitor*, ASNE president, pointed to danger that international law may be written on the subject of freedom of information "which will leave us farther back than when we started." He referred to the battle for freedom of information inside the United Nations where many countries fail to understand the significance of a free press.

Basil L. Walters, Knight newspapers, chairman of the World Freedom of Information Committee, said ASNE is taking an active part in the Baltimore Gag contempt case in which several stations were found guilty of contempt for newscasts covering the confession of an indicted murderer. The cases have been appealed. Baltimore newspapers operate under the shadow of the contempt policy imposed by city courts.

Norman Shaw, *Cleveland Press*, said during a managing editor's panel that TV is affecting newspaper readership. "We've got to get them to read our papers," he said.

A special committee headed by J. R. Wiggins, *Washington Post*, endorsed the State Dept. foreign information program.



Drawn for BROADCASTING by Sid Hix

"Calm yourself, Congressman . . . Our running that fertilizer spot right after your speech was pure coincidence!"

AAAA

New Board of Governors, Officers Named

ELECTION of new officers and governors of the American Assn. of Advertising Agencies has been completed by the group's six sectional councils. AAAA boards of governors are as follows:

NEW YORK COUNCIL: Chairman, Ray Vir Den of Lennen & Mitchell, New York; vice chairman, J. Davis Danforth of BBDO, New York; secretary-treasurer, John E. Wiley of Fuller & Smith & Ross, New York.

Other governors: Don Francisco of J. Walter Thompson, New York; T. Hart Anderson of Anderson, Davis & Platte, New York; Howard L. Fisher of Rickard & Co., New York; Lawrence Valenstein of Grey Advertising Agency, New York.

NEW ENGLAND COUNCIL: Chairman, Julian L. Watkins of H. B. Humphrey Co., Boston; vice chairman, Francis Baldwin of BBDO, Boston; secretary-treasurer, Edward F. Chase of Harold Cabot & Co., Boston.

Other governors: Harold I. Reingold of the Reingold Co., Boston office; George Wiswell of Chambers & Wiswell, Boston.

ATLANTIC COUNCIL: Chairman, Wesley M. Ecoff of Ecoff & James, Philadelphia; vice chairman, Frank C. Murphy of Geare-Marston, Philadelphia; secretary-treasurer, A. E. Morgan of The Richard A. Foley advertising agency, Philadelphia.

Other governors: Howard A. Medholdt of the Aitkin-Kynett Co., Philadelphia.

MICHIGAN COUNCIL: Chairman, Ralph L. Wolfe of Wolfe-Jickling & Conkey, Detroit; vice chairman, J. L. McQuigg of Geyer, Newell & Ganger, Detroit; secretary-treasurer, F. W. Townsend of McCann-Erickson, Detroit.

Other governors: Willard S. French of Brooke, Smith, French & Dorrance, Detroit; Henry G. Little of Campbell-Ewald Co., Detroit.

CENTRAL COUNCIL: Chairman, Earle Ludgin of Earle Ludgin & Co., Chicago; vice chairman, W. Raymond Fowler of Needham, Louis & Brorby, Chicago; secretary-treasurer, Henry H. Haupt of BBDO, Chicago.

Other governors: John L. Davis of the Griswold-Eshleman Co., Cleveland; Roland Taylor of Foote, Cone & Belding, Chicago; Oakleigh R. French of Oakleigh R. French & Assoc., St. Louis; John F. Whedon of Young & Rubicam, Chicago; Fergus Mead of The Buchen Co., Chicago; Clyde M. Joice of Goodkind, Joice & Morgan, Chicago.

PACIFIC COUNCIL: Chairman, C. Burt Oliver of Foote, Cone & Belding, Hollywood; vice chairman, George Weber of MacWilkins, Cole & Weber, Seattle; secretary-treasurer, Carl K. Tester of Philip J. Meany Co., Los Angeles.

Other governors: C. H. Ferguson of BBDO, San Francisco; H. O. Nelson of Ruthrauff & Ryan, San Francisco.

Saul Heads Agency

ARTHUR ROSENBERG Co., New York, last Monday announced the election of William H. Saul, account executive, to the presidency of the agency. Harold Chartow, also an account executive, was elected treasurer, and Samuel Rubenstein was re-elected vice president.

SINDLINGER

Financing to Allow Expansion

ALBERT E. SINDLINGER, president of Sindlinger & Co., Inc., Philadelphia, exclusive licenser for Radox (new instantaneous electronic radio and television audience measuring device), announced April 20 his completion of financing arrangements with a group of Chicago businessmen, following four months of negotiations.

The Chicago group investing in Sindlinger & Co. includes Henry P. Isham, president of Clearing Industrial District of Chicago and a director of The First National Bank of Chicago; Ralph A. Bard, director of the Chicago Corp., American Shipbuilding Co. and a former Under Secretary of the Navy; John I. Shaw of Shaw-Isham & Co., and R. Douglas Stuart, director of The First National Bank of Chicago, the Chicago, Burlington & Quincy Railroad and other corporations. These interests will be represented on the Sindlinger board of directors when final arrangements are consummated.

"National expansion of the Radox operation is contemplated," said Mr. Sindlinger, "but for the time being the company plans to concentrate within the Philadelphia area, with New York the second city on the timetable."

6000 SUNSET

Building Sold to Richters

SALE of building, studios and other facilities at 6000 Sunset Blvd., Hollywood, for approximately $500,000, was disclosed last week when new principals took over from J. Frank Burke, president of Radio Broadcasting & Recording Service Inc.

New owners are Dr. A. G. Richter, Long Beach physician, and his brother, A. J. Richter, Sacramento rancher, who are president and vice president, respectively. J. S. Fredericks, general manager for the former corporation, continues as such in addition to becoming secretary-treasurer of the new group. The Richters control two-thirds of the new operation, according to Mr. Fredericks.

Other new personnel at the plant, which includes AM and TV studio site plus recording facilities: Claude Turner, formerly chief engineer of AFN in Europe and AFRS headquarters in Los Angeles, assistant general manager; Robert Kearney, formerly commander of AFRS headquarters in Los Angeles, head of sales promotion.

Studio space is being expanded, increasing facilities from three to five. Equipment costing about $15,000 also is being added. CBS has working agreement with building for use of its audience studio and KTTV (TV), *Los Angeles Times*-CBS station originates three weekly programs there.

How's Business?

'Broadcasting' Study of the Business Climate

By ROBERT LUCE

NETWORK BUSINESS dropped slightly in the first two months of 1949, to total $33,834,531, a figure $435,000 below the comparable months in 1948, according to the latest figures from Publishers Information Bureau.

The decline occurred in February, as the January totals were above January 1948. February's gross billings were $16,124,761 as compared with $16,715,535 in February 1948.

Product groups showing biggest reduction in February 1949 from February 1948 were Toiletries, Automotive, Drugs, Foods, and Office Equipment. (See Table I.)

* * *

Radio and companion media may profit in buyer's market climate. More effort to bring in customers means more expenditures for advertising. Few present at AAAA's April meeting would predict a drop in advertising revenues for 1949. This is not to say the same for 1950—there was definite awareness that some levelling or decline is in the cards. Board Chairman Clarence Goshorn, of Benton & Bowles, is convinced that 1949 is a year for advertising to demonstrate its ability to keep sales at high levels.

NAB's new Broadcast Advertising Bureau has the job to do for radio: in buyer's market year, to demonstrate that radio will move goods.

* * *

More about advertising budgets. ANA's report shows that biggest advertisers are set to increase or keep budgets at same levels in 1949 as 1948, while smaller companies aren't so sure. Only 9% of companies doing over $50 million sales say they'll cut ad budgets, but 20% of those doing less than $50 million sales say they'll probably reduce appropriations.

* * *

FCC Chairman Wayne Coy's speech to the NAB Convention was prickly with uncomfortable statistics about broadcasting. In 1948, which was a banner year for every industry including radio, the FCC Chairman said one in every four AM outlets lost money. Most of these, he pointed out, had gone on the air in 1948 or 1947, which takes most of the scare out of the figures.

He definitely intended to discourage further AM expansion with these words, "There is a grave financial risk in starting a new aural radio station." Like Merlin H. Aylesworth, former president of NBC, he is optimistic about TV's potential, though he differed on the length of time it will take for TV to become predominant.

Now nearly everybody has picked his date for the demise of radio. But figures on TV do not indicate that its going to reach AM's volume for many years. TV did about $5 million in billings for the first quarter of 1949. With allowance for rapid and progressive increase in TV time sales it will be quite a few years before TV reaches the $400 million chalked up by radio in 1948.

For 1949, and probably 1950, radio's future is not so much linked to TV as it is to other business conditions.

* * *

Price cuts were news in April. Auto manufacturers spurred spring sales with announcements of cuts ranging from $50 to $300. Appliances, radios and other durables also entered the lists as price cutting occurred.

Most cuts were well advertised, and same applied to Easter business in local field. Consumers hoped sporadic cuts would continue as they watched cost of living decline steadily. Dun & Bradstreet's food price index, which is good market-basket indicator, is now 16% below last year's level.

Consumer's price index which stood at 174.5 (1935-39=100) last September, was 169.0 Feb. 15, and would show a further drop in March. Meanwhile no major wage increases appeared in April as unions, too, were waiting to see if the price level would rise again.

* * *

Employment has increased some, economists say, and Federal Security Administration reports that claims for unemployment benefits have declined somewhat.

* * *

Easter's business was good. Detailed figures are not yet available, but one estimate shows Easter Week trade was as good as Easter Week year ago, if not slightly above. With price cuts however, most retailers need more volume to produce equal return. March retail trade was estimated at $10,470,000,000, a shade below March 1948. Index of March sales was 329, compared to 330.7 in March 1948 and 340 in September. (See Table II.)

Independent retail stores, which are the local radio advertisers, are losing some business to chains and big department stores. Latest data shows sales in this category to be about 2% below a year ago. Auto dealers are a big exception to this rule, showing a 10% increase. "The auto industry has started 1949 with the highest rate of output since the end of the war," according to William Cronin, managing director of the Automobile Mfrs. Assn., "and as the industry approaches a balance between supply and demand, sales and advertising programs are being broadened and intensified."

It's almost possible now to buy a used car cheaper than a new model, which is indicative that customers can get new models with relatively short delivery time. Used car prices have declined steadily in 1949, without usual spring buying spurt.

Again, used car dealers need promotion to keep business up, and to tell public of new lower prices for good post-war models.

* * *

Personal incomes dropped off from the January level, and stood at an annual rate of $217 billion in February. This figure is well above the figure for 1948 which was $213.6 billion. This is still a healthy buying potential, and the problem rests with the consumers who may not spend their money until they feel prices have reached even lower level.

All this means is that consumers will look and listen longer before they are convinced that now is time to buy. Effective selling copy on radio can tell consumers about lower prices, better supply, and technical improvements which make today's goods most satisfactory from consumer standpoint.

* * *

Construction shows a definite slowdown from the very high level

(Continued on page 42)

* * *

TABLE I
NETWORK BILLINGS
Jan.-Feb. 1948, 1949

CLASS	1949 February	1949 Jan.-Feb.	1948 February	1948 Jan.-Feb.
1. Agriculture & Farming	$ 126,829	$ 262,854	$ 116,778	$ 230,503
2. Apparel, Footwear & Accessories	122,575	268,861	133,492	254,667
3. Automotive, Automotive Accessories & Equipment	611,945	1,394,292	717,455	1,410,141
4. Aviation, Aviation Accessories & Equipment	.....	.....	.....	.....
5. Beer, Wine & Liquor	67,452	137,928	99,523	214,438
6. Building Materials, Equipment & Fixtures	91,860	188,035	80,552	168,882
7. Confectionery & Soft Drinks	632,405	1,387,628	708,332	1,348,274
8. Consumer Services	142,989	318,364	232,181	454,223
9. Drugs & Remedies	1,643,943	3,415,315	1,951,259	3,941,920
10. Entertainment & Amusements	.....	.....	.....	.....
11. Food & Food Products	3,826,709	7,798,165	4,058,060	8,418,195
12. Gasoline, Lubricants & Other Fuels	569,870	1,205,508	563,922	1,149,290
13. Horticulture	22,992	22,992	22,044	49,239
14. Household Equipment & Supplies	666,323	1,369,591	675,553	1,373,183
15. Household Furnishings	96,905	217,828	100,228	225,588
16. Industrial Materials	181,080	407,450	197,109	367,013
17. Insurance	315,387	657,246	376,267	721,244
18. Jewelry, Optical Goods & Cameras	178,610	395,183	57,495	110,093
19. Office Equipment, Stationery & Writing Supplies	132,648	281,601	261,920	535,758
20. Publishing & Media	112,224	186,014	126,298	319,951
21. Radios, Phonographs, Musical Instruments & Accessories	150,934	322,222	198,053	390,825
22. Retail Stores & Shops	5,496	10,992	.....	.....
23. Smoking Materials	1,913,934	4,002,665	1,595,316	3,393,696
24. Soaps, Cleansers & Polishes	1,698,598	3,397,464	1,451,858	2,996,501
25. Sporting Goods & Toys	.....	.....	.....	.....
26. Toiletries	2,413,883	5,309,290	2,742,753	5,743,501
27. Transportation, Travel & Resorts	106,352	239,696	.....	.....
28. Miscellaneous	292,818	637,347	249,090	443,224
TOTAL	$16,124,761	$33,834,531	$16,715,535	$34,260,115

Source: Publishers Information Bureau.

* * *

TABLE II
RETAIL SALES, 1948-1949
(First Quarter)

All Retail Sales:

	1948 $ Total (Millions)	1948 Index (1935-39=100)	1949 $ Total (Millions)	1949 Index (1935-39=100)
January	$ 9,644	324.7	$ 9,416	329.4
February	8,948	324.6	8,947	329.5
March	10,374	330.7	10,470	329.0
Total	29,336		28,915	
Durable Goods Stores:				
January	2,516	357.4	2,444	364.0
February	2,350	357.6	2,470	377.8
March	2,956	376.0	3,065	384.0
Total	7,822		7,979	
Non-Durable Goods Stores:				
January	7,169	314.0	6,972	318.1
February	6,598	313.9	6,477	313.7
March	7,778	316.0	7,405	311.0
Total	21,545		20,854	

Note: Index numbers are adjusted to allow for number of work days in month.
Source: Dept. of Commerce.

AUTOMOTIVE

Car Makers Up Time Purchases

AUTOMOTIVE advertising was prominent in spot network and television new business last week as Hudson, Chevrolet, Oldsmobile and Chrysler-Plymouth dealers each announced time purchases.

The Hudson Motor Car Co., absent from the network scene since its Kate Smith show in 1937, returned to Mutual April 18 with a 513-station, one-time buy.

Utilizing the entire Mutual network from 3 to 3:30 p.m., Hudson celebrated its 40th anniversary as an automobile manufacturer. The program was rebroadcast in the Detroit area at 10 p.m. over CKLW, Mutual Detroit-Windsor outlet, to enable Hudson day-shift employes to hear it.

The program featured an address by A. Edward Barit, president of Hudson, who emphasized



Mr. Barit



Mr. Pratt

the importance of the salesmen of America in keeping the automobile industry and the country on its present high level of prosperity.

Also heard on the program was George H. Pratt, vice president in charge of sales, who said Hudson was going to attempt to get every American to try the 1949 Hudson "revelation ride," through an intensive advertising campaign spearheaded by radio and other media. Specific future radio plans were not disclosed. The broadcast was placed through Brooke, Smith, French & Dorrance, Detroit.

The Hudson Motor Car Dealers of America, through the same agency, launched a 700-station spot campaign for the two weeks starting April 18. Generally, each of the stations will get five spots a week. This is a co-operative dealer venture.

Oldsmobile Division of General Motors Corp., through its Lansing offices, announced an increased schedule effective April 18 for its television newscast, *Olds Brings the News*, featuring Douglas Edwards. Telecast on WCBS-TV New York and the CBS affiliate in Detroit, the program has been extended to three times weekly instead of two.

The new schedule calls for Monday, Wednesday and Friday telecasts, 7:30-7:45 p.m. Popularity of the show, which features news, last-minute newsreel coverage and timely interviews, accounts for the heavier schedule, according to Oldsmobile officials.

The Chevrolet Dealers of Detroit, through Campell-Ewald Co., announced a new 52-week spot campaign over four Detroit stations. WXYZ (ABC) and WWJ (NBC) get two per day, Monday through Friday. WJBK has one each day before the baseball broadcast, switching to a participation show in the fall, and CKLW's Toby David gets five a week. All business is effective approximately May 2.

Sammy Kaye's Showroom, new 15-minute program, will be sponsored by Chrysler-Plymouth dealers.

The program, featuring individual dealer identity, will be broadcast on a tailor-made network, expected to comprise some 261 stations across the country, with 919 dealers participating. Class A time, through McCann-Erickson, New York, is being purchased on Monday, Wednesday and Friday. Contracts, effective May 16, are for 26 weeks.

While a few stations may carry the show as late as 10:30 p.m. efforts are being made to clear time between 6 and 8 p.m. on all of the stations. WJZ New York will carry the program 6:45-7 p.m.

SCHNEIDER

Confirmation Is Expected

OFFICIAL confirmation of the appointment of Douglas Schneider as mass communications director for UNESCO will be announced sometime this week, State Dept. sources indicated last Thursday. Mr. Schneider's appointment, now verbal, is expected to be confirmed by Paris headquarters of the United Nations Educational, Scientific and Cultural Organization.

Mr. Schneider, who plans to leave for France early in May, has been with the State's Office of Educational Exchange since last September as division chief dealing with cultural attaches. Prior to last year he spent three years as counselor of embassy in Paris in charge of cultural and informational matters.

His new duties will consist of exploitation of mass media, including radio, newspapers, periodicals and films. Radiowise he will continue UNESCO's policy of interesting stations and networks in allowing use of sustaining time for programs implementing the organizations purposes. Included in that work is preparation of broadcast scripts inaugurated by UNESCO in recent months.

Mr. Schneider's base salary would be close to $10,000 per annum, a rate listed for the Grade 18 bracket, it was learned.

WORL CASE

SCOTUS To Review

THE U. S. Supreme Court last Monday ruled that it would review a lower court's decision which had reversed FCC's denial of license renewal to WORL Boston. Summary argument was set for May 9.

FCC filed its request for *writ of certiorari* with SCOTUS in February asking review of a ruling by the U. S. Court of Appeals for the District of Columbia [BROADCASTING, Feb. 28]. The Court of Appeals reversed the Commission's WORL ruling last November with the opinion that FCC had acted arbitrarily, capriciously and without the support of "substantial" evidence in denying WORL.

The denial of license renewal to WORL by FCC was based on grounds of ownership concealment. The Commission told SCOTUS that the Court of Appeals, in reversing the FCC ruling, improperly withheld from the Commission an authority delegated by Congress. FCC also pointed out that the lower court had failed to heed an earlier applicable ruling by SCOTUS in the WOKO Albany case.

WORL is owned by Harold A. Lafount, general manager of the Arde Bulova stations and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. WORL, assigned 1 kw daytime on 950 kc, has been given temporary extension of license to June 1.

TEENAGERS

$8 Billion Yearly Buying Power

TEENAGERS between 13 and 19 years old have a potential buying power of $8 billion annually and 64% of them have their own radios.

These findings are some of the results of a study conducted for NBC by the Gilbert Youth Research Organization. In the investigation, 1200 teenagers were interviewed in 1948 in four cities, Chicago, Philadelphia, Pittsburgh and New York.

Average weekly buying power by boys was put at $14.65, compared with $10.77 for girls. Urban teenagers, accounting for about $6 billion annually, have weekly buying power of $12.71. City teenagers buying has a spread of from $4.03 weekly in the 13-15 age group to $25.56 at 18-19, the sharp increase reflecting the number of fulltime employes in the later groups.

Enthusiasm for radio was evidenced by high sponsor identification among youth, the study said. All programs studied had higher identification among girls than among boys, except for comedy programs. More girls than boys know the sponsors of popular music, dramatic, mystery and audience participation programs.

Of the ten top programs among boys, the comedy type predominated. Among girls, popular music was first, with comedy a close second.

Average number of sets in the teenagers homes covered was 2.7. Two or more radios were in 82% of their homes, while 50% of the homes had three or more radios. Peak availability of teenagers for listening was given as 6:30-7:30 p.m. for all days of the week. More girls than boys are available in the home at all hours on all days.

Between 3 p.m. and midnight, an average of 27% of the youths are tuned in on weekdays, 30% on Saturdays and 36% on Sundays. Availability from 3 to 5 p.m. is lower on weekdays than on weekends.

Buying habits among the teenagers differ with sex for all tested products except coffeee and fruit juices. Boys use more milk, ice cream, choclate drinks and soft drinks than girls; girls use more tea and toothpaste. Urban teenagers alone, said the study, consume 7½ billion glasses of milk annually, 3 billion servings of ice cream and over 2½ billion glasses of soft drinks. More boys than girls have brand preferences for their soft drinks, while more girls have tea and fruit juice brand preferences.

Lipstick is used by 80% of 13 to 15-year-old girls and 97% of 17 to 19 years, it was further reported.

The study also noted that because of the intense loyalty of young people for their favorite programs, even a show with a relatively low rating may do a good sales job among the group.

Hugh M. Belville Jr., NBC director of research, said the findings will be used to aid NBC program officials in their study of radio's "impact on the young mind."

TERRY NAMED

To Attend World Radio Meet

HUGH B. TERRY, vice president and general manager of KLZ Denver, has been named by the State Dept. to represent this country at a world-wide meeting of radio representatives starting May 3 at UNESCO House in Paris.



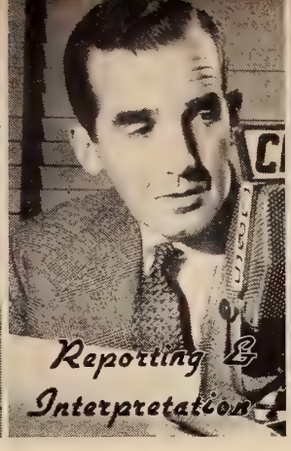
Mr. Terry

An NAB board member (District 14), Mr. Terry will be the only American broadcaster attending. He will leave New York April 30 and will be gone about two weeks. Mrs. Terry will accompany him.

Mr. Terry will be one of the experts comprising the Radio Program Subcommission which will submit recommendations to the full commission at its Oct. 24 meeting in Paris.



Groucho Marx, m.c., *You Bet Your Life.*



Edward R. Murrow, CBS commentator.



Arturo Toscanini, of the NBC Symphony.



"Howdy Doody" and Bob Smith, m.c.



Larry Leseuer, CBS commentator.



Fred Hegeland, writer-producer, *Forests Aflame.*

PEABODY

ABC, NBC Get Four Awards; Two Go to CBS

TEN George Foster Peabody awards and three citations were presented last Thursday in New York.

ABC and NBC won the most awards, each receiving four. CBS won two. For the first time in the history of the Peabody prizes, two television programs were honored —ABC's *Actors Studio* and NBC's *Howdy Doody.*

The presentations were made at a luncheon meeting of the New York Radio Executives Club, in accordance with the custom of the past three years. John E. Drewry, dean of the Henry W. Grady School of Journalism, U. of Georgia, which administers the awards, explained the history and purpose of the annual prizes and introduced Edward Weeks, editor of the *Atlantic* and chairman of the Peabody Advisory Board. Mr. Weeks introduced the winners and presented the awards.

ABC and NBC each broadcast 15-minute segments of the presentation ceremonies, held in the Roosevelt Hotel.

Citations also were presented to the Rocky Mountain Radio Council, Lowell Institute Cooperative Broadcasting Council for education through broadcasting, and to WNEW New York.

Niles Trammell, NBC president, received the awards for NBC's *University Theatre* and its classical music programs. In accepting the latter, Mr. Trammell said credit belonged to Brig. Gen. David Sarnoff, chairman of the board of RCA, who was responsible for bringing Arturo Toscanini to the U. S. as conductor of the NBC Symphony. Gen. Sarnoff was present at the ceremonies but did not speak.

John Elwood, general manager of KNBC San Francisco, NBC's owned and operated station, accepted the award to its program *Forests Aflame.* Bob Smith, creator of *Howdy Doody,* accepted that award.

Mark Woods, ABC president, spoke briefly. Awards to ABC were accepted by Robert Saudek, vice president in charge of public affairs, for *Communism—U. S. Brand;* by L. H. Thesmar, general manager of WDAR Savannah, ABC affiliate, for *You and Youth,* and by Donald Davis, producer of ABC-TV's *Actors Studio.* Groucho Marx, star of the ABC program which won the comedy award, was heard by transcription.

Edward R. Murrow, newly elected member of the board of CBS and commentator, accepted his award for outstanding news broad-

(Continued on page 85)

TOP PHOTO:

ROBERT SAUDEK (r), ABC vice president in charge of public affairs and producer of *Communism — U. S. Brand,* consults with John Coburn Turner (l), manager of ABC's script and program promotion department, and Morton Wishengrad, author of the documentary.

* * *

SECOND PHOTO:

ADVISORY board of *NBC University Theatre* (l to r): Lionel Trilling, professor of English, Columbia U.; Dr. Robertson Strawn (standing), professor of language and literature, Kansas State Teachers College; Dr. Harvey Webster, associate professor of English, U. of Louisville; Amy Loveman, editorial board, Book-of-the-Month Club; Norman Cousins, editor, *Saturday Review of Literature.* Clifton Fadiman, board member, is not shown.

* * *

MIDDLE PHOTO:

MILTON BELLAH (standing, right), program director of WDAR Savannah, Ga., directs one of the *You and Youth* programs.

* * *

FOURTH PHOTO:

CHARLES C. BARRY, ABC vice president in charge of television, points out a scene to Alex Segal, director of *Actors Studio.*

* * *

BOTTOM PHOTO:

TED COTT (center), vice president, WNEW New York, discusses "Little Songs About UN" with Peter Aylen (l), UN radio chief, and Andrew Courdier, assistant secretary-general of the UN.

* * *











SESAC CHARGED

Forced Into Contract—KOTA

CHARGE that it was pressured into signing a SESAC contract and that the rate charged is not the same as that paid by other stations in the same class is made by KOTA Rapid City, S. D.

Replying to a SESAC suit for contract performance, K O T A claims the contract void because SESAC isn't required to own copyrights and because SESAC has failed to live up to an oral promise to provide a catalog.

KOTA alleges in an answer and counterclaim as well as motion for dismissal that SESAC is not qualified to enter into contracts in South Dakota because it has not filed proper papers with the state. The KOTA answer was filed in the case of SESAC Inc. vs. Black Hills Broadcasting Co. (KOTA), Rapid City, S. D., Seventh Judicial Circuit of South Dakota. The state has no anti-ASCAP law.

In filing the paper, Bottum & Bottum, K O T A attorneys, claim SESAC promised the station the same rate other stations in the same category are charged by the copyright concern.

Undue influence was exercised by SESAC in exploiting its bargaining rights, according to the KOTA reply. This included threats of suits, it is charged. The contract is described as void because it is indefinite, uncertain, not based on valid consideration and lacks mutual obligation.

KOTA charges that "under terms of the alleged contract the plaintiff was not bound to hold or control or to continue to hold or control any performance rights in any musical compositions, musical dramatic works or dramatic works; further, that under the terms of the alleged contract it was impossible for the defendant to ascertain what performance rights were or might be included in the grant of performance rights allegedly made by said contract."

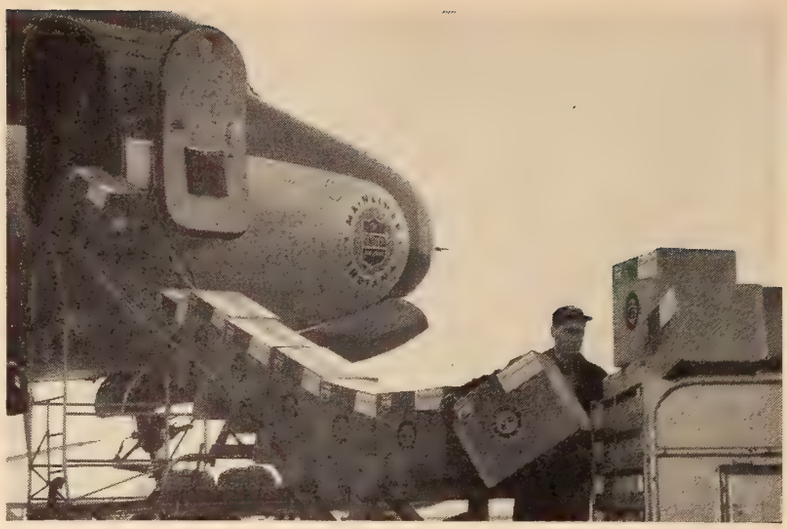
SESAC asks KOTA to pay $470 allegedly due for nonpayment since last February.

Heads Marshall Mission

BARRY BINGHAM, president of the Courier-Journal and Louisville Times Co., operating WHAS, Louisville, Ky. was named Thursday to be chief of the Marshall Plan Mission to France. He succeeds David K. E. Bruce, nominated by President Truman as Ambassador to France. Mr. Bingham will take over his new duties in Paris when Mr. Bruce's nomination is confirmed by the Senate. He will supervise the handling of American recovery aid in France.



Mr. Bingham



PREPARATION for daylight saving time was undertaken at Mutual's New York headquarters as one ton of play-back and magnetic tape is unloaded after its flight from Chicago. The special equipment, to be used for the first time by MBS during the 22 weeks of DST, which began April 24, includes 60 packages shipped by Magnecording Corp., Chicago, via special United Air Lines plane. Mutual is using more than 1,000 miles of additional network lines this year to broadcast live to affiliates operating on DST and recorded at WOR New York for rebroadcast one hour later to stations operating on standard time.

IMS SIGNS NINE

Pellegrin Predicts Others Will Join

NINE member stations of AIMS have formally signed with Independent Metropolitan Sales, new company founded a fortnight ago to represent major market independent stations exclusively, BROADCASTING learned Thursday. A tenth station has been committed, it was reported.

Headed by Jack Koste, formerly general manager of Forjoe and Co., New York, IMS has rented offices at 55 W. 42d St., that city. Chicago headquarters will be opened May 1.

Frank Pellegrin, president of KSTL St. Louis, disclosed that his station was the first to become associated with IMS, but he declined to name the other eight affiliates.

Though there is no direct connection between the two, it was understood that IMS will represent AIMS members exclusively, at least at the outset.

IMS, privately owned and operated by Mr. Koste, evolved from a desire of some AIMS members to have a mutual independent representative. Many other members are well satisfied with their present representative arrangements. Thus, spokesmen said, there is no obligation upon present or future AIMS members to switch to IMS.

The IMS plan contemplates representation of a limited list of major-market independents. Admission of new stations is to be subject to approval of a broadcaster committee advising Mr. Koste and his staff.

Formation of IMS was announced at an AIMS meeting held in conjunction with the recent NAB Convention in Chicago. Enrollment of seven new stations in the association was reported at that time. AIMS boasts that it is more a self-help "committee" than a formal organization with constitution, officers and dues. It is composed of independent stations in cities of more than 100,000 population—one station to a city.

AIMS membership is by invitation only, extended by a committee of leading independents. For the present, no invitations have been extended to stations in the largest markets, such as New York, Chicago, Los Angeles, Detroit, and Philadelphia.

The membership now numbers 32 stations whose executives exchange monthly suggestions on programs, business, and operating practices. Its leaders attribute its growth to its freedom from legislative squabbles, absence of solicitations to contribute to or join various organizations, and its concentration solely on station management ideas, mistakes, successes, and business-building projects. Members exchange monthly letters which are confidential to managers and owners. Any member skipping three letters is automatically dropped.

STARK JOINS ABC

Quits Blaine-Thompson

CHARLES STARK, with WMCA New York for nearly a decade as sales manager and general manager, has joined ABC as an account executive. Since leaving WMCA last year, Mr. Stark has been radio and television director of Blaine-Thompson Co., New York.

Entering radio as a CBS salesman in 1929, Mr. Stark was sales manager of WNEW New York from 1933 to 1935 and national sales manager of WHN (now WMGM) New York from 1935 to 1939. He then joined WMCA as sales manager and in 1943 became general manager as well, serving in the dual capacity until last year.

HEINZ SPOTS

Conducting Test Campaign

SPORADIC test campaign in spot radio is currently being conducted by H. J. Heinz Co., Pittsburgh, through Maxon Inc., Detroit. Various products are being promoted in different markets, with Syracuse, Utica, Cleveland, Milwaukee and Grand Rapids now being covered for six week periods. Spots, on from three to five stations in a city, are one-minute transcriptions, and are scheduled from five to ten times weekly on each station.

If results of the campaign are successful, the agency plans to go into spot radio "more seriously," and with more "continuity," it was learned. So far, the agency and client are happy with the results, it was reported.

JOHN CARSON

Hill Opposition Forming

STAUNCH opposition to nomination of John Carson to the Federal Trade Commission took shape on Capitol Hill last week as Senate Interstate & Foreign Commerce Committee announced it would hold hearings shortly on President Truman's selection.

While Committe Chairman Edwin C. Johnson (D-Col.) issued a statement that his committee would conduct a "searching and thorough" investigation, congressmen, particularly Republicans, expressed concern over Mr. Carson's business views and philosophies, and submission of his name as an "independent" to fill a Republican vacancy caused by Robert Freer's resignation. In support of their opposition they quoted from testimony offered by the FTC candidate before Senate committees dealing with banking and currency, and housing.

Fulton Lewis, jr., MBS commentator, also leveled his guns at the research director of the U. S. Cooperative League, devoting a half dozen or more broadcasts to the controversy. Questioning Mr. Carson's economic beliefs, Mr. Lewis asserted that "Mr. Carson not only is not a Republican—he is even farther to the left . . . than the left wing Democrats on the Federal Trade Commission."

Stantons to Europe

FRANK STANTON, CBS president, and Mrs. Stanton sailed Wednesday from New York aboard the Queen Mary for an extended vacation in Europe. Mr. and Mrs. Stanton will visit England, France, Italy and Germany and will be abroad more than a month. It is the first long vacation Mr. Stanton has taken since he became CBS president.

540 KC

Studied at NARBA Preparatory Meet

U. S. ATTITUDE toward 540 kc in next September's conference to negotiate a new North American Regional Broadcasting Agreement must depend upon the then-existing prospects for its use to any considerable extent in this country.

This was the conclusion indicated last Thursday, at the second government-industry NARBA preparatory conference, by a subcommittee assigned to explore the subject and come up with recommendations [BROADCASTING, Dec. 13, 1948].

The conference, held under the chairmanship of FCC Comr. Rosel H. Hyde, considered more than two dozen reports by subcommittees which had been named to study technical and procedural problems and make recommendations for changes in the U. S. NARBA proposals.

Non-renewal of the so-called Gentlemen's Agreement" with Mexico was recommended by another subcommittee. This would be a victory for the Daytime Petitioners Assn., which has been campaigning for authority to operate fulltime on six American 1-A channels which, under the agreement, are now being used only on a daytime basis.

The 540 kc subcommittee, headed by Harrison T. Slaughter, Washington radio attorney, held that Mexico's current use of the new broadcast frequency is illegal and should be accorded no recognition at the NARBA conference unless an international arbiter rules in favor of Mexico in the meantime.

The U. S., it was disclosed, has requested that the dispute with Mexico be submitted for arbitration in accordance with The Madrid Convention. It would be the first instance of arbitration since NARBA, which recently expired, went into effect in 1941.

Canada's Rights

The subcommittee felt that Canada, which has been using 540 kc since about 1932 under a special agreement with the U. S., must be accorded some rights on the channel, though not necessarily 1-A rights.

It cannot be known yet, the subcommittee said, whether the restriction currently proposed for 540 kc in the U. S. will permit "any substantial use" of the frequency in this country. The proposed limitations would prohibit the use of 540 kc within 25 miles of more than 100 specified military installations and otherwise would keep power to 1-kw maximum [BROADCASTING, Feb. 28].

In any event, it was felt the military installations to be protected under the domestic proposal should be accorded comparable protection against interference from outside the country, and that a provision to this effect should be written into the new NARBA.

The 540 kc channel was added to the broadcast band by the Atlantic City Conference in 1947, subject to agreement among the interested nations as to its use. Though conferences on the subject are not slated until the NARBA conference in September, Mexico has assigned a 150-kw station to that channel at San Luis Potosi, 350 miles below the U. S. border. The station is now operating with a reported 50 kw.

Committee Recommends

Non-renewal of the "Gentlemen's Agreement" was recommended by a subcommtitee under the acting chairmanship of R. Russell Egan, Washington attorney. This group endorsed a U. S. proposal which would bar nighttime stations on other nations' 1-A channels only if the stations were located within 650 miles of the nearest border of the nation having 1-A rights.

Nations which participated in NARBA are slated to circulate their proposals for a new agreement by May 2. It was for the purpose of helping FCC and the State Dept. to formulate these proposals that the industry-government conferences and studies have been held.

No recommendations could be offered on several questions, however, since FCC has not yet decided the clear-channel case. FCC spokesmen have indicated this decision may be available by May 1, though others feel more time will be necessary.

Several of the subcommittees were unable to complete their studies in time for the meeting but promised to have reports available before the September conference.

Among these are studies of the advisability of reducing channel width from 10 to 9 kc (which would add about 10 or 12 channels to the band but which most authorities appear to consider impractical), and questions relating to horizontal power increases, the use of local stations on regional channels, vertical antenna performance, and directional antenna stability.

Reports which were offered included:

● Recommendation that the new NARBA be written so its principles will continue in effect until a majority of the participating nations request a new treaty. Technical provisions, however, would be put into an appendix and be reviewable whenever necessary or desirable.

● Recommendation that synchronized operations be legalized and encouraged, enabling groups of co-channel stations carrying the same programs to operate with minimum interference and greater frequency economy.

● Recommendation that each nation signify its intent to make a specific assignment by notifying the other nations at the time the technical feasibility of such an assignment is determined. Heretofore the U. S. has delayed notification until grants were actually made; this, because of the lag between application and grant, has often worked to this country's disadvantage. Further, Mexico and some other countries do not wait until the grant to assert their right to an assignment.

● Recommended that clear-channel usage by the various nations be inventoried every five years, and that nations not making full use of the channel assigned to them shall be considered as having relinquished their rights. Such channels would become available for use by other countries, pursuant to agreement among the signatory nations.

Disagreements Policy

● Recommended that disagreements between NARBA nations be settled, as a last resort, by arbitration or by submission to the International Court of Justice. In the case of arbitration, technical matters would be decided by the North American Regional Broadcasting Engineering Committee, whose findings would be referred to the arbitrators for use in reaching their decision.

Chairman Hyde thanked the various committees for their "conscientious and excellent work" and asked them to remain available for additional assignments if any arise. No further meetings of the full committee are expected until the reports not yet completed have been submitted, probably in August.

BMB CAMPAIGN

New Subscribers Sought

SALES campaign to bring hundreds of new subscribers into the BMB fold is in the planning stage at NAB headquarters in Washington. NAB last week assumed responsibility for the financing and execution of the second study as a result of NAB board approval of a $75,000 loan to the research group [BROADCASTING, April 18].

NAB also will spark the drive to obtain waivers from all 540 AM station subscribers. These waivers delete from present BMB contracts a 90-day cancellation clause. The waiver plan was authorized by the NAB board.

Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, last week wrote subscribers asking them to sign the waiver. About 100 stations had signed waivers at Chicago. Dr. Baker explained that the waiver pledges the station to continue its BMB payments through June 1950. By securing them from all subscribers, BMB will avoid cancellations which might otherwise occur this fall after completion of the second nationwide study.

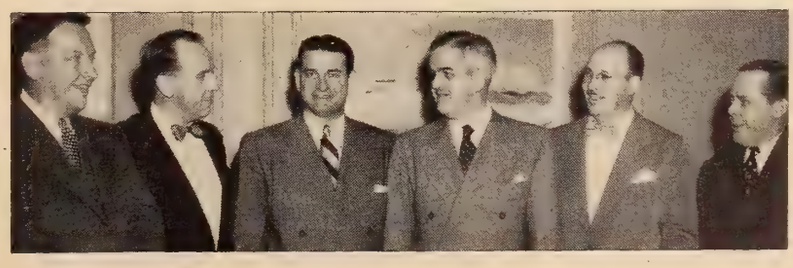
The waiver campaign received a shot in the arm last week with announcement that WLW Cincinnati has subscribed to BMB and has waived its cancellation privilege. In signing the BMB contract, Robert E. Dunville, WLW vice president and assistant manager, lauded addition to the second BMB study of several new features, including total weekly and daily audience figures, according to Cortlandt Langley, assistant to the president of BMB.

Returns Telegrams

In sending his waiver request letter to subscribers, Dr. Baker returned the telegrams they had sent BMB a month ago. These telegrams were acceptances of a plan to underwrite payment of federal taxes should BMB's claim for tax exemption as a non-profit organization be denied.

Guarantee of regular payments until the termination of station contracts on June 30, 1950, will enable BMB to set up a reserve against this unexpected contingency, Dr. Baker explained, making the pledges no longer necessary. He said he was returning the tele-

(Continued on page 43)



NEW MEMBERS of NAB board caught by BROADCASTING'S cameraman during post-convention meeting of directors at Chicago (l to r): Merrill Lindsay, WSOY Decatur, Ill.; Frank U. Fletcher, WARL-FM Arlington, Va.; Kenyon Brown, KWFT Wichita Falls, Tex.; Allen M. Woodall, WDAK Columbus, Ga.; Glenn Shaw, KLX Oakland; James D. Shouse, WLW Cincinnati.

CBS INCOME

First Quarter '49 Shows 45% Drop

A DECREASE of 45% in net income for the first quarter of 1949 —attributed to expanded costs of television and substantial reductions in earnings of its record-manufacturing subsidiary—was reported last week by CBS.

At the company's annual stockholders meeting in New York last Wednesday, William S. Paley, chairman of the CBS board, presented a financial statement for the first quarter.

The statement showed CBS net income for the three months ending April 2, 1949, as $855,764, compared with $1,553,686 in a similar period in 1948.

Gross income for the 1949 quarter was above that of 1948, but operating expenses and cost of goods sold and selling, general and administrative expenses rose sharply. In the first three months of 1949 gross income was $27,018,288; in the similar period last year it was $26,252,456.

Expenses Rise

But expenses in 1949 amounted to $17,188,983 whereas they were $16,250,994 in the first quarter of 1948. And time discounts and agency commissions, record returns, allowances and other discounts ran to $8,216,195 in the first three months of 1949, compared with $7,575,693 in the same quarter of 1948.

Earnings per share for the 1949 quarter were 50 cents; they were 90 cents for the same quarter last year.

In response to questions from stockholders, Mr. Paley said that television costs were still increasing, but that the company was hoping that 1949 would be the year in which television operations reached the point of maximum loss.

"We are hoping that next year the loss curve will turn down," Mr. Paley said.

The decreased earnings of Columbia Records Inc., wholly owned subsidiary, were occasioned by a general slackening in the home record business and by the diversion of funds into the development and promotion of Columbia's long-playing records, Mr. Paley said.

The earnings of the record manufacturing subsidiary were not disclosed, although Mr. Paley said that in 1948—a good profit year for CBS—Columbia Records contributed about 18 or 20% of the company's revenue.

The general outlook for 1949, according to Mr. Paley, is that CBS radio will attract bigger revenue than in 1948, Columbia Records will not do as well, and CBS television will lose much more.

Answers Benny Reports

Answering another inquiry, Mr. Paley characterized press reports that CBS had made heavy rebate to American Tobacco Co. because of depreciated ratings on the Jack Benny show as "inaccurate."

He admitted, however, that "we gave certain assurances to Jack Benny's sponsor covering a very short period." It has been reported that the network wrote an "insurance" policy with American Tobacco guaranteeing to indemnify the sponsor for rating points lost by Mr. Benny in his change from NBC to CBS.

Mr. Paley would not amplify his explanation on the grounds that to do so would be to disclose valuable information "to our competitors."

MURROW

Succeeds White on Board

EDWARD R. MURROW, CBS commentator and one time vice president, was elected to the CBS board of directors last Wednesday, succeeding Frank K. White.

Mr. White resigned as a CBS board member and president of Columbia Records Inc. a fortnight ago to become president of Mutual [BROADCASTING, April 11].

Mr. Murrow is not now an officer of the corpoation. He resigned as vice president in charge of public affairs some time ago to resume active broadcasting. His election last week to the board, occurring at the annual CBS stockholders meeting in New York, was not regarded as presaging his return to an officership in the company. As a news commentator sponsored by Campbell Soup Co. he enjoys a substantial salary.



Mr. Murrow

Under present by-laws, the CBS board consists of seven Class A directors and seven Class B. The resignation of Herbert Bayard Swope, who several weeks ago became a consultant to RCA, left one vacancy among the Class A directors. There has been a vacancy in the Class B directors for some time.

William S. Paley, chairman of the CBS board, suggested that these vacancies be left unfilled and that an amendment to the by-laws reducing the total directorate from 14 to 12 be explored. The stockholders approved the action.

Board members re-elected are: Class A: Prescott S. Bush, partner of Brown Bros. Harriman & Co., private bankers; J. A. W. Iglehart, member of W. E. Hutton & Co., investment bankers; Samuel Paley, retired; Joseph H. Ream, CBS executive vice president; Dorsey Richardson, vice president of the Lehman Corp., investment company, and Edward Wallerstein, chairman of the board and president of Columbia Records Inc.; Class B: Ralph F. Colin, attorney; Isaac D. Levy, attorney; Leon Levy, president WCAU Philadelphia; Mr. Paley, and Frank Stanton, CBS president.

Ad Club Award

WVET Rochester, N. Y.'s brochure of its trade paper advertising, most of which was originally placed in BROADCASTING, was awarded a Certificate of Honorable Mention for Outstanding Advertising in 1948 by Rochester Ad Club. Club presented award in conjunction with its contest for best promotional advertising campaign during 1948. WVET was only station entered which received an award.

PUERTO RICO TRIP

Coy Due to Return Today

FCC Chairman Wayne Coy and three Commission employes were in Puerto Rico last week at the request of the Navy Dept. Their mission was to resolve a controversy over location of a new communication center which would require four existing AM stations to move [CLOSED CIRCUIT, April 18]. The group was to return to Washington today (April 25).

Chairman Coy was accompanied by Harry Plotkin, assistant general counsel in charge of broadcast division; James E. Barr, chief of the engineering bureau's AM division, and Donald C. Kanode, AM division engineer.

The AM stations whose transmitter sites are involved have been kept confidential at Navy request until new property is acquired for them by the government.

RICHARDS' PLAN

Trusteeship Outlined

A LIKELIHOOD that FCC approval would be forthcoming was seen last week as counsel for G. A. Richards filed applications for consent to the transfer of control of his three stations to three trustees.

Mr. Richards, whose news policies have been under investigation by the Commission, would resign as officer and director of the stations immediately upon FCC approval. The stations are KMPC Los Angeles, WGAR Cleveland and WJR Detroit.

The trustees are Dr. John A. Hannah, president of Michigan State College, East Lansing; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, Detroit, and Harry J. Klingler, vice president of General Motors and general manager of the GM Pontiac Motor Division.

The hearing which FCC had called to investigate charges that Mr. Richards ordered KMPC staff members to slant news against the Roosevelt family and certain minority groups was cancelled in March when Mr. Richards' counsel proposed the trusteeship plan [BROADCASTING, March 21].

The applications and details of the trust arrangement were filed with the Commission last Monday —the deadline set by FCC when it cancelled the March hearing.

The Commission said then that it would decide, after the trust plan was filed, whether the transfer should be consolidated for hearing with the news-policy question, and that it would also set a new hearing date.

There were indications last week, however, that the hearing may be continued indefinitely, although the case has not come up for consideration since the applications were filed. A basic factor against an immediate hearing is Mr. Richards' health. His physicians have told FCC that a hearing of the scope it had contemplated might well cost him his life. Mr. Richards has suffered from a heart condition for a number of years.

It seemed probable that Commission action, if it is to come in the near future, will come before mid-May. FCC Chairman Wayne Coy and Vice Chairman Paul A. Walker, together with a contingent of staff executives including General Counsel Benedict P. Cottone, are slated to leave for the International Telephone and Telegraph Confrence in Paris on May 12 and may be away until August.

Mr. Cottone had been slated to serve as Commission counsel at the hearing which was cancelled. He was on the West Coast, preparing for the case, when the cancellation order came through.

When the trustee plan was first broached, FCC was told that Mr. Richards had long planned to retire from active participation in the radio companies upon his 60th birthday, which occurred March 19.

"I have been actively engaged in the radio broadcasting business for more than a quarter of a century," Mr. Richards declared last week. "In my long association with radio I have seen the industry develop as a major factor in national public opinion. In that development, our

(Continued on page 40)

BASEBALL

More Coverage Announced

FOUR televisions and five audio broadcast schedules of baseball games were announced by stations last week.

WEWS (TV) Cleveland will telecast all 79 home games of the Cleveland Indians, James C. Hanrahan, WEWS general manager, and Bill Veeck, Indians president, announced jointly last Wednesday.

The Leisy Brewing Co., Cleveland, has bought half of the $150,000 package, the announcement said. Leisy agency is McCann-Erickson.

All weekday afternoon and holiday games of Washington Senators, both home and away, are carried by WASH-FM Washington. Sunday afternoon and night games are carried by WWDC WWDC-FM Washington. WPIK Alexandria, Va., carries weekday afternoon games under sponsorship of Chesterfield cigarettes.

Miller Brewing Co., Milwaukee, has contracted for its first telecasts —sponsorship of half of the Milwaukee Brewers home games on WTMJ-TV Milwaukee. Agency is Klau-Van Pieterson-Dunlap, Milwaukee.

Film recaps of Chicago Cubs home games, packaged by Olian Adv., Chicago, into a 15-minute show, *Today's Ballgame*, are being sponsored by Metropolitan (Chicago) Ford Dealers on WGN-TV Chicago. Films will be shown nightly after all 74 home games. Agency for Dealers is J. Walter Thompson Co., Chicago.

Beverwyck Breweries Inc., Albany, has contracted with WELM Elmira, N. Y., for half of the Elmira Pioneers' games in the Eastern League. Van Dyne Oil Co., Troy, sponsors the other half.

Ambrosia Brewing Co., Chicago, for Nectar Beer, will sponsor games of the National Girls' Professional Baseball League from Chicago's Shrewbridge Field on WENR-TV Chicago for 15 weeks through Malcolm-Howard agency, same city.

R. J. Reynolds Tobacco Co. (Camel cigarettes) started sponsoring baseball telecasts on WGN-TV Chicago on alternate days last Wednesday. Station previously had announced that the Peter Hand Brewing Co. (Meister Brau Beer) would sponsor every other game effective last Tuesday. Camels contract was handled through William Esty agency, New York.

Red Top Brewing Co., Cincinnati, has contracted with WAPX Birmingham, Ala. for all games of the Birmingham Rebels, according to I. S. Benjamin, vice president and sales manager of the sponsoring firm, and Hoke S. Willford, station sales manager. Dave Manners will do the play-by-plays. Red Top also is sponsoring games in Johnson City, Tenn., Lynchburg, Va. and Roanoke, Va. Joseph Adv. Agency, Cincinnati, handles account.



ROAD GAMES of the Memphis Chicks will be carried by WHHM Memphis under sponsorship of Nat Buring Packing Co. Completing arrangements are (l to r): Patt McDonald, WHHM general manager; Norton Rosengarten, president, Rosengarten & Steinke, Buring's agency; Nat Buring, head of packing firm, and George Mooney, sportscaster.

DAR

Democracy Through Radio Is Conclave Keynote

SELLING DEMOCRACY through the medium of radio was the predominant note of addresses presented before the Radio Committee of the 58th Continental Congress, National Society, Daughters of the American Revolution, last week in Washington.

At the conclusion of the 58th congress, the Radio Committee will be known as the Radio and Television Committee which makes the NSDAR among the first national women's organizations in the country to recognize the important addition of visual radio to broadcasting.

The principal speakers were Pat Griffith, director of women's activities, NAB, and executive secretary of the National Assn. of Women Broadcasters; Barbara Pryor, special assistant to the chief of the Division of International Broadcasting, Dept. of State, and Margaret Carter, chief of the Division of Public Liaison, State Dept.

Miss Griffith gave an overall picture of the history of radio and its far reaching effect on the people. She pointed out that more time is spent in listening to the radio than doing anything else with the exception of sleeping and working.

Miss Griffith also gave some timely advice on the preparation and presentation of radio programs and closed her address with the remark, "You can sell democracy just the same way that you sell soup."

Mrs. Carter gave a resume of the functions of the Public Liaison Office established in 1944.

Voice of America programs was the subject of Mrs. Pryer's address. The Voice, she said, is accepted but not clearly understood by many people. How effective is the Voice? This question cannot be accurately answered, Mrs. Pryor said, but that it is heard and is effective is determined from the some 15,000 letters a month, received from all parts of the world, including a few from some hardy souls behind the "Iron Curtain."

Dorothy Frances Wright, national chairman of the Radio Committee, was unable to attend the meeting and Mrs. Tom B. Throckmorton, vice chairman, presided.

The Radio Committee reported that under the national chairmanship of Miss Wright it had established a record for itself in 1947 with 2,751 broadcasts and in 1948 exceeded its own record with 4,451 broadcasts. Total air time was 566 hours, 28 minutes with 579 stations used. Programs were telecast in many states, according to Miss Wright.

BILL TO OUST TAX

On Radio Facilities Offered

REGULAR 20% tax on domestic radio, cable, telegraph and telephone facilities would be removed under provisions of a bill introduced in the Senate last Monday by Sen. William Langer (R-N. D.). The measure (S 1603) would reduce certain taxes and eliminate others by repealing a section of the Internal Revenue Code.

Another section, dealing with the 15% war tax rate, would be amended by deletion of certain items. Excluded would be taxes on domestic telegraph, cable or radio dispatches, as well as leased wires and long distance telephone. Measure was referred to the Senate Finance Committee.

AFM Lobby

THREE officers of James C. Petrillo's American Federation of Musicians — Richard McCann, J. Elmer Martin and Paul J. Schwarz —have registered as lobbyists with the office of the Senate Secretary. The union officials currently are in Washington, D. C., in connection with hearings on fair labor standards to repeal Taft-Hartley Act.

TRANSFERS

FCC Grants Six Changes

CONSENT was granted by FCC last week to assignment of license of KIOX Bay City, Tex., from partnership of John George Long, T. C. Dodd and Harry L. Reading Jr. to Mr. Long individually for $12,878.

Meanwhile, the Commission also has approved transfers of five other stations, not previously reported. These include WOOF Dothan, Ala.; WCRB Waltham, Mass.; KEEN San Jose, Calif.; WCFM (FM) Washington, and WENK Union City, Tenn.

Details of the transactions follow:

KIOX Bay City, Tex.—Granted assignment of license from partnership of John George Long, T. C. Dodd and Harry L. Reading to Mr. Long trading under same firm name, Bay City Broadcasting Co. Mr. Dodd sells his one-third interest for $9,753.47 and Mr. Reading sells his one-sixth interest for $7,125. Mr. Long says station has been operating at a loss and other partners are reluctant to continue meeting deficits. Mr. Long is principal owner of KVIC Victoria, Tex., and licensee of KSAM Huntsville, Tex. KIOX operates on 1270 kc, 1 kw, fulltime.

KEEN San Jose, Calif.—Granted assignment of license from United Broadcasting Co., co-partnership, to United Broadcasting Corp., new firm composed of same people. Each of following holds 20%: George M. Mardikian, president; George Snell, secretary-treasurer; B. Floyd Farr, vice president and general manager; Sam A. Melincoe and Alfred Aram. KEEN is assigned 1 kw fulltime on 1370 kc.

Details on WENK

WENK Union City, Tenn.—Granted acquisition of control of Union City Broadcasting Co. Inc., licensee, by Aaron B. Robinson, presently owner of 100 shares (50%). Mr. Robinson buys 15 shares for $7,000 from B. Cary Brummel, who also sells 15 shares for $7,000 to H. G. Gilland. Mr. Gilland presently holds 50 shares (25%). Mr. Robinson is also owner of WDXI Jackson, Tenn. WENK is assigned 250 w fulltime on 1240 kc.

WCFM (FM) Washington—Granted consent to corporate reorganization of Cooperative Broadcasting Assn., permittee, through relinquishment of affirmative control by common stockholders and acquisition of negative control by preferred stockholders. No consideration involved. Both common and preferred stock is held in small amounts by hundreds of individuals. WCFM also has reported that George A. Bernstein, assistant manager, has succeeded H. F. Kern as general manager. Mr. Kern was reported to be returning to Germany to resume his fight against Communism as Social Democrat leader. Mr. Bernstein has been managing editor of New Leader, weekly paper published in New York. Prior to that he was education director, United Hatters, Cap and Millinery Workers International Union (AFL). WCFM is a Class B outlet.

WOOF Dothan, Ala.—Granted assignment of license from R. A. Dowling Jr. and Owens Fitzgerald Alexander d/b as the Dowlander Broadcasting Co. to Mr. Dowling as an individual. He acquires the 50% interest of Mr. Alexander for $2,500 plus assumption of latter's obligations. Mr. Alexander is withdrawing to become program director of WSAV Savannah, Ga. WOOF is assigned 1 kw daytime on 560 kc.

WCRB Waltham, Mass.—Granted assignment of license from L. P. Liles, Richard C. O'Hare and Deuel Richardson d/b as Charles River Broadcasting Co. to new corporation of same name and composed of same three equal owners. However, application indicated Mr. Liles plans to retire from firm because of poor health and would sell one-half his 33⅓ interest for $7,500 or full holding for $15,000 to Theodore Jones, WCRB salesman. WCRB is assigned 500 w daytime on 1330 kc.

FCC to Woodshed

(Continued from page 23)

to the industry it regulates." It has "a mountain of unfinished business right here in Washington which demands its undivided attention for months."

● FCC is guilty of "tantalizing" and "devious" practices, winking at its own rules and finding ways to expedite action for friends of the staff and to hold up applications of others. It is guilty of "regulation by the lifted eyebrow."

● The staff—the lawyers, mainly—"runs the Commission" and "is too adroit and cunning to permit a real investigation to take place."

● The staff "uses the industry, big and little, when the Commission faces an investigation," while industry undertakes to "prostitute" the Commission out of fear of it. "That is why the 'big boys' move heaven and earth to get a friendly appointee on the Commission; why they wine and dine the Commissioners, and pretend to consult them not only about their aches and pains but about their most informal views on the most casual matters."

● In many decisions, as in the Port Huron case, FCC is guilty of "judicial law-making" whereby it binds the whole industry by *dicta* written into an unappealable decision involving a single licensee. This is "an undemocratic and immoral procedure," a "corruption of the legislative process," and "bureaucratic tyranny."

● Decisions are written not by the Commission but by its staff. "Unfortunately, some Commissioners have been confused by involved legal arguments" advanced by the staff. "There is significance in the fact that the Commission's legal staff strongly resisted the efforts of the last two chairmen of the Senate Interstate & Foreign Commerce Committee to tighten up the procedural and appellate provisions."

● The Commission allows "trafficking" in licenses and construction permits, which ought not to be "sold over the bargain counter like beans in the corner grocery." The field for this "particularly nefarious practice" is broadened by the advent of TV.

Sen. Johnson told the Senate he felt "compelled to employ the harsh method of a public denouncement of the evils which have grown up" because "conditions in this agency . . . have grown from bad to worse." He said:

It would appear to me that an honest and sincere evaluation of all these charges and a frank willingness to meet them squarely would result in a housecleaning and a shuffling of staff personnel; a reorganization of procedures, so that the legal staff does not run the Commission, and a firm resolve to keep a quorum of the Commissioners around the table until the logjam has been broken and some semblance of order restored where chaos now prevails.

The Coloradan devoted some six pages of his 17-page address to reiteration of his attacks on clear channels and the clear-channel stations' bid for power above 50 kw. Another four pages were devoted to the television situation, also one of his favorite themes.

Sens. Warren G. Magnuson (D-Wash.), a member of the commerce committee, and Joseph C. O'Mahoney (D-Wyo.), who testified in FCC's clear-channel hearings, came to Sen. Johnson's support in his discussion of the clear-channel case.

Sen. O'Mahoney said not only the clear channels but "all forms of radio and television" are controlled by a few. He claimed "four or five large advertising firms actually control from 60 to 90% of all the programs upon radio." Sen. Johnson thought the figures "are just a little low."

A rollcall following the address indicated 63 Senators present.

The commerce committee chairman told the Senate that "the regime of former Commission Chairman Charles Denny," now NBC executive vice president, devised a television allocation plan which "could not stand up." The allocation was subsequently expanded, but "this is still a long way from giving competitive television service to the people of the U. S.," he said. Now an *ad hoc* committee is studying questions which have arisen.

But, he said, this "committee of experts finds itself in a quandary. Their new engineering data appears to be at sharp variance with the data that was used several years before to support the original television allocation. . . ." He added:

Perhaps the committee of experts hesitates to write a report which will make clear that the present television allocation scheme just will not work; that too many stations have been allocated on the same channels in cities too close to each other.

Such a finding would buttress with engineering documentation the frequently repeated charge that the original television allocation was and is a monopoly device. Also such a finding would make obvious the need for a quick shift into color and the UHF so that a non-monopolistic and truly nation-wide television service might become available.

Assuming that the expert committee is permitted to make an objective and factual report, the present Commission must either openly disavow the television allocation of a few years ago and start all over again, or else fumble around in an attempt to remedy the basic error that was committed.

Unfortunately, the Commission, under its new chairman, continues the search for a way to patch up the abortive allocation. Their planning does not contemplate a new and fresh start. Apparently the pressure is too great and the Commission too timid to take such a constructive step. . . .

That the Commission recognized fully that the UHF would be necessary eventually is obvious from the fact that it set aside those frequencies for television. Some day an alert and progressive Commission is going to open the UHF to commercial television operation. Some day an alert and progressive Commission is going to allow color television to be operated. Since such steps will prevent monopoly and tight control, powerful industry interests, anxious to tune the "time" to its own profits, connive for delay. Perhaps it is natural they should do so. But why should the Commission be blind?

In FCC's television hearing a year ago, Sen. Johnson said, "those who had urged previously that color television be permitted in the present channels were strangely silent. . . . Memoranda from some of the Commission's own technical people showing that color could be used and that additional frequencies could be employed were not touched upon, and the serious problem of patent controls was hushed up. Everyone in the industry was actively pushing black-and-white; no one wanted to be left behind in the race for the lucrative profits that were anticipated from advertising."

Sheppard's Bill

Sen. Johnson said he could see why Rep. Harry R. Sheppard (D-Calif.) introduced his bill to bar communications manufacturers from owning stations (HR 2410). But he saw "no objection" to networks getting into television.

"On the contrary," he said, "we should be glad that they took the initiative and risked their capital, and I commend them for it. But I do not want the Commission to be their pawns. I do not want the Commission to wait until the last boat in this fascinating field has put to sea with none of the little fellows aboard."

He reiterated his view—rejected by FCC Chairman Coy in his NAB speech in Chicago [BROADCASTING, April 18]—that "if there is to be a preferred class for television licenses, certainly those who pioneered in the radio industry, those who have rendered a magnificent public service in the broadcast field, are entitled to consideration." He continued:

The grandfather tradition must not be forgotten. The Commission has recognized that its first allocation plan is wrong; it has proposed a second plan which is also wrong; while there is still time to rectify the mistake it might give consideration to a plan which will allow the average broadcaster in the average-sized city to get into television and promote the same very satisfactory and effective competition we enjoy in radio today. Color television will help the little fellow. . . . Opening up the UHF to commercial operation with color would compel the radio industry . . . to get in and develop the UHF instead of hanging back to exploit first the lower frequencies.

Sen. Johnson saw "other disturbing facets to this monopoly picture":

Broadcasters who have been convicted of anti-trust violations are granted increases in power; interests who have accepted consent decrees stand defiantly at the counter demanding the right to get into television; networks "move in" to exert even greater



New studio building is located at 312 E. Kings Highway, Shreveport.

* * *

KTBS SHREVEPORT

Ups Power on New Frequency

BUILDING of KTBS Shreveport's new plant has been completed, and the station is now operating with increased power, 10 kw day and 5 kw night, on its new frequency, 710 kc. KTBS formerly was on 1480 kc with 1 kw fulltime.

Work on the station's new $300,000 studio building, which also houses the management offices, was completed last fall [BROADCASTING, Sept. 20, 1948]. Broadcast operations under the old frequency and power continued from the studio building until completion of new transmitting facilities.

The studio building, designed by a Shreveport architect, Lester C. Haas, is said to represent one of the most modern radio centers in the nation. Interior acoustical design of the studios was handled by Dr. C. P. Boner, U. of Texas, originator of polycylindrical diffusers, a treatment carried out in all KTBS studios.

Station's entire expansion and reorganization program was under the supervision of C. K. Beaver, formerly of WOAI San Antonio, who took over management of KTBS in August 1946.

* * *



Interior view of one of new KTBS studios.

* * *

control of their affiliates by becoming brokers for national advertising.

The Communications Act itself makes quite clear that convicted monopolists should not hold licenses. But strangely enough, the Commission has never promulgated a rule which would settle directly once and for all its own interpretation of the Act on the rights of those who have run afoul of the anti-trust laws. It gives lip service to its network rules.

In his denunciation of the Commission and particularly its staff, Sen. Johnson maintained that "citizens doing business with the Commission should know their rights and duties." But they don't, he charged:

Ask any member of the communications bar here in Washington if he can advise a client how the Commission may rule under certain conditions. But ask them privately; don't ask them in an open hearing where their testimony will become known.

If they criticize the Commission publicly, cases in which they are interested will suddenly begin to run into mysterious and exasperating delays; difficult engineering points requiring clarification will crop up where the technical matters had appeared to be settled; additional information dealing with stock ownership or financial standing suddenly will become necessary; some other station miles away will belatedly file an objection to a grant or change in license; or simplest and yet most devious of all, the case will just not be reached because of the heavy workload piled up on the Commission.

These tantalizing procedures are common practices. It is known as "regulation by the lifted eyebrow." If some bright young man on the staff likes the color of your necktie, or the social or political philosophy you express, you have a fair chance for relatively prompt action. Better yet, if you are a former employe with friends on the staff, you might not only get your own cases out quickly, but actually succeed in delaying the cases of your opponents.

This explains, in part, why a particular application may get through in two weeks while another application might wait four years. These time periods are not exaggerated; the record bears them out.

No action and no decision on a case, he contended, are "far worse and far more deadly than an adverse decision" because of the expense in time and money occasioned by delays.

He claimed that the idea that radio is a "complicated, involved technical matter" has been fostered both inside and outside the Commission "to shut out prying minds."

"Every member of Congress can understand it once it is stripped of its technical jargon and deliberately distorted complexities," he insisted. "Simply put, a series of basic policy decisions and alert, industrious and honest administration are all that is required. Most emphatically I say that we had better seek to understand it lest by complacency we allow an anti-democratic system to grow into a Frankenstein."

Sen. Johnson held the Commission rather than the staff responsible "in the final analysis," he declared:

Every succeeding chairman and many of the members have been appointed with the avowed objective of cleaning out the Augean stables. The top staff personnel, who for years have been writing the decisions and guiding the policy, cannot easily be set aside, so imperative in effecting a shakeup.

About the time he understands the job the chairman resigns, selects the crown prince to succeed him, moves on to greener fields and the Commission is back where it started and doing business in the same slipshod, extra-legal, awkward, ponderous way, under the guiding hand of the career men on the staff.

Nor did he think the staff "as a whole" should be severely criticized. Most of them, he said, "are civil servants, working their way up and largely content to do their day-by-day tasks to the best of their ability."

He thought it "human and entirely commendable" that they are "on the lookout to better themselves," and he realized that the best outside opportunities for legal and engineering experts are "either with large corporations or with well established legal firms."

But, he said, the Commission "should realize the temptations inherent in such a situation and govern itself accordingly."

On the subject of absenteeism—"weeks may go by without a quorum"—Sen. Johnson cited the round of international conferences which have demanded the attention of Commissioners, and which still do. "There is just one international conference after another," he observed.

He thought FCC's field engineering and monitoring work "could be cut down considerably without any serious consequences" and that "changes in organization to make better use, with more direct control, of the staff now employed, rather than have more people falling over each other, will cure some of the trouble."

Sen. Johnson said he favored salary increases "as a matter of fairness and justice," particularly in FCC "where expertness and good judgment are so necessary."

But he said he was "not foolish enough to believe that higher salaries will mean different employes. When salaries go up, as I hope most earnestly they will, we shall see the same old faces, the same reactionary attitude toward progress and the same outside controls operating."

He charged that the *Chicago Tribune* (WGN Chicago) is "the spearhead of the lobby seeking super-power." But he said "there are not enough hours in the 19-hour broadcast day" to give local as well as network service to all the communities reached.



LOOKING OVER a Lever Bros. sales promotion piece following Pittsburgh Advertising Club luncheon April 5 are (l to r) Carl M. Dozer, WCAE Pittsburgh sales manager, program chairman; Frederic A. Schneller, Lever merchandising director, and Norman L. Klages, president of the ad club and advertising director, Reliance Life Insurance Co. Ad club is celebrating its 40th anniversary.

High power, he contended, "means monopoly" while duplication of clear channels "improves service." KOA Denver, in his home state, was not harmed "in the slightest degree" when FCC broke down its channel, he declared.

"The economic effect of this super-power broadcasting would be appalling," he said. "A small group of owners would control radio in this country. That is bad enough, but consider the frightening political and social consequences of such a development. . . .

. . . These reasons are compelling enough to warrant the closest congressional scrutiny of this monstrous and wicked proposal. . . .

"I repeat once more that the clear channels themselves do not belong to these stations. These channels belong to the people, but nevertheless the FCC, which was created to protect the people, preserves them for a private monopoly and refuses to break them down."

He noted that one reason advanced for an early clear-channel decision by FCC is the need for preparation for next September's North American Regional Broadcasting Conference.

"I want to make it plain," he said, "that I think we should have had a decision in this case years ago, but not in the interest of monopoly and special privilege, and not to get the jump on our neighbors in this hemisphere."

He also pointed out that he introduced a clear-channel breakdown bill in the last session and that the commerce committee asked FCC to withhold action on the case until his bill had been given a hearing. He has introduced a similar bill this session (S491).

"Consistently and continuously the Senate has made it clear to the Commission that it doubts their authority to grant super-power to clear channels under the Communications Act, which requires competition in radio, and especially that licenses be granted in the public interest, convenience and necessity," he said.

He saw "no reason" why U. S. NARBA proposals should contemplate use of power above 50 kw.

"None of the other participants in the conference should be interested in what amount of power we use in this country so long as we do not cause interference to their stations," he said. "Similarly we should have no concern as to the amount of power they use, so long as they do not cause interference to our stations. On this basis, and on this basis only, the U. S. should premise its NARBA proposals."

Sen. Johnson reiterated his plan to take his fight direct to the NARBA conference itself if FCC authorizes power above 50 kw and if the State Dept. incorporates high-power proposals in its NARBA plans.

"I am certain that I will have plenty of help in the Congress when the 2,000 radio stations in the U. S. and the listening public discover by bitter experience what has been foisted on them by the FCC, if the FCC makes the rumored decision," he added.

JOHNSON BILL *Cease-and-Desist Provision Included*

AUTHORITY for FCC to issue cease-and-desist orders against violators of its rules is provided in a bill introduced in the Senate last Monday by Sen. Edwin C. Johnson (D-Col.).

The measure (S 1626) also would raise FCC Commissioners' pay from $10,000 to $15,000 a year, with $2,500 extra for the Chairman, and would establish a radio parallel to the postal fraud law.

Another provision incorporates FCC Chairman Wayne Coy's suggestion that monitoring stations, laboratories and related facilities be added to the list of items for which FCC is specifically authorized to make expenditures [BROADCASTING, April 18].

The bill was referred to the Senate Interstate & Foreign Commerce Committee, headed by Sen. Johnson. Spokesmen said no hearings have been scheduled.

If enacted, the measure would assure FCC Commissioners of $3,000 more per year than is provided in the Appropriations Bill already approved by the House [BROADCASTING, April 18].

That bill (HR 4177), on which Senate committee hearings are due to get under way this week, would give FCC members $12,000 a year. But in so doing it would exclude them and other independent agency members from the $16,000 salaries they might otherwise get under two other pending pay raise measures (HR 1689 S 498). The Johnson bill, being an amendment of the Communications Act, presumably would not be affected by the Appropriation Bill's $12,000 ceiling.

A move to get cease-and-desist powers for FCC similar to FTC's has been under way in the industry for several years. The motivation is that the Commission now has only one penalty available—revocation—regardless of the seriousness of the offense involved.

The Johnson bill's provision on this score is identical to that contained in the White bill (S 1333) which the committee approved and sent to the Senate floor in the latter days of the last session of Congress.

But it would eliminate the present law's provision giving the Com-

(Continued on page 34)

Johnson Bill

(Continued from page 33)

mission discretionary power to modify licenses and construction permits (after giving the licensee or permittee an opportunity to oppose the modification). Failure to include this section in the new bill, it was felt, may provoke opposition from both FCC and at least some industry sources.

The original White bill would have carried this provision over into the proposed new law along with the cease-and-desist provisions. When hearings were held, NAB approved the cease-and-desist portions but suggested that the revocation section—which also is identical with Sen. Johnson's present proposal—be changed so that revocations would be handled as civil proceedings in U.S. District Courts [BROADCASTING, June 23, 1947].

In redrafting the bill after hearings, the committee cut out the modification provision but left the revocation and cease-and-desist portions intact.

Under the plan, FCC could issue show-cause orders against stations which fail to comply with the terms of their licenses or which violate any FCC rules or international treaties. The order would require the licensee to appear on a specific date to present evidence. If the hearing convinced FCC that a cease-and-desist order should be issued, the Commission would make a written report of its findings and serve it on the licensee.

Failure to comply with such an order would be grounds for revocation, in which event the licensee would have opportunity for another hearing as in the case of revocation for other reasons.

The fraud section of the bill was described as an effort to draw up for radio a law comparable to the mail fraud law, on which it is patterned. It would be written into the U.S. Criminal Code, not the Communications Act.

The portion empowering FCC to purchase sites for and construct monitoring stations, and to equip and repair monitoring stations, laboratories and "other related facilities" would not permit the Commission to make such expenditures without Congressional approval and appropriation. It would, authorities explained, make it unnecessary for Congress and the Commission to "cover the same ground twice" in setting up such appropriations.

The amendment dealing with revocations and cease-and-desist orders would revise Sec. 312 of the Communications Act to read as follows:

Revocation of Licenses; Cease-and-Desist Orders

Sec. 312. (a) Any station license may be revoked (1) because of conditions coming to the attention of the Commission since the granting of such license which would have warranted the Commission in refusing to grant such license, or (2) for violation of or failure to observe the terms and conditions of any cease-and-desist order issued by the Commission pursuant to subsection (b) hereof: Provided, That no such order of revocation shall take effect until 30 days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said 30 days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing. Upon the conclusion of said hearing the Commission may reaffirm, modify, or revoke said order of revocation.

(b) Where a station licensee (1) has failed to operate substantially as set forth in the license, or (2) has failed to observe any of the restrictions and conditions of this Act or of a treaty ratified by the U.S., or (3) has violated or failed to observe any rule or regulation of the Commission authorized by this Act, the Commission may institute a proceeding by serving upon the licensee an order to show cause why it should not cease and desist from such action. Said order shall contain a statement of the particulars and matters with respect to which the Commission is inquiring and shall call upon the licensee to appear before the Commission at a time and place therein stated, but in no event less than 30 days after receipt of such notice, and give evidence upon the matter specified in said order. If, after hearing, or a waiver thereof by the licensee, the Commission determines that a cease-and-desist order should issue, it shall make a report in writing stating the findings of the Commission and the grounds and reasons therefor and shall cause the same to be served on said licensee, together with such order.

Sen. Johnson's new radio fraud statute would be achieved by inserting the following new section in the Criminal Code:

Fraud by Radio

Sec. 1343. Whoever, having devised or intending to devise any scheme or artifice to defraud, or for obtaining money or property by means of false or fraudulent pretenses, representations, or promises, shall transmit or cause to be transmitted by means of radio communication or interstate wire communication, any writings, signs, signals, pictures, or sounds for the purpose of executing such scheme or artifice, or whoever operating any radio station for which a license is required by any law of the U.S. knowingly permits the transmission of any such communication, shall be fined not more than $10,000 or imprisoned not more than five years, or both.



COMPETITION between these two men is a thing of the past as Archie J. Taylor (l), president and general manager of KANS Wichita, Kan., greets his new commercial manager, Frank Mathews. Mr. Mathews was national sales manager of KFH Wichita for ten years before his recent resignation to join KANS.

New AM Grant

CONSTRUCTION PERMIT for new AM station at Mount Pleasant, Mich., on 1150 kc with 500 w daytime was granted by FCC last week to Paul A. Brandt, owner of Economy 5¢, 10¢ and $1 Store there. Estimated cost is $27,500.

PROBE PROSPECTS *Early Investigation Seen Unlikely*

DESPITE SEN. Edwin C. Johnson's lengthy attack on FCC on the Senate floor last week (see page 23) and the newly-introduced Johnson bill, incorporating some of the features of the old White bill, there appeared to be little indication last Thursday that the Senate Interstate & Foreign Commerce Committee was pressing for an early "probe" of radio.

A subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), will probably turn attention first to a consideration of matters dealing with telegraph and other common carrier communications operating in domestic and international fields. It is believed unlikely, however, that the group will launch its study for another week or two.

The subcommittee was appointed by Sen. Johnson, full committee chairman to study matters relating to radio, telegraph and telephone communications, [BROADCASTING, April 18]. Others serving, in addition to Sen. Johnson, include Charles W. Tobey (R-N.H.), Homer E. Capehart (R-Ind.) and Estes Kefauver (D-Tenn.).

No Plans Yet

Sen. McFarland said he had no plans at present for a meeting of the subcommittee, but felt the telegraph question was of the "foremost immediacy." He said he had no idea whether a hearing might be necessary but, in any event, that constituted the "most urgent" issue. What phase of radio might draw first consideration, and how penetrating the study might develop, was also a moot question now, he added. Sen. McFarland currently is concerned with matters dealing with waterways, and expects to devote his attention to that this week.

Much would depend on whether Sen. Johnson decides to conduct hearings on S 1626, his new measure to amend the Communications Act, or to assign it to the McFarland subcommittee, it was pointed out.

Meanwhile, the full I&FCC last week continued its hearings on the financial condition and operating efficiency of the airlines industry, one of the four-ply projects authorized for study in SRes. 50. Others besides communications are the U. S. Merchant Marine and domestic land and water transportation.

Further developments on radio and allied studies are considered a possibility after the regular Wednesday executive meeting of the Senate Committee, but held to be unlikely.

Sen. McFarland pointed out that last year's subcommittee, of which he was a member, had given considerable thought to radio legislation, and some of the recommendations were incorporated in the latest Johnson bill. Assignment of the measure to Sen. McFarland's subcommittee would have little effect on any plan it might formulate to delve into radio problems, it was indicated.

Under provisions of SRes. 50, Interstate & Foreign Commerce Committee is authorized to investigate problems entailing various phases of FCC procedure. Included may be inquiries on the manner in which the Commission exercises its licensing authority with respect to radio applications. Also subject to scrutiny are the extent to which it examines qualifications of applicants for licenses or renewals, and actual or proposed operation of stations with a view to the "public interest."

Problems arising from demands for frequencies for TV and other communications services could also command investigation, as could requirements posed in radio, telegraph and telephone fields by international treaties and conventions as related to revision of the Communications Act.

NAMED MANAGER

Barber to Head New Outlet

B. GEORGE BARBER Jr. has resigned as promotion manager of WCOS Columbia, S. C., effective May 1. He becomes general manager of WJAY Mullins, S. C., now under construction and slated to begin operation about June 1.



Mr. Barber

WJAY will be a 1 kw daytimer on 1280 kc., with studios, offices and transmitter on U. S. highway 76 midway between Mullins and Marion, S. C. Permittee is the Mullins & Marion Broadcasting Co., which also holds an FM construction permit.

Before joining WCOS, Mr. Barber had served as commercial manager of WKIX and WNOK, both Columbia, S. C.

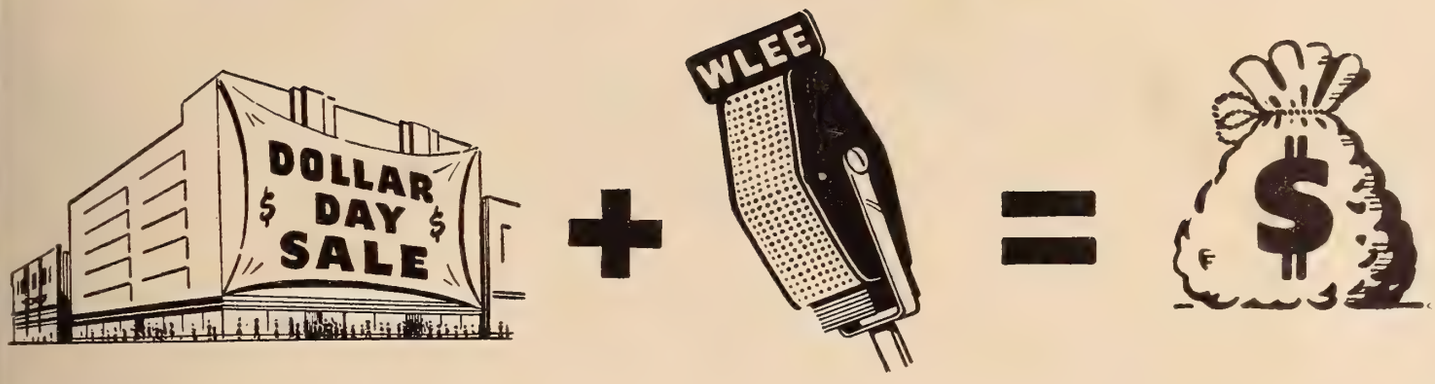
MEXICO SIGNALS

Problem Not Mine—Truman

INTERFERENCE to daytime stations arising from high-power Mexican signals is a matter for the State Dept. and FCC, President Truman said at his Thursday news conference in reply to a question asked on behalf of Daytime Petitioners' Assn.

The President said he knew nothing about the interference problem. Over 100 daytime stations are suffering because Mexico has violated a gentleman's agreement with them, the President was told.

Success story:



Recently one of Richmond's department stores ran a Dollar Days promotion. They advertised it over WLEE. When the event was over, we were proud to receive a letter from the store manager which read:

> "I would like to say thanks for the remarkable job your radio station did for us during our Dollar Days Promotion. We have used radio in several towns, and different stations in Richmond, but this promotion over your station was the most successful I have ever witnessed."

Throughout the entire store, this company did the best three days business since Christmas!

Local Richmond merchants get this kind of quick, profitable action from WLEE all the time. More and more national advertisers are following their lead. Are you? See your Forjoe man today for the whole WLEE story.

WLEE **Mutual in Richmond**

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

THE LATEST WCKY STORY

HIGH RATINGS AND LOW RATES MAKE WCKY YOUR LOWEST COST PER THOUSAND BUY IN CINCINNATI

LOOK AT THE AVERAGE COST PER THOUSAND TUNED-IN HOMES, 8.00AM-8.00PM MONDAY-FRIDAY, FOR A FIFTEEN MINUTE PROGRAM ON THE CINCINNATI STATIONS*:

WCKY	**$2.61**
Station A	**4.92**
Station B	**3.08**
Station C	**4.00**

WCKY GIVES YOU A COST PER THOUSAND 20% LOWER THAN ITS NEAREST COMPETITOR IN CINCINNATI — PLUS A FREE BONUS OUTSIDE COVERAGE OF 50,000 WATTS.

(— Based on Jan.-Feb. Pulse Rating. 260 time 15-minute national rate. Radio Homes in 2.0 millivolt daytime area of each station.)*

INVEST YOUR AD DOLLAR WCKY'S-LY

IN CINCINNATI,

THEY LISTEN TO WCKY

FOR MUSIC

The Makebelieve Ballroom, 10 to 12 noon and 3 to 5 PM each day. With an average rating Monday-Friday for the 20 quarter-hours of 5.7.

Sponsored By:

ADAM HATS
AMERICAN CHICLE
CARTER PRODUCTS
COLGATE AJAX
MGM PICTURES
ROBERT HALL CLOTHES
WELCH CANDY
UNITED FRUIT
COLGATE DENTAL CREAM
CONTINENTAL BAKING CO.
EX-LAX
FREEZONE
GRENNAN CAKES
ROMAN CLEANSER
AIREX
REDDI-WIP

FOR NEWS

WCKY has 15 newscasts a day, with an average Monday-Friday rating of 5.4.

Sponsored By:

CHASE & SANBORN COFFEE
BAVARIAN BEER
FLOYD & CO—SERVEL
MUELLER'S MACARONI
NASH KELVINATOR

MORE AND MORE ADVERTISERS ARE BUYING WCKY FOR HIGHER RATINGS, LOWER COST PER THOUSAND

WCKY SETS THE PACE IN 1949!

Call Collect Tom Welstead
53 E. 51st St.
New York City
TWX: NY 1-1688
Phone: Eldorado 5-1127

or C. H. "Top" Topmiller
Cincinnati, Cherry 6565
TWX: CI 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Johnson Still Batting

AN AMAZING MAN is Sen. Edwin C. (Big Ed) Johnson of Colorado. Last Monday he introduced a bill to raise the pay of members of the FCC by 50% (the chairman 75%). Forty-eight hours later he launched a vitriolic attack aganst the FCC, and more particularly its chairman.

We see these actions as contradictory, or perhaps mutually exclusive.

Any reader of these columns knows we have never been enraptured over the quality, efficiency or objectivity of this Commission or any if its predecessors. We do believe this Commission, man for man, is the best yet. By the same token we think, as does Sen. Johnson, that this Commission is led all too much by certain of its lawyers.

In this respect, and in others, Sen. Johnson shows an amazing insight into Commission affairs. He cites chapter and verse on many practices which we have attacked over the years—practices which are capricious, arbitrary, unfair to applicants and licensees, and unjustly expensive to the tax-paying public, and which should be rooted out for all time.

Sen. Johnson proposes to increase the FCC pay because, we presume, he feels the present $10,000 stipend is niggardly. He must also feel that without an increase the FCC will lose some of its good men, or, conversely, that the President will be unable to entice qualified men to replace them.

If that is so, how can he condemn the Commission for absenteeism and for "playing ball with the industry?" Certainly the FCC has blundered, and present members must assume responsibility for the sins and omissions of their predecessors. Certainly the TV allocations were not optimum. But to say this Commission loafs on the job is, in our book, in palpable error. The Commissioners may be inept, but they don't have time to be lazy.

Chairman Wayne Coy is clouted for his speech-making away from Washington. We know of no public official who works harder or longer, Saturdays included. Mr. Coy may have a penchant for speaking (and he does it mighty well). The estimable Chairman of the Senate Interstate & Foreign Commerce Committee happens to like baseball and sees many games. He may have made a junket or two in his 13 years in the Senate. Neither Commissioners nor Senators are required by law to punch time-clocks.

Sen. Johnson's castigation of the FCC is not to be taken lightly. There may be far-reaching consequences. Most of the FCC members do not have to take starvation pay and Senatorial assault and battery too.

The Senate committee has moved to arrogate FCC licensing and allocations functions, which are unquestionably within its legislative purview. In so doing it is giving the FCC a dose of its own medicine, because that agency over the years has inched its way toward control of the programs and business operations of stations—functions which are the responsibility of the licensee. There is serious question whether these fall within the FCC's regulatory jurisdiction.

Chairman Johnson has been tossing interrogatories at the FCC covering the full range of its functions. Now the Senator has attacked on the floor.

Two courses of action seem appropriate. We respectfully suggest that that portion of the Johnson bill which would increase the pay scale be detached from other proposed amendments. It should have easy sailing through both houses.

Then, if Sen. Johnson's charges are correct—if FCC is bewildered, if it is the captive of its own staff, if undue outside influences are brought to bear, if there is "regulation by the lifted eyebrow"—there ought to be a new Commission. But charges as serious as these should be preceded by evidence, openly given, and FCC in fairness deserves an opportunity to defend itself on any counts that it can. A public hearing would seem to be in order.

Radio's ERP

A RECAP of the NAB Convention in Chicago a fortnight ago makes abundantly clear that the trade association has confronting it an economic recovery program.

The board, at its post-convention session, earmarked funds totaling about $200,000 over and above present budgetary commitments. Of its $800,000 of annual income expectancy there is an ordinary balance of about $30,000. Thus, all other things equal, there's an indicated deficiency of $170,000. Of course, the $75,000 advanced to bail out BMB is to be repaid, and the balance presumably would be covered through (1) increases in paying membership; (2) equivalent reduction in other NAB functions.

The board action in allotting another $100,000 for the newly created Broadcast Advertising Bureau, which would give it an initial $220,000 to exploit radio as an advertising medium, is a move to be generally applauded. It is a logical first step. It is a pittance in contrast to that being spent by competitive printed media. Eventually, the BAB should be something apart from the NAB. That may entail a two or three year haul. Its function is strictly commercial and competitive. The NAB must operate on all fronts, the most important of which must always be the basic freedom of radio. For without a free radio there can be no commercial competitive radio.

Angry words were uttered over the $75,000 advance to BMB, designed to assure a second study. Many broadcasters, nevertheless, are disposed to forget the ugly past, now that Dr. Kenneth H. Baker has taken over the BMB presidency, and has imparted to it professional, efficient direction. Ponderous problems are yet to be coped with in paying the freight for this second study. For example, since NAB funds have been advanced to sustain life in BMB—funds of nearly 2,000 members—there's a delicate legal question whether all NAB members cannot participate in the second study simply by paying current assessments rather than retroactive ones dating from the 1947 survey.

The tragic experience of BMB is bound to have its compensations. Advertisers, agencies and stations are of one mind on the desirability of an audience measurement yardstick. Inevitably there will be a successor to BMB once the second study is completed. Its creators cannot help but profit from the BMB background. There will be more intellingent, prudent consideration. A stronger measurement service, the scope of which need not be confined to listenerability, is certain to result.

NAB President Justin Miller has before him a big prescription which he must fill by board mandate. He must find means of raising the capital to pay the way. He has the plaint of some members that the estimated $400,000 disbursed by delegates to attend the Chicago convention was money ill-spent. He has a TV Department to create as well as a BAB to sustain and a BMB to keep alive.

Soon there should be upcoming the Miller Plan for radio's economic recovery.

Our Respects To —



JOSEPH KATZ

AS A BOY, Joseph Katz of Baltimore discovered that people are more important than things. Ever since that time he has been in the selling business—selling things to people.

Advertising, he says, is selling, and you don't need a five-foot shelf of dictionaries and instruction books any more than you need a rule book in a canoe underneath a June moon.

Joseph Katz knocks himself out ten times a day trying to convince people that life and advertising are obvious and simple. His outbursts of temper startle those who haven't learned it's just his amazing creative instinct in action. Fortunately his emotional machinery is well counter-balanced. He has perhaps the softest heart in the hard-bitten advertising business, and his staff loves him.

Thus equipped, Mr. Katz is the successful operator of one of the nation's larger advertising agencies. He sells such things as Rem, Amoco, Ex-Lax, Jests and dozens of others.

A quarter-century ago he got spot religion, "long before radio became stylish." He watched radio grow. Then he started using it for Rem, and watched Rem sales grow under the influence of simple, obvious radio spots.

"The best radio course in the world is a cold and a runny nose, so you stay home and listen," he says. He once tried it, and made two discoveries: First, "there's a lot of bad writing"; second, "Who're you hollering at!"

Joseph Katz the individual, as distinguished from Joseph Katz the seller, is a man of many loves. He loves people, plain people, more people than you'll find in the phone book. He loves books, especially old ones, and is constantly buying dog-eared volumes in side-street shops. He loves Baltimore, everything in Baltimore from the burlesque strip to the art galleries, and considers the city his responsibility. These galleries abound with paintings from the Katz collection, as do galleries all over the nation. He loves all types of art pieces, curios and historic lore.

Though he's as much a part of Baltimore as Johns Hopkins hospital or the City Hall, Mr. Katz leads a two-city life, spending two or three days a week in New York supervising the national accounts handled in that office.

In the heart of old Baltimore he occupies a modest two-room front-office suite in the agency's extensive offices. By far the best furnished of the two rooms is that occupied by Gertrude Meyers, his Baltimore secretary, who hourly reduces great masses of chaos and

(Continued on page 46)

The Billboard honors WOV

"WOV leads the parade"
The Billboard
March 12, 1949





"The American family... the kind of radio that will be long remembered in New York"
The Billboard
March 12, 1949

The Billboard in presenting two first awards to WOV, one for sales promotion and one for public service promotion in its 11th annual radio and television promotion competition, honors WOV for the 7th and 8th times.

WOV accepts these distinguished recognitions with understandable pride. We express our gratitude to the agency and sponsor executives who selected WOV as the only dual first award winners in this competition.

We of WOV renew our pledge to all of radio and advertising to a further and continuing effort toward our basic policy of radio broadcasting that in serving the public interest we best serve listeners and sponsors alike.

Originators of *Audited Audiences*

WOV
NEW YORK

RALPH N. WEIL, GENERAL MGR. · ARNOLD HARTLEY, PROGRAM DIRECTOR · CARROLL C. FORBES, PROMOTION MGR.
THE BOLLING COMPANY, NATIONAL REPRESENTATIVES

Richards' Plan

(Continued from page 30)

goodwill stations have always adhered to the highest and fairest standards of broadcasting."

He cited awards received by the stations to attest to the public service they have performed. "I am confident that my successors will continue to carry on these constructive policies," he declared.

Mr. Richards has owned WJR since 1926; he founded WGAR in 1930, and acquired KMPC in 1937. All three now operate with 50 kw power. He owns 71.64% of WGAR and 64.8% of KMPC, while he and his wife own 62.39% of WJR. Both WGAR and WJR are CBS affiliates, operating on 1220 and 760 kc respectively; KMPC, an independent, is on 710 kc.

Only his own stock interests in the three stations are being transferred to the trustees. These amount to control in all but WJR, where he has 28.66%. Minority interests of his family and others are not involved.

The trustees named by Mr. Richards would, with FCC approval, take over control of the three stations, with Mr. Richards as beneficiary. They would be paid $5,000 a year. The agreement would remain effective throughout Mr. Richards' lifetime, but provisions are made to permit his sale of minority or controlling interests (with FCC approval) in any or all three stations. Upon his death the agreement would automatically terminate.

The trustees would not be held personally liable for any actions they may take or fail to take under the agreement, except for their own negligence or willful misconduct. In the event of a trustee's resignation, Mr. Richards would name the successor and notify the Commission.

Dr. Hannah has a wide reputation as an educator. He is president of the Land Grant Colleges and Universities, president of the Michigan State Board of Agriculture, and a member of the Michigan State Council of Defense, the Michigan Council of Education, and the Michigan State Board of Control for Vocational Education.

Mr. Fisher, one-time general manager of the Cadillac Motor Car Division of General Motors, retired as a GM vice president in 1944 but remains a director of the company. Mr. Klingler has been general manager of Pontiac Division since 1933.

The applications were submitted to FCC by Burton K. Wheeler, former Montana Senator now practicing law in Washington.

VIRGIN ISLES

FCC Proposal Opposed By NAB, IBEW

MIXED REACTION has been evidenced to FCC's proposed rules changes to allow low power broadcasting in the Virgin Islands [BROADCASTING, March 28].

General approval of the proposals, which involve waiver of many of the Commission's technical standards, has been expressed in notices filed with the Commission by Acting Virgin Islands Gov. Morris P. de Castro and a new proposed station applicant there, Radio American West Indies.

Objections to FCC's suggested modifications have been filed by NAB and International Brotherhood of Electrical Workers.

Gov. de Castro said his government is "heartily in favor of the establishment of a broadcast station in the Virgin Islands."

Vickers Associate

Radio American West Indies, to file a new station request there soon, is an association of Edward M. Vickers, chief engineer of WVCG Coral Gables, Fla.; Hazel M. and William N. Vickers, and Earl Higdon, all of Coral Gables. Mr. Edward Vickers would be general manager and technical supervisor of the proposed station while Mr. Higdon would be chief engineer. The group urged that 50 w power be allowed on a regional channel, instead of only certain local channels as proposed by the Commission, in order to provide secondary service to the Lesser Antilles.

NAB said it recognized "that the Virgin Islands may have need for a broadcast service of its own and that a power somewhat lower than that authorized in the continental United States may successfully provide this service." However, the organization held that waiver of other technical requirements such as frequency monitors, antenna requirements and qualifications of engineers was not desirable.

NAB said such waivers "would constitute a variance from this country's policy of encouraging the use by all countries of high broadcast (engineering) standards. In view of the forthcoming NARBA conference, and the engineering proposals now in preparation [See story page 29], it would be ill-advised for this country at this time to take any action which would jeopardize our existing policy, upon which the whole standard band allocation structure is based."

IBEW Objects

IBEW objected chiefly to the relaxation of operator requirements proposed by FCC. IBEW said "there is no showing or indication in the Commission's notice pointing to the need or necessity in any manner for a waiver of the present rules of the Commission in the area." The union said further: "On the contrary there is good reason to believe that there is now available, an ample supply of operators licensed under the present rules to handle all the operation of broadcast facilities that may be installed in the Virgin Islands."

IBEW gave detailed reasons based on safety and public interest for not allowing "inexperienced" employes to handle technical operations.

Two applications already have been filed with FCC for AM stations in the Virgin Islands, both at Charlotte Amalie. William N. Greer, consulting radio engineer at San Juan, P. R., has requested 50 w fulltime on 1340 kc [BROADCASTING, June 7, 1948] while John W. Boler, 54% owner of KSJB Jamestown, N. D., has filed for 250 w daytime on 1090 kc [BROADCASTING, April 18].

BOND DRIVE

Treasury Outlines Plans

PLANS for the Treasury Dept.'s May 16-June 30 "Opportunity Savings Bond Drive" were outlined last week to representatives of radio, advertising and other fields on both the local and national levels.

President Truman addressed national volunteers of the U. S. Savings Bond Division April 19 at an honorary dinner tendered by Secretary of the Treasury John W. Snyder at Washington's Hotel Statler. The President's brief message was carried at 10 p.m. by the four networks and telecast locally by WTTG(TV) Washington.

The same evening throughout the nation the governors of the various states honored bond volunteers and committees at state dinners.

Extensive radio and television promotion is being organized for the campaign by Treasury in coordination with The Advertising Council and various task force agencies. Special series of quarter-hour *Treasury Guest Star Parade* discs have been made using top radio-movie talent. Radio kit of live and transcribed material is in preparation along with visual material for TV.

Edmund J. Linehan, ex-program director of KSO Des Moines, is newly appointed associate chief of radio-TV at Treasury, assisting Nathan P. Colwell, radio chief, in preparing the radio campaign.

Cornwell Jackson, vice president and manager of the Hollywood office of J. Walter Thompson Co., has been appointed special radio consultant to Treasury for the drive. He is to direct planning of network kickoff program for May 15 which is to feature the President, Secretary Snyder and outstanding talent.



CORESPONDENT My wife used to darn my socks, do the laundry, clean up the house and have dinner ready on time. She was a real helpmate. Now she just sits and listens to KXOK all day long. Either KXOK goes off the air, or I'm giving my wife the air . . . naming KXOK as corespondent.

Irate Husband

Dear Irate:

Don't blame your wife. Hundreds of thousands of women are in love with our daytime programming. KXOK's daytime Hooper listening index has increased three years in a row. Any John Blair representative will make a good witness for you.

KXOK, St. Louis

630 on your dial

Taylor's Statement

IN the report on the Wednesday television panel session at the NAB Convention [BROADCASTING, April 18] Bert Taylor, manager of transmitter sales for DuMont, was quoted as saying that TV station operators "will be tapped on the shoulder within a short time and told to move to another part of the spectrum." Mr. Taylor has advised BROADCASTING that he said, instead, that "it is not likely that television station operators will be tapped, etc. . . ."

Open Mike

(Continued from page 16)

y followed. It was the first to make a set with the blown-up picture; the first to market a built-in ens television set; the first to make a ten-inch model with FM radio; he first to market a 15-inch table model for the home; and the first o produce a TV receiver with he Sightmirror principle by which he glare from a direct-view tube s eliminated and the picture area, when not used to receive a program, is a mirror and attractive ather than dead-space.

If Mr. McDonald's engineering taff has contributed anything which is being used in presently perating sets, would he please let s know? We have examined the Zenith turret tuner. It may be of nterest to Zenith to know that in ate 1947 we used a turret tuner ut discontinued it.

Michael L. Kaplan
President
Sightmaster Corp.

[Editor's Note: Mr. Kaplan's letter is n response to a statement by Commdr. E. F. McDonald Jr., presi- ent of Zenith Radio Corp., which was rinted in BROADCASTING.]

* * *

Aims of AIMS

EDITOR, BROADCASTING:

In your current issue there appears a story headed "Koste Named To Head New AIMS Group" which, in my opinion, needs some clarification.

Principally, AIMS has existed as an interchange of informative letters between independent metropolitan stations. WWDC has been and will continue to be one of these stations.

Some of the members of AIMS have now also banded together to be represented in the national field by the organization to which your article refers.

Not all of the stations that exchange letters within AIMS will be represented by this new organization. WWDC will continue to be represented in the national field by Forjoe & Co.

Ben Strouse
General Manager
WWDC Washington, D. C.

* * *

On FM 'Fidelity'

EDITOR, BROADCASTING:

I would like to correct your reporting of the tape demonstration at the FM session of the NAB Convention.

That demonstration showed much more than the "superior fidelity as compared to AM," as quoted on page 72 of your last issue. Briefly, the recording demonstrated that the New York FM stations of the two major networks gave far greater coverage than their 50 kw AM stations during the periods of the normal summer static encountered on the Long Island and Jersey coast. This superiority of coverage was so conclusively demonstrated that it is difficult to understand how it could be reported as a demonstration of fidelity.

While most of your readers either have discovered or will discover during the coming summer months the superiority of FM coverage, if anyone has any doubts about it I will be glad to make available the recording used at Chicago for further examination.

Edwin H. Armstrong
Dept. of Electrical Engineering
Columbia U., New York

* * *

Apologies to KENO-FM

EDITOR, BROADCASTING:

In a clear, undistorted, and high-quality voice, we ask "What do you have against KENO-FM?"

Your map published on page 88 of the April 4 issue of BROADCASTING cuts us to the quick.

Here we are—doing a bang-up job on FM, one of the original 64 FM stations granted by the FCC, the first FM station in Nevada, and on the air since November 1947, and you overlook us completely!

For shame.

Maxwell Keleh
General Manager
KENO AM & FM Las Vegas, Nev.

[Editor's Note: Our apologies to KENO-FM. A correction by WASH-FM Washington, makers of the map, reached BROADCASTING after we had gone to press.]

* * *

Cott's Kudos

EDITOR, BROADCASTING:

BROADCASTING's coverage of the Unaffiliated Stations "Independent's Day" was comprehensive and extremely well done.

As chairman of the NAB Unaffiliated Stations Executive Committee, may I thank you for the excellent job you and your staff did.

Ted Cott
V. P. and Director of Programs
WNEW New York

SERVICE UNLIMITED, Chicago, has sold *The Sports Jackpot*, telephone quiz, to KSO Des Moines and KHIT Lampasas, Tex. Syndicated show was tested on southern and western stations in February and March.

FEUDIN' GAL
WMBR Gets Shay Souvenir

MONEY can't buy the tape recording that Ted Chapeau presented on his *Lazy Bones* program over WMBR Jacksonville, Fla. The tape, featuring Dorothy Shay, the Park Avenue Hillbilly, was made in Miss Shay's suite in Chicago's Palmer House during the NAB Convention. William B. Lodge, CBS engineering vice president, was "at the controls." Here's how it happened:

After Miss Shay had sung at the NAB banquet April 12 in the Hotel Stevens, Mr. Chapeau, public relations director at WMBR, went backstage to remind her of an incident in 1935. Barely past the pigtail stage, Miss Shay had appeared on his junior amateur radio hour at WJAX Jacksonville. The famous singer remembered Mr. Chapeau well, and invited him and his party to join her later. Included were Frank King, WMBR's general manager, as well as Messrs. Lodge and Chapeau.

During the course of the evening, Miss Shay disclosed she had recently been presented with a tape recorder, but couldn't work it. Mr. Lodge said he would instruct her "at no charge" if she would promise to put some of her songs on the tape as a souvenir of the occasion. Miss Shay taped 10 minutes of her Sunday best ditties, and Mr. Lodge gave the roll to Mr. Chapeau for use on his *Lazy Bones* program.

NEW AD CONTEST
Set by L. A. Jr. Ad Woman

SECOND annual advertising achievement award contest has been announced by Los Angeles Junior Advertising Women. Cooperating is the Southern California Chapter of American Assn. of Advertising Agencies and Advertising Assn. of the West. Competition is open to all men and women members of Junior Advertising Clubs affiliated with the AAW which covers the 11 western states and Canada.

Three awards each in four different categories will be made in art, layout, copy and public relations. First prize in each classification is $25 plus certificate of achievement; second and third winners receive achievement awards. Winners will be announced at June AAW convention in Vancouver, B. C. (Can.). There will be four judges, as yet unannounced, chosen from board of governors of SCAAAA.



BAB Battle Plan

(Continued from page 23)

action was an "intermediate" step. Eventually BAB is expected to operate entirely outside the NAB administrative structure, with New York headquarters and regional offices in key cities.

The SMEC membership is to be reconstructed by NAB President Justin Miller, along with the other NAB standing committees. Present committee members have served since the Atlantic City convention in September 1947. Ordinarily the committee rolls are changed after every annual convention, but this was not done after the Los Angeles meeting because the two sessions were only seven months apart.

Chance of a realignment of the committee organizational structure has been discussed at NAB headquarters since approval of the new BAB project. Two standing committees—Sales Managers Executive and Small Market Executive—come within the Dept. of Broadcast Advertising area. These may be merged into a new standing committee representing main industry elements.

Completing their terms as chairmen of the sales and small market groups at the Chicago convention were Eugene Thomas, WOIC (TV) Washington, and Simon Goldman, WJTN Jamestown, N. Y., respectively.

Enoch Spearheads

Chairman Enoch of the BAB Committee spearheaded the bureau project at the final meeting May 9 of the old board. His vigorous plea caused the old board to designate the BAB idea as the first and principal item facing the post-convention board meeting. Serving with him on the BAB policy group are Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C., and Frank U. Fletcher, WARL-FM Arlington, Va. Fifth member, of course, is the un-named standing committee chairman.

As drawn up by the board, this policy group will make recommendations to NAB management regarding BAB's activities.

At this stage, the BAB setup comprises Mr. Mitchell, as director; Charles A. Batson, assistant director; Lee Hart, NAB retail specialist, and secretarial staff. Miss Hart has acquired wide recognition for her pioneering of retail-radio techniques. She has sparked NAB's drive to acquaint retailers with the value of the broadcast medium and has conducted clinics for retail executives and station staffs.

Mr. Batson is completing an extensive survey of television costs and techniques. These have been published in series, with the two final installments to appear in the near future. Mr. Batson conducted TV clinics at the district meetings held last summer and fall. He has extensive station background.

Location of BAB's headquarters will be up to the policy committee and NAB management. Shortage of funds may force location in Washington for the time being. The BAB plan, however, envisions a main office in New York where a heavy share of advertising originates. In any case, an office will be set up in New York as soon as possible. Another office is planned in Chicago. Each will be manned by an experienced radio sales executive. Possibility of a West Coast tieup with the Southern California Broadcasters Assn. is being considered, though such an office would be expected to cover the entire West Coast.

Considers Separation

The idea of eventually separating BAB from direct NAB management control was seriously considered by the board. This can be effected by absorbing BAB into the All-Radio Presentation Corp. now being chartered under direction of the NAB Legal Dept. All-Radio at first was an NAB unit, financed by special fees, but its new structure provides separate operation under NAB supervision similar to BMI. BMB is an NAB offspring, but AAAA and ANA each have one-third voting power on the BMB board.

Separate BAB operation, according to sponsors of the idea, would keep the sales promotion project free from the cliques, schisms and group influences that might hamper its functioning. This is the idea that has worked successfully at ANPA, where the Bureau of Advertising does an overall newspaper promotion without worrying about the special interests inside the ANPA organization itself.

BAB's operation, as conceived by the board, will cover all broadcast industry elements—AM, FM and TV. The main idea is to arm every station to fight back against competitive selling at any level.

One of Mr. Batson's first jobs will be a study of station rate cards and practices in television. This is only one of a long list of industry-wide projects headed by a major audio advertising presentation utilizing new slide or easel material to be used by every NAB member station.

NAB management was closely scanning the association's budget last week in an effort to find ways of raising the $100,000 earmarked by the board from present funds. The NAB board's finance committee will have a chance to take part in this chore. Clair R. McCollough, WGAL Lancaster, Pa., committee chairman, resigned the post after the board had decided to loan BMB another $75,000 and give BAB $100,000. It is understood Pres. Miller wants him to remain on the committee.

NAB's budget now operates on a fiscal year starting July 1. BAB is expected to become at least partly self-supporting by providing special services for individual or cooperative station use in communities. In addition, an arrangement may be devised by which BAB's services to other NAB headquarters units are charged to those who utilize the services.

EARTHQUAKE

Radio Meets Crisis; KJR Hit

CHALLENGE of the Northwest's severest earthquake, which hit the area April 13, was met effectively by radio stations in the Puget Sound area. Seattle affiliates fed several accounts of the quake to their national networks and all stations carried on-the-spot local broadcasts.

Most severely damaged was KJR Seattle, whose tower on Harbor Island looked like this (see photo). This quake bent the tower 40 feet from the top and caused it to buckle 100 feet down. Repairs began immediately.



Despite the damage, KJR stayed on the air all that day and evening, although other stations were forced off for periods ranging from 30 seconds to several minutes. The next day, however, KJR interrupted its schedule briefly about noontime to switch over to its other tower, ordinarily used for the nighttime directional signal.

Five minutes after the quake KVI aired a half hour of observations from both its Seattle and Tacoma studios. KIRO, which reported its "towers were galloping and guy wires waltzing," was off the air for two minutes, but fed several news shows to CBS. KOMO supplied news to NBC as well as to WMAQ Chicago, WKY Oklahoma City and KHQ Spokane. KING reported several on-the-spot broadcasts, as did KMO and KTBI, both in Tacoma.

SERVICES NEWS

Pentagon Merging Information

A MERGER of Army, Navy and Air Force information offices under one organization, but comprising three divisions, as recommended by former Defense Secretary James Forrestal, is currently under way and may be completed early next week, according to Pentagon officials. Heading overall information are William Frye and James King.

The consolidation, designed in part to tighten up premature flow of information, contemplates three separate divisions, largest of which would deal with news and aid for radio stations, newspapers, newsreels and periodicals. Curtis Mitchell, formerly with Paramount Pictures, United Press and, during the war, War Dept.'s public relations division, will manage the division.

Other segments under the single organization will be devoted to planning activities and security review, and to civilian relations. The merger is expected to reduce the information personnel by more than 150 people due to elimination of some services and the combining of others, such as analysis of comment and news stories.

How's Business

(Continued from page 25)

of 1948. The estimated value of construction permits issued in the first two months of 1949 is 10.6% below January and February 1948 Cities in which most construction is planned are: New York, Los Angeles, Detroit, Chicago, Milwaukee Dallas, Houston, Philadelphia, Miami and Washington, D. C., in that order. In residential construction, lower-priced homes are going to be built in greater quantity this year. Real estate market is slow in higher priced homes.

* * *

The economy has stayed level this month, and in these times, that means business has been fairly good. The bottom hasn't dropped out of anything. Even textiles which have been having bad times are definitely recovering some of the lost ground. Neither has business shown advances to compare with steady trends since the end of the war. It's entirely possible that business may settle down to a new and somewhat lower price level with slightly reduced volume of sales.

WHAT IS THE LOWEST COST PER THOUSAND STATION IN CINCINNATI?

•

➔ *See Centerspread This Issue* ←

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BMB Campaign

(Continued from page 29)

grams as evidence of good faith on BMB's part.

Tabulation of ballots already returned indicates they will provide broadcasters, agencies and advertisers with more and more valuable data than were produced by the first BMB study in 1946. The breakdown of total weekly listening to show stations listened-to six or seven days a week, three to five days, or one to two days, Dr. Baker said, "will be a goldmine of information for station program, sales and sales promotion departments."

Industry discussion of the BMB problem continued last week as station managers returned home from the Chicago convention. General convention sentiment had favored the plan for NAB to pull BMB out of its crisis.

Suggestion for an intensive membership drive was made by John D. Hymes, assistant manager of WLAN Lancaster, Pa. In an open letter to BMB Mr. Hymes said the entire financial structure of the second BMB study must be clarified before it can succeed.

Mr. Hymes said the fact that only 540 of 1,971 AM stations have subscribed to the second study "brands BMB as a complete failure. If agencies and advertisers do not receive information on 73% of the AM stations on the air, the second BMB study will be of little use to them. Having been an agency timebuyer in the past, I know that there is nothing more discouraging, in using a survey, than to find that the information you are seeking is not included in that survey.

"When timebuyers and advertisers find that they will not receive information on 73% of the AM stations on the air, I can assure you the second BMB study will soon be thrown off their desks as a useless tool of research.

Hymes' Suggestion

"My suggestion for the future of BMB is that you make a concentrated sales effort on the 1,431 AM stations which have not as yet subscribed to BMB. If the consensus of opinion is that the present BMB is of no value to the industry, then let's scrap it immediately and find a BMB which will have 100% industry acceptance. If you depend entirely on the NAB and the 540 stations which have already subscribed to BMB and let it go at that, I predict that BMB is doomed to failure from both financial and research standpoints."

Asked to comment on the Hymes letter, A. D. Willard Jr., NAB executive vice president, said BMB's Study No. 2 will provide information on all AM stations and not merely the stations subscribing to BMB. Nonsubscribers will have access to the data if they pay on the same basis as subscribers, he explained. Mr. Willard indicated another effort will be made to sell BMB to nonsubscribers.

NABET

Negotiations With ABC, NBC Now in Third Week

FEDERAL mediation entered the three-week-old negotiations between NABET and NBC and ABC networks Wednesday at the request of the union.

Walter Maggiolo, commissioner in the Federal Mediation and Conciliation Service, was assigned to the case to help stimulate a settlement on matters concerning the network's engineers.

Negotiations concerning sound effects men and traffic employes, also NABET members, will proceed without the intervention of the Mediation Service, it was learned.

It was understood that NABET became dissatisfied with the pace of progress in negotiations although parleys were being held morning, afternoon and evening. It thereupon called on the Mediation Service.

A network's spokesman said progress during the week was made in so far as the definition of issues was concerned. NABET said the first real progress was made after introduction of the mediator into the picture.

It was learned that principal issues concern wages and working conditions. Wage demands amount to a 15% increase. Working conditions concern such matters as hours and call-in time notice. The networks, it was understood, are standing pat on all major demands, particularly countering the wage demands with "It can't economically be done."

Negotiations for the engineers were adjourned Wednesday until today because Mr. Maggiolo is also handling the brewer's dispute in New York which required his attention Thursday and Friday. Talks, however, did proceed on those days concerning sound effects and traffic employes.

It was learned that a further complication was introduced into the negotiations by a claim by IATSE, which currently is in a jurisdictional television war with NABET, that it represents some of the job categories for which NABET is bargaining. Such a claim, however, is ineffective without an NLRB election which, at this stage, has not been sought, it was said.

A further development in the negotiations, it also was learned, was that NABET for the first time will bargain for the 13 ABC sound effects men. These workers formerly were members of AFRA.



Confucius Say:

EVEN NETWORKS CAN'T INTERPRET SAME WAY HOOPER FIGURES . . . MUST FIND NEW DENOMINATOR FOR JUDGING PROGRAMS.

Yes, there seems to be plenty of confusion—even the network presidents can't agree!

But In Milwaukee

Hooper ratings and sales results both prove the power of the **ONLY FULL-TIME INDEPENDENT**

1. **WEMP** carries more sponsored sports than any other station, such as: Football—Socony Vacuum . . . Basketball—Household Finance and Kuesel Coal . . . Hockey—East Side Chevrolet . . . Baseball—Miller Brewing, Gimbel's Department Store, and Kool Cigarettes . . . and sportcasts for Hudson Motor Co. and Checker Cab.
2. **WEMP** carries more good music—popular, familiar, and native—than any other station, sponsored by leading local and national accounts, including: Schusters' and Gimbel's Department Stores . . . Kosciuszko and American Furniture Stores . . . Robert Hall Clothing . . . Nigbor Furs . . . Plymouth and DeSoto Dealers . . . Birdseye Frozen Foods . . . H. J. Heinz.
3. **WEMP** carries the news for sponsors like Sinclair Refining Co., The Milwaukee Road, and Mountain Valley Water.

The programming gets the audience—the sponsors get results!

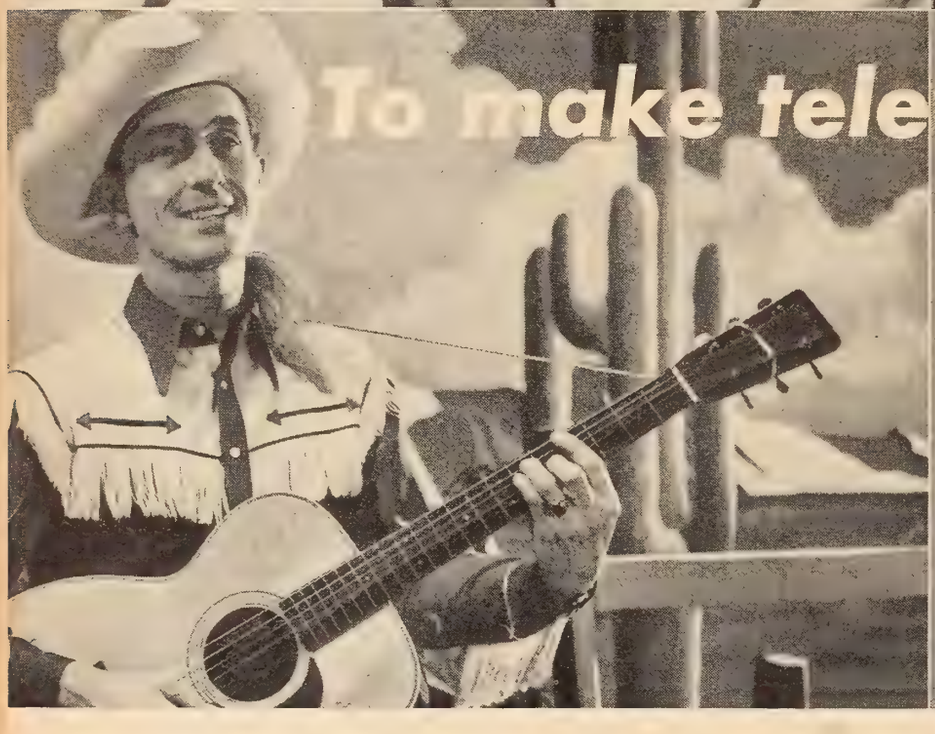
WEMP AM-FM

Hugh Boice
General Manager

Headley-Reed Inc. . . . National Representatives









To make television program

Selecting the best settings for your television clients' commercial messages is an all-important responsibility. Your NBC Spot salesman is anxious to assist you in finding the *right program* at the *right time*. To make your job easier he has assembled all of the data listed at the right on the finest local programs in television.

Your NBC Spot salesman will also offer you the opportunity of developing *new* program idea through consultation with the programming ex perts of America's number one television network The use of this valuable service is another im portant reason why most Spot television adve tisers consult their NBC Spot salesman first. Whether your schedule calls for a 20-second sta tion break, a five-minute weather report, a hal hour musical show or a two-hour sports even

NBC

representing television stations: WNBT—New York • WNBQ—Chicago • KNBH—Hollyw





election easier

ou'll find the programs best suited to your clients' eeds on television stations represented by NBC pot Sales . . . and you'll find the best informed levision representative in the industry is your BC Spot salesman.

ne nation's major television stations in the ation's major markets are represented by

SPOT SALES

EW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO • WASHINGTON • DENVER

PTZ—Philadelphia • WBZ-TV—Boston • WNBK—Cleveland • WNBW—Washington • WRGB—Schenectady • WTVR—Richmond

Television Program Check List

PROGRAM FORMAT

- ☐ biographies of talent
- ☐ description of format
- ☐ photographs of talent
- ☐ photographs of set

AUDIENCE

- ☐ type of audience appeal
- ☐ ratings
- ☐ special surveys
- ☐ response to offers
- ☐ weekly mail count
- ☐ fan letters
- ☐ adjacencies
- ☐ promotion and merchandising

COMMERCIAL

- ☐ success stories
- ☐ testimonials from sponsors
- ☐ list of current and past sponsors
- ☐ sponsors of adjacent programs
- ☐ competition
- ☐ types of commercials accepted
- ☐ costs (talent, rehearsal, time)

PROGRAM ADVISORY SERVICE

- ☐ tested program ideas
- ☐ talent available
- ☐ writers available
- ☐ producers and directors available
- ☐ studio personnel required
- ☐ studio equipment required
- ☐ set design suggestions
- ☐ stage properties required
- ☐ costume suggestions
- ☐ production cost estimates
- ☐ television films available
- ☐ commercial film ideas
- ☐ film animation

Respects

(Continued from page 38)

frenzy to an orderly array of detail.

Where Joseph Katz is, excitement prevails. Where Joseph Katz was, orderly thinking prevails. The processes are chaotic, but the results are simple, direct and effective.

Take the other half of the Katz agency's front office! All around are antiques, curios, a violent caricature of Joseph Katz (there's no middle name), a bust of Lincoln, art pieces, bundles of old magazines piled on the floor, a beautiful painting of the port of Baltimore, and directly behind the boss' desk a little radio of vast antiquity and probably one of the first to grace an agency front office in the early 20s. The walls are scarred, obviously from the impact of a million Katzian expletives.

It's a decorator's nightmare, but it's home to Joseph Katz and he thinks explosively in straight lines and hard words as his eyes languidly drool over a stack of vintage *Police Gazettes*.

The stories centered around this advertising dynamo are legion. Most of them end up with a single theme—a job was done, not without fuss, but definitely without frills.

Joseph Katz was born June 24, 1888, in Lithuania. At the age of three he was romping in the streets of East Baltimore, an oldish part of the city he still worships. At the age of 11 he wrote his first advertisement, entering it in the monthly *St. Nicholas* contest and winning a silver badge. The ad had this theme—"A good name shines in the dark." Handy with a pencil, he sketched an auto with headlights shining down a dark alley.

The ad that really shot him into advertising in a big way was written for a struggling tailor. It pointedly asked why the owners of ready-to-wear clothing stores wear tailor-made suits. He was hired by a big ready-to-wear store when the storm had subsided.

In 1912 he married Kate Kropman of Baltimore. They have two sons and one daughter, Ruth, who is married to Ben Strouse, manager of WWDC Washington.

The formal education of Joseph Katz stopped at Baltimore High School. That accounts for his hatred of big words. "I can't understand them," he insists. Confidentially, he conceals behind that admission a knowledge of multisyllabic terminology even larger than his extensive collection of idioms, profanity and one-syllable words. His familiarity with semantics rivals that of his best friend, Henry L. Mencken, who collects words professionally.

Growth of Joseph Katz Co. into an 80-man operation handling many large national accounts is a monument to his mental vigor and insistence on the obvious. Besides keeping his mitts in the accounts of his clients, he turns out selling copy for civic, religious and patriotic causes. During the war Joseph Katz Co. was task agency for the War Advertising Council. His public service, charitable and artistic activities run into the hundreds, many of them known only to him. He is active in the AAAA and has held office in the association.

He is a diligent student of advertising and maintains a collection of advertising lore. And he is constantly watching the growth and habits of media, including television. "AM and FM are being sold short," he says. "If television has a better story in costs and sales, it will beat out sound radio. My guess is that they'll all be here, competing for the ears and eyes of listeners. Television has a hell of a good start but it must outgrow the three-people-on-a-couch stage."

WWDC Interest

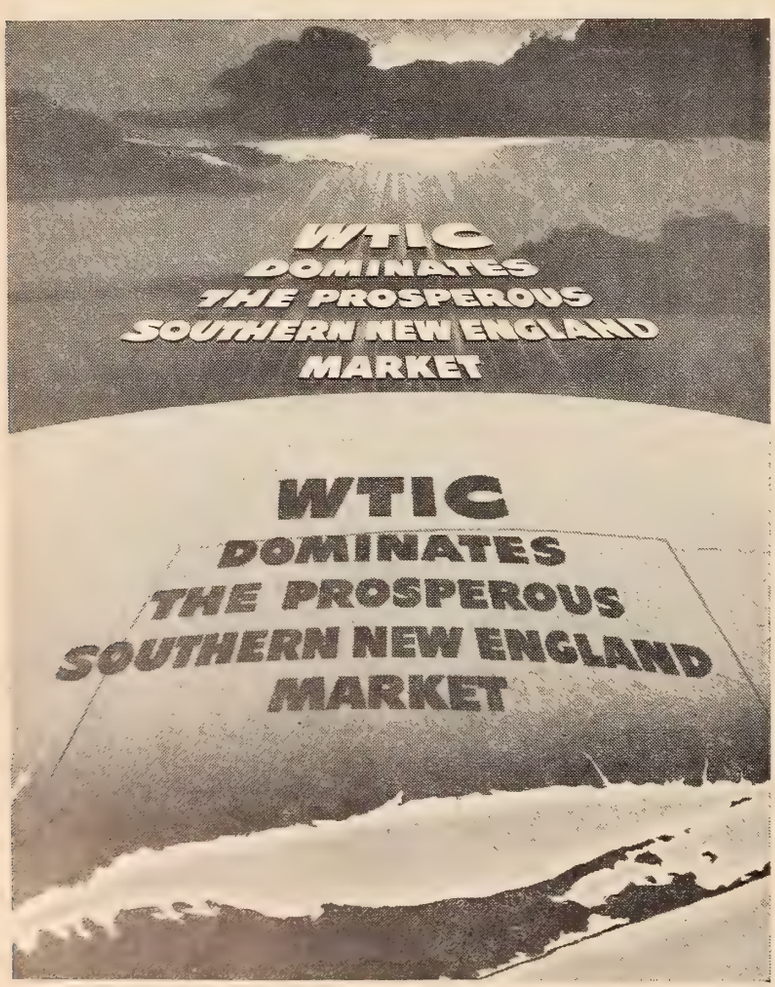
He is a stockholder, incidentally, in WWDC Washington. He figures department stores aren't taking advantage of radio. "Most of them use it as a cathartic instead of a food," he deplores.

At 60 Joseph Katz hasn't slowed down perceptibly, though he may spend more time at home. Even there he's jotting down copy on the back of envelopes as his churning mind keeps up its production rate. Some of his best copy was written that way.

Top Hooperatings for Five-Time-A-Week Sponsored Network Week-Day Programs

Program	U.S. Hooperating Net-weekly	U.S. Listening Homes	Estimated No. of Listeners
Right to Happiness	17.57	6,610,000	9,386,000
Stella Dallas	17.18	6,464,000	10,084,000
Lorenzo Jones	15.87	5,971,000	10,509,000
Young Widder Brown	15.79	5,941,000	9,327,000
Godfrey (Liggett & Myers)	15.42	5,801,000	9,224,000
Backstage Wife	15.30	5,756,000	8,864,000
Pepper Young's Family	15.15	5,700,000	8,949,000
When A Girl Marries	14.30	5,380,000	8,554,000
Portia Faces Life	14.21	5,346,000	9,195,000
Breakfast Club (Philco)	13.87	5,218,000	8,036,000

NOTE: Top 20 U.S. Hooperatings on sponsored evening programs listed BROADCASTING, April 18.



Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

SONG WRITERS

Amateurs Air Creations

AMATEURS with songs they have tried vainly to get published, or put on the air, at last are getting a break on a novel radio show, *Top Tune Time*. Designed expressly to introduce new songs, the program is aired by WDAS Philadelphia and WFPG Atlantic City.

Top Tune Time is the property and brain child of Edward R. French, Ocean City, N. J., real estate man, who conceived the idea after trying unsuccessfully to have a song published for a friend, even though Mr. French had a relative in the song business in New York. Mr. French has had the weekly 30-minute radio contest for amateur song writers registered in the U. S. Copyright Office and licensed in Pennsylvania and New Jersey. Associated with him are Jack Newlon, a pianist, and Jimmy Loughran, a Philadelphia booking agent.

Each week four songs are selected from those submitted by amateur writers. They are played and sung on the air and listeners are invited to vote for the songs by postcard. On the fifth week, the winning tunes of the previous four weeks are played and the audience is invited to select from them the "Top Tune of the Month."

Author of the winning song on each of the four preliminary shows gets a cash award of $25. An additional $25, plus a radio, is given if his song wins the monthly contest. Each week's winning song is published and the author receives a royalty on each copy sold.

WSKB McCOMB

Ups Daytime Power to 5 kw

WSKB McComb, Miss., is now on a new frequency, 1250 kc, with higher power, 5 kw daytime and 500 w directional at night. Station formerly operated with 250 w on 1230 kc. Switch was made Easter Sunday. Station plans to increase nighttime power to 1 kw soon, according to George Blumenstock, general manager.

Mr. Blumenstock, Robert Louis Sanders, chief engineer, and Julia B. Blumenstock, program music director, original founders and owners of WSKB, started the station with 100 w 11 years ago.

Award to Lazarsfeld

THE 1948 Research Award of Kappa Tau Alpha, national honorary journalism society, will be awarded to Dr. Paul F. Lazarsfeld of Columbia U. for his book *Radio Listening in America*. Announcement was made Friday by Dean Frank L. Mott of the U. of Missouri's School of Journalism. Dr. Lazarsfeld won the award for "the best book on scholarly research in the field of communications." Presentation will be made May 6 during the 40th annual Journalism Week program to be held at the U. of Missouri, Columbia, Mo.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON



WTHI Terre Haute, Ind., completes negotiations with CBS to become affiliate of that network Sept. 23. L to r: Herbert V. Akerberg, CBS vice president in charge of station relations; Joseph Higgins, WTHI general manager, and William A. Schudt Jr., CBS director of station relations. WTHI, on 1480 kc with 1 kw fulltime, is now an ABC affiliate.

JUDGES NAMED

By IER for Program Entries

JUDGES of entries in the annual exhibition of educational radio programs at Ohio State U.'s Institute for Education by Radio [BROADCASTING, April 11] have been announced by I. Keith Tyler, Institute director.

They are Donley Fedderson, radio director, Northwestern U.; Kenneth Gapen, assistant director of information, U. S. Dept. of Agriculture; Hazel Kenyon Markel, WTOP Washington; Armand Hunter, Temple U.; Seymour Siegel, WNYC New York; Parker Wheatley, director of Lowell (Mass.) Institute's cooperative broadcasting council; E. W. Ziebarth, U. of Minnesota; Sig Mickelson, WCCO Minneapolis; R. Russell Porter, U. of Denver; H. B. McCarty, WHA Madison, Wis.; Thomas Rishworth, U. of Texas; Elizabeth Marshall, WBEZ Chicago; Paul Reed, Rochester, board of education; Edwin F. Helman, Cleveland board of education.

James MacAndrew, manager of WNYE (FM) New York, is coordinator.

IER PLANS

Columbus Sessions to Hear Coy May 5

FCC CHAIRMAN Wayne Coy will address the first general session of the Institute for Education by Radio in Columbus May 5 on "The Future of Broadcasting—AM, FM, TV and Fax."

Speakers are William Ware, president of the FM Assn., and general manager of WFMX, Council Bluffs, Iowa; Commdr. Mortimer W. Loewi, executive assistant to the director of DuMont Television Network, and John Hogan, president of Radio Inventions, New York.

A highlight of the four-day conference (May 5-8) will be a report on the 13th Annual American Exhibition of Educational Radio Programs at a meeting to be conducted by Dr. I. Keith Tyler, conference director.

"What Will Television Do to American Life?" will be explored by Oscar Katz, CBS research director. Julian Bryan, executive director of the International Film Foundation, will outline implications of TV with Martin Gosch, president of the Independent Television Producers Assn. ITP's general counsel, former FCC Chairman James Lawrence Fly, will preside. Two films, an educational documentary produced by Mr. Bryan and his associates and CBS *Television Today*, will precede the video session.

"Operation Classroom," recently launched TV project in Philadelphia's public and parochial schools, will be described in a work study session. The project provides specially-tailored television programs for classrooms.

Ruth Weir Miller, educational director of WCAU Philadelphia, will describe the "operation." Other questions to be considered at the TV sessions are: How television can be used to supplement traditional teaching tools, how it can aid in furthering adult education, and what steps college and university educators should take in using TV.

Dr. Tyler will take part in a "Television and Education" meeting, in which he will analyze educational potentialities and limitations of the medium. A symposium on "Practical Steps for Educators" is scheduled to cover discussions of institutionally-owned TV stations.

★

Those participating will include Carl Menzer, director of WSUI, U. of Iowa; Kenneth Bartlett, director of the Syracuse U. Radio Workshop; Elizabeth Marshall, program director of WBEZ, Chicago Board of Education station, and Robert Wagner, director of motion picture production at Ohio State U.

The General International session Saturday morning, May 7, will feature Norman Luker, North American director of the BBC, and Pierre Crenesse, French commentator who heads the French Radio System in North America. Topic is "Can Radio Contribute to World Peace?"

Erik Barnouw, Columbia U. radio director, will submit findings of the U. S. Public Health Service's VD campaign in a general session on "How Educators Can Use Radio Effectively." A panel on this subject will include Edward L. Bernays, New York public relations consultant; Charles F. Church, director of education and research at KMBC and KFRM Kansas City; Woodrow Strickler, adult education director, U. of Louisville; Richard B. Hull, NAEB president, and James F. MacAndrew, coordinator of broadcasts for the New York City Board of Education.

More than 1,000 broadcasters and educators are expected to attend, Dr. Tyler said.

COLLEGE RADIO

West Coast Meet Held

WESTERN college radio men convened April 23 at Stanford U. for a special meeting of Region 9 of the Intercollegiate Broadcasting System. Meeting was scheduled to hear a talk by George Abraham, national chairman of IBS.

Representatives attending afternoon and evening sessions met in special groups to discuss their specific problems — station management, sales and advertising, publicity, engineering, programming, traffic, music and continuity.

At an opening general session Mr. Abraham was scheduled to discuss college radio generally from a national viewpoint and report on current FCC activities, particularly as regards revision of carrier-current regulations.

Amateur Operators

A RESOLUTION expressing gratitude to amateur radio operators has been reported favorably without amendment to the House of Representatives by the Interstate & Foreign Commerce Committee. The report (410) was referred to the House Calendar.





ANOTHER SERVICE TO OUR LISTENERS AND OUR ADVERTISERS

WSAM

WITH NEW AND GREATER TRANSMITTING FACILITIES.

SAGINAW'S FIRST STATION COVERING THE TRI-CITIES OF SAGINAW BAY CITY MIDLAND AND THE RICH SAGINAW VALLEY WITH NBC.

COMPLETE FM DUPLICATION

NATIONAL REPRESENTATIVE
HEADLEY-REED CO.

NBC WSAM 1400

RADIO BUILDING
SAGINAW, MICH.

ATHEIST SCOTT

KSFO Under Fire

ATHEIST Robert H. Scott of San Francisco—subject of FCC's controversial Scott Decision and who for years has crusaded for radio time to answer religious broadcasts—has asked the Commission not to renew the license of another station, KSFO San Francisco.

The charge: That KSFO has refused to give him radio time "for atheism and similar views although it regularly broadcasts religious programs, thus disregarding and defying the Commission's sufficiently clear instructions" in its Scott Decision.

The ruling referred to was that given by the Commission in mid-1946 denying Mr. Scott's request that the licenses of three other San Francisco stations (KQW KPO KFRC) be revoked on similar grounds. The FCC in that ruling, however, held that stations should give all views an opportunity to be heard, weighing each request according to the extent of interest in the listening area and the qualifications of the speaker [BROADCASTING, July 22, 1946]. The Scott Decision evoked widespread criticism and comment and was highlighted last fall during the proceedings of the House Select Committee to investigate the FCC [BROADCASTING, Sept. 6, 1948].

Mr. Scott said he applied for and was denied air time at KSFO last November. He held that the denial "clearly disqualifies that station under certain provisions" of the Communications Act "for a renewal of its license." He asked that "the operating license of radio station KSFO . . . be not renewed when it expires on May 1, 1949, except, perhaps, for a temporary renewal if a hearing or inquiry into this complaint should be ordered by the Commission." Mr. Scott indicated he had informed FCC Chairman Wayne Coy by letter in December that KSFO had denied him air time.

Mr. Scott's complaint against KQW (now KCBS), KPO and KFRC had been filed with the Commission in early 1945. He holds that the existence of a Divine Being is a public controversial issue.

FIRST 15 PROGRAM HOOPERATINGS—April 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell	276	Kaiser-Frazer (Weintraub)	26.8	23.5	+3.3	5
Original broadcast 25.0						
Added by 2nd broadcast 1.8†						
Radio Theatre	149	Lever Bros. (JWT)	25.4	23.6	+1.8	4
Jack Benny	174	American Tobacco (BBDO)	22.5	24.9	—2.4	2
Orig broadcast 19.8						
Added by 2nd broadcast 2.7†						
McGee & Molly	165	S. C. Johnson (NL&B)	20.0	26.3	—6.3	1
My Friend Irma	153	Pepsodent Div.-Lever (FC&B)	19.3	18.2	+1.1	12
Stop the Music (8-9)			18.9	—	—	—
(8-8:15, 17.3)	180	P. Lorillard (L&M)				
(8:15-8:30, 16.3)	180	Eversharp Inc. (Biow)				
(8:30-8:45, 19.6)	182	Speidel Co. (C&P)				
(8:45-9, 22.4)	180	P. Lorillard (L&M)				
Bob Hope	151	Lever Bros. (Y&R)	18.8	22.1	—3.3	7
Godfrey Talent Scouts	155	T. J. Lipton Div. Lever (Y&R)	18.7	19.6	—0.9	10
People Are Funny	164	B & W Tobacco (Seeds)	16.1	12.5	+3.6	39
Amos 'n' Andy	149	Lever Bros. (R&R)	15.6	23.7	—8.1	3
Duffy's Tavern	160	Bristol-Myers (Y&R)	15.1	17.2	—2.1	15
Mr. D. A.	160	Bristol-Myers (DC&S)	15.0	17.1	—2.1	16
This Your FBI	260	Equitable Life (W&L)	14.3	13.9	+0.4	25
Dennis Day	144	Colg.-Palm.-Peet (Bates)	14.1	12.7	+1.4	34
Suspense	164	Electric Auto-Lite (N-E)	14.1	—	—	—
Fat Man	214	Norwich Pharm. (Gumbinner)	14.1	12.9	+1.2	33

† Second broadcast on same day in some cities provides more than one opportunity to hear program.

TOP TEN DAYTIME HOOPER—April 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Our Gal, Sunday	84	Whitehall (D-F-S)	8.3	7.9	+0.4	3
Ma Perkins (CBS)	80	Procter & Gamble (D-F-S)	8.2	8.2	0.0	2
Arthur Godfrey (10:30-11:30)			8.2	6.9	+1.3	12
(10:30-10:45, 6.1)	166	Gold Seal (C-M)				
(10:45-11, 7.6)	166	National Biscuit (McCann)				
(11-11:30, 9.5)	165	Liggett-Myers (N-E)				
Grand Slam	48	Continental (Bates)	8.0	5.7	+2.3	21
When A Girl Marries	77	General Foods (B&B and Y&R)	7.8	7.4	+0.4	7
Big Sister	93	Procter & Gamble (Compton)	7.6	7.7	—0.1	5
Romance Helen Trent	84	Whitehall (D-F-S)	7.6	7.6	0.0	6
Guiding Light	84	Procter & Gamble (Compton)	7.3	6.0	+1.3	18
Widder Brown	146	Sterling (D-F-S)	7.2	7.1	+0.1	10
Pepper Young	153	Procter & Gamble (P&R)	7.2	7.2	0.0	9
Portia Faces Life	89	General Foods (B&B and FC&B)	7.2	7.2	0.0	8

WSB LABOR CASE

NLRB Orders Policy Change

THE NATIONAL Labor Relation Board April 11 ordered the Atlanta Journal Co., operating WSB Atlanta, to stop certain practices in its relationships with its employes and to bargain collectively, upon request, with the Atlanta local, American Federation of Radio Artists.

Specifically, NLRB said WSB must cease: (1) "Interrogating its employes or applicants for employment as to their union membership . . ."; (2) "threatening its employes with reduction in salaries or loss of pay if they choose" AFRA or any other labor organization (3) "refusing to bargain collectively with Atlanta local" of AFRA "as the exclusive representative of all . . . staff announcers, excluding the barn dance announcer, the barn dance master of ceremonies, temporary announcers" and certain others, and (4) "in any other manner interfering with, restraining or coercing its employes in the exercise of the right to self-organization, to form labor organizations, or to join or assist Atlanta local . . . [of AFRA] . . . or any other labor organization. . . ."

Budget Hearings

HEARINGS on House-passed legislation covering appropriations for State, Commerce and Justice Depts. are slated to begin Wednesday or Thursday, the Senate Appropriations Committee indicated last week. The measure (HR 4016) calls for $2,900,000 increase for State Dept.'s information and education branches, to include the Voice of America [BROADCASTING April 11]. Last week the committee held hearings on a similar bill dealing with Agriculture's budget. They are expected to continue into this week.

ROBERT J. LEDER has resigned as account executive at WVNJ Newark, N. J., to become a partner and sales director of National Television Assoc., New York.

School Radio Book

RADIO IN CANADIAN SCHOOLS. By Richard Lambert. 52 pp. Toronto and Regina: School Aids and Text Book Pub. Co. 50¢.

RICHARD LAMBERT, supervisor of school broadcasts, Canadian Broadcasting Corp., Toronto, deals with all phases of school broadcasting in his booklet *Radio in Canadian Schools.* Divided into five chapters, the publication concludes with a specimen school script prepared by CBC for the British Broadcasting Corp. on Niagara Falls. Topics covered in the booklet include reasons for radio in the classroom, types of programs available, suitable receiving equipment, using the broadcasts, other educational uses of radio, and preparation and follow-up of broadcasts.



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GREEMENT
On ASCAP Music Extended

ELEVISION committees of NAB d ASCAP have agreed to extend r another month the present ar- ngement which permits the use ASCAP music on television with- t licenses. However, when an reement is reached, fees will be roactive to Jan. 1, 1949.

Original gratis television licenses re terminated by ASCAP as of e end of last year. The interim rangement became effective Jan. running to March 31, when it s extended through March, then rough April and now through ay.

Two major difficulties confront e committees: (1) The broadcast- s desire to make dramatic musical esentations, involving rights hich ASCAP does not control, d (2) a suitable formula for set- g video fees must be found. The AB delegation is said to favor tention of the formula used for und broadcasting, with the SCAP group feeling that the pe- liar problems arising from visual well as aural presentation of eir tunes call for new licensing ocedures. Both sides, however, port that their meetings are har- onious.

OLK CASE
Not Closed Says Brother

ESPITE the conviction of Greg- y Staktopoulos, Greek newspa- rman who was found guilty last ursday of complicity in the mur- r of CBS Correspondent George lk, "the case cannot be con- lered closed," William Polk, the tim's brother declared last ursday. Mr. Staktopoulos was ven life.

Two others, tried in absentia, re charged with the actual mur- r and sentenced to death, while r. Staktopoulos' mother was ac- itted. Mr. Staktopoulos was ac- sed of leading Mr. Polk to his ath on the pretext of taking him interview a Greek guerilla lead- The correspondent's body was und in Salonika Bay May 16.



PHOTOGRAPHIC proof is submitted by Empire Coil Co. to show that construction on its television station, WXEL (TV) Cleveland, is nearing completion. Controversy arose over Empire's suit against Zenith Radio Corp. for the latter's "obsolete" ads [BROADCASTING, March 28]. In answering Empire charges, Commdr. McDonald of Zenith asserted "This company [Empire] has a CP for a television station in Cleveland which it received in December 1947 and they haven't put up a station yet."

VIDEO'S SET SALES POTENTIAL
2,710,000 in 1949—Sylvania Electric

AS MANY as 2,710,000 television sets could be sold by the industry in 1949—a figure more optimistic than previous estimates, according to a survey made by Sylvania Electric Products Inc.

The figures were given out April 7 in New York by Frank Mansfield, Sylvania director of sales research, who reported on a study directed by the company in "Attitudes of Non-owners of Television."

He explained, however, that the figure he gave out would not be realized under present conditions of salesmanship, promotion, programming, and confusion regarding pricing, frequencies and screen size.

Under present conditions, he said, the probable volume of set sales for the 12 month period would be 1,580,000.

The survey was made by interviewing a cross section of 1 686 non set owners in eight television areas. It discovered a "terrific increase" in the interest in television since a 1945 Sylvania survey.

According to the current survey, three out of four families in television areas have purchased, intend to purchase or are favorable toward television. In 1945, less than half had a comparable interest. In 1945 about 9,630,000 families could be considered prospects. But now, with new television areas, 16,600,000 could be so considered—an increase of 70%.

Presence of children in the family has an important effect on the interest in television. If a family has children, it has a 50% chance of being more interested than has a childless family.

Number of families serious about set buying is 4,600,000 or about 28% of all non-owners in the television areas. About 77% of the potential prospects earn less than $100 a week. Families without sets gave a variety of reasons for not yet buying, but 66% either said they were waiting for a cheaper set or "can't afford it right now." Only 4% said they were waiting for better programs.

FISCUS COVERAGE
Two TV Stations Honored

SCROLLS in recognition of television coverage of the Kathy Fiscus tragedy were presented to managers of two Hollywood, Calif. TV stations at a meeting of the Academy of Television Arts and Sciences in Hollywood last Tuesday.

Receiving the scrolls on behalf of their stations were: Klaus Landsberg, KTLA (TV) general manager and West Coast director of Paramount Television, and Harry Witt, KTTV (TV) general manager. Presentations were made by Syd Cassyd, associate publisher of *TV*, a local television periodical.

Paul Mowrey, ABC national director of television operations, who addressed the meeting, said the principal question networks are asking is: "How long will it take to get into the black?" Mr. Mowrey added that he thought television offered ABC a greater chance for decentralized programming in Chicago and Detroit than is the case in radio. Chicago, he said, is feeding eight and a half hours weekly to the eastern TV network through WENR-TV.

Referring to San Francisco as the only city where TV set sales are at a virtual standstill, Mr. Mowrey declined to explain why.

BROADCASTING's regular monthly TELECASTING insert follows page 50. In addition pages 49 and 50 are devoted exclusively to television news.

WHAT IS THE LOWEST COST PER THOUSAND STATION IN CINCINNATI?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

WOC **FIRST IN THE QUAD Cities**

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

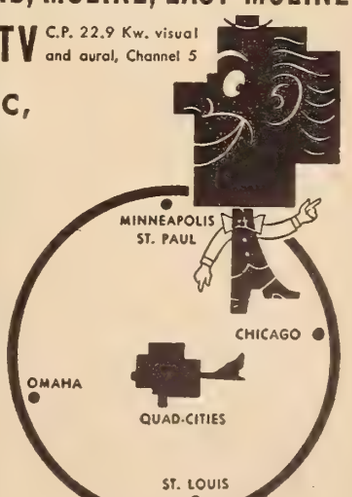
AM 5,000 W 1420 Kc. **FM** 47 Kw. 103.7 Mc. **TV** C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

MARY PICKFORD
Files for N.C. Video Outlet

MARY PICKFORD, formerly the country's top motion picture actress, last week filed applications with FCC for new commercial television stations in Durham and Winston-Salem, N. C.

Channel 4 (66-72 mc) is requested at Durham with effective radiated power of 18.5 kw visual and 9.25 kw aural with antenna height above average terrain of 500 ft. At Winston-Salem, Channel 6 (82-88 mc) is requested with ERP and antenna same as Durham. Estimated cost of the Durham outlet is given as $208,050 and Winston-Salem $207,800. Both stations would cost $50,000 per year to operate at first. Expected revenue is unknown.

Filing under the name of Mary Pickford Rogers, the movie star told the Commission her net worth is $2,454,000 and net income for the past two years has been $50,000 annually. Miss Pickford is president and part owner of Comet Productions Inc., Triangle Productions Inc. and Artist Alliance Inc., all Hollywood, and is 50% owner of United Artists Corp., New York.

RTDG AGREEMENT
Terms Reached With ABC

Long, drawn-out negotiations between Radio and Television Directors Guild and ABC have been concluded under which television directors will start at $120 weekly, get $125 after six months and $130 after nine months.

Associate directors and floor managers are to be paid $80 upon being hired, $87.50 after six months and $95 after nine months. The agreement is retroactive to Jan. 22 and will expire Dec. 31, when all RTDG network agreements terminate.

Upcoming

May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington, D. C.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 6-7: Florida Assn. of Broadcasters, Ponte Vedra Hotel, Jacksonville, Fla.
May 11: NAB Broadcast Advertising Bureau Committee, NAB Hdqrs., Washington.
May 12-14: Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.
May 16-19: RMA 25th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.
May 19: Southern California AAAA meeting, Los Angeles.
May 26-27: Virginia Assn. of Broadcasters, Williamsburg, Va.
May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.
June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 26-30: Advertising Assn. of the West, 46th annual convention, Hotel Vancouver, Vancouver, B. C.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Nothernaire Hotel, Three Lakes, Wis.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Nov. 11-12: NARND Convention, New York.

WOR-TV
Details of Tower Construction Revealed by Station

WOR-TV New York last Friday unveiled details about its 760 foot steel tower, now being constructed on the rim of New Jersey's Palisades, which rise 240 feet above the Hudson River. To be higher than the Eiffel Tower, and within 200 feet of the height of the Empire State Bldg., the tower has now risen to 380 feet and is rising at the rate of 30 to 60 feet a week.

On its completion, expected this summer, the structure will be topped by a 50-foot, six-bay turnstile television antenna. The tower's total height of 1,050 feet above sea level makes its height second only to that of WNBT (TV) New York for the area.

With its 20,000 ton base imbedded in solid granite, the tower itself will weigh more than 420 tons. It will withstand winds up to 120 m.p.h., faster than any ever recorded in this area. In addition, it is grounded against electrical storms and will act as a protecting lightning rod for North Bergen and surrounding towns.

The structure will house an official thermometer and windspeed indicator for use of U. S. Weather Bureau officials. Also at the 555 foot level, a glass-enclosed microwave relay station will pick up broadcasts from mobile units and remote originations for re-telecast. The microwave relay station will also serve as an electrical distribution unit, feeding power to the tower's lights, sign and other facilities. The structure will also house one-bay circular antenna for WOR-FM. Antenna bays, TV and FM alike, will be equipped with calroid resistors to prevent ice formations on the bays.

At the tower's base, a one-story brick and glass transmitter building, with 5,000 square feet of floor space, will house a complete kitchen and garage space for the station's mobile units as well as a 5 kw, GE Type 6B visual tranmitter operating at 2.04 kw, and a 2.5 kw GE Type 6B aural transmitter to operate at 2.5 kw. Output of both will be combined in a diplexer unit for simultaneous transmission.

The tower was designed by the Lehigh Structural Steel Co., Allentown, Pa., and is being erected by the Terry Steel Erectors Co., New York. Nahoney-Troast Co., Passaic, N. J. is general contractor. Architects for the building are Voorhees, Walker Foley & Smith New York, who designed WOR's transmitter building at Carteret, N. J.



WOR-TV's Tower Construction

* * *

L. A. VIDEO PLAN
Wide Promotion Shaping

CHALLENGING all cities for the number one spot in television is Los Angeles, where the city's Chamber of Commerce and the Hollywood chamber are shaping a campaign around "Make Hollywood the Television Capital of the World."

Chairman of the committee is Glenn Wallichs, president of Capitol Records. Working with the committee is John Kingsley, president of Hollywood C. of C. At monthly meeting of the Academy of Television Arts & Sciences, Mr. Kingsley talked about the campaign but gave no clue to how it could be done. Other members of the committee with Mr. Wallichs are: Syd Cassyd, associate publisher *TV* magazine, vice chairman; Elmo Williams of Dunn-Williams Productions; Vid Rosner, display director, Joyce Shops; John Goetz of Televentures.

TALENT UNION
TV Plan Gets 'Equity' Okay

PLAN for the 4As television authority, which would be a permanent union for video talent, has been given the editorial blessing of *Equity*, the official organ of Actor's Equity.

The editorial was headlined "Television Agreement Must Have Its Chance" and it indicated that Actor's Equity believed all members of the 4As were striving in good faith and in a spirit of cooperation for a television solution.

Significance of the Equity position is that no talent solution in television is possible without its assent. Failure of Equity finally to go along on a much buffeted proposal for talent unions to merge killed such an effort last winter.

At present, a committee composed of members of Actor's Equity, Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists is working out the details of the new authority [BROADCASTING, March 21]. These unions are all members of the Associated Actors and Artists of America.

The editorial also referred to the merger, saying:

For those who believe that ultimate merger of all branches into one big union is still the goal which should be sought, this essay into a joint trusteeship is a first and long step.

If we can work together fairly and amicably and reasonably for the organization and administration of television, it will be a shorter and easier step to expand that cooperation to other matters.

But first of all that committee has to meet and solve those problems on the level of television.



NBC-TV signed its 38th affiliate, WSYR-TV Syracuse, N. Y., during the NAB Convention. Present were (seated, l to r): Easton C. Woolley, NBC director of stations; Col. Harry C. Wilder, president of WSYR and WSYR-TV, and Sheldon B. Hickox Jr., NBC station relations manager; (standing), E. B. Lyford, network assistant station relations manager, and E. R. Vadeboncoeur, WSYR-TV vice president-general manager. Contract is effective Sept. 12.

APRIL 25, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



reflection

the real behind-the-scenes

view of *NBC Television* reveals

more network advertisers,

more top-rated programs, and

far more sponsored hours

than any other television network.

WHAT'S NEW IN TELEVISION? **TAKE A LOOK AT WPTZ!**



Top TV Testimonial

"... Program Renewed for Another 52 Weeks!"

Here's a letter received recently from Edmund H. Rogers, of Gray & Rogers, Philadelphia advertising agency. We think it speaks for itself.

"I THOUGHT perhaps you would like to know the opinion of the Agency and our client Barbey's, Inc., brewers of Sunshine Beer, Reading, Penna., in regard to the value of their television program which has been televised over WPTZ for 52 consecutive weeks.

"We all feel that the Sunshine Sportsman's Show has done more to identify the name 'Sunshine' in the Philadelphia area than any other advertising we have done in the past few years. It undoubtedly has made Philadelphians more conscious of the fact that there is a beer by the brand name 'Sunshine' than they have ever been before.

"The fact that we have expanded the time of this show and have renewed it for another 52 weeks is ample testimony to our continued faith in this show and your station."

We'd like to add that if you are interested in television's second largest market and how WPTZ's experience and facilities can help you make the most of it, please drop us a line or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

APRIL 25, 1949

FAIR REPORT

Chicago Store 'Sold on TV'

L. H. FOSTER
Sales Promotion Manager
The Fair Store, Chicago

THE FAIR started experimenting with television in December 1945 when there was just one station [WBKB] in Chicago and only about 400 receiving sets. We agreed to fill up 15 minutes of time and that's about all it amounted to.

In order to acquaint as many people as possible in the Fair Store with television we called for volunteers to write scripts and act in what amounted to straight fifteen-minute commercials on various products found in the store.

Since the writing was amateurish and the acting was amateurish what came out of the receiving sets was pure unadulterated corn, but at least a great many people in our organization learned about what could and couldn't be done at that time.

Ultimatum

The station finally delivered an ultimatum that we had to at least attempt a more professional program and we took our radio newscaster, Bill Hamilton, and set up twelve minutes of *Fair Store News* followed by a three-minute commercial.

By the use of maps and still photographs furnished by one of the newspapers, we gradually built a presentable news program but the commercials continued to be a very serious problem.

In the fall of 1947 we contracted with NBC in New York to fly us each week a duplicate print of their own television newsreels. We followed these with three or four-minute commercials presented by professional actors and actresses. We continued this until the spring of 1948 when the increased time charges and the increased cost of producing the commercials grew all out of proportion to the sales results.

We also felt that we had received the maximum returns in publicity and prestige and therefore decided to discontinue our programs until the number of sets increased materially.

Several months later WBKB started an hour program every day in the morning slanted to the feminine audience. Fifteen minutes of this program was called *Shopping With Dinny* and was started as a participating quarter-hour.

Dinny supposedly shopped the various stores in Chicago and brought to the studio interesting gadgets, articles of apparel, luggage etc. that she thought her audience would be interested in. The cost was only about one tenth of the cost of our own program and, much to our surprise, the immediate results were just as great and, after a short time, the sales results were much greater than our own program results had been.

AN EARLY experimenter in television advertising, the Fair Store in Chicago began using the medium in December 1945 when there was only one video station in the area and only about 400 receiving sets. Mr. Foster here reports on the growth of the store's television activities, explaining step-by-step the change from "amateurish" to professional production. He predicts that consumer advertising "could easily be revolutionized in the next few years" if television continues to change living habits as it has done to date.

The beauty of this participating program was that it took very little time on our part to line up the articles of merchandise and prepare the short descriptions, while the three-minute commercials on our own program involved a great deal of expense and the time and effort of two or three people in our advertising department.

Time for Video

Our regular weekly news program calls for the preparation of approximately 50 to 100 commercials each week and we found that the one single three-minute commercial on television was taking a great deal more time than the total of our radio commercials.

Therefore, we were quite disappointed when the television station decided to discontinue the participating program due to the fact that they could not interest enough other stores to make it profitable from their standpoint.

At the moment, therefore, the Fair is not using television but we will be back on the air first, when some station develops a good participating program and/or second, when the number of sets in Chicago increases substantially in numbers and the time costs and production costs stay down where they are now or increase only slightly.

The Fair allocated 10% of its advertising budget to radio and TV. When the Fair started TV programming (and all during the war in an experimental stage to December 1946), there were 485 TV sets in Chicago, as compared with 57,000 (as of Nov. 30, 1948), all in two years. When the Fair started its program the time was free and production costs amounted to only about $25 weekly. At the time the program was dropped, the Fair was spending $250 weekly, about $10,000 annually, including time costs and production.

These conclusions of relative costs etc. naturally apply to our own business only. In other words, our problem, that of getting enough people into one single store, is a little different from the problem of cigarette manufacturers, a beverage distributor or the wholesaler of a food product. With thousands of outlets in the Chicago territory, they can afford a much higher cost in producing an individual show than we can where we have to funnel the sales response into one and only one location.

We are very much interested and very much sold on television. Judging by the change in the living habits of my own family and those of my business associates who have television at home, I feel safe in predicting that consumer advertising could easily be revolutionized in the next few years if television continues to change the home life of the masses in the same way that it has changed the reading and listening habits of the owners of present day television sets.



Mr. FOSTER

OLSEN, JOHNSON

To Be on NBC TV Network

BUICK MOTORS Division of General Motors, Flint, Mich., through Kudner Agency, will place the hour-long Olsen and Johnson telecast on NBC-TV, rather than CBS-TV, as previously expected. Time clearance difficulties at the latter network, made the switch necessary.

The Olsen and Johnson show will take the time slot vacated by the Milton Berle show sponsored by the Texas Co., also through Kudner, Tuesdays, 8-9 p.m. Mr. Berle will take a 13-week vacation after his June 14 telecast, with Olsen and Johnson moving in on June 28. When the Texaco show returns in the fall Kudner plans to move Olsen and Johnson to an 8-9 p.m. time spot on Thursday or Friday, probthe former, but will remain on NBC-TV

'WPIX THEATRE'

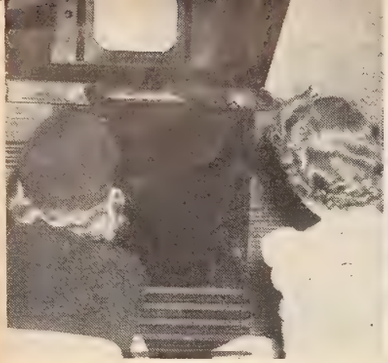
Two Sign for Film Series

NASH-Kelvinator Corp., Detroit (refrigerators), and American Tobacco Co., New York (Pall Mall cigarettes), are participating sponsors of *WPIX Film Theatre*, weekly series of 36 British films telecast Friday evenings on WPIX (TV) New York. Geyer, Newell & Ganger, New York, is agency for Kelvinator Refrigerators; Sullivan, Stauffer, Colwell & Bayless, New York, for Pall Malls.

In addition to securing the New York video rights for this series of English films, which it began telecasting April 22, WPIX also telecasts Sir Alexander Korda films each Wednesday evening and a daily *Six Gun Playhouse* series of Westerns.

TWG Meetings

RCA's Johnny Victor Theatre in New York has been made available to the Television Writers Guild for the new union's craft meetings on video writing. Meetings will be held May 5, May 19, June 9, June 23, and July 14 [BROADCASTING, April 18].



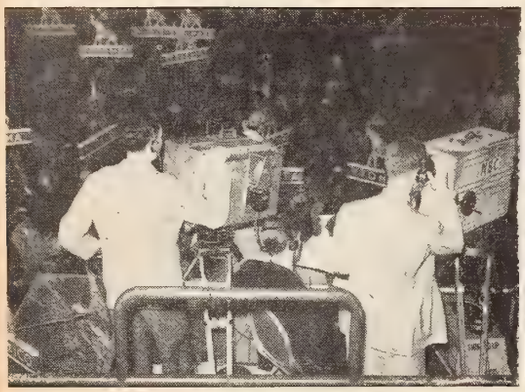
TEN years ago an RCA television receiver looked like this.



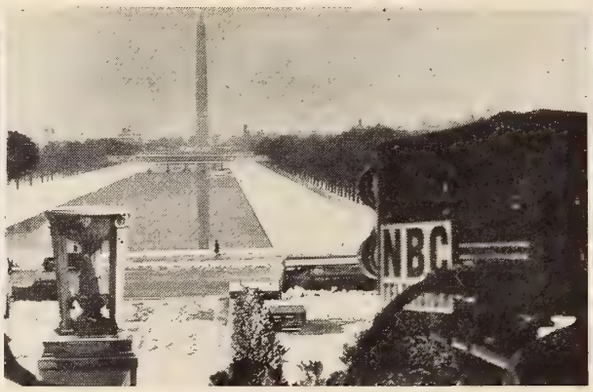
ONE of the first big events covered by television was the 1939 World's Fair. This picture was taken off the receiver tube.



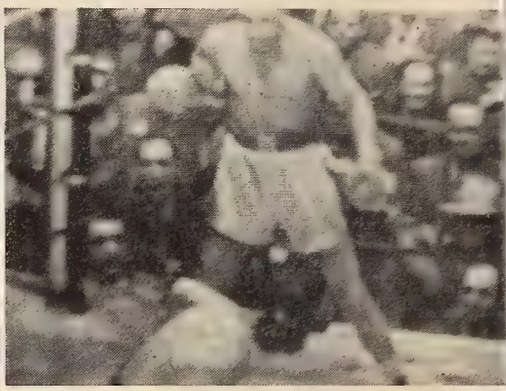
PRESIDENT Roosevelt opens th World's Fair in this tube shot.



ANOTHER big event for NBC-TV was the Republican National Convention in 1940, which was telecast from Philadelphia.



LINCOLN's birthday in 1946 saw the opening of the coaxial cable between Washington and New York and this NBC telecast from the Nation's Capital.



AN exciting point in the 1947 Louis-Wolcott fight is shown in this off-the-tube picture, with the champ on the floor.

* * * * *

TV MILESTONE

NBC Marks Ten Years of Regular Telecasting

TEN YEARS ago this week a full-page advertisement in New York's daily newspapers carried the headline: "TELEVISION GIVES ITS 'COMING-OUT PARTY' SUNDAY."

"New York looks forward to next Sunday as its proudest day; the day when Mr. Grover Whalen will ring up the curtain on the world's greatest World's Fair," the text began.

"But," the advertisement continued, "April 30th, 1939, will glisten in the pages of history for an entirely different reason. It will be commemorated as the day when Television gave its first real 'coming-out party' in the U.S.A. At 12:30 p.m. next Sunday, the National Broadcasting Company launches a new Telecast series with a program to cover the World's Fair opening, featuring a sight-and-sound address by the Nation's President."

This glowing tribute to the inception of regular television broadcasting in New York, first regular video service ever offered in this country, was given not by NBC nor by its parent company RCA but by a rival set manufacturing company, Allen B. DuMont Labs. The ad noted that "seated in easy chairs before DuMont Television Receivers, and in many leading stores, scores of New Yorkers will see and hear a three-and-one-half hour panorama of these dedicatory ceremonies. . . ."

In its first year of regular telecasting, W2XBS, which became WNBT when commercial TV licenses were issued, broadcast 601 hours of programs, including at least one live studio dramatic program a week. NBC's record of the year's highlights, however, lists chiefly remote pickups—six-day bicycle races, a baseball game, a tennis match, a football game, a hockey game, Macy's Thanksgiving Day parade, etc.

1940 Simulcast

An exception was Lowell Thomas, who on Feb. 21, 1940, began the first simulcast series in American television, when his commentaries for Sun Oil were broadcast before the camera as well as the microphone. Like other sponsors then experimenting with television in those days before full commercialization was permitted, Sun Oil paid only the costs of the studio presentation for television; the TV station carried the program as a sustainer until July 1, 1941, when the FCC authorized commercial telecasting.

Within two months after that date, WNBT had broadcast commercial TV programs sponsored by Adam Hat Stores, Bulova Watch Co. (whose TV time signal was the first video commercial ever telecast), Botany Worsted Mills, Frank H. Lee Hat Co., Lever Bros. (Spry), Procter & Gamble Co. (Ivory Soap), Sun Oil Co., and Blommingdales and Abraham & Straus department stores.

At that time WNBT was presenting 15 hours of programs a week, of which 45.6% was outdoor pickups, 32.7% studio programs and 21.7% films. There were then some 4,700 sets in the New York area, with 80% tuned to evening and 55% to daytime programs. Audience response cards were sent out each week by NBC and returned by viewers who checked the programs as excellent (3), good (2), fair (1) or poor (0). A tabulation of returns produced an average rating of 2.07 for the summer's telecasts.

With the advent of the war, production of video sets stopped and television broadcasting settled down to a skeleton schedule of a few hours a week, marking time for the duration. WNBT demonstrated the value of television as an educational medium by telecasting a training course for New York's air raid wardens. Most of them witnessed the training programs via 80 video receivers installed by NBC in the city's police precinct stations. Begun in the mid months of 1942, this course was taken by 148,000 wardens before its climax in 1943. A two-month fire guard course, broadcast by WNBT immediately following that for air raid wardens, aided in training 14,400 fire guards.

In October 1943, WNBT began a series of sports telecasts, installing sets in military hospitals around New York so the programs could be enjoyed by wounded service men. Official Army and Navy films also were telecast in a weekly series, *The War As It Happens.*

In June 1940, WNBT had telecast the Republican National Convention in Philadelphia, making its first use of AT&T's coaxial cable between Philadelphia and New York to bring convention scenes to viewers in the New York area. In 1944, when both major political parties held their conventions in Chicago, special video newsreels were flown to New York and telecast by WNBT.

14 Hours on V-E Day

On May 8, 1945, V-E Day, WNBT aired the longest continuous telecast attempted by television to that time — 14 hours of prayers, speeches, interviews, music and pick-ups of the crowd in Times Square. A similar but shorter telecast marked V-J Day.

With the return of peace, WNBT stepped up its video schedule, which had dropped from 550 hours of programs in 1941 to 420 in 1942, 210 in 1943 and 278 in 1944. In 1945, the station aired 598 program hours and 721 in 1946. By the spring of 1948, WNBT's program schedule comprised 35 hours a week. This spring, 1949, it is up to 56 hours a week, with 125 individual programs being telecast.

On Feb. 12, 1946, the coaxial cable between New York and Washington was opened for video use

ith a pickup of the Lincoln's irthday ceremonies in Washington. The program was telecast simultaneously by WNBT, WCBS-V (CBS) and WABD (DuMont), ll New York. WCBS-TV and VABD, like WNBT, had begun perations shortly before the war nd had carried on through the war ears with limited program schedles. In 1948 they were joined by hree more TV stations serving New York viewers—WJZ-TV, WPIX and WATV. The final station allocated to that metropolitan rea, WOR-TV, is scheduled to bein operations this June.

With the extension of network acilities, by radio relay as well as oaxial cable, linking New York to Boston and Richmond in the East nd to Chicago and St. Louis in the Midwest, WNBT now serves primarily as the originating station of NBC's video network programs. It onfines its purely local service to he hours of 3-4 p.m. and 6-7 p.m. n weekdays and 10 a.m. to noon on Sundays. Station has dropped baseall from its schedule this year so as not to interfere with its network programs.

"Television is here," the DuMont advertisement declared in the last week of April in 1939. And with prophetic vision, it continued: "Sooner than you realize it will play a vital part in the life of the average American, enriching his daily opportunity to SEE and hear what's going on in the world. Sooner than you realize . . . regular television schedules will include 'on-the-spot' telecasts of every major event in the news, in sports or in the entertainment field."

from Tele-Tips WLW-T



OLYMPUS MINSTRELS

Here is entertainment that capitalizes on the new "look-see" technique . . . and captivates Sunday evening audiences of WLW-T. The troupe of twenty five is complete with interlocutor, end men, soloists, quartet and 15-piece orchestra. With all of the sight and sound appeal of the old-time minstrels, this half-hour show is a natural for selling the WLW-T market.

WLW-T CINCINNATI

Crosley Broadcasting Corporation

TV PROGRESS

Johnson Urges Action

THE GOVERNMENT should "push forward a program" to assure for the public every development and improvement in television "as soon as possible" as well as to prevent "monopoly control" of transmission and reception equipment and program material, Sen. Edwin C. Johnson (D-Col.) declared in a telegram to Minneapolis *Labor Review.*

In reply to the newspaper's request for a statement on television set purchases, Sen. Johnson, head of Senate Interstate & Foreign Commerce Committee, expressed views which appeared to be the calm before the storm on the Senate floor last Wednesday when he took FCC to task generally for its policies on radio and television and for alleged monopoly sympathies (see separate story).

"Commission and industry have been trumpeting for years that present 12 channels will not provide nationwide service," he stated. ". . . Now idle upper frequencies will provide space for some additional 70 channels and make possible not only nationwide service but more independent operation by hundreds of individual owners rather than network control by a few corporations."

Warns Against Delay

Warning that "delay in such matters plays into the hands of certain large interests in this industry," Sen. Johnson contended that when ultra high frequencies are opened up and color is authorized, "billions of dollars now being invested by the people will be lost to them." Switch would require major changes in today's TV sets or replacement by entirely new sets, he asserted.

"Styles in television will change like Paris dictated women's styles in clothes," he said. "Commission's reluctance to inform public fully and simply and their leisurely consideration of authorizing more channels and color is deplorable particularly when every informed person knows it must and will be done."

Sen. Johnson termed it obvious that "after present lower channels and non-color has been exploited fully the change will be made and the second skimming of the cream will begin."

He said it is "imperative that the government push forward a program to make certain not only that the public has every development and improvement in this great art as soon as possible but also that monopoly be prevented."

TELEVISION SCIENCE course started by Seattle Local 154 of IATSE has won "exceptional" response, according J. H. Simpson, Local's secretary.



. . . why you want to reach the *whole* family with your advertising message . . . yet it *is* a mystery that delivers this all-family audience.

WGN-TV's "Television Mystery Players" is:

the *highest** rated local dramatic program in Chicago, and the *third highest* rated dramatic show in *all* Chicago television.

. . . a top notch performance . . . well worth considering when you plan your Chicago advertising campaign.

"Television Mystery Players" is currently available for your sponsorship. If you are looking for a high rated program . . . a great family audience . . . at an amazingly low cost . . . this show will fill the bill.

*Two different surveys show that there are only two higher rated dramatic shows (higher by a small margin) in Chicago—and these are both network originations costing ten times as much.

DUMONT WGN-TV CHANNEL 9 · CHICAGO CBS

A GREAT TV FILM BUY!

CUSTOM MADE
ONE MINUTE
TELEVISION
FILM
FOR ONLY
$150.00

35 MM
16 MM

Additional prints at low cost!

Price Includes

* Artful production
* Animated tricky titles
* Effective illustrations
* Sound on film (consists of off-screen voice and music)

★

Quickest service from America's leading producer of spot message Motion Pictures for over 30 years

Save Time - Save Money
Write or Phone . . . .

Filmack Trailer Co.
1327 S. Wabash Ave . . . CHICAGO
Phone Harrison 7-3395

CANADIAN TV *Licensing of Independents Again Deferred*

LICENSING of Canadian independent television stations has been deferred again by the board of governors of the Canadian Broadcasting Corp., it was reported April 11. The ruling was made after private broadcasters had urged that all border TV channels be assigned at once.

The CBC board, which held hearings on television at Ottawa April 7-9, stated that applicants at Toronto and Montreal should cooperate to build and operate a single station under one license for a trial period and until a newly appointed Royal commission recommends a permanent Canadian TV policy.

The position taken by the CBC board was based upon economic reasons, and, it was believed, also upon the fact that border allocation agreements with the U. S. still are to be finalized. The proposed changes in border allocations within the two countries and the tentative agreement itself met with heated opposition within the U. S. last summer when it was made public by the FCC [BROADCASTING, July 12, 1948].

Completion of the negotiations appears to be chiefly dependent upon the U. S. and FCC at the present. Specifically, the border proposals are incorporated in the Commission's plan to reallocate television throughout the country, based on new engineering data, which has been under study for some time. Whatever revision in standards and allocations which the FCC decides upon in lifting the current "freeze" on TV grants would affect the border negotiations.

Th CBS board fortnight ago assured the present applicants that they would have priority if more independent stations were to be licensed in one city. The board indicated that it felt commercial revenue possibilities were very slim at the present in Toronto and Montreal because there are few TV receivers in those areas.

The CBC board indicated it would not allow more than one independent and one government-owned CBC station in each city for the near future. CBC Chairman Dave Dunton at Toronto stated that the first CBC outlets would be operating by fall of 1950 at the latest and that certain independent stations might be telecasting before that time, dependent upon equipment availability.

Before the CBC board session, the independent Canadian broadcasters who have TV requests pending for Toronto and Montreal had met in those cities to consider the problem. They suggested to the CBC board that the policy of one independent TV outlet per city be changed so Canada would not lose any of the three channels assigned to Toronto and any of the five assigned to Montreal. While urging multiple grants, they did suggest to CBC that pooled facilities be allowed as an economy measure.

This suggestion was that the best transmitter site be picked in each city and one transmitter building and studio building be constructed to house jointly all facilities of the several stations.

The pending applicants which were heard by the CBC board include: CKEY and CFRB Toronto, CKAC and CFCF Montreal, CHML Hamilton, CKLW Windsor-Detroit and Canadian Famous Players Corp., Toronto, having moving picture interests.

Meanwhile it also was reported that the Canadian musicians' union has intimated that it will require all television stations in that country to employ only Canadian musicians.



CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

Sheraton Video

THE SHERATON and Penn-Sheraton Hotels, Philadelphia, are looking into the problem of installing TV sets or screens in rooms. A video system is being tested by which room sets would be attached to a central receiving unit. A closed circuit transmitter also would telecast menus, news of hotel events, conventions, etc.

WEEPING STATUE
WHEN Telecasts 'Miracle'

THE NOW famous crying statue of St. Anne wept for television cameras of WHEN Syracuse on Thursday, April 14, before an estimated 50,000 viewers in the Syracuse area. The station is owned and operated by Meredith-Syracuse Television Corp. Shirley Ann Martin, Syracuse child, attracted nationwide attention when reports told of a seeming miracle—genuine tears coming from the eyes of a three-inch plaster statue head when the child kissed it.

Throngs, including reporters and photographers, whom the station claims to have scooped, jammed the studios, and 450 people crowded the lounge to witness the telecast. More than 5,000 persons milling about the girl's house dispersed when they learned of the telecast, rushing for available receivers. Over 700 telephone calls flooded the station's switchboard with inquiries about telecast time and where folks could view the telecast. Some headed for the nearest bars, while sets in dealer's windows drew people ten-deep before them.

Viewers were rewarded with a clear picture of the statue weeping, station reports.

Aural radio also covered the event. Bob Ives, newscaster at WFBL Syracuse, is credited with breaking the story on his newscast April 13. In addition to special coverage by all stations, WFBL fed two live reports to CBS, and NBC picked up a delayed broadcast from WSYR.

TACOMA VIDEO
Scripps' Plans Unchanged

DESPITE the suspension of the *Tacoma Times*, one of the two dailies in Tacoma, Wash., [BROADCASTING, April 4], plans of the Scripps League of Newspapers, former owner of the *Times*, for a Tacoma television station, are unchanged, J. G. Scripps has told BROADCASTING. The company, publisher of the Couer d'Alene (Ida.) *Press* and owner, through Couer d'Alene Broadcasting Co., of KVNI in that city and KNEW Spokane, is equal partner with KTBI Tacoma in Television Tacoma Inc., applicant for video Channel 4.

Burl Hagedon, who some weeks before the suspension of the *Times* became president of the Tacoma paper, remains as publisher of the Coeur d'Alene *Press* and co-owner of the Coeur d'Alene Broadcasting Co., Mr. Scripps said.

Meanwhile, H. J. Quilliam, president of KTBI, announced that two former *Times* writers have been added to the staff of the station. They are Burt McMurtrie, former *Times* columnist, who becomes KTBI news editor, and Julia Lee McDonald, formerly society editor of the paper, who will assume the same position at the station.

Sure, Television's amazing

–and it's practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)



MAY

TELECASTING

NETWORK SHOWSHEET

Canada Dry Co. Super Circus L (E-M)	Derby Foods Super Circus L (E-M)	*Cartoon Tellales* L (E)	Kellogg Co. Singing Lady L (E-M)		*ABC TV Players* L (E-M)	*Hollywood Screen Tests* L (E-M)	B. [illegible] Cel[illegible]		
Scrapbook[2] L (E)	*Western Film* F (E)		*Public Service* L/F (E)	*Studio One* L (E-M)		Lincoln-Mercury Toast of the Town L (E) K (M)			
	Telenews Weekly F (E)	Co-op Birthday Party L (E)	*Ted Steele* L (E)	P. Lorillard Co. Original Amateur Hour L (E-M) K (NI)					
					Textron The Hartmans L (E)	General Foods Corp. Lambs Gambol L(E) K(M)	Genera Author L(E		
				News and Views L (E-M)	*Earl Wrightson* L (E-M)				*Be* [illegible]
			Lucky Pup L (E-M) K (NI)	*Your Sports Special* L (E)	*Manhattan Showcase* L (E) K (NI)	*CBS TV News* L (E-M)	*Make Mine Music* L (E) K (NI)	Philip Morris Tex & Jinx L (E-M)	Li Godfrey
	Co-Op Small Fry Club L/F (E-M)	*Teen Time Tunes* L (E)	*Vincent Lopez* L (E-M)	*Inside Photoplay* L (E)		*Manhattan Spotlight* L (E)	*Russ Hodges* L (E)	*Newsweek Views the News* L (E-M)	Doory L (F
Howdy Doody L (E-M)	Mason Howdy Doody L (E-M)			RCA Kukla, Fran & Ollie L (E-M) K (NI)		*American Songs*	Reynolds News F (E-M)	Chev. Div. of Gen. Mtrs. Chev. on Bdwy. L (E-M)	*Song an Dance* L (E)
				News and Views L (E-M)	*Joe Hasel* F (E-M)	*On Trial* L (E)		*Film Shorts* F (E)	*Fi*
		Ipana Lucky Pup L (E-M)		*Your Sports Special* L (E)	*Joe Hasel* F (E)	Oldsmobile News	*Make Mine Music*	*Cross Question* L (E-M)	
	Co-Op Small Fry Club L/F (E-M)	*Teen Time Tunes*	*Oky Doky Ranch* L (E-M)	Co-op And Everything Nice L (E)		*Manhattan Spotlight* L (E)	*Russ Hodges*	*Feature Theater*	
Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)			RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Maggi's Private Wire*	Reynolds News F (E-M)	Texas Co. Texaco Star Theatre L (E-M)	
				News and Views L (E-M)	*Child's World* L (E-M)				*Crit*
		Lucky Pup L (E-M)		*Your Sports Special* L (E)	*Manhattan Showcase*	*CBS TV News* L (E-M)	Polaroid Masters of Magic	Liggett & Myers Tobacco Godfrey and His Frien L (E-M) K (NI)	
	Co-Op Small Fry Club L/F (E-M)	*Teen Time Tunes*	*Vincent Lopez*	*Inside Photoplay*		*Manhattan Spotlight* L (E)	*Russ Hodges*	*Charade Quiz* L (E)	*Grou* L (E
	Howdy Doody L (E-M)			RCA Kukla, Fran & Ollie L (E-M) K (NI)		*NBC Presents*	Reynolds News F (E-M)	*Broadway Scrapbook* L (E)	*Ma*
				News and Views L (E-M)	*Wren's Nest* L (E-M)	*Film Shorts* F (E)		*(To be announced)*	*Acl* L
		Ipana Lucky Pup		*Your Sports Special* L (E)		*CBS TV News* L (E-M)	*Make Mine Music*	Wine Industries Scott Paper Co. Dione Lucas L (E)	
	Co-Op Small Fry Club L/F (E-M)	*Teen Time Tunes*	*Oky Doky Ranch*	*Delora Bueno* L (E)	*Jack Leonard* L (E)	*Manhattan Spotlight* L (E)	Co-op Jack Eigen L (E)	*Operation Success* L (E)	*Key to*
Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)			RCA Kukla, Fran & Ollie L (E-M) K (NI)		*You Are An Artist*	Reynolds News F (E-M)	Cluett Peabody Arrow Show L (E) K (M)	Sw Sw L (E)
				News and Views L (E-M)	*Wren's Nest* L (E-M)			*Vaudeo Varieties* L (E-M)	
		U.S. Rubber Lucky Pup		*Your Sports Special* L (E)	*Manhattan Showcase*	*CBS TV News* L (E-M)	*Blues by Bargy*	*Adventures in Jazz* L (E)	*Who*
	Co-Op Small Fry Club L/F (E-M)	*Teen Time Tunes*	*Vincent Lopez*	*Inside Photoplay*		*Manhattan Spotlight* L (E)	*Russ Hodges*	Admiral Corp. Broadway Revue L (E-M) K (NI)	
Howdy Doody L (E-M)	Unique Art Hwdy. D'dy L (E-M)			RCA Kukla, Fran & Ollie L (E-M) K (NI)		*NBC Presents*	Reynolds News F (E-M)	Admiral Broadway Revue L (E-M) K (NI)	
				News and Views L (E-M)	*Wren's Nest* L (E-M)	*Feature Film* F (E)		*Jacques Fray Music Room* L (E)	*Thi* L
		Lucky Pup L (E-M)				*Quincy Howe* L (E-M)			
									Film F
	Children's Sketch Book					*NBC Presents*	*Leon Pearson News*	*Television Screen Magazine* L (E)	*Eddi* L

	9:00	:15	:30	:45	10:00	:15	:30	:45	11:00	PM :15
	Sing-Copation L (E-M)	*Reh'sal Call* From (Detroit) L (E-M)	*Music in Velvet* L (E-M)		*Bowling Headliners* L (E)		Edelbrew Bowling Headliners L (E)	*Bowling Headliners* L (E)		
	General Electric Fred Waring's Pennsylvanians L (E-M)				*Weekly News Review* L/F (E)					
rp. ics	*NBC Dramatic Theatre* L (E-M)				*Around the Town* L (E-M)		*NBC Newsroom*	*Liza Kirk*		
	A. Stein&Co. Identify L (E-M)	*Skip Farrell Show* L (E-M)								
outs	Ford Motor Co.[3] Through the Crystal Ball		General Foods Corp.[3] Goldbergs L (E-M)							
he	*Court of Current Issues*				R. J. Reynolds Camel Caravan of Sports					
alure ings	Colgate-Palm.-Peet Co. Colgate Theatre L (E) K (M)		Firestone Tire & Rubber Americana L (E) K (M)		Gillette Fights L (E)				*Newsreel* F (E)	
	Feature Film F (E)		*Film Shorts* F (E)		Co-op Boxing (to midnite) L (E-M)					
	Gulf Oil Corp. We the People L (E)		Electric Auto-Lite Suspense L (E-M)		Household Fin. Bdct'g. with Barry L (E)	*Blues by Bargy* L(E) K(NI)				
	DuMont TV Dealers Ted Steele Show L (E-M) K (NI)									
	Procter & Gamble Fireside Theatre L (E)		*Believe It or Not* L (E) K (NI)		*Wrestling* L (E-M)					
	Film Shorts F (E)		Co-op Wrestling L (E-M)							
	Whitehall Pharmacal Mary, Kay & Johnny L (E)		*Kobbs Korner* L (E) K (NI)		*(To be announced)*					
ss)	Co-op *Swing Into Sports* L (E-M) K (NI)									
	Kraft Foods Co. TV Theatre L (E-M)				*Meet the Press* L (E)		10:30 *Newsreel* 10:40 *Village Barn*			
	Feature Film F (E)				*Roller Derby* L (E) (M)					
	(To be announced)									
ing	DuMont Labs Morey Amsterdam Show L (E-M) K (NI)									
1)	Gulf Oil Corp. Gulf Road Show L (E)		Bigelow-Sanford Bigelow Show L (E-M) K (NI)		*Young Broadway*					
	Bristol-Myers Break the Bank L (E-M)		*Sparring Partners*							
rth	*Science Review* L (E)		*People's Platform*							
	Whelan Drug Stores Front Row Center									
	Bonafide Mills Benny Rubin's Theatrical Agency L (E)		American Tobacco Co. Your Show Time F (E-NI)		Gillette Fights L (E-M)		Cheseb'gh Greatest Fights (5 min.)		Lgt. & M.[5] Supper Club L (E-M)	
	Paul Whiteman's TV Teen Club L (E)				*Roller Derby* L (E-M)					
	(To be announced)									
	Feature Film F (E)									
	Crosley Div., AVCO Who Said That L (E-M)		*Saturday Night Jamboree*		*The Dave Garroway Show*					

12:45 A Woman To Remember
12:00 Amanda
12:15 P.M. Man On The Street
12:30 Ted Steele (General Mills)
1:00 Okay Mother (with Dennis James) Sterling Drug

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
April 25, 1949
Copyright 1949



DO TELEVISION HOMES LISTEN TO THE RADIO?

LET'S LOOK AT THE RECORD

HERE are Pulse 3-city Network figures for total Radio Sets-in-Use during the three highest-rated hours in television (March, 1949).

Principal TV Competition			Total Radio Sets-in-Use In TV Homes
TEXACO STAR THEATRE	Tues. PM	8:00	3.0
		8:15	3.0
		8:30	5.2
		8:45	5.9
GODFREY AND HIS FRIENDS	Wed. PM	8:00	12.6
		8:15	12.9
		8:30	13.7
		8:45	12.4
BROADWAY REVUE	Fri PM	8:00	8.9
		8:15	8.5
		8:30	11.0
		8:45	9.4

LOOK for the Cincinnati TelePulse in May, and monthly thereafter. Other TelePulse cities are New York, Philadelphia and Chicago.

For information about these services and for other Telefacts—

Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

Once advertisers get a taste of CBS-TV impact, the word gets around fast. CBS-TV sponsors have multiplied six times over during the past 11 months. Today the total number of sponsors reaping rich benefits from CBS-TV's big and loyal audiences comes to 23, including many of the country's leading advertisers.



NOW OPERATING IN 31 MAJOR MARKETS

CBS-TV

ATS OFFICERS

Membership To Get Official Slate

OFFICIAL slate of officers and directors for 1949-50 will be presented to membership of the American Television Society this Wednesday evening (April 27) at a meeting called for 7:30 p.m. at the Park Sheraton Hotel, New York. Meeting also will be called upon to act on proposals that ATS improve its financial position by increasing initiation fees and annual dues and by accepting sustaining memberships from commercial organizations. Aim of the increased revenue is to enable ATS to employ a full-time director of society affairs, to function under the guidance of the officers and board.

Nominees for ATS officers and directors for the coming year will be presented to the membership by Don McClure, television director, N. W. Ayers & Son, and chairman of the ATS nominating committee. Officers selected by the committee includes: President, David Hale Halpern, Owen & Chappell; vice president, Donald D. Hyndman, Eastman Kodak Co.; secretary, Reynold R. Kraft, NBC; treasurer, Doug Day, Buchanan & Co.

Official nominees for directors are: Charles Durban, United States Rubber Co., retiring president; Ralph Austrian, Ralph Austrian Inc.; Warren Caro, Theatre Guild Inc.; Emerson Yorke, Emerson Yorke Studio; Charles Allicoate, *Film Daily;* Jerry A. Danzig, CBS; Maurice E. Strieby, AT&T; E. P. H. James, MBS.

Other nominations may be made from the floor at the April meeting. Any additional candidates, endorsed by ten or more members, will be included in the ballot for the election May 26.

The board proposal on membership payments is that the present initiation fee of $5 be increased to $10, and the annual dues be boosted from $10 to $15. The board also proposes that the associate member classification, originally proposed for younger people. students and those seeking employment in television, be discontinued.

Regarding sustaining memberships, the board proposes that they be offered to commercial organizations such as broadcasters, advertising agencies and advertisers, who would be accepted into ATS membership as individual companies, not associations or groups. Move is designed to provide funds for the maintenance of an ATS office, with a full-time employe to handle details of ATS activities.

These proposals require changing the organization's by-laws and so must be acted on by the membership and not by the board alone.

WBAL and WBAL-TV Mean Business in Baltimore!

NBC AFFILIATE

Nationally Represented By

Edward Petry Co.

TV AGREEMENTS

IATSE Empowers Walsh

EXECUTIVE BOARD of IATSE empowered President Richard F. Walsh to enter into jurisdictional agreements in the television field with other unions, it was reported in the spring issue of the *IATSE Bulletin.*

The executive board authorization was voted at its Jan. 31-Feb. 5 meeting in New Orleans. Currently, IATSE (International Alliance of Theatrical Stage Employes), American Communications Assn., International Brotherhood of Electrical Workers and National Assn. of Broadcast Engineers and Technicians are contending for jurisdiction in television.

TV Job Prospects

INCREASE in sales of television sets has been accompanied by a boost in the job prospects for persons with training in television, according to an Occupational Outlook Handbook prepared for Veterans Administration by the Bureau of Labor Statistics of the U. S. Dept. of Labor. The handbook states, "Hundreds of specially trained television men are likely to be needed within the next year or two." The handbook is available for $1.75 from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

BMI...

Television Performing Rights

The BMI license with television stations covers all performances both live and mechanical and whether by means of records, transcriptions, or film soundtrack.

It provides for the performance of BMI-licensed compositions without special clearance headaches.

The catalog of music licensed by BMI contains over one hundred thousand copyrighted titles ranging from folk music and be-bop to classical.

BMI offers to television film producers all the information and help they need in obtaining the right to record music on films from individual copyright proprietors.

BMI's television Service Department is headquarters for complete information on performing and other rights in the music of BMI, AMP, and the hundreds of publishers affiliated with BMI.

For Music On TV

Consult BMI Television Service

BROADCAST MUSIC, INC.

580 Fifth Avenue • New York 19, N. Y.

PL 7-1800

Telestatus

Program Analyses for March
(Report 56)

NETWORK-originated programming occupied about 60% of all sponsored air time on television in the month of March, increasing its dominant position in the television picture. There were 57 shows on the four networks, sponsored by 49 national advertisers.

Since Jan. 1, 29 new network shows have gone on the air, ten of them in March. The N. C. Rorabaugh Co., publishers of the *Report on Television Advertising*, from which these figures are derived, estimates that network video time cost advertisers $818,198 in that month.

Among the newest TV sponsors are The Delta Mfg. Co., *That's O'Toole* (ABC, six stations); Electric Auto-Lite Co., *Suspense* (CBS, 10 stations); Household Finance Corp., *Backstage With Barry* (CBS, 10 stations); Lincoln-Mercury Div. of Ford Motor Co., *Toast of the Town* (CBS, 15 stations); Miles Labs Inc., *Quiz Kids* (NBC, three stations); U. S. Rubber Co., *Lucky Pup* (CBS, seven stations); and Wine Advisory Board, *Dione Lucas Cooking Program* (CBS, five stations). Chesebrough Mfg. Co. also began *Greatest Fights of the Century* on NBC April 1.

Total network telecasts occupied 544 hours on all stations used during the sample week in March, according to figures derived from the Rorabaugh Report (See Table I). In the corresponding February week, network programs totaled 401 hours.

Variety shows topped all other forms of network programming, with a total of 197 hours telecast. Next in frequency were children's programs with 86½ hours; dramatic programs, 84½ hours; and sports broadcasting, 70¼ hours.

Nearly all network programming was live. A total of 58½ hours were on film, and 20 hours were a combination of live and film production. Sixty-six hours were remote sports broadcasting, mainly from Madison Square Garden, and the rest of the 544 hours were live production. Of course, in many instances, shows were kinescoped and shown later in cities not linked by coaxial cable.

By contrast, about 40% of local and spot programming was sports remotes, about 25% live, and about 25% film. (See Table II for comparisons, and for total.)

Agencies

Top agencies in the network field were J. Walter Thompson, with six accounts using television, and Young & Rubicam, with the same number of TV accounts.

In spot television the following agencies had the largest number of accounts in March:

New York: BBDO, 6; Grey, 4; Ruthrauff & Ryan, 3; J. D. Tarcher, 3; J. Walter Thompson, 4; Young & Rubicam, 5. Philadelphia: Martin & Andrews, 3. Milwaukee: Stone-O'Halloran, 4. Chicago: Leo Burnett, 5; Ruthrauff & Ryan, 3; Arthur Meyerhoff, 3.

Overall TV in March

Total sponsored TV time in March, including local, spot and network, was 803 hours and 48 minutes. Total expenditures were $2,085,744, according to the Rorabaugh estimates. There were 1,023 advertisers using video in the sample week early in March, and additional four network advertisers bought time in the month, bringing the March figure to 1,027 for all forms of advertising. There were 711 local advertisers and 267 spot advertisers.

Spot advertisers made a total of 656 separate insertions on the 55 TV stations. One hundred ninety four agencies were used in TV spot placement.

Of total sponsored time, 4.8% was bought in announcements, the remainder in programming of one type or another. This is about the same ratio that has applied for the past several months. Of course, as more network programming is presented, the percentage of local-retail and spot announcements has dropped in relation to the total (See Table III).

Leading TV Markets

Six markets have reached the 100-account level in March. New York, with six outlets and 178 accounts, is the leading market for TV. Next in order: Philadelphia, three stations, 149 accounts; Baltimore, three stations, 129 advertisers; Los Angeles, six outlets, 128 accounts; Washington, four stations, 120 accounts; Detroit, three stations, 102 accounts. Detroit is a newcomer to the over-100 group (See Table IV).

Best record for a single station market is held by Milwaukee with 85 accounts; next best single-station record is Toledo, with 63 accounts.

Los Angeles has the most local-retail advertisers using television with 83. New York and Philadelphia both have 58 local-retail advertisers, and Baltimore has 54.

Heaviest spot market is New York, with 72 of this type accounts on the six stations. Next ranking in spot advertising is Philadelphia with 44, and Detroit with 30 spot advertisers.

New York, of course, leads in network insertions, having 48 in the sample week. Philadelphia and Baltimore and Washington had 47, and Boston, 41. In the Midwest the leading markets for sponsored network shows were Chicago, 35, Cleveland, 35, and Detroit, 37.

On the West Coast, Los Angeles carries 16 network shows, and Seattle 9. San Francisco's one outlet carries seven network shows.

The following markets showed a net gain in accounts of more than 20 from February to March: Cleveland, 27; Detroit, 23; Buffalo, 22.

TABLE I

TV PROGRAM TYPES IN MARCH

Type of Program	Network Hrs./Min.	Spot & Local Hrs./Min.	Total Hrs./Min.
Audience Participation	5:00	2:48	7:48
Children's Programs	86:30	13:55	100:25
Discussion	6:30	:35	7:05
Dramatic	84:30	11:31	96:01
Educational	21:00	4:07	25:07
Fashion	.....	3:39	3:39
Household & Women's	1:15	11:44	12:59
Music	8:50	5:31	14:21
News	26:45	22:37	49:22
Quiz	23:30	6:59	30:29
Sports	70:15	108:49	179:04
Special Events	.....	1:00	1:00
Variety & Comedy	197:00	24:59	221:59
Miscellaneous	13:30	1:54	15:34
Announcements	.....	39:25	39:25
Total	544:35	259:13	803:48

TABLE II

VIDEO PRODUCTION METHODS

Method	On Networks	Spot & Local*	Total
Live	349:50	60:00	409:50
Film	58:34	60:59	119:33
Live & Film	20:00	18:25	38:25
Sports Remotes	66:00	107:08	173:08

* Slide production also was used to a minor extent in spot and local programming.

* * *

TABLE III

COMMERCIAL ANNOUNCEMENTS

	Hrs./Min	% of total
Announcements	39:25	4.8%
Programs	764:23	95.2
Total	803:48	100.0

TABLE IV

NUMBER OF ADVERTISERS BY MARKETS

Markets Covered	No. of Reporting Stations	Network	Spot	Local	March Total	February Total	Gain or (Loss)
Albuquerque	1	1	1	2	4	6	(2)
Atlanta	2	11	15	17	43	30	13
Baltimore	3	47	28	54	129	121	8
Boston	2	41	23	20	84	72	12
Buffalo	1	27	20	44	91	69	22
Chicago	4	35	36	26	97	82	15
Cincinnati	1	10	25	13	48	36	12
Cleveland	2	35	15	18	68	41	27
Detroit	3	37	30	35	102	79	23
Ft. Worth-Dallas	1	11	10	7	28	23	5
Houston	1	4	8	6	18	15	3
Los Angeles	6	16	29	83	128	118	10
Louisville	1	11	9	6	26	20	6
Memphis	1	9	11	23	43	38	5
Milwaukee	1	28	17	40	85	76	9
Minn.-St. Paul	1	8	7	7	22	18	4
New Haven	1	16	12	8	36	28	8
New Orleans	1	11	17	11	39	22	17
New York	6	48	72	58	178	164	14
Philadelphia	3	47	44	58	149	135	14
Pittsburgh	1	18	8	18	44	31	13
Richmond	1	28	7	5	40	40	..
Salt Lake City	1	9	5	18	32	29	3
San Francisco	1	7	13	9	29	20	9
Schenectady	1	27	5	14	46	41	5
Seattle	1	9	9	13	31	29	2
St. Louis	1	26	12	11	49	40	9
Syracuse	1	2	4	5	11	8	3
Toledo	1	26	7	30	63	54	9
Washington	4	47	21	52	120	107	13
	55						

NOTE: Those advertisers who bought both network and selective (spot) time are counted twice in the "Total" columns. Those network advertisers sponsoring more than one show in a given market are counted once in the "Network" columns.

TV SET figures reported to BROADCASTING during the past week:

Baltimore—51,476 as of April 1, reported by Baltimore Television Circulation Committee, comprised of representatives from WAAM WMAR-TV and WBAL-TV, all Baltimore.

Cleveland—38,675 as of March 31, reported by Bureau of Business Research of Western Reserve U. and WEWS (TV) and WNBK (TV), Cleveland.

Memphis—4,441 as of March 31, reported by WMCT (TV) Memphis.

Los Angeles — 112,612 as of March 31, reported by Southern California Radio and Electrical Appliance Assn.

WSB-TV, *Atlanta,* will not break even in 1949...

Sales progress already this year has been most gratifying. Audience acceptance of our programs has been almost unanimous . . . and favorable.

But with or without assistance, we are pledged to a plan of establishing circulation in this market . . . and this can be done only by an outstanding programming job.

We will continue to plow back into improved program services all of the revenue and resources available to us. Set sales in the Atlanta area reflect the soundness of this approach. We are not intrigued by any accounting legerdemain.

On WSB-TV *Television is Sellovision*—the best buy in the South today.

wsb-tv
ON PEACHTREE STREET

Owned and operated by The Atlanta Journal Co.
Represented nationally by Edw. Petry & Co., Inc.

FOR
SMART
TELEVISION
COMMERCIALS

1 VV RESPONSIBILITY
2 GET PRICES FROM
VIDEO VARIETIES
BEFORE YOU ORDER FILMS

SYMBOL OF VV RESPONSIBILITY
VIDEO VARIETIES CORPORATION
OFFICE
41 E. 50th ST.
STUDIOS
510 W. 57th ST.
NEW YORK
MURRAY HILL 8-1162

Telescriptions
. . . offers the TV advertiser professional "Know-How" in the promotion of his name, product or service through the popular medium of animation.

Telescriptions
. . . is a complete production unit ready to serve the TV advertiser in planning, producing and filming his animated commercial. TELESCRIPTIONS create and produce artistic, humorous or dramatic tailor-made animated TV spots — designed exclusively for the individual advertiser.
Phone or Write for Information—Sample Films Available

Telescriptions
ANIMATED TV FILM SPOTS
823 Victor Bldg.
WASHINGTON 1, D. C.
Sterling 4650

Film Report

JACKIE COOGAN has signed an agreement with **Hardie Frieberg Television Enterprises**, New York, to star in a motion picture quiz *It's a Take*, which is slated for summer debut. **Mel Diamond** is doing the script. . . . **Raymond E. Nelson**, television program producer, has completed an arrangement with **Lee Shubert** and **J. J. Shubert** whereby more than 100 operettas which the Shuberts have presented on Broadway will be packaged for television. **John Shubert**, son of J. J., will be co-producer of the video series with Mr. Nelson. Operettas will soon be offered for sponsorship as one hour TV package programs priced at $15,000 each. . . . **Samuel Bronston**, head of **Samuel Bronston Productions** of California, has completed production of 21 musical films in Rome, Italy. Featuring 100-piece Santa Cicilia Orchestra, directed by Jacques Rachmilovich, group is initial step in planned music library of 250 reels of classics. Production of 21 additional reels in Rome to begin late next month. . . . One-minute film commercial produced by **Hartley Productions**, New York, for **Beattie Jet Lighter**, being tested on **WPIX (TV)** New York. Film spot contains open end of few seconds in which names of stores carrying lighter will be mentioned. **John A. Cairns**, New York, is agency. . . .

Washington Video Productions Inc., which will produce sound and silent film commercials and film features for television, will open formally April 27 at 900 19th St. N. W., Washington. **George F. Johnston**, producer of NBC *Washington Newsreel*, heads organization. **Miss Bette A. Carroll**, formerly of NBC and the **Henry J. Kaufman Agency**, Washington, is partner and writer-producer. . . . Distribution agreement was concluded April 19 between **United Artists-TV** and **Ruby Films Corp.**, New York. **John H. Mitchell**, director of UA-TV, says the agreement will put over 1,000 video films on the market. . . .

General Electric appliance division has ordered 26 spots, each running 26⅔ seconds, for use on television and as movie trailers from **John Sutherland Productions**, Los Angeles. . . . **Kellogg Co.**, Battle Creek, through **N. W. Ayer**, has produced a 15-second test commercial for Corn Soya as a test for possible series, through John Sutherland Productions. . . . **Gene Lester Productions**, Hollywood, preparing 13 untitled open-end television films for shows featuring phoned interviews with Hollywood celebrities which will be sold to one station per market. Programs, stressing local angle, will show announcer from local station phoning Hollywood celebrity. Star will be shown in home surroundings. Length of film set at 12 minutes for 15-minute show but will be cut to any length station desires. Cost will be station's commercial time rate or two-thirds of its sustaining rate. . . .

Impro Inc., Los Angeles, planning series of 13 one-hour television films to cost $40,000 each as soon as regional sponsors to help finance production can be signed. Series will be plays featuring name star in role chosen by him. Price will be based on number of sets in market and will range from $250 to $750 per showing. Film will be sold on yearly basis, the 13-week series to be repeated four times yearly. . . . 13-week series of quarter hour animated (Puppetoon) cartoons for television being produced by **George Paul**, Hollywood. Sponsor being sought for film series which will cost between $5,000 and $6,000 per film. Will be distributed by **Edward Sherman Agency**, Los Angeles. . . .

Telefilm Inc., Hollywood, currently producing eight one-minute spots for Rancho Soups through **Long Adv. Service**, San Jose. Expected completion of spots consisting of live action and animation will be May 23 for use in West Coast markets including Los Angeles, San Francisco, San Diego and Seattle. . . . Half hour series of 13 programs known as *Jackson and Jill* being produced by **Jerry Fairbanks Inc.** for **NBC**. Price range undisclosed with sales to be handled by network for situation comedy. . . . **Goodyear Tire & Rubber Co.**, Akron, has had three one-minute spots made for Lifeguard Tubes consisting of live action and animation through **N. W. Ayer**. **John Sutherland Productions**, Los Angeles is producer. . . . **Simmel Meservey**, Beverly Hills, has three new films for leasing. *There Were Two Doctors* is 20-minute documentary. Fifteen-minute *Search for New Chicle* deals with Yucatan exploration. Third is 20-minute play *The Road for San Pablo*.



FOR creation of the highly successful Milton Berle television show, J. H. S. Ellis (1), president of Kudner Agency, receives an award from the Fifth Annual City College of New York Radio-Television and Business Conference [BROADCASTING, **April 4**]. **Making the presentation is Dr. John Gray Peatman, college's associate dean and awards chairman.**

Five new **INS** Projectalls ordered by stations during NAB Convention go to **WMCT (TV)** Memphis, **WBAL-TV** Baltimore, **WMAR-TV** Baltimore, **WGAL-TV** Lancaster and **WJBK (TV)** Detroit. Experimental installations being made at **WNBT (TV)** New York and **WLWT (TV)** Cincinnati. **WNBQ (TV)** Chicago using one-hour daily Projectall program.

William L. Roach, United Artists legal counsel, heads committee which will plan the Television Film Clearance Bureau of the **National Television Film Council**. Legal phases of the project already are being explored by Mr. Roach. Committee, appointed by **Melvin L. Gold, NTFC** president, includes: William Holland, president Hyperion Films Inc.; John Mitchell, sales manager, United Artists television department; Connie Lazaar, Film Equities Corp.; Paul White, operations vice president, Lion Television Pictures; Charles Basch, Basch Radio and Television Productions, president; Waldo Mayo, president, Mayo-Video; Ed Evans, director of film relations, WPIX (TV) New York; Andrew P. Jaeger, WABD (TV) New York, film director; Robert Paskow, WATV (TV) Newark, film director; and Jerry Albert, United World Films advertising and public relations director. NFTC's first project, a standard exhibition contract, is now being printed for distribution and is available at group's office, 300 W. 23rd St., New York.

Paramount Pictures Inc.'s director of technical operations, **Richard Hodgson**, speaks to **National Television Film Council** monthly dinner meeting Thursday, April 28, at New York's Brass Rail restaurant. Subject to be Paramount's theatre television system. . . . **Henry Morley**, **Dynamic Films** president, is new chairman of National Television Films Council production committee, succeeding **Jack Glenn** who has been ill. Mr. Glenn remains a committee member and NTFC board chairman. . . . **Wyllis Cooper**, writer of *Quiet Please* which is broadcast Sunday afternoons on ABC, will write, direct and appear personally in a new weekly series starting in June on the ABC TV network. Series will be called *Volume One, Numbers One to Six* and will be half hour programs following the *Quiet Please* format. . . . **Wendell Williams**, formerly with **NBC** Hollywood and San Francisco, has joined the sales staff of the **Norman Wright Productions**, Hollywood, maker of television and commercial films.

TV FILM & PRODUCTION SERVICES



BT PRODUCTIONS, INC.
pots, Commercials, Entertainment
Motion Pictures for Television
Shorts, Featurettes, Features
Producers of the famous
Album of Song Series
460 West 54th Street,
New York, N. Y.
Columbus 5-7200

VIDEO COMIC STRIPS
"Bob Sterling, American Ranger"
3 HALF-HOUR EPISODES NOW READY
OPEN END FILM AND TRANSCRIPTION
Low Cost Write Today
AMERICAN TELEVISION, INC.
1050 Broadway • Chicago 40

V. S. BECKER PRODUCTIONS
Producers of Television, radio package shows and spot commercials.
Representing talent of distinction
562 Fifth Ave., New York
Luxemberg 2-1040

Extensive library of
F I L M S
(including cartoons)
available for television
Send for catalogue
BRAY STUDIOS, Inc.
729 Seventh Ave. New York 19

Write for information on
JULIEN BRYAN PRODUCTIONS
Available for Television
★
International Film Foundation
1600 Broadway, Suite 1000, N. Y.
CIrcle 6-9438

The Producers' Aid
CINEFECTS, INC.
1600 Broadway New York 19, N. Y.
Phone: Circle 6-0951-2-3-4
A Complete Service
for
TELEVISION PRODUCERS
Presentations — Station Breaks — Time Checks — Trailers — Weather Reports — One, Two and Three Minute Spots
SPECIAL EFFECTS ANIMATION

GRAY — O'REILLY
480 Lexington Ave., New York
Plaza 3-1531
COMMERCIAL SPOTS
for
TELEVISION

★
FILM EQUITIES CORP.
Serving Television
★
New York: **1600 Broadway** Ci 7-5850
Hollywood: **933 Seward St.** Gladstone 1625
★

HARTLEY PRODUCTIONS
offers
EXPERIENCE:
29 years
FACILITIES:
16 & 35 mm filming and recording
MOBILITY:
6-ton "studio-on-wheels"
ECONOMY:
Synchronized Hallen recorder for immediate playback
For television — film quotations call:
Judson 2-3960
STUDIO AT:
20 West 47th Street,
New York 19

Daily & Weekly Newsreels
Spot News & Feature Photos
Pictures via Soundphoto
Vidoeo News Tape—Projectall
INS • Telenews • INP
235 E. 45th Street, New York 17, N. Y.
MUrray Hill 7-8800

official television, inc.
Subsidiary of Official Films, Inc.
COMPLETE VIDEO
PROGRAM SERVICE
New shows ready soon.
Contact Irving Leos.
official television, inc.
25 West 45th Street, New York 19, N. Y.
LU 2-1700

PICTORIAL FILMS
Available for Television . . .
- Full length feature films
- Western motion pictures
- Full line of short subjects

625 Madison Avenue
New York 22, N. Y.
Plaza 5-9600

RKO PATHE, INC.
625 Madison Ave.
New York, N. Y.
Plaza 9-3600

SARRA INC.
Television Commercials
Motion Pictures — Sound Slide Films
NEW YORK - CHICAGO
HOLLYWOOD

SHERMAN PLAN, inc.
PRODUCERS — DISTRIBUTORS
FILMS for TELEVISION
420 Victor Bldg. — Washington 1, D. C.
— STerling 0780 —

TVFILMSWITHSA
(SA = Sales Appeal)
TELEVISION ADVERTISING
Productions, Inc. (TAP)
360 N. Michigan Ave. Chicago, Ill.
STate 2-5941

TELEFILM, INC.
•
Complete film production services for TV spots-programs
•
6039 Hollywood Blvd.
Hollywood 28, Calif.
Hollywood 9-7205

ANIMATED TV SPOTS
20-SECOND and 1 MINUTE
TELESCRIPTIONS
323 VICTOR BLDG. • WASH. D. C.
STERLING 4650
(See ad on opposite page)

UNITED ARTISTS TELEVISION
729 Seventh Avenue
New York 19, New York
Circle 5-6000

37 YEARS' EXPERIENCE MAKING HIT MOVIES
World's top technical and creative talent!
Unsurpassed facilities for live and stop motion photography!
Sparkling film commercials, tailored to your cost needs
Complete film programs available; features, novelties, sports, science
Write . . . Wire . . . Phone . . .
Television Department BT
UNITED WORLD FILMS, INC.
A subsidiary of Universal Pictures
445 Park Avenue New York 22, N. Y.

VALLEE-VIDEO
Films for Television
6611 Santa Monica Boulevard
Hollywood 38, California

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
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George F. Johnson
TV film spots & programs

KBTV(TV) DALLAS

Construction Started

CONSTRUCTION on a plant for KBTV (TV) Dallas was scheduled to begin last week, and Tom Potter, head of Lacy-Potter Television, said "we hope to make our first tests by June 15."

Mr. Potter, Texas oilman, has interests in stations at Center, Tex., and Seminole, Okla.

An 89-by-85-foot studio building for KBTV will be built in the 3000 block of Harry Hines Blvd. on high ground northwest of downtown Dallas. The station, on Channel 6, will serve the Dallas-Fort Worth area.

A 377-foot tower is being erected by International Derrick & Equipment Co., Dallas office. It will have an above-sea-level height of nearly 900 feet.

A $92,000 mobile Telecruiser has been ordered from Allen B. DuMont Labs., Passaic, N. J., for spot coverage of sports and news events. A DuMont representative, Lewis E. Pett, visited Dallas with a Telecruiser to confer with Mr. Potter on the station's equipment needs.

The studio grounds will cover some 54,000 square feet and the building will contain 5,500 square feet, including a 25-by-35-foot studio.



Architect's drawing of KBTV Dallas.

TRANS-LUX POLICY

TV Effects Change

ONLY ONE of the 14 Trans-Lux theatres is now adhering to its newsreel policy, the other 13 having abandoned news films for first-run and unusual features. Television is one of the principal reasons for the change in policy, it was said.

Norman W. Elson, vice president of the Trans-Lux Corp., said he did not envision any big-scale return to a newsreel policy even with development of theatre television.

He said, however, the Trans-Lux theatres are in good position to use theatre television when it is ready because they already use rear projection. He looked upon newsreels via television as supplementary to the feature policy.

TV Bar Tax Action

A SENATE committee in the Pennsylvania State Legislature April 12 approved a House-passed bill which would eliminate taxation on television used in liquor establishments. The State Liquor Control Board has maintained that television is an amusement device and that taprooms, therefore, must have amusement permits for their use.

BILL WELSH, KTLA (TV) Los Angeles sportscaster and special events reporter, was honored at "Bill Welsh Night" given by officials of Pan Pacific Auditorium for aiding in increasing interest in ice-hockey games in California area.

RESORT SELLING

WATV Starts Weekly TV Show

FIRST in a series of weekly hour-long television variety shows originating from a resort hotel was scheduled for presentation last night (April 24) on WATV (TV) Newark, N. J.

The series, sponsored by American Shops, Newark, and featuring "Happy" Waters as m.c., is in the 10-11 p.m. Sunday spot. It originates at the Goldman Hotel, Pleasantdale, N. J., and the entertainers, besides Mr. Waters, include name acts appearing on weekends at the Goldman.

The hotel is responsible for supplying all the talent, an arrangement said to be the first of its kind in television. Producer of the series is Harry Goldman, operator of the hotel. Don Lane and his orchestra supply musical background.

RADIO-TV JOBS

Competition Keen—Besler

ALTHOUGH employment is increasing in radio and television, "there are relatively few job opportunities and the competition for those jobs is very keen," Max Besler, special assistant to the manager of the New York District Office of the Veterans Administration, said April 16 on the *Straight Facts for Veterans* program on WCBS New York.

Citing a report recently prepared for the Veterans Administration by the Bureau of Labor Statistics, Mr. Besler said that this situation is true for both program employes, announcers, writers, musicians, newsmen and technicians. He added that "the report says that technicians seem to be in the best position, especially if they have any experience in television."

Protelgram

LATEST version of the Protelgram projection television system will be offered to consumers soon, the North American Philips Co., New York, announced last week. The newest adaptation of the Protelgram system, providing a 3 x 4-ft. TV picture, projected on a conventional home movie screen from a small cabinet containing a complete video receiver, was demonstrated recently by North American Philips.

TV IN LIBRARIES

Louisville Plan a Success

INSTALLATION of three television sets in the Louisville Free Public Library's main library and one in each of its ten branches in order to provide additional stimulus to community use of library facilities has proved to be "a sensational drawing card and an unexpectedly effective public service."

Clarence R. Graham, Free Public Library librarian, and William Hodapp, WAVE Louisville continuity writer, stated this conclusion in a joint article, "Television's Town Hall," in a recent issue of *Library Journal.*

"TV in the libraries was an instantaneous success and the crowds overflowed library facilities" when the library added the TV sets to the equipment of its audio-visual department after WAVE inaugurated television last Nov. 24, the article states.

Mr. Graham and Mr. Hodapp make these further observations:

"In spite of the increased facilities needed for the convenience of the libraries' televiewers, the added attendance has greatly stimulated interest in and use of regular library services. Book circulation has increased markedly; the audio-visual department has vastly more films out on loan; there has been a run on classical records and TV aids. . . . This growing library audience is also becoming significant as a force in affecting future programming on TV. . . ."

KNBH NEWSREEL

Bought by Ford Dealers

FORD Dealers Advertising Assn. of Southern California has agreed to underwrite five weekly *On the Spot* newsreel shows, starting May 1 on KNBH(TV) Hollywood, according to West Coast office of J. Walter Thompson Co. Time and film is understood to be budgeted at $25,000 weekly, on 13 week contract basis.

Known as *On the Spot,* the newsreel will be telecast 7:30-7:40 p.m. (PST) and will present spots and features about all of Southern California. It will be produced by National Television Newsreels, owned by Norman Alley and Charles Desoria. Commercials are as yet unsettled.

FELTIS TV VIEWS

Says Ad Patterns to Chang

HUGH FELTIS, newly appointed general manager of KING Seattle in his first public appearance since returning to the Pacific Northwest Tuesday told the Seattle Advertising and Sales Club television will markedly change advertising patterns in every market where it appears.

"When television hits a home the pattern of sound radio listening changes overnight," he said, but added that "AM broadcasting as we know it will remain for our lifetimes at least." Mr. Feltis cited vast areas where video will never be seen and will never disturb sound broadcasting. (KRSC-TV is now the only video outlet operating in Seattle but KING has one of six applications for remaining three channels before FCC). Referring to BMB experience Mr. Feltis disclosed KING plans to experiment in what he called home-made research and suggested the ad club pioneer in Seattle, adding with grin that he would not serve on committee.

Among significant trends Mr. Feltis noted television hit New York in past two years "like a windstorm" but observed he does not feel the same hysteria in Seattle as New York or Chicago.

TALENT UNIONS

Paid Officers Brought Back

PAID officers and counsel of talent unions are being brought back into the committee planning to form one big television union, it was learned last week.

The paid executives and counsel were excluded from the committee, composed of presidents and members of each of the key unions in the Associated Actors and Artists of America, after efforts to merge some of the organizations failed. It was then thought that better progress could be made without them.

Apparently efforts to reach an agreement have now progressed so far that it was thought advisable to bring the paid union technicians back. Late last week it was believed that a new and permanent union to be called the "Four A's Television Authority" was closer to realization than ever before.

Cincinnati Telepulse

MONTHLY Telepulse reports by The Pulse Inc. will be issued for the Cincinnati metropolitan district, beginning in May. The fourth such district to be serviced by Telepulse reports, Cincinnati's markets will be surveyed and quarter hour TV ratings will be quoted for an entire week from 12 noon to 12 midnight. Quarter hour ratings will be based on 100 TV homes.

Centenarian Dies

DEATH struck at CBS last Monday night during rehearsal for *We, The People,* scheduled for 9 p.m. Tuesday night. Henry R. Roe, 101 years of age, and described in yellowed newspaper clippings as "President Lincoln's personal spy," collapsed on the 21st floor of the CBS building as he waited, with other members of Tuesday's cast, for an elevator. He was pronounced dead by Dr. Jack Nelson, CBS physician.

EDWARD LLOYD

Named Nielsen Exec. V.P.

DR. EDWARD L. LLOYD, managing director of the A. C. Nielsen Co. Ltd. in Great Britain, has been named executive vice president of the Chicago research firm, President Arthur Nielsen announced last week.

Dr. Lloyd, who was recently named vice chairman of the Great Britain and Australia Nielsen concerns, will be responsible for all operations abroad, including extension of marketing research services to new countries.

Dr. Lloyd worked as chief of the Market Data section of the Bureau of Foreign and Domestic Commerce in Washington before joining the Nielsen company in 1939. He lives in Oxford, England. He returned recently from Australia, where he established the food and drug index services offered by the firm.

Voice Jobs Open

STATE Dept.'s Voice of America has job openings for radio broadcast technicians with civil service ratings of CAF-5 through CAF-13, paying from $2,974 through $7,432 annually. Particulars about examinations for the jobs may be had from the executive secretary, Board of U. S. Civil Service Examiners, Dept. of State, 250 West 57th St., New York 19, N. Y.

N. Y. MANAGERS

Hold Organizational Meet

NEW YORK Radio Station Managers Committee met last Monday and decided to form an organization to meet on a regular basis and act on problems of common interest in New York.



Mr. Park

Eldon A. Park, general manager of WINS, chairman of the committee, was empowered to send out a letter to all station managers in the entire metropolitan area to enlist their participation. Among problems which will concern the committee at first are the channelizing of public service drives, music and labor matters. Norman Boggs, WMCA, presided at the meeting for Mr. Park, who could not attend because of illness. Others who attended:

G. Richard Swift, director, WCBS; Richard Connell, personnel director, WOR; Charles Baltin, assistant manager, WHOM; K. T. Murphy, business manager, WINS; Ralph N. Weil, general manager, WOV; Henry Greenfield, general manager, WEVD; William I. Moore, general manager, WBNX; John V. L. Hogan, president, and Norman S. McGee, vice president, WQXR, and Herman M. Bess, general manager, WLIB.

WOLFE CHAIRMAN

Heads Mich. AAAA Council

RALPH L. WOLFE, president of Wolfe - Jickling - Conkey Inc., has been elected chairman of the Michigan Council of the American Assn. of Advertising Agencies for the fiscal year 1949-50 according to an announcement by the council.

Other officers elected include: John L. McQuigg, vice president of Geyer, Newell & Ganger, vice chairman; Frank W. Townshend, vice president, McCann-Erickson, secreary-treasurer. Willard S. French, Brooke, Smith, French & Dorrance, and Henry G. Little, executive vice president of Campbell-Ewald Co., and retiring chairman, were elected governors of the council.

WHAT IS THE LOWEST COST PER THOUSAND STATION IN CINCINNATI?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Management

JOSEPH L. MERKLE, formerly with NBC's station relations department, has been appointed station relations manager of DuMont Television Network, a new post. He had been with NBC for 13 years.

JOHN CARRINGTON, who has been commercial manager of WORD and WDXY(FM) Spartanburg, N. C., has been appointed station manager. He succeeds JOHN W. KIRKPATRICK, who resigned to become manager of WCOV Montgomery, Ala. [BROADCASTING, April 4]. J. W. PARRIS Jr. has been appointed commercial manager.



Mr. Carrington

WALTER HAASE, station manager of WDRC Hartford, Conn., has been named chairman of Greater Hartford Fund Drive Review Council, which investigates and reports on any fund appeal in area.

JACK S. YOUNTS, president and general manager of WEEB Southern Pines, N. C., and Mrs. Younts, program and promotion manager, are parents of a girl, Sandra Louise, born April 18.

NBC'S MacVANE

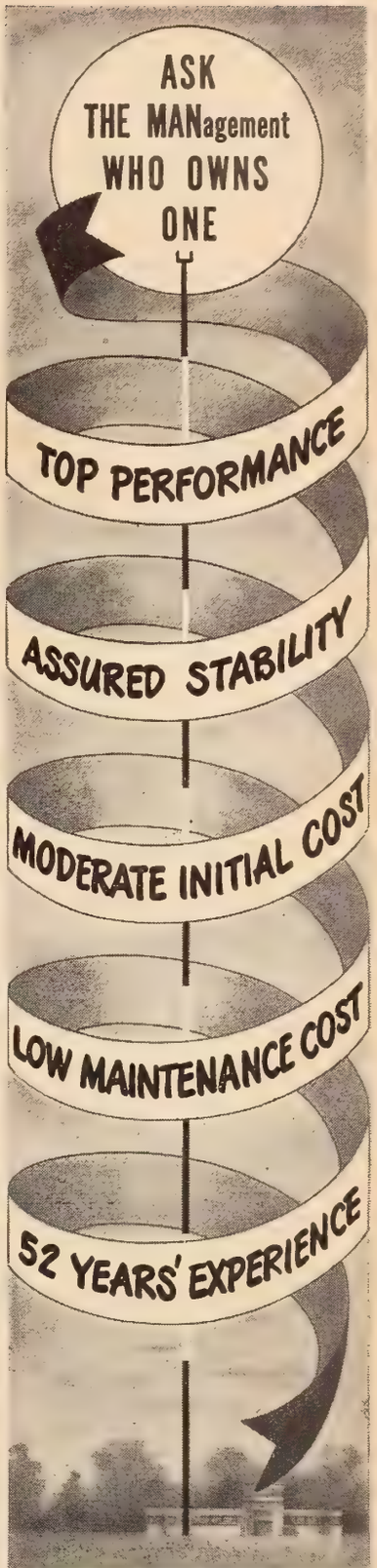
Named President of ARNA

JOHN MacVANE, NBC news analyst, has been elected president of the Assn. of Radio News Analysts. Other officers named include: chairman of the executive committee — H. V. Kaltenborn, NBC; executive committee members—Bill Henry, MBS; Ned Calmer, CBS and Richard C. Hottlet, CBS; vice presidents—John Daly, CBS and William S. Hillman, MBS; treasurer — Cecil Brown, MBS; assistant treasurer—Quincy Howe, CBS; secretary — George Hamilton Combs, WMGM New York, and assistant secretary—Thomas J. Hamilton, WQXR New York.

ARNA's purpose is the maintenance of professional standards in news analysis, and the representation of its members in matters affecting those standards.

Kobak Named

EDGAR KOBAK, retiring MBS president, has been elected a director-at-large of The Advertising Council. Mr. Kobak, who served as a sponsor member of the council during 1945-46, was elected a director, representing radio, the following year. He has served on the board ever since. He was vice chairman of the Industries Relations Committee during 1947 and a member of last year's council Promotion Committee.



LINGO

Vertical Tubular Steel

RADIATORS

Write for Factual Data

JOHN E. LINGO & SON

CAMDEN 5, N. J.

ACTIONS OF THE FCC

APRIL 15 TO APRIL 21

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
SSA-special service authorization | CG-conditional grant

April 15 Decisions . . .

DOCKET CASE ACTIONS

AM—1340 kc

Adopted memorandum opinion and order denying petition of WRAW Reading, Pa., for permission to participate as amicus curiae in oral argument scheduled April 15 before Commission en banc on exceptions filed by Foulkrod Radio Engineering Co. (WTEL), Philadelphia, to proposed decision in re order to show cause.

AM—1580 kc

Adopted memorandum opinion and order (1) denying motion Mid-Island Radio Inc., Patchogue, N. Y., for dismissal of application of Patchogue Bcstg. Co; (2) granted petition Interstate Bcstg. Co. Inc. (WQXR) New York requesting leave to intervene in consolidated proceeding on applications Mid-Island Radio Inc. and Patchogue Bcstg. Co.; (3) designated for hearing in consolidated proceeding with application of Mid-Island Radio Inc. application of Patchogue Bcstg. for new station 1580 kc 250 w D, Patchogue, N. Y., and made WQXR party to proceeding.

AM—1490 kc

Granted application of Douglas L. Craddock to increase power WLOE Leaksville, N. C., from 100 w to 250 w, unl. 1490 kc, subject to cond. applicant will make prompt adjustment of all reasonable complaints with respect to any blanketing which may arise within 250 mv/m contour.

AM—1420 kc

Granted application Pawtucket Bcstg. Co. to change main studio WFCI from 450 Main St., Pawtucket, to the Sheraton-Biltmore Hotel, Providence, R. I. No change in operating assignment 1420 kc 5 kw unl. DA is involved.

AM—1450 kc

Granted application of Agnes Jane Reeves Greer for new station at Dover, Ohio, 1450 kc 250 w unl. subject to (1) that applicant within 60 days from grant, file application for mod. CP specifying trans. site and ant. system meeting requirements of Standards, (2) that applicant will not commence operation until WFMJ Youngstown ceases operation on 1450 kc and is licensed on 1390 kc.

AM—990 kc

Granted application of Orange Empire Bcstg. Co. for new station at Redlands, Calif. 990 kc 1 kw D, subject to cond. that applicant within 60 days from date of grant file application for mod. CP designating trans. site and ant. system which will comply with Commission's Standards.

April 18 Decisions . . .

DOCKET CASE ACTIONS

AM—1060 kc

Adopted memorandum opinion and order denying petition of Deep South Bcstg. Corp., New Orleans, for rehearing and reconsideration directed against Commission's decision Jan. 26 granting power increase to WNOE, and that upon such reconsideration the decision be reversed and application be granted.

AM—1300 kc

Adopted order denying motion of Scripps-Howard Radio Inc., Cleveland, for stay of issuance of CP or for recall of CP in event it has been issued to Cleveland Bcstg. Inc. granted on Jan. 27, by final decision.

AM—600 kc

Adopted decision and order denying as in default application of Coconino Bcstg. Co. for new station at Flagstaff, Ariz. on 600 kc 1 kw, unl.

ACTIONS ON MOTIONS

(By Commissioner Hennock)

KLIF Oak Cliff, Tex.—Granted petition to amend application to specify 1190 kc 10 kw-D, 1 kw-N, in lieu of 1480 kc 1 kw D, and show revised financial and program data, application was removed from hearing docket.

KXRO Aberdeen, Wash.—Granted petition to amend application to show revised program and financial data and redesigned DA pattern.

WSIV Pekin, Ill.—Petition for leave to amend application withdrawn at request of counsel.

Jose Ramon Quinones, San Juan, P. R. and WPTF Raleigh, N. C.—Granted petition for continuance of hearing scheduled April 20 to June 24 at Washington.

Bowling Green State U., Bowling Green, Ohio—Granted petition to dismiss application and Commision on own motion removed from hearing docket application of Abe Lapides, Pontiac, Mich.

Peninsula Bcstg. Corp., Pontiac, Mich.—Granted petition dismiss application and Commission on own motion removed from hearing application of WTTH Pontiac, Mich.

Globe-Democratic Pub. Co. St. Louis,—Granted petition to dismiss without prejudice its TV application.

KGBS Harlingen, Tex.—Granted petition for leave to amend application to show revised financial data.

Atlas Bcstg. Co. Hamtramck, Mich.—Passed over petition for leave to amend application.

Haygood S. Bowden, Camden, S. C.—Dismissed as moot petition to change place of hearing from Washington to Camden, S. C.

Atlas Bcstg. Co., Hamtramck, Mich.—Passed over petition to amend.

Benlee Bcstg. Co., Patchogue, N. Y.—Granted petion for extension of time to file petition for review of order of motions Commissioner action of April 8, denying petitioner's request to dismiss without prejudice its application, and time was extended to April 15.

Richard Field Lewis Jr., Winchester, Va.—Granted petition for continuance consolidated hearing presently scheduled for April 18, to June 21 at Washington.

Frederick Bcstg. Co., Frederick, Md.—Granted petition to dismiss without prejudice application; and Commission on own motion removed from hearing application of WASA Havre De Grace, Md.

WBAX Wilkes-Barre, Pa.—Granted petition for extension of time in which to file exceptions to proposed decision and time was extended to April 28.

KCRC Enid, Okla.—Granted petition for continuance of hearing scheduled May 5 to July 5 at Washington in re application.

KGBS Harlingen, Tex.—Commission on own motion postponed indefinitely hearing scheduled May 16 pending action on petition for reconsideration and grant.

Suburban Bcstg. Corp., New Rochelle, N. Y.—Commission on own motion postponed indefinitely hearing scheduled May 23 pending action on petition for reconsideration and grant.

WCPO Cincinnati—Commission on own motion extended time to May 5 in which applicants may file proposed findings in re-proceeding.

Steel City Bcstg. Co., Gary Ind.; WGES Chicago—Commission on own motion scheduled hearing on applications for May 17 at Washington.

WEMB San Juan, P. R.—Granted petition for leave to amend application to show population within blanket of contours.

L. W. Andrews Inc., Davenport, Iowa—Granted petition to accept late appearance in hearing set for June 23.

Baranof Enterprises Inc., Sitka, Alaska—Granted petition to accept late appearance.

Radio Tennessee Inc., Memphis, Tenn.—Granted petition to dismiss without prejudice application and removed from hearing docket application of H. F. Ohlendorf, Osceola, Ark.

WRIB Providence, R. I.—Commission on own motion postponed hearing scheduled April 18 to June 3 at Washington.

BY THE SECRETARY

WCVA Culpeper, Va.—Granted license new AM station 1490 kc 250 w unl.

KRBC Abilene, Tex.—Granted license install new tran. and DA-N change in frequency, power, trans. location and change type trans.

Following were granted licenses for new FM stations: KWOS-FM Jefferson City, Mo.; WOC-FM Davenport, Iowa; WOMI-FM Owensboro, Ky.; WDWS-FM Champaign, Ill.; WLBR-FM Lebanon, Pa.; WBOX Louisville, Ky.; WPIT-FM Pittsburgh; WHBL-FM Sheboygan, Wis.; WLOS-FM Asheville, N. C.; WEED-FM Rocky Mount, N. C.;

WSTC-FM Stamford, Conn.—Granted license change ERP to 650 w decrease ant. to 345 ft.

KARS Pasadena, Calif.—Granted license changes in FM station.

WTXL Springfield, Mass.—Granted mod. CP to make changes in ant. system, change trans. and studio locations and change type trans.

WNAS New Albany, Ind.—Granted mod. CP change type trans. and make changes in ant. system.

WMMJ-FM Mid-State Bcstg. Co., Peoria, Ill.—Granted request to cancel CP and mod. for new FM station.

WKPB Knoxville Pub. Co., Knoxville, Tenn.—Granted request to cancel CP as mod. for new FM station.

Following were granted mod. CP's for extension of completion dates: WNHC-TV New Haven, to 10-28-49; WGOR Ft. Lauderdale, Fla. to 9-1-49; WRR-FM Dallas, to 7-20-49; WJDX-FM Jackson, Miss. to 6-15-49; WDBO-FM Orlando, Fla. to 6-14-49.

WGVM Greenville, Miss.—Granted license new AM station 1260 kc 1 kw D and to specify studio location.

WDUN Gainesville, Ga.—Granted license new AM station 1400 kc 250 w unl.

WBBW Youngstown, Ohio—Same 1240 kc 250 w unl.

WSSO Starkville, Miss.—Same 1230 kc 250 w unl.

WMEV Marion, Va.—Same 1010 kc 1 kw D.

WASK Lafayette, Ind.—Granted license install old main trans. for aux.

KFXJ Grand Junction, Col.—Granted license to cover CP new vertical ant and move trans.

KING King Bcstg. Co. Seattle, Wash.—Granted license increase power install new trans. and changes in DA.

College of the Pacific, Area of Stockton, Calif.—Granted CP for new remote pickup KA-2879.

KFJB Marshalltown, Iowa—Granted CP install new trans.

WROK Rockford, Ill.—Granted mod. CP install new trans.; cond.

Following were granted mod. CP's for extension of completion dates: KLMS, Lincoln, Neb., to 7-15-49; KGHF Pueblo, Col. to 5-1-49; WBAP-TV Ft Worth, to 8-15-49; W6XNO Hollywood Calif., to 11-4-49.

Modern Bcstg. Co. Area of Bator Rouge, La.—Granted license covering new remote pickup KA-2130.

Alaska Bcstg. Co. Anchorage, Alaska—Granted CP for new remote pickup KWA-80.

WFYE Tropical Bcstg. Co., Miami Fla.—Granted request to vacate CP for new FM station.

WHIA Harry D. Fornari, Mineola N. Y.—Granted request to cancel CP new FM station.

WSIP Paintsville, Ky.—Granted mod. CP for approval of ant. and trans location, and change studio location.

Following were granted mod. CP for extension of completion dates: KTBS Shreveport, to 6-28-49; KMAC San Antonio, to 7-4-49; WRGW Scipio Twp. N. Y. to 6-15-49; WKVM Arecibo P. R. to 6-15-49; KAHL Ames, Iowa, to 7-28-49; WSTP-FM Salisbury, N. C.(*) WMCA-FM New York City, to 7-7-49 WJHL-FM Johnson City, Tenn. to 9-1-49; WQDI Quincy, Ill. to 6-9-49; KBUR FM Burlington, Iowa, to 6-1-49; WBT FM Charlotte, N. C. to 11-4-49; WTHI FM Terre Haute, Ind. to 8-5-49 (*) to 10-15-49.

WNCA Asheville, N. C.—Cancelled license AM station 1340 kc 250 w unl and deleted call letters as of March 31.

WSAR-FM The Fall River Bcstg. Co. Inc., Fall River, Mass.—Granted request to cancel CP new FM station.

WXKK Minneapolis, Minn.—Granted mod. CP to extend completion date to 6-30-49.

W T C N - T V Minneapolis, Minn.—Granted mod. CP for extension of completion date to 6-30-49.

KRLD-TV Dallas, Tex.—Granted mod. CP for extension of completion date to 10-1-49.

(*) On condition that construction be completed or interim operation be started by that date.

In report dated April 14 item relating to KWWL Waterloo, Iowa, should show change of power to 5 kw unl instead of 1 kw-N, 5 kw-D.

April 18 Applications . . .

ACCEPTED FOR FILING

AM—950 kc

Northeast Iowa Radio Corp., Oelwein Iowa—CP new AM station 950 kc 1 kw D. AMENDED to request change to 950 kc 500 w D.

AM—1240 kc

WCNC Elizabeth City, N. C.—CP change from 1400 kc 250 w unl. to 1240 kc 1 kw unl.

AM—990 kc

KTRM Beaumont, Tex.—CP change from 990 kc 500 w D. to 990 kc 1 kw-D 500 w-N unl. AMENDED to request change to 990 kc 1 kw unl. DA-DN.

(Continued on page 74)

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National 7757

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PAUL A. deMARS
ASOCIATE
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WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
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10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
DON DAVIS, President
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MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Mr. Bill Smith
Buchanan and Co., Inc.
New York City

Dear Bill:

Talk 'bout crowds! Yuh shoulda seen th' mob what turned out for th' 580 Club Morning Matinee! If anyone ever had any doubts 'bout th' pullin' power.. o' WCHS's 5000 watts he would been convinced effen he'd been thar! Why, folks come from as fer away as a hunderd miles and packed th' biggest theeater in Charleston! They heerd Miss 580 an' Sam go through their paces, and they seen lots of other folks who does things on th' show. Yessir, score 'nother bullseye for ole WCHS!

Yrs.
Algy



WCHS
Charleston, W. Va.

News

CHUCK CROSBY, sports director of WCOP Boston since 1946, has resigned to become assistant sports director of CBS-TV.

BARBARA FROST, formerly with ABC press department, has joined WOR New York, as news editor.

THOMAS C. FLYNN, formerly WOR trade news editor, has been appointed news editor of WOR-TV, scheduled to begin telecasts in June. **WALTER V. BENNETT Jr.,** formerly WOR news editor, has assumed Mr. Flynn's previous post as trade news editor.

BILL PLATT, formerly with KOCY Oklahoma City, has joined WBBZ Ponca City, Okla., as sports director.

HOWARD HOLSCHUH has joined news staff of KNBC San Francisco.

JAMES P. FOLEY, formerly on news staff of KECA Los Angeles, has been appointed news editor of KGO San Francisco.

RAY OWENS, news director of WFBL Syracuse, N. Y., is the father of a boy, Ray Jr.

AGRICULTURE

Maps Plans for RFDs, IER

PLANS covering radio and television discussions for both the Radio Farm Directors open house in Washington and agricultural workshop sessions at the Institute for Education by Radio at Columbus, Ohio, were announced last week by Agriculture Dept.'s information office. The two events are dovetailed, with RFDs gathering in Washington May 2-4 just prior to IER's meeting, which is slated for May 5-8.

Open house program includes a congressional session arranged for visiting farm broadcasters by National Assn. of Radio Farm Directors, and a Wednesday session on "Project 255 Moves Ahead," dealing with the department's television project. Tom Noone and Maynard Speece, USDA TV information specialists, will speak.

Radio workshops at Columbus are set for May 6 and 7, with an RFD meeting scheduled on the latter for Saturday morning. Friday session will be devoted to discussion of video, experience reports and kinescopes. Special recordings are to be featured in a Saturday clinic.

Canadian Set Permits

INCREASE of 116,317 in number of receiving set licenses was reported last week by Canada's Dept. of Transport Radio Division. Total issued in fiscal 1948-49 to March 31 was reported as 2,051,553. Total licenses issued for same period last year was 1,935,236. Province of Ontario reported largest number of licenses with 703,374.

GIVEAWAYS

Proposals of FCC Discusse By 'Stanford Law Review'

FCC WILL EXCEED its authority if it adopts its proposed anti-gi away rules [BROADCASTING, Aug. 9, 1948], the *Stanford Law Revi* of Stanford (Calif.) U. declares in the April issue.

In an 11-page study of the problem, the *Review* concludes that legis tion is needed to "lay down a general standard to guide the Commission in regard to its authority over program content." The article continues:

Any standard established should not permit the Commission to substitute its judgment for that of the radio audience, except in cases clearly detrimental to the public safety or morals. The proposed lottery regulations seem to strike at programs not properly within this exception.

It was pointed out that in 1940 FCC referred seven programs to the Justice Dept. for prosecution under the lottery laws. The Attorney General advised against prosecution. Yet at least some of these programs "would clearly come within the Commission's interpretation of the same statute" as indicated by its proposed rules, the *Review* declared.

It was felt "there would be a substantial basis for contesting t Commission's action as a form censorship and a violation of S 326 of the Communications Act."

The article said "the most vuln able part" of FCC's proposed ru is their concept of "consideration

By the prevailing view, a valua consideration, in contrast to a tech cal or nominal consideration, is quired [before a "lottery"· exist This is in harmony with the concept strict construction of criminal statut

It seems clear that listening to viewing a program, or answering telephone is not valuable conside tion. It is difficult to reconcile broad an interpretation with the pub policy behind lottery statutes—i.e., protect the public from being chea and defrauded of property, and avoid corruption of the public mor by stimulation of gambling spirit.

The *Review* concluded that the is "substantial possibility that t new lottery regulations have misi terpreted" the lottery law.

But if they are enacted, it w felt, "they would appear to off an opportunity to put in issue [court test] the authority of t Commission over program conten

Rules' Specifications

The proposed rules, currently u der consideration by FCC aft oral argument in which most indu try spokesmen protested their e actment [BROADCASTING, Oct. 2 1948], would specify the tests to applied in deciding whether a pr gram violates the law against l teries.

It would be considered a viol tion if the winner's selection d pends in any way upon lot chance, and if the winner or wi ners must do any of the follo ing: (1) furnish money or thing value; (2) possess a product of t sponsor; (3) be listening to viewing the program; (4) answ a question correctly, if aid is giv on a program; or (5) answer t telephone or write a letter if co tents or substance of conversati or letter are broadcast.

SPORTS CONTEST

KVOO Draws Big Response



Mr. Henry (center), arriving by plane to deliver prize, gives KVOO listeners an account of presentation ceremony as the winner, Mr. Stevens (l), is congratulated by Virgil Foltz, superintendent of firm sponsoring show.

* * *

USING only eight announcements and offering only one prize on his KVOO Tulsa program, *Sports Call,* John Henry drew some 3,000 letters from 26 states.

Contestants were invited to guess the winner, number of field goals attempted, and the score of the Oklahoma A & M-St. Louis U. basketball game held at St. Louis. To promote the contest, Mr. Henry, who originated *Sports Call,* used only 16 minutes—eight to give contest details and eight to describe the prize, a Stewart-Warner console radio.

After the winner — John W. Stevens, Lyons, Kan.—was determined, Mr. Henry flew the prize to Lyons in KVOO's chartered plane. *Sports Call* is sponsored by Oklahoma Tire and Supply Co.

HITCH YOUR SELLING TO A STAR

Star salesman in this whole locality is hard-hitting WAIR, the station with more listeners and more influence.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

EW commercial show, *Flight International*, has been launched by KVSM San Mateo, Calif. Broadcast from San Francisco International Airport, program features interviews with passengers, pilots and various operation personnel at airport. Euclid Candy Co. (Love Nest, Red Cap candy bars) is sponsoring program—its first use of radio in Northern California since 1943.

'Happiness Exchange'

BEGINNING May 1, "Big Joe" Rosenfield, who says he's the "happiest man in the world," will conduct *Big Joe's Happiness Exchange* on WOR New York seven mornings a week. Show will feature recorded music, contests and telephone conversations with listeners who phone studio. Mr. Rosenfield will conduct a crutch exchange for disabled persons, and a rocking chair supply for elderly men and women as part of program.

'Growth of the Mind'

CASES of two boys, traced since day of their birth, is subject of WNAR Norristown, Pa.'s *Growth of the Mind* program. Series shows influence of home, parents, family members, friends and school life on their lives. Each week some prominent guest speaker is featured and gives brief talk on a related field. Many psychiatrists have been featured.

Quiz Show in Reverse

AN weekday *Julie 'n' Johnny* show on WTAG Worcester, Mass., a board of musical experts are featured who try to answer questions sent in by listeners. On April 14 M.C. Julie Chase received a question with 11 folded pieces of mystery papers with numbers in them. Experts picked numbers at random, answering questions thereon, until fourth one opened said: "The expert picking this number gets a bushel of pears in August." By end of question, experts had also netted pure bred German shepherd puppy, box of homemade fudge and quartet of theatre tickets.

Racing Classic

FAMOUS racing classic B. A. A. Marathon which is always held on Patriot's Day, was telecast April 19 by WNAC-TV Boston for the first time. Program started at 1:30 p.m. on Tuesday, about an hour before the winner was expected to cross finish line. Program was sponsored by the National Co. of Malden (Mass.), manufacturer of National Television Receivers and radio communication equipment.

Doughnut Time

NEW afternoon audience participation show, *Doughnuts at Doc's*, originating from Doc Higginson's restaurant in Crossville, Ill., debuted over WROY Carmi, Ill., early this month. Restaurant is filled daily with birthday parties, lodges and various organizations desiring to participate in the interviews and music, and to compete for daily prizes. Show is aired Mon.-Fri., 2-2:30 p.m., and is sponsored by Kurfee Paints, Westinghouse Appliances and H. L. Rudolph Hardware Inc. of Crossville. WROY believes this is the first program of its kind emanating from a small farm village and beamed at metropolitan centers.

Programs





SLIGHTLY worse for wear and soaking wet, George Walker, WEBR Buffalo disc jockey (l), and Foster Brooks, WKBW Buffalo disc jockey (center), emerge after their canoe tilting bout at sixth annual Sportsman and Boat Show in Buffalo. Event was broadcast simultaneously over WEBR and WKBW. Canoe paddlers for disc jockeys were Al Healy, continuity director of WKBW (rear, left), and Clare "Butch" Allen, WEBR program director.

Farmer's Show

WKOW Madison, Wis., played host to annual meeting of Wisconsin AAA, attended by over 1,000 Wisconsin farmers, with special program broadcast by Lee Edwards, WKOW farm editor. Al Loveland, Under Secretary of Agriculture, and Lee Smith, director of Green Div. for U. S. Dept. of Agriculture, spoke. Local farm authorities also were guest speakers. Mr. Edwards broadcasts a regular farm program on WKOW.

'Automobile Hour'

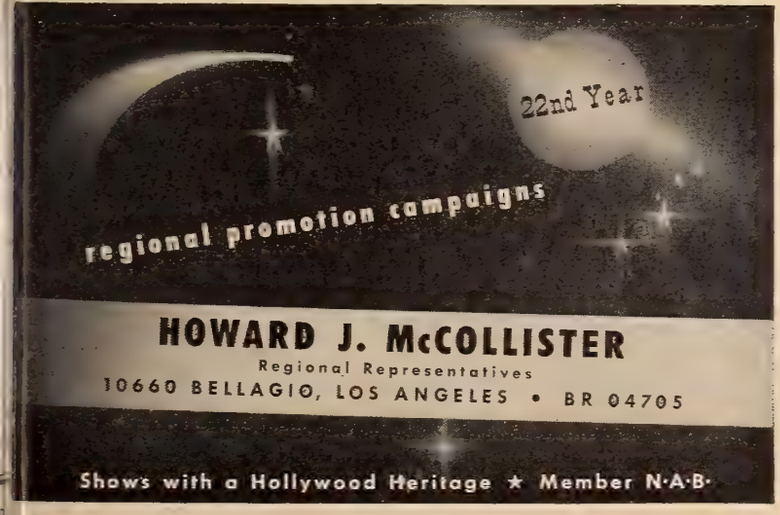
WPIK Alexandria, Va.,—Washington, D. C., has inaugurated program especially for automobile owners. Thirty-minute show is aired from 8:30-9 a.m., about time most people are driving to work. *Automobile Hour* features music, news, driving hints, and is presented in cooperation with National Automobile Dealers Assn., Washington Automotive Trade Assn., American Automobile Assn., Automobile Mfrs. Assn., National Safety Council, Keystone Automobile Club and police and safety officials.

Supports PTA

INTERVIEWS with families in King County are being aired by KJR Seattle in cooperation with Parent Teachers Assn., in effort to spotlight PTA's contest on backyard cleanup and home playground construction in rural areas of the county. With Charles Herring, KJR announcer, as interviewer, series of six broadcasts features practical approach, including costs, materials and methods used. Parents and children participate in programs.

'D. C. Forum'

EXAMINING various civic problems facing nation's capital, WOL Washington and Washington Junior Board of Trade commenced series of public discussion broadcasts titled *D. C. Forum*. Program, aired on alternated Friday nights, calls upon District of Columbia officials, municipal and civic leaders to debate issues of importance in city's government. Gil Hahn, Board of Trade official, moderates series and WOL's Larry Frommer is producer.



THE PICK OF THE NEW HITS!
on special "DJ" platters*



TEX BENEKE
Old Fashioned Song
Tulsa
DJ-684

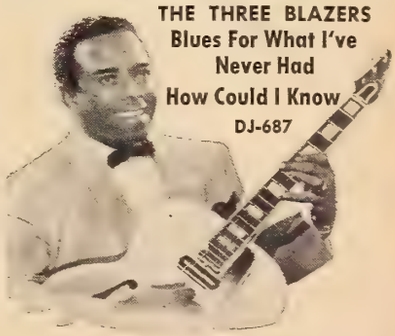


SAMMY KAYE
A Chapter In My Life
Called Mary
Kiss Me Sweet
DJ-685



BUDDY MORENO
How It Lies
Honey Bun
DJ-686

JOHNNY MOORE AND THE THREE BLAZERS
Blues For What I've Never Had
How Could I Know
DJ-687



*"DJ" disks are special platters for disk jockey and radio station use!

RCA VICTOR RECORDS

Production



DAVID CRANDALL, formerly director of program operations at KTTV (TV) Los Angeles, has joined KGO-TV San Francisco as producer of studio telecasts. **WILLIAM HOLLENBECK,** formerly with WENR-TV Chicago, has been named producer of remote telecast, and **JEANNE LeFEVRE,** formerly with WPIX (TV) New York, has been named program coordinator. KGO-TV begins regular programming May 5.

ROG LAMBERT, former program director and sportscaster at KORN Fremont, Neb., has been appointed program director at KILO Grand Forks, N. D.

F. CHASE TAYLOR Jr., copy chief at WVET Rochester, N. Y., has assumed post of production manager in addition to his other duties.

DENNIS KANE has been promoted from stage manager to assistant producer at WAAM (TV) Baltimore. **ROBERT SCHULTZ** has joined station as assistant to **BARRY MANSFIELD,** scenic designer.

PHIL WALKER, formerly of KSBR-FM San Bruno, Calif., has joined KNBC San Francisco as staff announcer.

WALTER N. NELSKOG, formerly program director at KREM Spokane, Wash., has joined KING Seattle, as announcer.

HORACE H. F. JAYNE, vice director of New York's Metropolitan Museum for past eight years, has been appointed script writer and commentator for Chinese unit of State Dept.'s International Broadcasting Div. He will write and broadcast Voice of America programs for China.

WILLIAM C. MILL has joined announcing staff of WNOC Norwich, Conn.

ELLIS LIND, former chief announcer at KYA San Francisco, has joined program staff of KXOA Sacramento, Calif. **GEORGE POSEY,** former announcer-technician at KTRB Modesto, Calif., has also joined station's program staff.

ED SCOTT has joined announcing staff of WBBM Chicago. He was formerly with KING Seattle and KLZ Denver.

MEL VENTER, program manager of KFRC San Francisco, has returned to active broadcasting after year's absence. He conducts early morning *Breakfast Gang* on KFRC. Mr. Venter, who has been with station since early 1930's was previously active in many of station's shows.

JOHN GRAY has been appointed a staff announcer at WFBL Syracuse, N. Y., replacing **BILL THORPE** who has joined station's sales staff.

DALE WIGHTS, comedian on KPIX (TV) San Francisco, is the father of a boy, Richard Ruf.

BILL MANNS and **JOHN PAUL WEBER,** staff announcers at WIP Philadelphia, are the fathers of girls.

CHARLES WILFONG, announcer at WKBC North Wilkesboro, N. C., and Betty Lou Steelman have announced their marriage.



The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

WSNY CASE

Receivership Motion Denied

MOTION for a temporary receiver for WSNY Syracuse, N. Y., has been denied by Justice John Alexander of the New York State Supreme Court, WSNY announced last week. Leader of the group which had asked for the receivership is George R. Nelson, former vice president and director of the station.

The Nelson group brought action against Western Gateway Broadcasting Corp., WSNY licensee; Winslow Leighton, WSNY president and general manager, and others, charging that Mr. Leighton had taken over control of the station illegally.

Latest decision, WSNY said, means that operation of the station remains in the hands of Mr. Leighton and other directors elected at the last annual meeting of Western Gateway stockholders.

RENT LAW

Radio's Education Jo Lauded by O'Brien

RADIO did an outstanding job in helping landlords, tenants and vetera understand their rights and obligations under the Housing and Rent A of 1948, John T. O'Brien, director of information for the Office Housing Expediter, told BROADCASTING last week.

The medium is continuing to do a great public service, he said, in explaining the changes in the 1949 law. Mr. O'Brien estimated that at least 3,500 hours of local station time was donated last year for this purpose. No estimate has been made of the innumerable spots announcements and national and regional network shows which were in addition to the local station efforts.

Although there were no enforcement provisions in the 1948 law, Mr. O'Brien indicated that the magnificent job done by radio in reiterating the rent regulations for both tenants and landlords helped tremendously in maintaining a high degree of compliance with the Act.

"Even the 3,500-hour estimate for radio time given the 1948 law is low, if anything," Mr. O'Brien stated, "because when that law went into effect there were several changes over the 1947 law. Many stations gave added time, as they now are doing and we don't have reliable estimates for the extra coverage." He said the OHE figure is based on the average of the last several months of the 1948 law, which expired March 31, when 330 stations carried five or fifteen minute broadcasts once weekly for a total of more than 47 hours every seven days.

He guessed that with spots and network shows added in the total contribution would run 5,000 hours. Mr. O'Brien further complimented the efforts of the television stations, pointing out that since the first of the year there have been a number of local TV shows as well as network.

Mr. O'Brien also expressed thanks for the many letters he received complimenting the quality of program material sent to stations by the OHE radio division.

VICKIE HUBBARD, former continuity writer at WNMP Evanston, Ill., has been appointed continuity editor for Hal Tate Productions, Chicago.

Feature of the Week

(Continued from page 17)

periods so that Mr. Smith's relati could be cared for.

The problem impressed M Smith and he went to Hale Bo durant, WJBC manager, to s what could be done. The stati agreed to turn over a 15-minu period Monday through Frida with Mr. Smith at the piano, a tel phone installation in the studio, tv announcers and Wally Rubens the sales department, to hand pledges.

The program was called *Ir Lung #2—It May Be for You.* Th need for a second iron lung was e plained to listeners and contrib tions were solicited. Listeners we invited to request musical selectio and at the same time make pledg to the fund.

Bob Meskill and Wendell Porte staff announcers, handled reques and, as an added feature, Al Grab member of a local band, acted a the musical cash register, ringin up each pledge on a cowbell as was phoned in.

The goal was $2,000. All b $50 had been pledged on Friday a the end of the third week—3 hours of broadcasting. The follov ing Monday's mail contributio brought the total to $2,125. Th auditing committee, composed prominent women of the commu nity, including Mrs. Mark Haye wife of Bloomington's mayor, d cided that the extra money shoul be retained to cover freight and a extra attachment that could b used with iron lung #2.

Announcement was made tha day that the goal had been reache and no more money was neede But, the station reports, contrib tions continued to roll in. Thes were returned to their senders wit the suggestion that they might giv the money to two current can paigns—the Red Cross and th Cancer Fund.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

On All Accounts

(Continued from page 17)

idely. As a result, Norine worked s a reporter for daily papers in ichigan and Ohio, eventually be- ming a city editor. In Toledo she dvised the lovelorn, stalked all nds of stories and settled down a normality which included such f-hour entertainment as playing mmy with four murderers (one a oledoan) until 5 a.m. in the deso- te cell of a small-town Indiana il. She was their phantasy come life, as the quartet listened avid- to WLW Cincinnati's *Moon River* -the No. 1 outlet for her poetry. She still writes for it and Sammy aye's *Sunday Serenade).*

It was also in Toledo that she arried Perry Freeman, a news- aper colleague. The event re- ains historic in local journalistic nnals because the matron-of-hon- r, another lovelorn advisor, ipped over a cuspidor in her haste kiss the bridegroom. (The ap- aratus was in the court house ress room.)

Perry, one of two sons, is a rporal with the Army of Occupa- on in Germany. He hopes to ake the Army his career. Rich- rd was killed on a Japanese prison ip off the Philippines after sur- ving the Bataan and Corregidor mpaigns. Mr. Freeman died of neumonia in 1934.

Moved to Cincinnati

Norine dipped into radio for the rst time with a music and poetry how on WSPD Toledo, using her wn poems. Later, while working n the *Cincinnati Post*, she nar- ated and produced a woman's ews show and a second music- oetry program. Two of her se- als, published by the paper, were dapted for airing on WCPO Cin- nnati. Each ran 15 weeks. At at time she was president of the hio Newspaper Women's Assn. nd housemother to three dogs, four lack rabbits, a turtle, a parrot and Willie, a groundhog, who indulged is passion for dry onions despite treams of tears. She also made utile attempts to lure Fala, fa- orite dog of Mr. and Mrs. F. D. R., b her hearthstone. She and the ormer President met several times n Cincinnati to discuss the merits of milk produced by Jerseys.

In 1944 Mrs. Freeman went to New York to become account executive for Earle Ferris (radio features), where she handled publicity for Metropolitan Opera stars. Movie stars, including Jane Russell, were on her roster a year later when she joined Carl Byoir & Assoc. as assistant—and then—radio director. Still carrying on her extra-curricular writing and art work, she also took vocal lessons. These were superseded by sling-shooting, with pebbles aimed at a parrot in the next apartment who warbled full-scale imitations during her practice sessions.

Norine left Carl Byoir to work as vice president of I. L. Chamberlain Inc., New York publicity and public relations firm, where she planned and organized the national good-will tour of Prince Abdorreza Pahlevi, brother of the Shah of Iran, and worked on other international accounts that kept her hopping cabs between Manhattan and UN Security Council sessions at Lake Success.

Last year, after setting up her own publicity office in Chicago and working on one of Doner's accounts, she was offered the task of opening the agency's first publicity and public relations department. Her attempt to direct business simultaneously in both offices failed because of a "ridiculous time limitation" (only 24 hours in the day), and she closed her own firm. Last fall she was named radio and television director of the Doner agency.

Handles Atlantic Account

Although she supervises two small accounts (Baby Sitters Inc. and Allied Inventory Corp.), Mrs. Freeman's thoughts and deeds channel into TV. Her major video account is Atlantic Brewing Co., maker of Tavern Pale Beer, which inaugurated Chicago's first TV beauty contest. The show, for which viewers nominate and vote on entrants, is telecast during intermission of Thursday night wrestling matches on WGN-TV, *Chicago Tribune* station. After the third contest more than 19,000 mail votes were tabbed.

Norine's poetry production has slackened, her chessmen are lonely, she seldom paints and she still has half her lakefront apartment to fill with Chinese modern furniture. Problems resultant from television are the reason, along with a jangling phone. Chicago's male eligibles are applying en masse for baby sitting jobs, still in hopes that at least some of the babies are the contest models.



KULA, Honolulu ABC affiliate, reports it received more than 20,000 pieces of mail in three weeks in connection with a recent sports contest staged by station's sportscaster, Frank Valenti (l). Jack Burnett, station manager, smiles approvingly as two office girls count mail. KULA features detailed coverage of major mainland sports events.

COMMDR. MORTIMER W. LOEWI, director of DuMont Television Network, is selling his seat on New York Stock Exchange, according to Exchange's April 14 bulletin. Commdr. Loewi has been an Exchange member since 1917.

LINDENWOOD

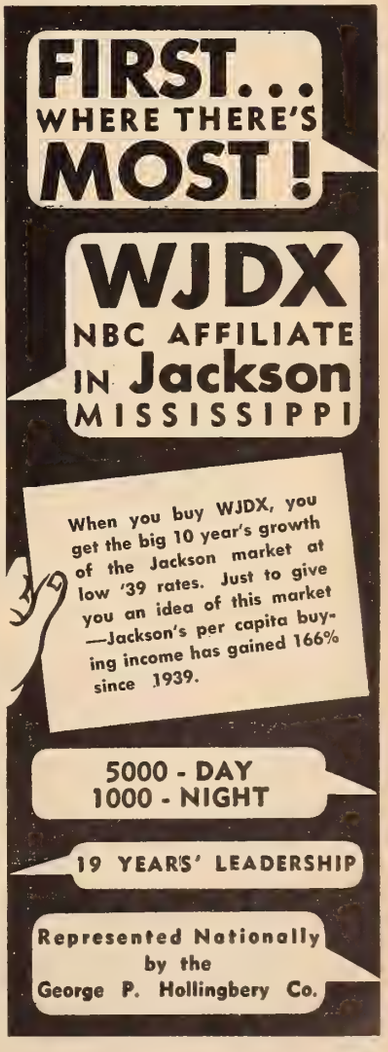
Radio Conference Planned

OVER 250 delegates from universities, colleges, high schools and civic groups are expected to attend Lindenwood College's third annual radio conference, to be held at St. Charles, Mo., Friday [BROADCASTING, March 21]. Meeting will be generally devoted to radio, "The Fifth Estate," as a communication medium.

Judith Waller, public service director at NBC Central Division and one of radio's pioneers, will be a guest of the conference and speak at a morning session. She is the author of the book *Radio, The Fifth Estate.* That topic also will be explored in an evening panel session, to include Dr. Samuel Johnson, news commentator, KMOX St. Louis; Alfred Brandt, assistant news editor, KXOK St. Louis; David Shefrin, School of Journalism, U. of Missouri, in charge of facsimile newspapers, and Charles C. Clayton, St. Louis *Globe-Democrat.*

Radio production techniques are to be demonstrated at an afternoon session by Ted Wescott, director at KSD KSD-TV St. Louis. Program also calls for inspection of KCLC, college's radio station used as a laboratory for the radio department. Station is managed and operated by students of classes in script writing, announcing, production, sales and management.





FCC Actions

(Continued from page 68)

Applications Cont.:

AM—1400 kc

WLOW Norfolk, Va.—CP change from 1410 1 kw D to 1400 kc 250 w unl. Change studio to Portsmouth, Va.

Modification of CP

KMJ-FM Fresno, Calif.—Mod. CP new FM station for extension of completion date.

KFAC-FM Los Angeles—Same.

KRPO San Jose, Calif.—Same.

KRMD-FM Shreveport, La.—Same.

WLWF Columbus, Ohio—Same.

WLOK-FM Lima, Ohio—Same.

WCOD Richmond, Va.—Same.

WWVA-FM Wheeling, W. Va.—Same.

WISC-FM Madison, Wis.—Same.

WEMP-FM Milwaukee—Same.

WUOA Tuscaloosa, Ala.—Mod. CP new FM station to change ERP from 3 kw to 250 w, ant. from 330 ft. to 70 ft. above average terrain.

WHFM Rochester, N. Y.—Mod. CP changes in new FM station for extension of completion date.

WHTM Rochester, N. Y.—Mod. CP new commercial TV station to change ERP from 2.88 kw vis., 1.14 kw aur. to 3.81 kw vis., 1.81 kw aur.

WTVN Columbus, Ohio—Mod. CP new commercial TV station to change ERP from 14.3 kw vis., 9 kw aur. to 6.5 kw vis., 3.25 kw aur.

KNBH Los Angeles—Mod. CP new commercial TV station to change ERP from 15 kw vis., 8 kw aur. to 25.22 kw vis., 13.34 kw aur.

April 19 Decisions . . .

DOCKET CASE ACTIONS

AM—1340 kc

Announced proposed decision looking towards grant of application of Beer & Koehl for new station at Ashland, Ohio, 1340 kc 250 w unl., cond., and denial of following applications for same facilities at cities indicated: The Mount Vernon Bcstg. Co., Mt Vernon, Ohio; Mound Bcstg. Corp., Newark, Ohio; and The Zanesville Bcstg. Co., Zanesville, Ohio.

AM—1230 kc

Announced proposed decision looking towards denial of application of The Home News Pub. Co. for new station in New Brunswick, N. J., 1230 kc 250 w, unl.; and adopted order denying petition of The Home News Pub. Co. to reopen record in this proceeding for purpose of receiving into evidence further field intensity measurements.

April 19 Applications . . .

ACCEPTED FOR FILING

AM—1020 kc

KFVD Los Angeles—CP to change from 1020 kc 5 kw unl. to 1020 kc 10 kw unl., limited N to KDKA.

License for CP

KWOE Clinton, Okla.—License to cover CP new AM station.

Modification of CP

KCBS San Francisco, Calif.—Mod. CP new AM station change frequency etc. for extension of completion date.

Assignment of License

KDAN Oroville, Calif.—Assignment of license from Dan L. Beebe, Floyd L. Sparks and Betty Clark Sparks, partnership, to Dan L. Beebe, Floyd L. Sparks, Betty Clark Sparks, Arden Booth and Dan L. Beebe Jr. d/b as the Oroville Mercury Co.

KCSB San Bernardino, Calif.—Assignment of license from Woodrow Miller to Essie Binkley West.

Modification of CP

KGLO-FM Mason City, Iowa—Mod. CP new FM station for extension of completion date.

WENY-FM Elmira, N. Y.—Same.

WOR-FM New York—Mod. CP changes in new FM station for extension of completion date.

License for CP

WMCA-FM New York—License to cover CP new FM station.

Modification of CP

WOR-TV New York—Mod. CP new commercial TV station for extension of completion date.

WJBK-TV Detroit—Same.

TV—66-72 mc

WBEN-TV Buffalo, N. Y.—CP new commercial TV station AMENDED to change ERP from 15 kw vis. to 16.2 kw vis.

Modification of CP

WPDQ-TV Jacksonville, Fla.—Mod. CP new commercial TV station to change ERP from 19.4 kw vis., 10 kw aur. to 18.5 kw vis., 9.25 kw aur. and change trans. and studio locations.

TV—186-192 mc

Cowles Bcstg. Co., Des Moines—CP new commercial TV station AMENDED to change ERP from 12.75 kw vis., 25.5 kw aur. to 28.5 kw vis., 14.25 kw aur.

TENDERED FOR FILING

AM—1020 kc

KFVD Los Angeles—CP change from 1020 kc 5 kw unl. to 1020 kc 10 kw unl., limited N to KDKA.

Assignment of License

KLAC Los Angeles—Assignment of license from Warner Bros. Pictures Inc. to KLAC Inc.

KWYO Sheridan, Wyo.—Assignment of license from R. E. Carroll to Jim Carroll and Donald E. Tannehill.

Transfer of Control

KMPC Los Angeles—Transfer of control of KMPC through relinquishment to three trustees by G. A. Richards of legal title to and voting rights in 64.6% of stock.

WJR-AM-FM Detroit—Relinquishment of control by Mr. and Mrs. G. A. Richards arising by transfer to three trustees of legal title to and voting rights in 28.66% of stock owned by Mr. Richards.

WGAR Cleveland—Transfer of control through relinquishment to three trustees by G. A. Richards of legal title to and voting right in 71.64% of stock.

AM DELETION

AM—930 kc

KROM Rocky Mountain Bcstg. Co., Pueblo, Col.—DELETED April 18 CP for new AM station 930 kc 5 kw unl. DA-N.

FM DELETION

WJRD-FM James R. Doss Jr., Tuscaloosa, Ala.—DISMISSED CP for new FM station.

KFNF-FM KFNF Inc., Shenandoah, Iowa—Same.

KPAC-FM Port Arthur College, Port Arthur, Tex.—Same.

April 20 Applications . . .

ACCEPTED FOR FILING

AM—1280 kc

KSOX Arkansas City, Kan.—CP change from 1 kw D to 100 w-N 1 kw D, change hours from D to unl.

License for CP

KCOM Sioux City, Iowa.—License to cover CP new AM station and to specify studio site as Insurance Exchange Bldg.

KTBS Shreveport, La.—License to cover CP change frequency, increase power etc.

Assignment of License

WEUS Eustis, Fla.—Assignment of license from C. Harold Ferran, E. L. Ferran, Harvey K. Glass, R. J. Schneider and Frank W. Stebbins d/b as Lake County Bcstrs. to Paul Hunter.

Transfer of Control

KMPC Los Angeles—Transfer of control to Harry J. Klingler, Lawrence P. Fisher and Dr. John A. Hannah, trustees, through transfer of legal title and voting rights in 64.6% of stock from G. A. Richards.

WJR-AM-FM Detroit—Relinquishment of family control to Harry J. Klingler, Lawrence P. Fisher and Dr. John A. Hannah, trustees, through transfer of legal title and voting rights to 28.66% of stock by G. A. Richards.

WGAR Cleveland—Transfer of control to Harry J. Klingler, Lawrence P. Fisher and Dr. John A. Hannah, trustees, through transfer of legal title and voting rights to 71.64% of stock from G. A. Richards.

Modification of CP

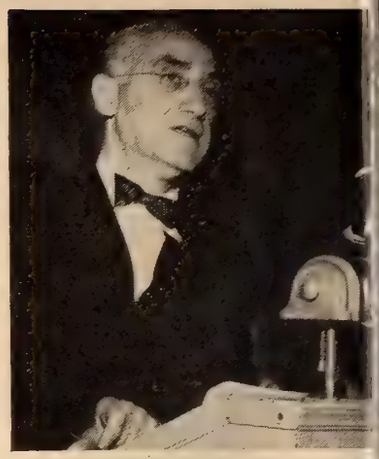
KBTV Dallas—Mod. CP new commercial TV station to change ERP from 21 kw vis., 15 kw aur. to 27.1 kw vis., 13.5 kw aur.

TENDERED FOR FILING

Transfer of Control

KWHK Hutchinson, Kan.—Transfer of stock owned by C. L. Burt, R. I.

(Continued on page 84)



"FM can save a lot of set manufacturers," Edgar Kobak, then president of MBS, tells the luncheon meeting of the FM Assn. Clinic [BROADCASTING April 4]. Over 157 advertising broadcasting and station representatives heard Mr. Kobak as he addressed the meeting in the Hotel Commodore, New York.

Technical



NORMAN KAY has been appointed studio field engineer for KGO-TV San Francisco. He was formerly with WEWS(TV) Cleveland, and before that was television equipment designer for RCA, Camden, N. J.

PHILIP CLARK has joined engineering staff of WFBL Syracuse, as control operator. He replaces **NEIL HUNTER** who has joined Taylor Instrument Co., Rochester, N. Y.

GENERAL ELECTRIC Co., Lighting and Rectifier Divisions, Schenectady, N. Y., has announced new high-voltage selenium rectifier cell designed to permit use of smaller stack to achieve the same wattage output. New cell can be used in rectifier stacks for installations where space is limited and where stack will not be required to operate continuously 24 hours daily for long periods. Tube Division of GE has announced new beam power amplifier tube, 19BG6-G, designed for operation at high surge plate voltages for short periods.

GENERAL RADIO Co., Cambridge, Mass., has announced new Type 1532-A Strobolume for stroboscopic observations at relatively low speeds.

SUPERIOR ELECTRIC Co., Bristol, Conn., has announced new, small automatic voltage regulator, rated at 2 KVA output. Listed as Stabiline Type EM 4102, regulator is electromechanical in operations, consists of superior electric Powerstat variable transformer controlled by specially-designed electronic detector.

In

Altoona, Pa.,

It's

ROY F. THOMPSON

and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

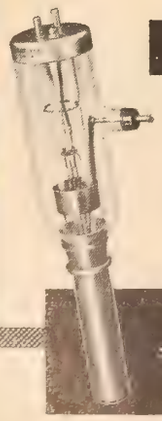
Represented by

ROBERT MEEKER ASSOCIATES

When you think of

REPLACEMENTS





RE-TUBE *with...*

AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.

25 WASHINGTON STREET, BROOKLYN 1, N. Y.

In Canada and Newfoundland: Rogers Majestic Limited

11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

WMIN TIME SALE

Gets Golden Rule Contract

THE GOLDEN RULE, St. Paul department store, has signed with WMIN St. Paul-Minneapolis for half-hours, plus 27 one-minute spots a week, Cramer-Krasselt Co., Milwaukee, store's agency, announced last Monday.

The 26-week contract, effective May 1, is the first step in the store's campaign, which may eventually reach 15 or 18 hours a week in the twin cities area, the agency stated. Other programs on one or more additional stations are to be started in June or July.

Schedule will be used to promote national brand merchandise, store-wide events and featured services. The WMIN broadcasts include a half-hour *Melody Lane* show, Monday through Saturday; *Guests and Requests*, half hour Monday through Thursday and on Saturday; four spots daily, Monday through Thursday; five spots on Friday and six on Saturday.

Cramer-Krasselt also handles the account of Schuster's, Milwaukee department store, which is sponsoring five and a half hours a day on five Milwaukee stations.

CFCA-FM To Open

FIRST Canadian exclusive FM station is to go on the air tomorrow (April 26), with inauguration of CFCA-FM Kitchener, Ont. Pollock Enterprises Ltd., owner of the station which is affiliated with receiver manufacturing company, Dominion Electrohome Co. Ltd., is using General Electric BT-3-B transmitter on 106.1 mc with circular 4-bay antenna, and power of 10 kw. Staff includes Carl Pollock, vice president of Dominion Electrohome, manager; Chris Fairley, formerly of same company, commercial manager; Fred Russell, formerly of CKNX Wingham, program manager; Harold Wordell, formerly of CJCS Stratford, senior announcer; Len Starmer, production manager, and John Becker, engineer.





KMPC-Los Angeles *Mirror* tie-up is discussed by (l to r): Larry Smith, KMPC Los Angeles director of news and special events; Frank E. Mullen, station president; Virgil Pinkley, editor and publisher of *Mirror*; J. Edward Murray, newspaper's managing editor. Cooperative arrangement became effective April 4.

Twice Honored

DISTINCTION of being named president of two organizations within four days went to M. M. (Manny) Marget, general manager of KVOX Moorhead, Minn. On March 27 Mr. Marget, who is well known for his sports broadcasts, was re-elected president of the North Central Baseball League of Minnesota, and on March 30 he was elected president of the Great Northern Broadcasting System, an organization of 12 stations in Minnesota and North Dakota. Mr. Marget has been manager of KVOX since station was founded in 1937.

CARRIER CURRENT

FCC Proposes Rule Changes

CLASSIFICATION and restriction of presently unlicensed carrier current broadcast stations, radio control and other devices which generate radio frequency electromagnetic fields are set forth by FCC in proposed changes of Commission rules.

Purpose of the rules clarification is to provide for the operation of low power devices without the likelihood of objectionable interference to established radio services and to obtain information on the nature of such devices presently being operated. Comments on the proposals are invited to be filed at FCC by June 1.

Two categories of devices to be considered are incidental radiation devices and restricted radiation devices.

FCC proposes that no low power broadcasting such as campus "wired-wireless" or carrier current stations be permitted on any frequency other than in the band 535-1605 kc, and then only in accordance with the Commision's rules governing standard broadcast services. These rules may be amended to provide for such low power operations. It is expected they may be licensed similarly to the present low power FM stations which educational interests may operate.

Capper Interests

A REPRINT of *Kansas Business* Magazine's March issue, detailing the story of Capper Publications Inc. and its two stations—WIBW Topeka and KCKN Kansas City, Kan.—has been distributed by Ben Ludy, manager of Capper radio operations. Eight-page reprint includes sketches and pictures of Arthur Capper, former U. S. Senator, and his station, magazine and newspaper personnel. Piece also traces the history of "The House That Capper Built," its development and descriptions of publications. Firm publishes two daily newspapers, a weekly farm paper, household monthly, and five separate state farm papers, and is experimenting with idea of offering special on-the-job FM music as background to industrial plants.

Adv.

WLS Digs Into Old Files—It's 25th Anniversary Time

Popular pastime at WLS recently has been searching yellowed files for picture-story material for a special 25th Anniversary issue of the fan magazine the station published in the late thirties. Known as "Stand By," the 16-page weekly had a paid circulation of 100,000.

Pictures bring back memories of early Barn Dance acts, Dinnerbell Time, Homemakers' Hour, market broadcasts and other entertainment and service features that go back the full 25 years. Total printing of 75,000 is divided, 34,000 to retailers and wholesalers, 40,000 to listeners sending in ten cents. Stories cover outstanding services rendered through the years, famous acts still with the station and others gone on to Hollywood and network fame.

Same research brought out facts for inclusion in half a dozen special programs on the station's actual 25th birthday, April 12, 1949, and the special Silver Anniversary WLS National Barn Dance, with three full shows at the Eighth Street Theater April 23.

Stressed throughout was the 25 years of close listener-contact and continuous service to Midwest America.

WLS

1924 — — — 1949

Chicago 7

Represented nationally by John Blair

Up to 42% Savings on your Recording Costs!

By The Sensational New

COLUMBIA

Ⓛp Microgroove Method

See How You Save!

★Substantially Lower Cost Per Record

★More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

Columbia Transcriptions

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New York: 799 Seventh Avenue Circle 5-7300

Chicago: Wrigley Building 410 North Michigan Ave. Whitehall 6000

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager. Southwest fulltime network affiliate, smaller market. Good opportunity for man who can produce local sales—and be responsible for entire operation. Full background to Box 775a, BROADCASTING.

Sales manager for one kilowatt station in rich market, Great Lakes region. Salary and commission open to right man. Box 839a, BROADCASTING.

Opportunity for right man interested in becoming manager of 250 watt going station, to take over program, do some announcing and handle matters of general nature in small station. Should be acquainted with network program. Congenial associates, pleasant surroundings, permanent situation, starting salary $75 week. Full details, highest references required. Write John L. Crawford, WCTT, Corbin, Ky.

Salesmen

Permanent sales position open for time salesman. Independent, fulltime operation in clean Massachusetts city of 60,000. Must be experienced. Commission with starting draw guaranteed. Give all details in first letter—references and photo. Box 698a, BROADCASTING.

A real go-getter. Capable creative sales ideas where only hard selling succeeds. Needed immediately. Midwest station. Write Box 783a, BROADCASTING.

Wanted—Salesman for midwest one kilowatt daytime station. Give details including salary. Box 838a, BROADcasting.

Traveling representative; experienced man with program, sales and managerial background. Automobile essential. Please submit resume detailing experience and education. Box 895a, BROADCASTING.

Announcers

Experienced announcer with first class ticket. Emphasis on announcing. Top 1000 watt daytime Texas station. Mail all background, experience, and salary expectation. Steady position. Box 736a, BROADCASTING.

Independent near Chicago needs vacation replacement announcer. Approximately three months work starting May 1. Experience, personal audition required. Apply Box 789a, BROADCASTING.

Need two announcers with first class licenses. Write full details to Fred Wamble, KANA, Anaconda, Montana.

We operate several stations in California's wonderful Sacramento Valley and have immediate openings for highly qualified announcers specifically with first class engineer's tickets. Top salary, grand career opportunity. Excellent climate if you think you can qualify and seek association with alert growing organization send audition disc with full announcing and engineering background and references to Lincoln Dellar, KXOA, Sacramento.

Announcer-salesman—Good announcer for twenty hours air work per week at $100.00 per month. Will guarantee additional $100.00 per month draw on 15% commission for limited time to man with sales experience. WFRL, Freeport, Illinois.

Technical

Engineer-announcer wanted at once. Highest salaries paid in South Carolina. Answer Box 764a, BROADCASTING.

Combination engineer-announcers wanted for one kilowatt station in New England state. Box 840a, BROADCASTING.

Help Wanted (Cont'd)

Combination men and announcers needed $50.00 per week—40 hours. Must have car. Phone Defiance, Ohio 5227. Personal interview or disc necessary. Control Experience beneficial. Box 856a, BROADCASTING.

Chief engineer who can do some announcing. Excellent future with progressive organization. Car needed. For further details contact Fred Wamble, KANA, Anaconda, Montana.

Engineer—First class ticket, experienced or inexperienced to be added to complement of 250 watt daytime station in west Texas. Average less than 40 hours per week. Guarantee top salary for right man. Write Manager, KPET, Lamesa, Texas.

Wanted — Experienced, qualified, combination engineer - announcers. One to collect and run 2-5 minute local newscasts. One to be chief engineer. Send audition disc. $60.00 per week. Radio Station KVOU, Uvalde, Texas.

Wanted—Highly qualified engineer of sufficient proven technical ability to install five kilowatt directional station and assume chief engineer's position thereafter. Definitely prefer person who additionally has good announcing voice. Able to take limited announcing shift. Top salary excellent career opportunity with alert growing organization located in California's Grand Sacramento Valley. Send announcing audition disc and complete engineering background and references to Lincoln Dellar, KXOA, Sacramento, Calif.

Wanted—Engineer for AM-FM network affiliate. Wire WFNC, Fayetteville, North Carolina.

Engineer capable of light announcing duties. Network station. $45 for forty hours. Opportunity for advancement. Experience secondary to willingness. Reply Manager, WFOY, St. Augustine.

Production-Programming, others

Wanted — Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

We need a man or woman to handle classified ad department planned for our station soon. Our city is in the hundred twenty five thousand class, we are fulltime independent, aggressive and willing to give the right man or woman a fine opportunity. Make us an offer. Box 665a, BROADCASTING.

Newscaster & editor, prefer man between 35 and 45 with newspaper reportorial background. Will be given full responsibility for newsroom of top network affiliated station in midwest city. Salary commensurate with ability. Include with application and audition transcription, recent photograph and complete resume of experiences plus list of references. Box 779a, BROADCASTING.

Wanted—Combination program director and announcer for top 1000 watts, Texas station. Write giving full particulars about yourself and experience, salary desired and photo in first letter. Box 805a, BROADCASTING.

Program director wanted for 250 watt progressive station in state university town. Permanent and promising spot for right man starting at $250 monthly. Supply references, disc, history, etc. Box 825a, BROADCASTING.

Continuity man—Here's where punch pays off. Long established 1000 watt network station has immediate opening for experienced "borax" commercial writer. Salary commensurate with ability. Send qualifications, sample copy and photo to WFDF, Flint, Michigan.

Situations Wanted

Managerial

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Situations Wanted (Cont'd)

12 years experience in rural, urban and mixed markets. Veteran, three college degrees 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successfully tested direct air sale plan. Prefer station that is in red or one in tough market. Box 267a, BROADCASTING.

Man 47, expectionally qualified to manage radio station seeks that position with station in town not less than 30,000. Need $150 weekly plus opportunity earn considerable more through bonus plan or profit sharing arrangement. If interested please address Box 563a, BROADCASTING.

Manager—Assistant manager-program director wants managership preferable competitive market where results mean something. With eight years radio experience, have the "know-how" to create bigger sales, good will, etc. Top references. Bonus feature—Agency account executive experience. Box 754a, BROADCASTING.

Executive—Management and/or sales now available. Last five years, until sales underwritten, general manager and sole salesman. Nationally known transcription library. Please give complete details in first letter. Box 755a, BROADCASTING.

17 years with the same radio station—the last 13 as manager. Preceded by 5 years newspaper experience and a Bachelor of Journalism Degree. Highly developed talents in organization, administration, sales, sales promotion, station promotion, advertising, public relations, employee relations. Acquired skills in judging public reaction and public acceptance in advertising, in entertainment, and in community service. Excellent character references. Box 842a, BROADCASTING.

General-commercial manager for 12 years. Experience in all departments plus constructing and reorganizing stations. Can guarantee sale results and excellent programming. Good habits and hard worker. Prefer south. Box 854a, BROADCASTING.

Successful in the black manager with knowhow and energy desires change to pleasant, average town which can offer permanent position. Radio 10 years Announce. Sell, Civic-minded. Like local programming. Age 29. Married. Sober. Box 864a, BROADCASTING.

To Coy's 34% in the red station owners: Successful and in the black manager who likes to make money—interested in your station if potential is there. Box 865a, BROADCASTING.

Salesmen

Sales manager—20 years experience in radio management. Advertising and merchandising. Available in May. Box 810a, BROADCASTING.

Announcers

Announcer - writer - producer, 5 years top experience. Congenial, conscientious, versatile. Box 640a, BROADCASTING.

Morning man. 7 years. Lively. 25. Family. 50 kw exp. Box 685a, BROADCASTING.

Announcer with five years experience, college graduate, experienced in commercial announcing and in disc work, disc jockey with network station. Box 820a, BROADCASTING.

Experienced commercial announcer with topflight voice and sellability. Strong on newscasting, all-round, consistent performance. Exceptional background and character, thorough reliability. B.A. Degree, NBC Institute training in news and announcing. Looking for promising future with prestige station in southeastern metropolitan market. Presently employed by 5 kw network affiliate in southern city, but desire greater opportunity. Native southerner. For audition disc, write Box 786a, BROADCASTING.

Announcer available immediately. Specialize in music shows, both popular and classical. Former professional musician. Experienced in news, commercials, production, interviews, etc. Just left 5 kw ntw. affl. Box 787a, BROADCASTING.

Announcer — Two years experience. College graduate presently at 1 kilowatt independent. Does music, news, adlib. Will travel. Disc, information on request. Box 809a, BROADCASTING.

Situations Wanted (Cont'd)

Your man ever up a tree? This man isn't. Young, single veteran. Trained all phases. Strong news, commercials, DJ sports, special events. Able to turn out real selling copy. Some control board experience. Graduate leading announcers school, Radio City, N. Y. Capable, dependable, no floater or bottle chaser. Eager to please, and ambitious. Salary not as important as opportunity. Available, will travel. Disc upon request. Box 791a, BROADCASTING.

Announcer—25, married. Dependable with some experience in network affiliate. Operate board. Salary secondary to opportunity for experience in permanent position. Disc, photo, references. Box 811a, BROADCASTING.

Play-by-play sport announcer five years experience have done all phases of sports. Presently employed as sports director of 5 kw network station. Would like play-by-play or sports director position. Box 819a, BROADCASTING.

Announcer — veteran, young, single. Trained School of Radio Technique, Radio City. Will travel. Disc available. Box 824a, BROADCASTING.

Experienced announcer seeks position with network affiliate. Handle all type shows, versatile, disc jockey, emcee, car, single, will travel. Box 830a, BROADCASTING.

Experience—One year, young announcer, single. Know board, news, staff, music, write copy. Consider all, midwest preferred. Box 831a, BROADCASTING.

Announcer—program director, experienced all phases, college graduate, disc, photo. Box 832a, BROADCASTING.

Ace news, sports, special features man with fourteen years experience wants sound position in eastern market. Preferably Washington area. Excellent references. Available immediately. Box 834a, BROADCASTING.

Recent graduate of radio broadcasting school. Anxious to get started in radio. Single, 28. Money secondary to opportunity. Eight years experience in public address system work. Box 836a, BROADCASTING.

Announcer—Fifteen years radio experience, all power stations. NBC staff announcer one year. Honorable mention HP Davis award 1943. News, commercial, sports—what have you? Sales, program director, production experience on fifty kilowatts. Sober, industrious, ambitious. Presently managing 250 watt local channel but want to get back into metropolitan radio. Available June 1st. Box 837a, BROADCASTING.

Sports announcer. Experienced. Can offer play-by-play any sports daily, sportscast and salable original sports show. Also service accounts and write copy. Box 843a, BROADCASTING.

Sportscaster looking for the right job. Experienced staff announcer with sports writing background. Details and disc or tape on request. Presently employed. Box 846a, BROADCASTING.

Combination announcer, continuity, full knowledge console operation. Long on ambition, short on experience. Disc, photo on request. Anywhere in U.S. Box 847a, BROADCASTING.

Announcer—Capable, experienced, desires position in midwest. Not a drifter. Box 848a, BROADCASTING.

Experienced sportcaster, play-by-play baseball. Staff. East preferred. Box 849a, BROADCASTING.

General announcer, excellent news, three years experience, independents, Mutual. Large markets, deep voice, single, 26, references, travel. Box 850a, BROADCASTING.

Announcer, one year general broadcasting experience. Willing worker. Will travel. Box 851a, BROADCASTING.

Announcer, single, 24, veteran. Thoroughly trained in leading Chicago radio school. Desires position in small progressive Michigan station or surrounding area. Disc and photo on request Box 855a, BROADCASTING.

Situations Wanted (Cont'd)

years announcer, writer, program ector and production experience. ant announcing and production work station or syndicate, with emphasis production. Good references. Will discs speak for production and an- uncing abilities. Presently employed program director in 1 kw station. x 857a, BROADCASTING.

perienced announcer presently em- yed, wants upper midwest, single. st references. Box 860a, BROAD- STING.

ay-by-play announcer available. Can l. Age 29. Sober. Married. Box 866a, OADCASTING.

nouncer—Single, 24. 5 kw experi- ce, university trained. Topnotch disc key. Available in two weeks. Box a, BROADCASTING.

ay-by-play announcer, experienced all phases of sports; college, high hool and professional. Can also uble as staff announcer. Have disc ow on present station with excellent ll. Box 880a, BROADCASTING.

nouncer—Experienced; for summer placement June 1 to September 23. perienced copywriter. Now teaching llege radio production. Travel, disc. x 886a, BROADCASTING.

nouncer, young veteran, good de- ery, operate console, versatile, am- tious. Anywhere, midwest preferred. b floater. Box 887a, BROADCASTING.

nouncer—Experienced all phases. sires opportunity to buy few shares ck and advance on announcing staff w station. Preferably northern Vir- nia, but not essential. Disc, photo. esently employed AM-FM. Box 889a, OADCASTING.

orts announcer. Ten years play-by- ay. Outstanding Hooper sportscast. x 891a, BROADCASTING.

perienced sports announcer, includ- g play-by-play baseball and sports- sts. Prefer east or northeast location. ld first class phone license. Avail- le two weeks notice. Box 892a, OADCASTING.

nouncer—Presently employed. De- es advancement with large progres- e station. Box 890a, BROADCAST- G.

nouncer, vet, 25, two years commer- alless experience. Workhorse type. nsider anything. Single. No depen- nts. Non-drinker. Disc, photo. Per- anent position preferred. Box 893a, OADCASTING.

nouncer, available immediately. Vet, good voice. Can operate console. efer small progressive station. Photo d disc on request. Box 894a, BROAD- ASTING.

oung ex GI with some experience ould like announcing or copywriting b with small progressive station. ill send disc, sample copy, and ference if desired. Write or wire ox 66, Milltown, Wisc.

oroughly experienced announcer. telligent delivery. Knows news, usic, scripting, production. Herb ottschalk, 5034 S. Woodlawn, Chicago . Atlantic 5-0516.

xperienced announcer, go anywhere, terested opportunity more than sal- y, good adlib man, disc jockey and ewscaster. Experience gained largely iddle west city. Please write or call ll Ivey, 207 Ave. B., Burkburnett, exas.

ompetent announcer. Experience. ollege education. Bob Millisor, 804 North, St. Marys, Ohio.

ersatile announcer, 23, well versed, ortscasting, newscasting, commercial essage, acting at comprehensive radio hool, Radio City. College graduate. outh with desire and capacity for rtherance of skill. Stan Schwartz, 01 Ocean Ave., Brooklyn, N. Y.

Technical

onstruction chief engineer—Construct dio station or chief of established ation. Seven years radio, five in oadcast. Chief two years. Minimum lary $85.00. Box 516a, BROADCAST- NG.

ngineer 1st phone, 2nd telegraph, am- teur licenses. Recent radio school raduate, good background. Single, ill travel. Box 816a, BROADCAST- NG.

older 1st phone, single with car. Six onths college. Electronic school, will avel. Box 817a, BROADCASTING.

Situations Wanted (Cont'd)

Married engineer 15 kw FM now available. Likes southeast. Requires hours for $75.00 week. Experience, tools, equipment, permanent right job, references. Prefers living on job, no car. Box 818a. BROADCASTING.

Experienced combination man available May 10. First phone, experienced DJ., man in the street shows, etc. Excellent newscaster. No sports. Single, will travel. I can do a good job for you, what have you to offer. Box 826a, BROADCASTING.

Available—Two good radio men. Engineer and announcer. We're releasing them, as economic necessity. They're good. We want them to connect. Box 827a, BROADCASTING.

Engineer now employed as chief, first phone, active ham, single, combination man experience. Want a progressive organization now functioning or under CP. Will travel, references. Available after May 9. Box 828a, BROADCASTING.

Young man with first class telephone license desires position in AM and FM broadcasting. Box 829a, BROADCASTING.

Chief engineer—Age 31, married, veteran, sober, conscientious, hard worker. Construct and operate new or established station. CREI 10 years experience. Prefer midwest or midsouth. Box 835a, BROADCASTING.

Holder first class telephone desires any radio position. Any location. Box 861a, BROADCASTING.

New Yorker—Looking for engineering position in New York area. First phone, young, married, intelligent, dependable, experienced, pleasing peronsality, Good technical background. Presently employed as combination man. Your station needs me, so write to Box 863a, BROADCASTING.

Engineer—1st phone, employed, married. Have car. Desire above Marvland. Require notice. Box 867a, BROADCASTING.

Engineer—One year transmitter experience. First phone. Car. Seeks permanent position. Box 885a, BROADCASTING.

Engineer, 15 months experience transmitter and remotes. Presently employed. Require notice. Box 888a, BROADCASTING.

Engineer, first class radio telephone operator license, married, veteran, age 22. Hope to apply principles studied past 9½ months at Electronic Radio Television Institute, Omaha, Nebraska. John K. Ball, Box 135. McFarland, Kansas. Phone Number 3520.

Transmitter operator, experienced, active amateur, veteran, married, desires permanent position in local or regional station with FM. Frank Daly, 628 Euclid St., Salem, Ohio.

Production-Programming, others

Program or operations manager — Unusual qualifications. Twenty years experience all departments including management. Well worth an inquiry. Box 617a, BROADCASTING.

Program Director available same or comparable position eastern metropolitan station. Over six years experience, top references. Box 745a, BROADCASTING.

Continuity chief. Program and promotion minded. Writes selling copy, strong shows. Now earning $75. Prefers east. Family man. Box 780a, BROADCASTING.

Continuity director. Wants full responsibility. Advancement opportunities. Strong programming knack. Box 781a, BROADCASTING.

Special events and newscaster available September 1st to 5 kw or better station offering salary and opportunity commensurate with exceptional voice and ability. Box 784a, BROADCASTING.

Idea team. Radio and television. Presently employed. Woman—competent director women's programs, continuity, traffic. Man—producer-director, experienced all phases. Box 794a, BROADCASTING.

Situations Wanted (Cont'd)

Sportscaster, program director, newsman, announcer. Do anything. Go anywhere. 10 years experience. Box 812a, BROADCASTING.

Radio newsman available. Now news director midwest city. Formerly Chicago 50 kw analyst. Journalism degree. Married. Data, disc, copy and references. Box 813a, BROADCASTING.

Education and public service director employed as director of radio, television, movies for school system at present, college degree in educational radio, experienced all phases of commercial radio and TV, speech instructor, family man, vet. Box 822a, BROADCASTING.

Girl writer, announcer, experienced in radio and newspaper. College degree. West preferred. Box 852a, BROADCASTING.

News editor, newscaster, reporter. Extensive interviewing experience and smooth rewriter. Employed by midwestern network affiliate. Intelligent delivery and excellent diction. College graduate, married. Want position with established station. Good salary necessary. Box 859a, BROADCASTING.

Program director, producer, announcer, top adlib master of ceremonies, showman, prefer midwest or east. Box 881a, BROADCASTING.

Producer-announcer with six years experience wants permanent position in midwest or east. Married, conscientious and reliable. Box 882a, BROADCASTING.

Television

Technical

Television transmitter engineer. Experienced maintenance, operation, installation. Also TV studio and microwave experience. Excellent AM, FM background. Desire TV supervisory position or chief new station. Minimum $5000. Available two weeks. Box 788a, BROADCASTING.

Airline radio technician, two years endorsement. First phone license, resident schooling in TV, AM, FM, UHF, and announcing. Desires TV position. Broadcast or combination considered. Box 815a, BROADCASTING.

Engineer now employed FM desires break into TV. Experienced all phases studio xmitter AM-FM. Gladly take summer replacement on TV. Box 821a, BROADCASTING.

Three man, remote crew, familiar 3 camera chain, 2 cameramen, director, presently employed. Available June 1, 1949. Box 833a, BROADCASTING.

Television operations man. Experienced in all phases with latest equipment. Single, veteran 21, free to travel. Box 858a, BROADCASTING.

Television remote director and/or TV newsreel director. Know TV cameras, equipment, lighting, etc. Can operate all 16 and 35mm motion picture cameras and projectors, train others in operation and maintenance and film production techniques. Know film editing, movieolas, etc. At present with TV network, executive position in large city. Interested in smaller city and a TV station that needs and appreciates money saving versatility in executives. Definitely not interested in a desk job. Box 868a, BROADCASTING.

Engineer—Excellent professional background. Includes four years broadcast chief engineer, and five years television design engineering. Prefer south or southwest. Presently engineering director of small organization. A. W. Kramer, 639 Lincoln St., Waltham 54, Mass.

Production-Programming, others

TV News—Protege not prodigy graduates from Univ. of Kansas in June. Radio and newspaper background. Wants start in TV. Vet, single, 24, best references. Full particulars on request. Box 862a, BROADCASTING.

For Sale

Stations

For Sale—Well established, profitable combination 1000 watt AM and FM station in exclusive and prosperous 50,000 population market of industry and agriculture. Ideal operation. Box 770a, BROADCASTING.

For Sale—Well established independent station midwest market. Will finance. Box 771a, BROADCASTING.

Control of 1000 watt daytime station Newport, R. I. exclusively serving community 60,000 with 1500 businesses $10,100. Information advanced only those who appear personnaly. WRJM.

Equipment, etc.

For Sale—101C Federal field strength meter, 1C WE frequency deviation monitor, 731A General Radio modulation monitor. Address Box 774a, BROADCASTING.

New composite 250 watt transmitter. Less than 2% distortion. Supplied with crystal for your frequency, plus set of tubes and spares. 90 day guarantee. Box 814a, BROADCASTING.

For Sale. New RCA equipment in original cartons. One variable line equalizer $156.00, one 76-B4 speech input consolette with power supply $1100.00, eight BA-1A preamplifiers $52.00 each; one VU meter panel $88.00. All FOB Pocatello, Idaho. One Austin toroidal tower lighting transformer 3 kw $256.00; approximately 3091# No. 8 bare copper wire, soft drawn, 25 cents per pound. Wire and transformer FOB Great Falls, Montana. 24 hour shipment on any or all equipment. Terms cash. Communicate with Henry H. Fletcher, KSEI, Pocatello, Idaho.

25 kw generator, 3 phase, 220 V, with Buda 6 cyl. engine (PE113B) Andrews automatic dehydrator, housed type 1800-A, coaxial cable 1⅝" dia. 13 lengths type 451, gas inlet couplings (2) type 1351, rigid mounting clamps (2) type 1651-1, support brackets (20) type 1751-1, clamp connectors (6) type 1551, right angle bends (4) type 1051. Above, new and unused, sell any or all. Donald A. Muir, WOLF, Onondaga Hotel, Syracuse, New York.

Engineering instruments, all used but good condition: RME-45 receiver purchased 1946 range 0.54 - 33MC, less speaker, $75.00; Federal 101C field meter serial 460150 with one broadcast loop, purchased 1945, price $700.00; Simpson model 415 signal generator range 75KC-130-MC price $60.00; Esterline Angus model AW recorder purchased 1945 used once $260.00. Andrew Corporation, 363 E. 75th St., Chicago 19.

For Sale—Two Western Electric type 126B program limiters. Best cash offer. FOB Tol Avery Enterprises Hotel Bellevue, San Francisco 2, Calif.

Wanted to Buy

Wanted—One kilowatt AM transmitter in good operating condition. Give details including impedance and date available. Box 841a, BROADCASTING.

Desire to procure absentee interest small market station. Include all information first letter. Box 884a, BROADCASTING.

Wanted—Absolutely complete package, used 250 watt AM broadcast equipment including transmitter, limiter, frequency and modulation monitors with rack and all accessories. Must be late model in excellent condition. Prefer midwest for inspection of same. Box 896a, BROADCASTING.

Tower & ground. 280 ft. unguyed, heavy duty. State condition, location, price, type, weight, etc. Also copper ground strap wire, and screen. Also wanted, oscilloscope with 4 megacycle vertical amplifier. KFEL, Albany Hotel, Denver.

Modulation monitor General Radio 731B or 1931A. Give history and price. KFEL, Denver.

Employment Service

Recognized stations need—Announcers, copywriters, engineers, program directors, producers, salespeople, announcer/engineers, DJ's, TV personnel. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Miscellaneous

Stations accepting percentage accounts write for information and samples of legitimate merchandise of merit and value by reputable factory. Box 897a, BROADCASTING.

(Continued on next page)

Help Wanted

Salesmen

Time Salesman Wanted. 23 year old midwestern regional CBS affiliate has opening for an above average time salesman. The man we are looking for wants to become a permanent part of a fine community. He is aggressive but not high pressure. He is experienced in solid selling and servicing. He will have the advice and assistance of an experienced program staff. However, he has the ability to originate and sell sound, practical radio advertising. If you think you are the man we want, we offer you an unusual opportunity with better than average compensation. Write or wire your qualifications and references and an interview will be arranged. **Address Walter Rothschild, Station WTAD-WTAD-FM, Quincy, Illinois.**

Wanted—Salesmen regularly calling on broadcasters. We have profitable sideline. Write details of your experience, territory you cover. A good man can add a $100.00 a month to his income with very little effort. Write Cook, RADIO SCRIPT SERVICES, 218 N. Duke Street, Lancaster, Penna.

Production-Programming

WANTED

PROGRAM DIRECTOR-ASST. MGR.

Young, married man who has come up through announcing, writing, news, special events. Great opportunity, top working conditions. Complete background, references, photo, disc, first letter.

WRITE

Robert W. Dumm, Gen. Mgr.

KNOE-NBC

Monroe, Louisiana

5000 WATTS FULLTIME—
60 DAYS

Situations Wanted

Managerial

Looking for advancement! Am commercial manager of 1000 w southern station. Thoroughly experienced in sales and management. CAN and WILL produce. Write *Box 823a, BROADCASTING.*

ADVERTISING-PROMOTION EXECUTIVE

10 years experience in local station, network, agency and recording fields. Top level design, hard-selling copy, prolific ideas. Budget, campaign planning, administration. Present earnings $12,000.

IMMEDIATELY AVAILABLE

Box 853a, BROADCASTING

GROUNDWAVE *Computing Method Change Adopted by FCC*

METHOD devised by BBC's H. L. Kirke to compute groundwave field intensity contours when a signal traverses a path having varied ground conductivities has been adopted by FCC in revision of its engineering standards. The Commission called it the "equivalent distance method."

Proposed by the Commission last fall, the new method has received favorable comment in general from the consulting engineering fraternity, FCC said [BROADCASTING, Oct. 4, 1948]. The change involves revision of Annex I of Section I of the FCC standards and is effective May 16.

The Commission stated that the new method of calculating groundwave signal intensity is not based "on a rigorous mathematical formula, but is, however, a simple formula which will give a solution to the problem with an acceptable degree of accuracy." The FCC added that "with full knowledge of its shortcomings" it is believed the rule "will be a satisfactory administrative tool."

The standards were amended by the Commission as follows:

(a) The title of Annex I of Section I which reads: "Interference from Groundwave Signals" is deleted and the following substituted: "Groundwave Signals."

(b) The fourth paragraph of Annex I of Section 1 which reads: "If an interfering signal traverses areas for which more than one conductivity is given . . ." is deleted with its associated footnote 14 and the following substituted:

Where a signal traverses a path over which different conductivities are shown to exist or are given by the map, the distance to a particular groundwave field intensity contour shall be determined by the use of the equivalent distance method. Reasonably accurate results may be expected in determining field intensities at a distance from the antenna by application of the equivalent distance method when the unattenuated field of the antenna, the various ground conductivities and the location of discontinuities are known. This method considers a wave to be propagated across a given conductivity according to the curve for a homogeneous earth of that conductivity. When the wave crosses from a region of one conductivity into a region of a second conductivity the equivalent distance of the receiving point from the transmitter changes abruptly but the field intensity does not. From a point just inside the second region the transmitter appears to be at that distance where on the curve for a homogeneous earth of the second conductivity the field intensity equals the value that occurred just across the boundary in the first region. Thus the equivalent distance from the receiving point to the transmitter may be either greater or less than the actual distance. An imaginary transmitter is considered to exist at that equivalent distance. The technique is not intended to be used as a means of evaluating unattenuated field or ground conductivity by the analysis of measured data. The technique to be used for such determinations is given in Section 2 of these Standards.

As an example of the use of the equivalent distance method suppose on a frequency of 1000 kc an unattenuated field of 100 mv/m at one mile is radiated and that over a path having a conductivity of 10 X 10 10^{-14} e.m.u. for a distance 15 miles, 5 X 10^{-14} e.m.u. for the next 20 miles and 15 X 10^{-14} e.m.u. thereafter, it is desired to determine the distance to the 0.5 mv/m and 0.025 mv/m contours. By the use of the appropriate curves in Figure 4 it is seen that at a distance of 15 miles on the curve labeled 10 X 10^{-14} e.m.u. the field is 3.45 mv/m. The equivalent distance to this field intensity for a conductivity of 5 X 10^{-14} e.m.u. is 11 miles. Continuing on the propagation curve for the second conductivity the 0.5 mv/m contour is encountered at a distance of 27.9 miles from the imaginary transmitter. Since the imaginary transmitter was 4 miles nearer (15—11 miles) to the 0.5 mv/m contour, the distance from the contour to the actual transmitter is 31.9 miles (27+4 miles). The distance to the 0.025 mv/m contour is determined by continuing on the propagation curve for the second conductivity to a distance of 31 miles (11+20 miles) at which point the field is read to be 0.39 mv/m. At this point the conductivity changes to 15 X 10^{-14} e.m.u. and from this curve the equivalent distance is determined to be 50 miles which is 27 miles more distant than would obtain had a conductivity of 5 X 10^{-14} e.m.u. prevailed. Using now the curve representing the conductivity of 15 X 10^{-14} e.m.u. the 0.025 mv/m contour is determined to be at an equivalent distance of 172 miles. Since the imaginary transmitter was considered to be 4 miles closer at the first boundary and 27 miles farther at the second boundary the net effect is to consider the imaginary transmitter 23 miles (27—4 miles) more distant than the actual transmitter so that the actual distance to the 0.025 mv/m contour is determined to be 149 miles (172—23 miles).

School

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CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

AIDS CANCER DRIVE
WPWA Gives Day to Projec

WPWA Chester, Pa., cancelled al of its commercial commitment April 16 and devoted the day t soliciting funds for the Delawar County chapter of the America Cancer Society. Bill Haley and hi Western Aces were featured fron 6 a.m. to signoff, according to Lo Poller, WPWA president.

The clergy, civic leaders an members of the medical professio and service organizations partici pated, both on the air and in th solicitation work. Listeners wer invited to bring their contribution to the station and to be interviewe on the air, as well as to help solici funds.

WPWA is a 1 kw daytime inde pendent on 1590 kc.

Regional--San Joaquin Valley, California

The rich San Joaquin Valley has proven ssuccess for radio and newspaper owners for the past many years. Here is a property in a rich large market at approximately the cost of establishing it. It has made money from its inception even though owners were inexperienced in the business. Reason for selling, present owner has plans to invest in much larger business. Needs the capital. Excellent opportunity to enlarge facilities, enlarge income and profit. Price $65,000.00. Terms cash.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

BUYERS' MARKET

Spots Are Answer—Flanagan

SPOT radio is the answer to the advertiser seeking to move goods in a buyers' market, T. F. Flanagan, managing director, National Assn. of Radio Station Representatives, told the Radio Executives Club of Boston Wednesday.

"The first thing we ought to have in mind is an increase in, and not a reduction in, the cost of advertising," he said. "We ought to do it because what the buyers' market needs is an expansion of demand."

Mr. Flanagan also decried what he considered flagellation of station operators at the recent NAB convention by "bureaucrats, economists and employes of trade associations."

"The poor station owners were lectured at, called down, bawled out, berated, disinflated, threatened, their early demise predicted if they ran AM stations, and their bankruptcy predicted if they ran TV stations," he said.

He predicted despite "the exciting pitched battle" at the Chicago NAB Convention, which he said took place between television and AM radio, that sound radio will remain ahead of television for many years.

Atteberry Resigns

ELLIS ATTEBERRY, manager of KCKN Kansas City since 1936, has announced his resignation. He started his radio career in 1932 with Herb Hollister at WLBF Kansas City. Mr. Hollister sold the station to Capper Publications in 1935 and the call letters were changed to KCKN. Mr. Atteberry has remained as manager of KCKN since that time. An active civic leader in Kansas City, Mr. Atteberry serves on the board of governors of the Safety Council and is a member of various civic clubs. His future plans have not been announced.



Mr. Atteberry

Commercial

GIL FREEMAN, local sales representative for KGO San Francisco, has been named television sales specialist for KGO-TV. HARRY W. MORRIS replaces Mr. Freeman at KGO.

PAUL O. GODT has been appointed commercial manager of KSTL St. Louis. He was formerly sales manager of KMYR Denver, Col.

A. C. NIELSEN Co., Chicago, has announced that Ford Motor Co. has subscribed to its national radio index, Class A service, for three years. Report will include extra-week ratings.

WLDY Ladysmith, Wis., has appointed Thomas F. Clark Co., New York and Chicago, as its national representative.

JAMES G. ALDIGE Jr., formerly advertising-editorial director of trade journals, has joined sales staff of WWL New Orleans.

EDWARD R. KENNEDY, former promotion manager of *The Columbus* (Ohio) *Citizen*, has been appointed to sales staff of WLWC (TV) Columbus.

LESLIE H. (Les) NORINS, formerly account executive with Lockwood-Shackelford Adv., Los Angeles, has joined KTTV(TV) Los Angeles in similar capacity.

BOB WOOD has joined KNX Hollywood as commercial traffic manager, replacing BERT WEST, who has been named sales service manager of Columbia Pacific Network.

CLARK DOZER has joined WCMW Canton, Ohio, as commercial manager. He was formerly with WMRN Marion, Ohio, in similar capacity.

PAUL MARTIN, formerly with Compton Adv., New York, NBC and WMFF Plattsburg, N. Y., has joined WHLI Hempstead, L. I., N. Y., as account executive.

JOHN F. SLOAN, formerly with WINS and WCBS New York, has been appointed account executive at WPAT Paterson, N. J.

BERNARD HOWARD, sales account executive for Forjoe & Co., station representative, is the father of a girl, Ellen Margaret.

FORSTER M. COOPER, sales manager of WDUZ Green Bay, Wis., was elected president of local Optimist Club and Community Chest.

WOV CLINIC

Foreign-Language Radio Meet Planned

WOV New York, following through on the projected collaboration between independent stations outlined at the NAB Chicago convention [BROADCASTING, April 18], has announced a Foreign-Language Radio Clinic, to be held for foreign-language station operators throughout the country. The station's research, commercial and program methods will be explained, as well as its "Audited Audiences" research techniques, which will be illustrated for guidance of other foreign-language broadcasters in their own markets. The clinic initiative will be offered to the Unaffiliated Stations Committee of the NAB.

Among the features of the forthcoming WOV clinic are a discussion of research methods in foreign language communities by Dr. Sidney Roslow, whose organization handles WOV's basic statistical projects; an analysis of sociological trends in such communities, presented in cooperation with the Common Council for American Unity; analysis of foreign-language population trends, program methods and sources, and a study of the effect of TV on the specialized audience.

In announcing the clinic, Ralph Weil, WOV manager, said: "The methods that have paid off for WOV in the Italian field are applicable to other languages as well. Prospects for the independent broadcaster were never brighter, and that goes double for the foreign-language broadcaster who is willing to snap out of horse-and-buggy business habits. If we can help raise the level of foreign language broadcasting . . . we will ultimately also benefit. It's our hope that independents who lead in other fields—sports, the various forms of music, and so on—will follow this up with similar clinics."

The clinic is expected to be held in New York, but details about time and place are being discussed with Ted Cott, WNEW New York vice president and Unaffiliated Stations Committee chairman, and will be announced later.

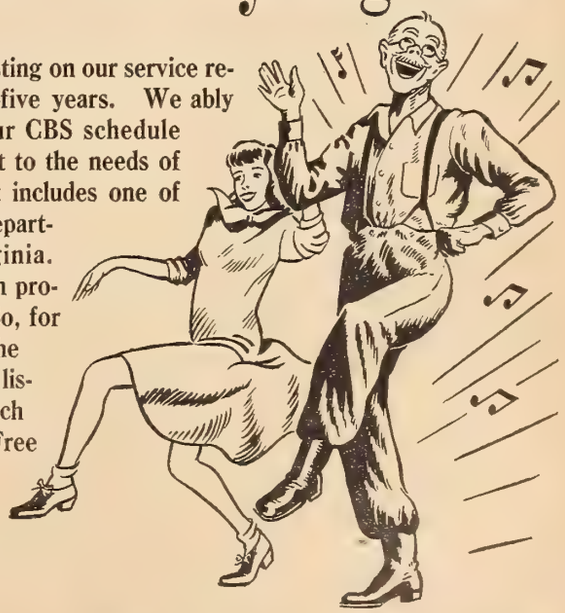
'Edgar' Awarded

CBS mystery thriller, *Inner Sanctum*, sponsored on Mondays, 8-8:30 p.m. by Bromo Seltzer, was awarded an "Edgar" by the Mystery Writers of America. One of 17 such awards to be made by the group at its third annual Edgar Allen Poe Awards dinner held April 19 at New York's Henry Hudson Hotel, the prize is a bust of Poe, honoring *Inner Sanctum* as the best mystery radio program.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

old-timer with young ideas

We're not resting on our service record of twenty-five years. We ably complement our CBS schedule with shows built to the needs of our region; that includes one of the top news departments in Virginia. We're strong on promotion, too. So, for your share of the near billion our listeners spend each year—contact Free & Peters!



WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC. National Representatives

LARGE FLORIDA STATION

• • • • • • • • • • • • WELL EQUIPPED
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• • • • • • • • • • • • GOOD POSITION ON DIAL

FOR QUICK SALE AT $200,000

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis, *President* Albert ZugSmith, *Exec. Vice-Pres.*

317 South Sixteenth Street Phone KIngsley 6-1132
Philadelphia 2, Pa.

Promotion



EARLY birds after WNOX Knoxville, Tenn.'s *The Man on the Sidewalk* "worm" of $170.00 in cash and many items in merchandise started gathering at 2 a.m. for the 11:30 broadcast on April 5. In order to win, contestants had to answer a riddle. The woman who answered correctly had arrived at 7:30 a.m. WNOX said an estimated 10,000 incorrect answers had been given during the weeks contest had been running. Following day new jackpot of $5.00 with new riddle, was announced. Jackpot is increased by $5.00 each day riddle goes unanswered.

Station Exchange

TRADING plugs back and forth, KFI-TV and KNBH (TV), both Los Angeles, are urging listeners to look at the other fellow's channel. KFI-TV, which is on daytime until 6 p.m., suggests to listeners they turn to KNBH, and when the latter signs off each night, listeners are urged to tune to KFI-TV for afternoon entertainment.

Journalism Contest

WINS New York, cooperating with Westchester *Herald*, is sponsoring a journalism contest for high school students. Winner will receive on-the-job training for one month at WINS and one month at the *Herald*, at regular staff wages. Contest runs from April 15 to May 28. Three weekly winners during May, who will compete for the grand prize, will receive $25, $15 and $10, and will participate in special weekly broadcast.

America's Favorite Pasttime

AS A TIE-IN with opening of major league baseball season, WIP Philadelphia on April 19 had pretty models in baseball uniforms distribute 100 regulation and professional size baseball bats to advertising agencies in the city. Lettered across length of bats was "Phila.—Slugger—WIP." A reduced reproduction in color of station's most recent sports ad was on a card addressed to person receiving the bat. Stoney McLinn, WIP sports director, distributed some of the bats to major league players during his *Dugout Interviews*, emanating from Shibe Park, where Philadelphia Athletics began the season.

'For the Ladies'

DISC jockey George Walker of WEBR Buffalo has launched a campaign aimed at eliminating taxes on such items as lipsticks, face powder, pocketbooks and compacts, so-called luxury items, but which women consider necessities, on his *T.N.T. Show* (Mon.-Sat., 7-10 a.m.). Mr. Walker has invited other disc jockeys throughout the country to join his campaign for the ladies.

Attendance Plus

MORE than 8,000 Iowans jammed the KRNT Theatre in Des Moines for two recent originations of ABC's *G. E House Party* with Art Linkletter. KRNT reports that lines started forming outside the theatre four and five hours before the 2:30 p.m. broadcast time. Mr. Linkletter made his only guest appearance in Des Moines on KRNT's *Betty Wells Show*.

Welcome Ad

WOR New York greeted delegates of Brand Names Foundation with an ad in *New York Times* on April 12. Occasion was annual meeting of Foundation in New York. Ad listed members of Foundation by product groups.

Betsy's Fan Mail

OFFER of 100 "Frank Buck sun-dial watches" to first hundred children who wrote in and asked for them netted 2,600 cards and letters for 8-year-old Betsy King, who conducts her own hour-long *Let's Have Fun* show, with recorded music, stories and chatter for youngsters, every Sunday over WCOP Boston, 9-10 a.m. A letter of apology, stenciled in Betsy's handwriting, is being sent to the 2,500 youngsters who didn't receive the watches, expressing hope that they're "still friends."

WLAM's Auto Show

SHOWING of 1949 automobiles resulted in most successful auto show held in Lewiston-Auburn, Me., area. WLAM Lewiston-Auburn sponsored three-day showing in cooperation with local dealers. WLAM staged show on non-profit basis, with dealers drawing lots for spaces in Lewiston Armory and paying flat rate per space to cover expenses. Tickets were distributed free by dealers and sold at door for nominal charge. WLAM was sole publicity and advertising medium used in promoting show, which prior to war had been newspaper sponsored. Station estimates some 15,000 people attended show. Dealers have signed with WLAM for a 1950 show.

'Newscaster'

WCMW Canton, Ohio, has established a "Newscaster" on the Cassilly Bldg. in Canton's Public Square. Three and a half foot letters flash news from 9 a.m. to 9 p.m., six days a week. Station reports "Newscaster" flashes headlines three hours before first newspaper is out.

'Certificate Card'

NEAT blue and silver "certificate card" is being mailed by WBEN-TV Buffalo, N. Y., to "Buffalo-area television pioneers." Station reports it has received so much mail, specially in response to its *Bouquets and Brickbats* question and answer program, that it is mailing the memento to the writers. Copy reads: ". . . This certificate is awarded in sincere appreciation of helpful technical and program suggestions offered to *The Buffalo Evening News* station in its first year."

Vacation Aid

MINIATURE pair of sun glasses has been distributed by WCCO Minneapolis-St. Paul, in conjunction with its April 11 ad in BROADCASTING. Theme of ad and promotion folder was to "Have a wonderful time . . . Stay on WCCO all year 'round—without *Summer hiatus. . . .*"

Wine Time

"COOKING WITH gas" may have its merits, but cooking with wine will prove more fruitful to 50 people in Southern California area with new contest on KLAC Hollywood Al Jarvis *Make-Believe Ballroom*. Contest, sponsored by Regina Wines, calls for submitting of recipe using wine. Fifty persons sending in best recipes will receive prizes ranging from washing machines to champagne. Contest closes May 3.

Public Relations

WARD A. COLEMAN, general manager of WENC Whiteville, N. C., is author of an article about station which appeared in March issue of *The Tar Heel Woman*, a state publication of the Business & Professional Woman's Club. Article describes WENC's service to its listening area, programming and objectives.

Dedication Edition

SPECIAL souvenier dedication issue of television section which appeared in *Los Angeles Times* has been distributed to the trade by KTTV (TV) Los Angeles, licensed to *Times*.

PIN BALL WINNERS

Stevenson Takes Playbo

PLAYBOY car donated for Tra scription Broadcasting System pin ball competition at the NA Convention was won by Fred Ste enson, manager of KGRH Fayett ville, Ark.

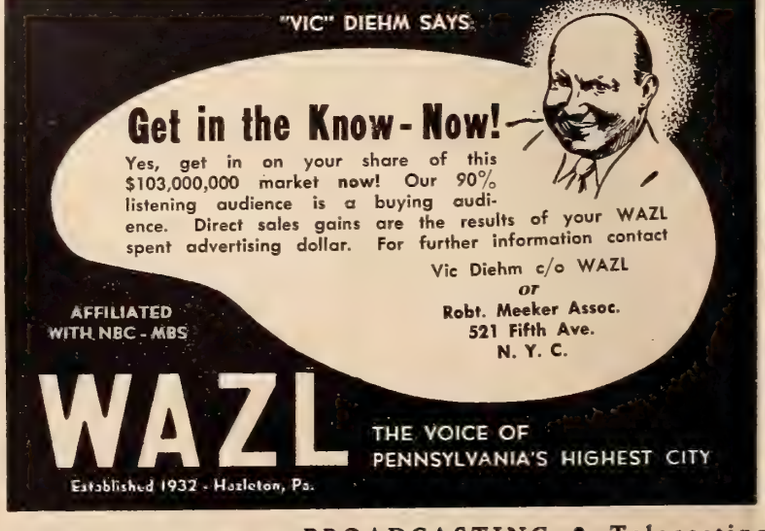
Second place winners amon NAB members who competed fo high scores in the game are Be Hoberman, WDET-FM Detroit Aubrey Jackson, KGNC Amarillo Harry Goldman, WROW Albany Miss H. H. Hopkinson, NBC Ne York. A fourth was scheduled t be selected in playoffs. They re ceived portable typewriters.

Miniature cameras went to thir and fourth place winners: Ed Mul linax, WLAG La Grange, Ga. Manny Marget, KVOX Moorehead Minn.; (a third to be announced) and David Potter, WNAE Warren Pa.; Len Nasman, WFMJ Youngs town, Ohio; Frank Conwell, KCIL Houma, La.; J. G. Ulmer, KGBK Tyler, Tex.; John J. Garrett Jr. WCBC Anderson, Ind.; Galen Gil bert, KGER Long Beach, Calif. Robert Thomas Jr., WOAY Oak Hill, W. Va.; Vic Diehm, WAZL Hazleton, Pa. One is to be an nounced.

FAB Convention

ALBERT N. HALVERSTADT manager of the radio and media department, Procter & Gamble Co. and Miss Lee Hart, assistant director of NAB Broadcast Advertising Dept., will address the Friday afternoon session of the Florida Assn. of Broadcasters annual convention in Jacksonville. Convention will be held at the Ponte Vedra Hotel May 6 and 7. Friday morning will be devoted to FAB business, and a banquet is scheduled for Friday evening. On agenda for Saturday morning are election of officers and a talk by Ken Ballinger. Hotel reservations for the convention are to be made with Ted Chapeau, WMBR Jacksonville, acting secretary-treasurer of FAB.





WRDW AUGUSTA

Sold to Radio Augusta

WRDW AUGUSTA, Ga., has been sold to Radio Augusta Inc., according to W. Ray Ringson, company treasurer. The deal, said to involve $175,000, is subject to FCC approval.

Purchaser is a new Richmond County, Ga., corporation, headed by Ernest D. Black, Macon, president; Allen M. Woodall, Columbus, and Emmett McKenzie, Macon, vice presidents; Charles Pittman, Macon, secretary; and Mr. Ringson, treasurer. Mr. Ringson also will be general manager.

Messrs. Black and McKenzie own WBML, the ABC outlet in Macon, and, in addition Mr. Black is president of WCOS Columbia, S. C. (ABC), and vice president of WDAK Columbus, Ga. (ABC). Mr. Woodall is president of WDAK Columbus and vice president of WCOS Columbia. He also is immediate past president of the Georgia Assn. of Broadcasters, chairman of the 1949 U. of Georgia Radio Institute, and has just been elected to the board of directors of NAB.

Mr. McKenzie is president of WBML and vice president of WCOS, and Mr. Pittman is general manager of WBML and secretary-treasurer of WCOS. WRDW Augusta, established in 1930 and the city's first 5 kw station, will continue its affiliation with CBS, Mr. Ringson said.

CUBAN OUTLETS

Two Change, One Deleted

CHANGES in assignments of two Cuban Class II stations have been reported by FCC following notification by Cuba under provisions of the North American Regional Broadcasting Agreement. Another Class II station has been reported deleted.

CMBC Rancho Boyeros, Havana, in October is to switch from 1 kw night, 5 kw day on 740 kc to 10 kw fulltime on 690 kc, directional. CMCD Regla, Havana, at that time is to switch from 5 kw on 1260 kc to 740 kc with 10 kw fulltime, directional. Station authorization reported deleted was CMKT La Maya, Oriente, 250 w fulltime on 1520 kc.



INDEPENDENTS' meeting group at the NAB Chicago Convention fortnight ago included (l to r) Ralph N. Weil, WOV New York; Carl Burkland, Radio Sales; Linnea Nelson, J. Walter Thompson Co.; Joseph A. Brechner, WGAY Silver Spring, Md.; Maurice Mitchell, NAB.

COLLEGE ASSN.

For Professional Radio Education Organized

A "UNIVERSITY Association for Professional Radio Education," an organization of 15 colleges and universities offering four-year professional training in broadcasting, was given permanent status and an official name during the NAB Convention.

The association, which had functioned under a provisional NAB status for nearly a year, is the result of education-industry conversations over a period of several years looking toward upgrading the calibre of professional radio education on the colege level. It was promoted by NAB's educational standards committee.

The following colleges and universities are charter members:

Baylor, Boston, Northwestern, Syracuse, Temple and Texas, Michigan State, Alabama, Denver, Miami, Oklahoma, Southern California, Tulsa, College of the Pacific and Texas College of Mines.

Russell Porter, U. of Denver, was named president; Donley Feddersen, Northwestern U., vice president; Tom Rishworth, U. of Texas, secretary, and William Sener, U. of Southern California, treasurer. Ralph Hardy and Judith Waller of NAB's educational standards committee were named to serve on an 11-man board of directors, along with the officers and the following group:

Leo Martin, U. of Alabama; Armand Hunter, Temple U.; Kenneth Bartlett, Syracuse U.; Ben Henneke, U. of Tulsa, and John Bachman, Baylor U.

A final revision of the organization's constitution and membership standards was completed in three days of sessions, highlighted by a series of open meetings for all directors of college professional radio training programs. Members stressed the fact that the association is not an "accrediting" organization for radio training programs of other colleges.

"Associate" memberships were set up for colleges whose academic or radio education patterns are materially different from those of active members, but who have signified their interest in the objectives of the organization.

MRS. ROOSEVELT

To Get Human Rights Award

MRS. ELEANOR ROOSEVELT, wife of the former President, who is heard over ABC with her daughter, Anna Roosevelt Boettiger, in a series of interest to women, will be one of several recipients of awards from the Women's National Press Club May 14 in Washington. Presentations will be made at the club's annual dinner and stunt party at Hotel Statler.



Mrs. Roosevelt

Mrs. Roosevelt will receive the club's "Woman of the Year" award for her work in 1948 as chairman of the United Nations Human Rights Commission. Some observers give the former First Lady major credit for the creation of the World Charter for Human Rights.

GAB INSTITUTE

Opens May 12 at U. of Ga.

FOURTH annual Georgia Radio Institute will be held May 12-14 at the Henry W. Grady School of Journalism, U. of Georgia, Athens, it was announced last week. A dinner featuring an address by Gov. Herman Talmadge will open the institute, which is sponsored by the Georgia Assn. of Broadcasters.

Hosts for the dinner will be WGAU and WFRC Athens. Plans for the institute are being arranged by a committee headed by Allen M. Woodall, owner and manager of WDAK Columbus, and former GAB president. Other committee members include John Fulton of WGST Atlanta and GAB president; Lewis Doster, WGAU; R. W. Ringson, WRDW Augusta; Marcus Bartlett, WSB Atlanta; Harben Daniel, WSAV Savannah; Edwin Mullinax, WLAG LaGrange and WSAC Columbus; Fred Scott, WKTG Thomasville; Charles W. Pittman, WBML Macon, and Dean John E. Drewry, Henry W. Grady School of Journalism, ex-officio.

Program of the institute will include luncheons, dinners, discussion groups and addresses by several persons prominent in the broadcasting industry, the announcement stated.

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The Sweetest Music This Side of Heaven is

THE CASH REGISTER BELL!

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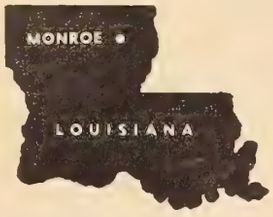
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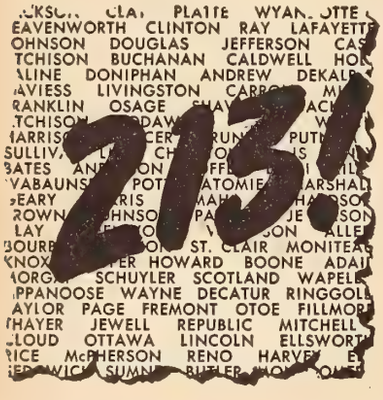
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KMLB
— the station with more listeners than all other stations combined —
IN N.E. LOUISIANA
Right in Monroe, you can reach an audience with buying power comparable to Kansas City, Missouri. 17 La. parishes and 3 Ark. counties are within KMLB's mile-volt contour. Sell it on KMLB!



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5000 Watts Day • 1000 Watts Night



Yessir! 213 booming counties lie inside the measured ½ mv. coverage of KCMO's powerful 50,000 watt beam! Add to this supercharged signal, programming that's carefully tuned to Mid-America listeners, and you have a formula for low cost per 1,000 coverage!

KCMO
Kansas City's Most Powerful Station
50,000 Watts Daytime—Non-Directional
10,000 Watts Night—
810 kc.
KANSAS CITY, MISSOURI
Basic ABC for Mid-America

National Representative: John E. Pearson Co.

Allied Arts



E. L. O'HEARN, former sales manager of KGBX Springfield, Mo., has joined Radio-Television Publicity Corp., Chicago, as district manager in Missouri, Kansas, Iowa and Nebraska. **E. W. (Bill) MALONE,** sales manager, will open West Coast office for firm May 1. He will headquarter in San Jose, Calif.

TELEWAYS RADIO PRODUCTIONS Inc., Hollywood, has announced production of *Hymns of the World,* transcribed series, featuring John Charles Thomas and The King's Men. **Air Arts Inc.** is preparing transcriptions. Series has been contracted for by ten stations.

AMERICAN FEDERATION OF RADIO ARTISTS, Washington-Baltimore Local, has distributed a radio-television directory of those cities. Information includes stations, agencies, advertisers, station personnel, casting directory and several articles on the industry.

Equipment

HAROLD HEINDEL, chief engineer of Andrea Radio Corp., Long Island City, N. Y., has been appointed secretary of corporation.

PAUL L. PALMERTON, comptroller of Western Electric Co.'s purchasing and traffic division, has been appointed acting director of public relations



Mr. Palmerton



Mr. Wright

effective May 1. Mr. Palmerton succeeds **FRED B. WRIGHT** as director of public relations when he relinquishes post under company's age retirement rule on May 31.

ZENITH RADIO Corp., Chicago, has announced production of new "Micro-Cobra" adapter, and an automatic record changer for 7 inch discs. Adapter is designed for use with Cobra-equipped record changers and plays either 33 1/3 or 45 rpm records in 7 inch size.

EDWIN J. SHERWOOD has been named television promotional manager of Admiral Corp., Chicago, with responsibility for conducting TV sales training programs for distributors in cooperation with regional sales managers. He formerly supervised Admiral account at Cruttenden & Eger, Chicago, where he was television director.



Mr. Sherwood

WALTER E. PEEK Inc., Indianapolis, has been formed for manufacture of television antennas. New product of firm is Tele-Tape indoor antenna which may be concealed under rugs, on baseboards, etc., by means of adhesive backed metallized tape.

AMERICAN NATIONAL DISTRIBUTING Inc., New York, has organized for distribution of Wagner-Nichols microdisc recorder in Metropolitan New York and northern New Jersey, Cincinnati, Chicago, Cleveland, Buffalo and Rochester. Officers of new firm are **EDWIN SCHEUING,** president of sales and promotion; **SIDNEY FEITELBERG,** vice president of management, and **ROBERT E. SCHEUING,** vice president of recording. Address of new firm is 119 W. 57th St., in care of Apex Recording Studios Inc., visual educational dealer for new recorder.

ALLEN B. DuMONT Labs., Clifton N. J., has announced reduction in prices of its 12 and 12½ inch cathode-ray TV tubes to $54.75 and $57.50, respectively.

WESTERN-CHICAGO Corp. has released seven-inch record changer that will play both RCA and Columbia discs. "Duo-Seven" includes velocity trip, three-second cycle change, controlled tone-arm performance and non-record slippage.

To Tour RCA Labs

A DELEGATION of some 250 NBC New York employes will travel to Princeton, N. J., Wednesday afternoon, April 27, for a tour of the RCA Labs. RCA spokesmen stated that the trip is one of a series of "family parties" designed to familiarize employes of the various RCA divisions with overall activities of the company. They emphatically denied rumors that this tour would be the occasion for unveiling of a perfected system of color television, reporting that work on color TV was still very much in the laboratory stage.

FARNSWORTH

Suits To Stop Sale Dismissed

SUITS to stop the sale of Farnsworth Television & Radio Corp. to International Telephone & Telegraph Corp. failed last week when New York Supreme Court Justice Bernard Botein dismissed stockholders' actions brought by Harry Hecht and Robert Kenny, the latter former Attorney General of California.

Justice Botein saw no conspiracy to defraud in the proposed transfer. He also asserted that there was no hint Farnsworth officers or directors would derive personal profit from the sale. He said he was not passing on whether or not the terms of the sale were adequate compensation, but noted that Farnsworth had entered negotiations with IT&T stripped of a good bargaining asset—a competing alternative. He also noted that the company lost $10,000,000 in the last four years and was currently losing $10,000 daily.

In Fort Wayne, Ind., a meeting of stockholders to pass on the proposed transfer was postponed for the second time to acquaint stockholders with the New York decision. New date for the stockholders meeting is this Wednesday (April 27).

ASDJ EXPANSION

Seeks Broadcaster Affiliates

AMERICAN Society of Disc Jockeys, in its current efforts to expand from a fraternal type organization into a full-scale trade association, is seeking to obtain broadcasters participation as affiliate members. Sam Picciani, executive secretary, said the association would serve as a clearing house for information as to how the disc jockey could be used to increase station revenue.

ASDJ recently began an organizational campaign to set up regional administrations throughout the country. It has sought volunteers among disc jockeys to head regional set-ups and currently has 27 out of a proposed 75 areas organized, Mr. Picciani said. ASDJ's headquarters are in New York.

FAMILY
WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

ELIGIOUS RADIO

Bertermann Named NRB President

R. BERTERMANN, a producer of the *Lutheran Hour*, was elected sident of the National Religious Broadcasters meeting in annual vention at Chicago's Congress Hotel April 19-22.

Radio panels Wednesday and Thursday morning were conducted by Rev. Theodore Elsner, retiring sident, who broadcasts on WIBG ladelphia and WCFL Chicago. Robert Saudek, ABC's vice presi- t in charge of public relations, lined Wednesday "Ten Com- ndments" for religious broad- ters to follow.

hey are: "Don't make enemies your audience, all faiths live in ss houses, don't steal (quota- hs) without giving due credit, brove each minute, brevity is soul of radio sermons, don't be Peter Pan—he never grew up, y out of political controversies the air, strive to improve shows stantly, sopranos do not neces- ily make music, and don't keep king when the audience has t."

Miss Elsie Dick, MBS director religious broadcasting, warned B members that "listeners are your congregation." Emphasiz- that only clarity and delivery w sincerity, she added that ny sermons are not understand- e "even to people who go to rch and certainly to those who 't."

"Radio has offered ministers a at opportunity to attract non- rchgoers. It doesn't take the rch's place, but it does inspire sons to attend." She advocated gramming which stresses prac- al application of faith in daily ing.

Robert Hudson, CBS education ector who spoke Thursday morn- , suggested that religious broad- sters use the new method of king classical historical events rent; that they recognize the dium as a point-to-point means communication, and that broad- sting and telecasting be used to ate a receptivity for subsequent tion. He recommended working th a central idea and building ound it rather than diversifying bject matter.

Final address was given by Dr. erman P. Lawton, radio di- tor at the U. of Oklahoma. He outlined methods and results of AM research in religious programming. Explaining that 5% of radio is devoted to religious shows, he added that 41 of 53 church councils in the U. S. use the medium.

Dr. Lawton concluded that NRB men should determine the character of the audience; vary types of shows and utilize professional production techniques.

After the seminar, winners in the transcribed program competition for the year were announced. Best all-around show was *Light and Life*, followed by *Haven of Rest* and *Sermon in Songs*. First prize in the new technique class was *Quizpiration*, while best local shows included *Musically Yours*, *Windows of the World* and *Missions Militant*. Three firsts were awarded to WPTL (FM) Providence, R. I., year-old station, for its *Musically Yours, Story Lady* (children's) and *Mountain Climbers* (youth).

FM DELETIONS

Eleven More Drop

ELEVEN more FM authorizations have been deleted by the FCC, bringing the total number of drop-outs since the first of the year to 67 [BROADCASTING, April 4]. Ten of those deleted held construction permits and one a conditional grant.

Four of the ten which automatically forfeited their permits through failure to prosecute were: WJRD-FM Tuscaloosa, Ala; KFNF-FM Shenandoah, Iowa; KPAC-FM Port Arthur, Tex., and KCBD-FM Lubbock, Tex.

WSAR-FM Fall River, Mass., requested cancellation after being on interim operation without acquiring a satisfactory FM audience. In view of this and the rapid month-to-month growth of television, it did not seem economically feasible to continue, FCC said.

WFYE Miami, Fla., withdrew because York L. Wilson, chief owner, wishes to devote attention to radio and television interests in Richmond, Va., FCC said.

WKPB Knoxville, Tenn., stated in its request for cancellation that although it has been on the air with temporary authorization, no time has been offered for sale due to its limited audience.

WMMJ Peoria, Ill., said it has been unable to complete negotiations with the Peoria Transportation Co. for establishment of transit FM prior to expiration of its permit. Station will apply for reinstatement as soon as feasible.

Details of FM deletions follow:

KVSM-FM San Mateo, Calif.—San Mateo County Broadcasters, CP, April 12. No reason.

KWGD St. Louis—Globe-Democrat Pub. Co., CP, April 12. Company has purchased stock in KWK-AM-FM in same city and intends to cooperate fully in development of these stations and proposed TV station.

WMMJ-FM Peoria, Ill.—Mid-State Broadcasting Co., CP, April 18. Unable to complete negotiations for transit FM prior to expiration of permit.

WKPB (FM) Knoxville, Tenn. — Knoxville Pub. Co., CP, April 18. Lack of FM audience.

WFYE (FM) Miami, Fla.—Tropical Broadcasting Co., CG, April 18. Other radio and television interests.

WHIA (FM) Mineola, N. Y.—Harry D. Fornari, CP, April 18. No reason.

WSAR-FM Fall River, Mass.—Fall River Broadcasting Co. Inc., CP, April 18. Lack of listener interest in FM and rapid growth of television.

KCBD-FM Lubbock, Tex.—Caprock Broadcasting Co., CP, April 13. Forfeited.

WJRD-FM Tuscaloosa, Ala.—James R. Doss Jr., CP, April 19. Forfeited.

KFNF-FM Shenandoah, Iowa—KFNF Inc., CP, April 19. Forfeited.

KPAC-FM Port Arthur, Tex.—Port Arthur College, CP, April 19. Forfeited.

A. S. ABELL CO.

Gets Commercial License

EIGHTH commercial television license was granted by FCC last week to WMAR-TV Baltimore, owned by A. S. Abell Co. Facilities covered are Channel 2 (54-60 mc) with effective radiated power of 16 kw visual, 10 kw aural and antenna height above average terrain of 405 ft.

WMAR-TV was first granted construction permit by the Commission in 1947 and commenced operations in October of that year. A. S. Abell Co., publisher of the Baltimore *Sunpapers*, also was owner and operator of AM and FM stations there but the AM was subsequently given up [BROADCASTING, Nov. 29, 1948]. Former FCC Comr. E. K. Jett is vice president of Abell and director of radio.

KFNF MOVE

Opposed by KJSK

OPPOSITION to the proposed move of KFNF Shenandoah, Iowa, to Lincoln, Neb., has been filed with FCC by KJSK Columbus, Neb., stating that "KFNF proposes to advance itself by injury to KJSK." A hearing is requested.

KFNF, assigned 1 kw day, 500 w night on 920 kc, also seeks to boost its power on that frequency to 5 kw fulltime using directional antenna. KJSK is assigned 1 kw daytime on 900 kc.

Attention Subscribers—

Mailing of the

1949 YEARBOOK

has been completed

EVERY BROADCASTING subscriber on our books as of April 1 has received the 550-page 1949 Yearbook.

Effective April 2, the 1950 Yearbook (to be published next January) will be included with each new BROADCASTING subscription or renewal processed during the next 12 months.

YEARLY SUBSCRIPTION

52 weekly issues and 1950 Yearbook—$7.00

NOTE: A limited supply of 1949 Yearbooks is now available at $5.00 per copy.

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CHICAGO 2, ILLINOIS

FCC Actions

(Continued from page 74)

Applications Cont.:

Evans, Kenneth W. McCrum, John K. Rickard, Vern Minor and Frank Fee d/b as KWHK Bcstg. Co. to James E. Murray.

Assignment of License

KSTB Breckenridge, Tex.—Assignment of license from Robert W. Chapman and Manning L. Trammell d/b as Stephens County Bcstg. Co. to Stephens County Bcstg. Co. Inc.

April 21 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Following were granted renewal of licenses for period ending May 1, 1952: WCAO and Aux. Baltimore; KSD St. Louis; KMVI Wailuku, T. H.; KUTA Salt Lake City; WEUS Eustis, Fla.; WKBN Youngstown, Ohio; WMUR Manchester, N.H.; WRBC Jackson, Miss.; WAGA Atlanta; KCRS Midland, Tex.; KFGO Fargo, N. D.; KFRM Kansas City; KFXD Nampa, Ida.; KFXM San Bernardino; KGHL Billings, Mont.; KGW Portland, Ore.; KHQ Spokane; KMJ Fresno, Calif.; KPQ Wenatchee, Wash.; KTBB Tyler, Tex.; KVOS Bellingham, Wash.; KWFT Wichita Falls, Tex.; WAVU Albertville, Ala.; WEEI Boston; WETB Johnston City, Tenn.; WDAF Kansas City; WJMS Ironwood, Mich.; WKRC Cincinnati; WLBZ Bangor, Me.; WOW Omaha; WQAM and Aux. Miami; WSVA Harrisonburg, Va.; WWNC Asheville; WHKC Columbus, Ohio.

WLET-FM Toccoa, Ga.—Granted renewal FM license for period ending Dec. 1.

License Extension

WGWD Gadsden, Ala. — Granted temp. extension of license for period ending Sept. 1, pending receipt of requested information.

WIND (and Aux.) Chicago—Same.
KTAR Phoenix, Ariz.—Same.
KOPR Butte, Mont.—Same.
KWAL Wallace, Ida.—Same.
KPOA Honolulu, T.H.—Same

License Renewal

Following were granted renewal of licenses for period ending May 1, 1952: KDAL Duluth; KGMB (and Aux.) Honolulu; KTBC (and Aux.) Austin, Tex.; WEAU Eau Claire, Wis.; WGAI Elizabeth City, N. C.; WIBW Topeka, Kan.; WSGN Birmingham, Ala.; WTAR (and Aux.) Norfolk, Va.

Assignment of License

KIOX Bay City, Tex.—Granted assignment of license from partnership composed of John George Long, T. C. Dodd and Harry L. Reading Jr., to John George Long d/b as Bay City Bcstg. Co., for $12,878.

TV—54-60 mc

WMAR-TV Baltimore — Granted license for TV station; ERP vis 16 kw aur. 10 kw; ant. 405 ft. above average terrain. Channel 2 (54-60 mc).

Waiver Granted

WOAK Oak Park, Ill.—Granted request for waiver of minimum hours requirement of Sec. 3.261 governing FM stations.

Waiver Denied

KSFH San Francisco—Denied request for waiver of minimum hours requirement of Sec. 3.261 governing FM stations to permit station to operate for minimum of two hours per day.

BY A BOARD

AM—1150 kc

Paul A. Brandt, Mt. Pleasant, Mich. —Granted CP new station 1150 kc 500 w D, eng. cond.; estimated cost: $15,069.

Hearing Designated

WHTN Huntington, W. Va. and Portsmouth Bcstg. Co. Portsmouth, Ohio—Designated for hearing in consolidated proceeding application WHTN to change facilities from 800 kc to 1260 kc, D to unl. DA-N, 1 kw with application Portsmouth Bcstg. Co. for new station 1260 kc 1 kw unl. DA.

Petition Denied

Suburban Bcstg. Corp. New Rochelle, N. Y.—Denied petition requesting reconsideration and grant without hearing of application for new station 1460 kc 500 w D.

April 21 Applications . . .

ACCEPTED FOR FILING

AM—1280 kc

Radio Fitchburg Inc., Fitchburg, Mass.—CP new AM station 1280 kc 500 w D. AMENDED to request 1 kw unl. DA-DN.

License for CP

WSKB McComb, Miss.—License to cover CP change power, frequency etc.
WAEB Allentown, Pa.—License to cover CP new AM station.
WPLI Jackson, Tenn.—Same.
WNOR Norfolk, Va.—Same.

APPLICATION DISMISSED

Gilroy Bcstg. Co., Gilroy, Calif.—DISMISSED April 14 application for CP new AM station 1290 kc 1 kw D.

AM DELETION

WGNE Carolina Bcstg. System Inc., Greenville, N. C.—DELETED April 1 CP for new AM station 1270 kc 1 kw D.

Box Score

SUMMARY TO APRIL

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hear
AM Stations	1,976	1,927	230	...	422	24
FM Stations	724	315	575	24*	95	2
TV Stations	59	8	113	...	323	18

* 8 on air

CALL ASSIGNMENTS: KELL Waxahachie, Tex. (Ellis County Broadcasti Co., 1390 kc, 500 w, daytime); KLVT Levelland, Tex. (Herald Broadcasting C 1230 kc, 250 w, fulltime); WINA Charlottesville, Va. (Charlottesville Broadcasti Corp., 1280 kc, 1 kw, daytime); WNCA Aiken, S. C. (Aiken-Augusta Broadcasti Co., 1300 kc, 1 kw, daytime); WUSJ Lockport, N. Y. (Lockport Union-Sun a Journal Inc., 1340 kc, 250 w, fulltime); KVLC-FM North Little Rock, Ark. (Sou western Broadcasting Co., Class B, Channel 231, 94.1 mc, ERP 9 kw); WHIM-F Providence, R. I. (Inter-City Broadcasting Co., Class B, Channel 260, 99.9 m ERP 16.4 kw); WUSJ(FM) Lockport, N. Y., changed to WUSJ-FM (Lockp Union-Sun and Journal Inc.).

AM APPLICATIONS

Oneonta, N. Y.—Oneonta Broadcasting Co., 910 kc, 1 kw daytime; estimated cost $19,681.95. J. E. Bains, sole owner, has an abstract and title search business.

Dade City, Fla.—Seminole Broadcasting Co., 1310 kc, 1 kw, daytime; estimated cost $35,000. Applicant is owner of WSWN Belle Glade, Fla. Principals: Dr. R. G. Nelson, physician, treasurer, 46.66%; Dr. S. C. Harvard, physician, vice president 25%; Tom Watson Jr., president 25%; Katheryn N. Watson, secretary 1.66%; Mary M. Foy 1.66%.

Transfer Requests

WKUL Cullman, Ala.—Assignment of license from H. H. and D. T. Kinney, co-partnership d/b as Cullman Broadcasting Co., to new co-partnership of same name composed of Hudson C. and Alexander B. Millar. Millars buy WKUL and weekly Cullman "Banner" from Kinneys for $100,000, of which about $65,000 was for WKUL. Hudson Millar has been in newspaper and agency fields. His brother, Alexander, has been in Army. WKUL is assigned 250 w fulltime on 1230 kc.

KDAN Oroville, Calif.—Assignment of license from Dan L. Beebe, Floyd L. Sparks and Betty Clark Sparks partnership, to new partnership composed of Dan L. Beebe, Floyd L. Sparks, Betty Clark Sparks, Arden Booth and Dan L. Beebe Jr. d/b as Oroville Mercury Broadcasting Co. Original partners retain majority control of 75%. Arden Booth receives 20% interest for $10,000. Mr. Booth is manager of KDAN. Dan L. Beebe Jr., newspaper publisher, receives 5% interest for $2,500. KDAN operates on 1340 kc, 250 w, unlimited.

WHTB Talladega, Ala.—Transfer of control by Melvin Hutson, manager, of 60% of common stock to R. A. Davidson. Mr. Davidson is 60% stockholder and commercial manager of WHMA Anniston, Ala. Mr. Hutson receives $16,500 for his interest. D. Hardy Ridder and Harry Held retain 40% interest. WHTB is assigned 1230 kc, 250 w, unlimited.

WWSO Springfield, Ohio—Transfer of control through sale of 50% interest by Gus Sun, Phil Chakeres, Robert Shaw and Gus Sun Jr. to Bradley Kincaid, already 25% owner; S. A. Sisler Jr., also 25% owner, and Mr. Shaw for $36,500. Mr. Sisler also has part interest in WKYW Louisville, WXGI Richmond, Va., and WXLW Indianapolis. Mr. Shaw is general manager and 40% owner of Gus Sun Booking Agency. WWSO is assigned 1210 kc, 250 w, daytime.

KCSB San Bernardino, Calif.—Assignment of license from Woodrow Miller to Essie Binkley West for $32,000.

Mrs. West is founder and president Old Time Faith Inc., home for gir and has been associated with her s in operation of Glendale's Radio Ci Mr. Miller is unable to continue oper tion of station because of other bu ness. Mrs. West is applicant for n station at Riverside, Calif., to be ca celled upon grant of transfer. KC operates on 1350 kc with 500 w daytim

WEUS Eustis, Fla.—Assignment license from C. Harold Ferran, E. Ferran, Harvey K. Glass, R. J. Schnei er and Frank W. Stebbins d/b as La County Broadcasters to Paul Hunt for $75,000. Mr. Hunter is owner WLBF Leesburg, Fla. He plans surrender the WLBF license to FC Mr. Hunter is also president and own of Shaw-Hunter News Agency. WE operates on 790 kc, 1 kw unlimited.

KWYO Sheridan, Wyo.—Transfer control from R. E. Carroll, sole own to Jim Carroll and Donald E. Tann hill for $55,000. Each acquires 50 Jim Carroll is manager of KWYO a Mr. Tannehill is station manager KRJF Miles City, Mont. R. E. Carr is withdrawing because of ill healt KWYO is assigned 1410 kc, 1 kw da 500 w night, fulltime.

WFEC Miami, Fla.—Transfer of co trol from William E. Benns and Ma Skinner to Dorothy Bartell. Mr. Ben owner of 99 shares, sells 73 shares $100 per share. Maria Skinner se 1½ shares, her total holding. Dorot Bartell already holds 45¼ shares, does Melvin Bartell. Lee Benzor r tains 9 shares. WFEC is assigned 2 w daytime on 1220 kc.

KLAC Los Angeles—Transfer of co trol of KMTR Radio Corp., license through resale by Warner Bros. Pi tures Inc. of all stock to KLAC In new firm composed of Ralph L. Atla and Benjamin Lindheimer, each 50 owner. Consideration $405,000. Deal contingent upon purchase by Warn Bros. from Dorothy Thackrey KLAC-AM-TV and KYA San Fra cisco for $1,045,000 [BROADCASTIN June 28, 1948, April 18]. Warner Br is licensee KFWB Los Angeles. M Atlass is part owner and general ma ager of WIND Chicago. KLAC is a signed 5 kw day, 1 kw night on 5 kc, fulltime.

CHICAGO AUDIENCE FACTS

Sunday
12 Noon to 5 P.M.

Network A.....1st
Network B.....2nd
WIND 3rd
Network C.....4th
Network D.....5th

PULSE Jan.-Feb. '49

W-I-N-D 560 KC 24 hours a da

Peabody

(Continued from page 27)

ing. Davidson Taylor, CBS president and director of public affairs, accepted the prize to S for programs promoting international understanding.

roadcasters of the Mountain Plain states were praised for activities during the 1949 blizH: They "distinguished themes by rendering highly important service to the many isolated munities," Chairman Weeks l. "For this distinguished servin this emergency, radio staof the Mountain and Plain es are to be strongly comded."

he citation to WNEW for its *tle Songs About the UN* was re- ed by Richard Pack, the sta- 's director of publicity and spe- events. Parker Wheatley, extive secretary, accepted the ard to the Lowell Institute ncil, and Jack Lewis, director he Rocky Mountain Radio Coun- received its award.

rthur Pryor, vice president in rge of radio for BBDO and vice sident of the Radio Executives b, presided at the luncheon in absence of Carl Haverlin, BMI sident, who is president of the .

he winners in the different cateies, with citations:

ontribution to the Art of Television Actors Studio" (ABC)—For "uninted and brilliant pioneering" in cast drama. " 'Actors Studio' acting, ection, lighting, and production w the highest degree of skill and ourcefulness." It "is the first to ognize that drama on television is ther a stage play nor a movie, but eparate and distinct new art form."

eporting and Interpretation of the s—Edward R. Murrow (CBS)—For e than a decade, "one of the most able and shining lights in the over- l of news analysis . . ."

ntertainment in Drama — (Two ards) — To "NBC University eatre" for "an hour's dramatization some of our finest novels and short ies." Launched as an experiment in 1948, it brought response "so vorous that the network pocketed any givings it may have had; moved the w to a more desirable hour, and nd the actors and the funds to sus- n a series of absorbing and skillfully pted programs."

ther award, for Best Entertaining Comedy, to Groucho Marx, "that nderful pugilist," in "You Bet Your e" (ABC). Groucho "is the only n on the air who can work without cript and bat off a brilliant succesn of witticisms . . . He is the dean of wise-crackers in the country . . ."

ntertainment in Music—NBC, for its r-all contribution to broadcast of d music, with special reference to C Symphony, Orchestras of the Nans, and First Piano Quartet. NBC rly recognized the need for special truments and special programs in ssical music . . . All in all, this is a ord of enterprise to be proud of."

ducational Program— "Communism S. Brand" (ABC)—to Robert M. dek, vice president in charge of blic affairs of ABC. Dramatic in n, it explained without exaggera- what Communism is and how it trates and operates within our ntry. The action throughout was mented on by an interpolated ce which always introduced himself a footnote—an original and effective ice.

special citation to Rocky Moun- Radio Council. Organized in 1939, council has demonstrated how adcasters, utilizing the unlimited reces of colleges, schools, libraries, men's clubs, farm groups, and the e, can be of great public service.

special citation to Lowell Insti- Cooperative Broadcasting Council, ston. The Institute has recruited the lest teachers and scholars in a series of invigorating programs, an enormous advance in adult education.

Children's Program—"Howdy Doody" (NBC)—This beguiling puppet show has devised a formula that is frequently educational, never frightening, or offensive, and ivariably hailed with rapture by children themselves.

Promotion of International Understanding—(CBS)—Special reference to Larry Leseuer, "Memo From Lake Success," "Between the Dark and Daylight," "UN in Action," "Crusade for Children." "As Others See Us," and "An American Abroad." To CBS for its work in the promotion of international understanding, as exemplified by the objectivity of CBS news correspondents and analysts throughout the world.

A special citation to WNEW New York, for initiative in creating "Little Songs About U.N." in the interest of international understanding.

Public Service by a Regional Station—KNBC San Francisco ("Forests Aflame"). During the period of greatest forest fire danger, KNBC produced nine weekly dramatic programs "Forests Aflame" containing a vital message on conservation.

Public Service by a Local Station—WDAR Savannah, Ga. ("You and Youth"). WDAR has not only contributed wisely and helpfully to problems of juvenile delinquency, but has provided a program pattern which has attracted much favorable notice over a wide area, and which can, with profit, be studied and adapted by other broadcasters.

SPORTS PACKAGE

Large KRNT Block Sold

PURCHASE of sports package, including all sports events broadcast throughout the year by KRNT Des Moines, by the General Electric Supply Corp. has been announced by Bob Dillon, KRNT manager. The contract, signed for GESCO by Glenn Clark, Des Moines branch manager, and Dan Kelly, manager of the Omaha, Neb., sales division, calls for more than 100 action sports broadcasts. Schedule began with the April 19 opening of Des Moines Bruins' baseball season.

Al Couppee, KRNT sports director, is handling the play-by-play sportscasting for the package, which includes broadcasts of baseball, football, basketball, track and other major Iowa sports events. Bill Hippee, KRNT sales representative, handled the sale with GESCO's agency, Allen & Reynolds, Omaha. Floyd Meullen is account executive for the agency.

* * *



Completing sale of the KRNT sports package are (l to r): seated—Messrs. Mellen, Clark and Kelly; standing—Mr. Hippee; Paul Elliott, KRNT sales manager; Messrs. Couppee and Dillon.

PETITIONS

Deep South, Scripps-Howard Denied by FCC

PETITION of Deep South Broadcasting Co., seeking reconsideration of FCC's January grant of new facilities to WNOE New Orleans, was denied by the Commission last week [BROADCASTING, Jan. 31]. Errors in the decision alleged by Deep South were held to be "without merit."

Meanwhile the Commission also denied petition of Scripps-Howard Radio Inc., Cleveland, for stay of issuance of the construction permit granted by FCC in January to Cleveland Broadcasting Inc. for a new AM station there on 1300 kc with 5 kw fulltime [BROADCASTING, Jan. 31].

WNOE was granted switch from 250 w fulltime on 1450 kc to 50 kw day, 5 kw night directional, on 1060 kc. Deep South sought the same facilities for a new outlet there. WNOE is owned by former Gov. James A. Noe, who also owns KNOE Monroe, La. Deep South is headed by John D. Ewing, trustee and 25% owner of the Robert D. Ewing Estate. The estate owns KWKH Shreveport, La., and 80% of KTHS Hot Springs, Ark., as well as the Shreveport *Times* and Monroe *World* and *News-Star*.

Coy, Hennock Concur

FCC Chairman Wayne Coy and Comr. Frieda B. Hennock concurred with the majority to deny the Deep South petition although they did not originally favor the WNOE grant. Comr. Coy had voted to grant the bid of Deep South while Comr. Hennock had voted for further hearing.

Deep South requested rehearing, reconsideration and grant of its own application on grounds of three alleged principal errors in the Commission's ruling favoring WNOE. These were: FCC's decision to favor an existing station over a new applicant was contrary to public interest; the decision's finding that Deep South's program plans were not as definite as WNOE's was incorrect, and the finding that a grant to Mr. Noe would tend more to diversify the control of mass media of communication was in error.

FCC PROPOSALS

1 Grant Made, 4 Denied

PROPOSED decisions were reported by FCC last week to grant new AM facilities of 250 w fulltime on 1340 kc at Ashland, Ohio, to Beer & Koehl, licensee of WATG (FM) there, and to deny request of Home News Pub. Co., New Brunswick, N. J., for new AM station on 1230 kc, 250 w fulltime.

In the Ashland case, the Commission proposed to deny the mutually exclusive applications of The Mount Vernon Broadcasting Co., Mount Vernon; Mound Broadcasting Corp., Newark, and The Zanesville Broadcasting Co., Zanesville, all Ohio. All but the Ashland bid were rejected on grounds of excessive interference to existing stations.

Likewise, the Commission denied the application of The Home News Pub. Co. because the station proposed would cause objectionable adjacent channel interference to WCAU Philadelphia, operating on 1210 kc with 50 kw.

FCC found that the proposed Beer & Koehl station at Ashland would cause slight interference to WADC Akron, Ohio, but that this was not excessive or contrary to its engineering standards.

Ownership of the new grantee and the other applicants follows:

Ashland, Ohio—Beer & Koehl, 1340 kc, 250 w, fulltime. Applicant is copartnership of Robert W. Beer and Edgar Koehl. Mr. Beer is general manager of WATG (FM) Ashland, licensed to the partnership, and is 50% owner of the daily *Times-Gazette* there. Mr. Koehl owns other 50% in the newspaper and also is 50% owner of daily paper at Galion, Ohio.

Mount Vernon, Ohio—The Mount Vernon Broadcasting Co., 1340 kc, 250 w, unlimited. Principals: Dana T. Burns, professor at Baldwin-Wallace College, Berea, Ohio, president 24%; Maria C. Burns, associate professor at Baldwin-Wallace, treasurer 24%; Clarence A. Gillilan, transmitter supervisor WJW Cleveland, vice president 1.2%. There is group of minor stockholders holding remaining interest.

Newark, Ohio—Mound Broadcasting Corp., 1340 kc, 250 w, unlimited. Principals: William A. Sodare, transmitter engineer WCHS Charleston, W. Va., president and owner 66⅔ shares of total 280 shares; Francis X. Green, onetime with FCC's Foreign Broadcast Intelligence Service and now with Dept. of Justice assisting in prosecution of war traitors, secretary-treasurer 66⅔ shares; John C. Quinn, onetime with WARM Scranton, Pa., and who has been overseas on government assignment, vice president and 66⅔ shares. Four local residents hold remainder of stock.

Zanesville, Ohio — The Zanesville Broadcasting Co., 1340 kc, 250 w, unlimited. Applicant is partnership of William A. Hunt, 58%, and Lyle P. Lee, 42%. Mr. Hunt was formerly assistant to the chief engineer of Fort Industry Co. and now is in local radio sales and service work. Mr. Lee is former announcer at WHIZ Zanesville and now is farming with his father.

New Brunswick, N. J.—The Home News Pub. Co., 1230 kc, 250 w, unlimited. Applicant publishes daily *Home News* and Sunday *Times*. President and chief stockholder is Elmer B. Boyd.

At Deadline...

PROPOSED 540 KC LIMIT DEFENDED BY FCC

FCC SIGNIFIED its belief Friday that proposed limitation on 540 kc [BROADCASTING, Feb. 28] "in no way serves to immobilize the use" of this new broadcast channel in this country (also see page 29).

Statement was in answer to charge made earlier by NAB [BROADCASTING, March 21]. NAB claimed 540 kc could be put to little effective use under proposed limitations, which would set 1 kw power ceiling and prohibit use altogether within 25 miles of 224 specified military installations.

FCC statement was in connection with proposals for Fourth Inter-American Radio Conference and Region 2 Conference which open in Washington today (Monday). FCC reiterated that only service allocations, not specific frequency uses, will be considered.

With respect to NAB plea that mobile frequencies be kept free from both domestic and international interference, FCC said it "has the needs of this service before it as background for the inter-American proposal and plans to consider these comments further in connection with preparation of a frequency assignment plan."

TV SET RECORD IN MARCH; AM UP, FM DOWN FOR MONTH

TV SET production by Radio Mfrs. Assn. members totaled 182,361 in five work weeks of March compared to 118,938 in February and 121,238 in January, setting all-time monthly and quarterly records. First quarter output was 422,537 TV sets, 3½ times that of first quarter in 1948. Highest previous monthly TV record was 161,179 sets produced last December.

Production of AM-FM sets (not including FM tuners in some TV models) totaled 71,216 in March compared to 98,969 in February and 147,733 in January. Quarterly total was 317,918 AM-FM sets.

AM set production increased to 607,570 in March compared to 498,631 in February and 561,900 in January. Quarter's total was 1,668,101. Total output of all sets in March was 861,147 compared to 716,538 in February and 830,871 in January, with 2,408,556 for the first quarter compared to 4,372,296 in the first quarter of 1948.

WNJR SIGNS AFRA PACT

WNJR Newark has signed contract with AFRA station announced Friday, bringing all city's stations in union fold. Two-year contract, effective March 15, provides approximately 10% wage increase with base pay and minimum guarantees lumped together. Harry Goodwin, WNJR general manager, and George Heller, AFRA national executive secretary, signed pact.

TELEVISION'S INROADS

ALL MEDIA will suffer from television's incursions on the available advertising dollar, with newspapers feeling video's inroads least, according to Harold V. Manzer, president, Newspaper Advertising Executives Assn. In address before National Newspaper Promotion Assn.'s 19th convention in New York, Mr. Manzer noted large-scale promotional "war" currently waged by radio, newspapers, magazines and television, which he termed a "lusty competitor."

LIMITED ROLE FOR MOVIES IN TV INDUSTRY URGED

QUESTION whether motion picture companies shouldn't be required to limit TV activities to production and distribution of program material was raised before FCC Friday in brief by four non-movie TV applicants.

Referring to FCC's current study of qualifications of major film producers and others found to have violated anti-trust laws, they said "the television industry is in active danger of becoming subject to the same restrictive forces that have warped the growth" of film industry.

FCC should not "permit an illegal pattern to grow up in television broadcasting" by granting TV stations to motion picture companies, "thus combining in a new medium exhibition and distribution," FCC was told.

Brief was filed in opposition to 20th Century-Fox Film Corp.'s request for declaratory ruling on whether movie firms are disqualified because of anti-trust decisions [BROADCASTING, March 14]. 20th Century is TV applicant in Boston, San Francisco, Seattle, Kansas City, and St. Louis.

Four rivals of 20th Century submitted brief: Boston Metropolitan Television Co.; Television California (San Francisco); KING Seattle, and KCMO Kansas City. It was filed by Washington law firm of Haley, McKenna & Wilkinson.

They claimed only possible function of declaratory ruling would be to "explain the provisions of the Communications Act to Fox's counsel." Film companies are not barred by Communications Act, brief said, but FCC could conclude that licensing them would violate public interest. Even so, it was noted, they would be entitled to hearing. Most effective approach would be to act on case-to-case basis, brief maintained.

KOHLER HEADS VOICE

FOY D. KOHLER, American charge d'affaires in Moscow, will return to U. S. to take charge of Voice of America broadcasts to foreign countries. Most of these broadcasts are intended to penetrate the iron curtain. Mr. Kohler becomes chief of State Dept. International Broadcast Division, succeeding Charles W. Thayer who becomes first secretary at U. S. Embassy in Athens.

NEW SECURITY RULING

REVISED security ruling made public Friday by Defense Secretary Louis Johnson's office provides civilian contractors must get approval from office before making public any information on military items they are manufacturing. Retired service officers required to submit military articles for review prior to publication. Reserve and national guard personnel must submit articles based on facts obtained through postwar training.

KELLY JOINS WMAL

CHARLES L. KELLY, formerly with WNBW Washington, appointed director of programming for WMAL WMAL-TV WMAL-FM, *Evening Star* stations in Washington, Kenneth Berkeley, vice president and general manager, announced Friday. He assumes duties effective May 2, replacing Fred Shawn, resigned [CLOSED CIRCUIT, March 21]. Mr. Kelly was named WNBW program manager in July 1948, and previously served with WTTG (TV) Washington and DuMont operations in New York.

AT&T LIMIT ON COAXIAL CABLE DRAWS PROTEST

ARRANGEMENTS limiting use of AT&T coaxial cables for network television origin tions eastbound from Chicago [BROADCASTI April 11] were protested by National Assn. Broadcast Unions & Guilds in letter to F Chairman Wayne Coy. Letter, released F day, said decision was "arbitrary and capricio and was made solely in the interests of mono oly control." It asked for FCC probe.

ABUG said it had hoped Midwest tale would be enabled to compete with talent eastern TV centers, but noted that und present plans there could be no network ori inations from Chicago prior to 6 p.m. on wee days and only by special arrangement Saturdays and Sundays. Time allocations New York-Chicago channels, effective May were worked out after lengthy discussions b tween representatives of TV networks a AT&T.

KGO-TV (ABC) San Francisco reports go reception of its test patterns as far away Reno, Nev., about 220 miles. Station w begin regular programming May 5 as four ABC owned and operated video outlet.

Closed Circuit

(Continued from page 4)

which should mean minimum of new produ tion.

APROPOS reports that WLIB, New York i dependent, will be transferred by Dorotl Schiff Thackrey to syndicate headed by Mor Novik, New York radio consultant, latt states: "These rumors have been going on f years. This is just another one."

WITH SPECIAL DEAL for one program a ready bagged, KPIX (TV) San Francisco Pre dent Wesley I. Dumm has CBS-TV affiliati in his pocket and CBS, its San Francisco T application caught in freeze, thereby has B Area outlet in offing. KPIX Manager Philip Lasky took contract home from New York; it regular affiliation pact, cancellable by eith on three-month notice. If Mr. Dumm sigr CBS will start shipping kinescope recording In any event, arrangements completed f KPIX to carry films of General Electri *Fred Waring Show*, which GE wanted to rea San Francisco market.

THAT legal row over music copyright contra in South Dakota may have more sinister imp cations that $470 suit indicates. Legalit see chance of wholesale cancellations shou court uphold station's charge contract is vo due to coercion, lack of mutuality and failu to provide catalog (see page 28).

EVEN WITHOUT Sen. Johnson's blast abo legal staff's domination of FCC, Commissione were looking for means whereby each could g independent legal assistance on tough pro lems. It might be accomplished by assigni legal assistant to each Commissioner; b there's some thought of setting up independe office to counsel personally with any Commi sioner who needs legal advice on specific case

ONE PROPOSAL FCC itself has advanced b which has been collecting dust since last Augu might offer solution to this problem, or at lea improve manpower situation. That's plan let examiners' recommended decisions sta as Commission's proposed decisions. Job of r vising examiners' recommendations now e grosses five who could be freed, at lea partially, for other duties.

KMBC KFRM

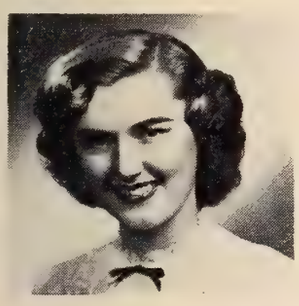
HEART BEATS

Kansas City, Missouri — *from the Heart of America* — MARCH-APRIL Trade Paper Edition

KMBC-KFRM Serves Rich Farm Area

"SALLY BAKER" NAMED NEW KMBC-KFRM HOME ECONOMIST

Sally Baker, new director for KMBC's nationally famous "Happy Kitchen" program, is Home Economist for The KMBC-KFRM Team. Miss Baker, a Home Economics graduate of Oklahoma A. & M. College, Stillwater, Oklahoma, joined The Team after serving as director of Women's Programs for WRFD, Worthington, Ohio.



Miss Baker's first radio experience was with another farm belt station—KWFT. She conducted a daily homemakers program on KWFT, and later did the same type of broadcasts on KSPI, Stillwater, in addition to special events work in 4-H Club and women's club activities.

Miss Baker conducts Kansas City's "Food Scout" program, a daily fresh fruit and vegetable news service direct from the market.

"Food Scout" is sponsored by Taystee Bread. "Happy Kitchen" is a co-sponsorship feature which has been utilized by many national advertisers.

Still another KMBC-KFRM daily women's program is "Happy Home," conducted by KMBC's nationally famous Caroline Ellis. It, too, is a co-sponsorship feature, three programs per week of which are sponsored by Celanese.

A pioneer in many types of radio programming, KMBC has for many years provided its listeners with interesting, informative women's homemaker programs. Especially prominent among the station's "alumnae" in this field is Beulah Karney, who conducts Liberty Magazine's food page and who syndicates a successful daily five-minute cooking feature throughout the country.

"Team" Has Record Stock Feed Schedule

Stock feed advertisers desire to reach the most number of farm homes in the great Kansas City Primary Trade area. And this group of advertisers, probably more than any other classification of farm accounts, proves just how The KMBC-KFRM Team, beyond any other advertising media, has won their confidence in economically and effectively reaching the farm homes of the territory.

KMBC-KFRM currently broadcast thirty-seven programs and farm service features weekly for stock feeds alone! This is certain proof of the ability of The KMBC-KFRM Team to economically and effectively reach the millions living in Kansas City's Primary Trade area.

The six advertisers in this classification sponsor five different types of informational and entertainment features, which include "Farm Counselor" and "Feed Lot Chats", with Phil Evans; "Livestock Markets" with Bob Riley, "Your Farm and Ours", with Ken Parsons, and "Lazy River Boys", hillbilly entertainment act.

The last two named shows are on KFRM only, since their sponsor specifically wanted Kansas coverage, and has no Missouri distribution.

10th Federal Reserve District Report Shows Tremendous Business Volume

KMBC-KFRM Team Only Kansas City Broadcaster Serving Entire Kansas City Primary Trade Area

Important to national advertisers is the basic fact that the KMBC-KFRM Team serves one of the richest, most productive land areas in the United States, quite rightfully known as the "Bread Basket" of America.

Bearing out the fact that this Midwest region is highly important in our national economy is the 10th Federal Reserve District 1948 annual report issued in February.

The KMBC-KFRM Team, serving Kansas City's Primary Trade area, provides radio coverage for Western Missouri, all of Kansas, and parts of Oklahoma, Eastern Colorado and Southwest Nebraska, all within this highly important 10th Federal Reserve District.

Highlights of the 10th District report: The highest prices in history were paid for farm products in 1948. The oil business is in peak prosperity.

Approximately 600 million bushels of corn were produced in the area last year. And, 1948 wheat production in the district was 36 per cent of the total national yield. The State of Kansas, lying wholly within the KMBC-KFRM coverage area, produced 231 million bushels of wheat, or 18 per cent of the national total. Winter wheat acreage in Kansas this year will reach 15,805,000 acres, or an increase of 63 per cent over 1939!

In pointing out the national importance of the Kansas City Livestock market, one of the top three in the nation, the Federal Reserve report indicated that choice beef steers in the summer of 1948 sold at $40.50 per hundred in Kansas City . . . the highest price ever paid for such market cattle.

The Farm mortgage debt is the lowest in 25 years in America, while farm land prices are at the highest level in history. In 1948 the area served by The KMBC-KFRM Team showed a 10 per cent increase in farm land prices.

The 10th District produced 19 per cent of the total American crude petroleum last year, with Oklahoma and Kansas the two highest states within the District.

Retail trade in the 10th District in 1948 approached 9 billion dollars, a six per cent rise over 1947. More than one-third of that dollar volume falls within the area covered by The KMBC-KFRM Team.

That's why we say The KMBC-KFRM Team serves one of the richest areas in America . . . including 3,970,000 people in the Kansas City Primary Trade area—1,159,740 radio homes, with a purchasing power of $4,739,317,000, serving 202 counties in 5 States.

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage throughout the great Kansas City Primary Trade area!

KMBC-KFRM Sports Head Has Busy Schedule

Sam Molen, Sports director for The KMBC-KFRM Team, is actively engaged in a busy spring sports calendar. In addition to his two daily sportscasts, Molen is covering outstanding spring sports events in the Kansas City area. Indoor and outdoor track, NAIB Basketball tourney, NCAA playoffs, boxing and spring training camp baseball highlights are among the many activities of this busy sports commentator. Molen, in 1946, won The Sporting News award as the outstanding sports broadcaster in the Middle West.




Potent...
A powerful force . . . a potent market. This is a combination that makes advertising dollars produce results.
This is the combination you get when you buy KTSA, the voice of CBS in South Texas.
Taylor-Borroff can show you why. Call them.
KTSA
5,000 WATTS
550 kc.
CBS
SAN ANTONIO, TEXAS

MAY 2, 1949

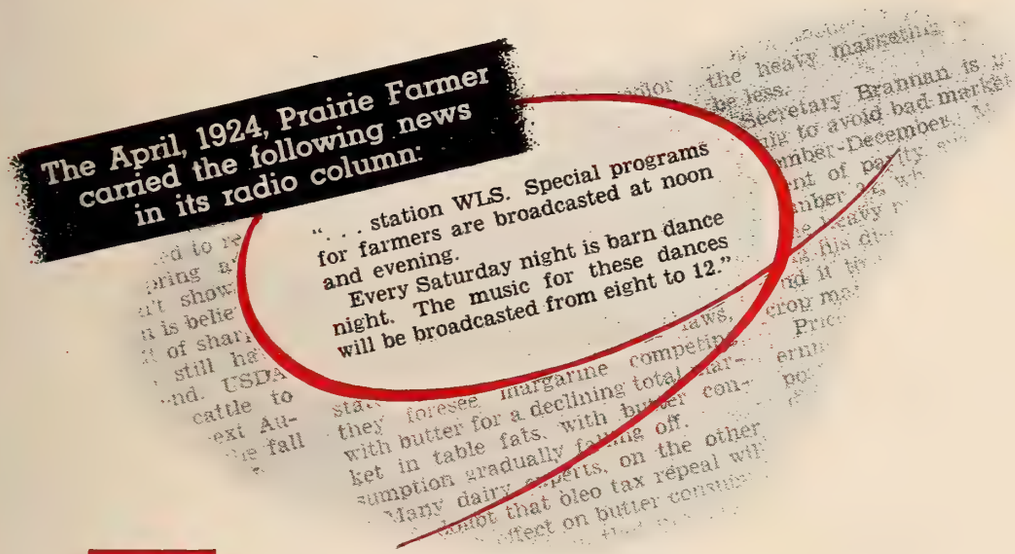
PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

A 1949 News Item Published in 1924!



APRIL 12, 1924, WLS began its policy of service and down to earth entertainment, as reflected in these 1924 news items. Dinner Bell Time, America's oldest farm service program—Homemaking programs—the one and only WLS National Barn Dance—market services—weather—WLS pioneered them all in 1924—continues them in 1949 . . . but all constantly improved to meet the growing needs of Midwest America.

1924—1949—25 years of service and entertainment

A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

IN THIS ISSUE: COMPARATIVE NETWORK SCHEDULE (Pg. 14)



You can't cover California's Bonanza Beeline without on-the-spot radio



Missing out on a *market* is no joke, either. Especially if it's a market the size of Bonanza Beeline—where buying power amounts up to 3¼ Billion . . . and annual retail sales virtually equal Detroit's.†

But you do miss out on the Beeline if you rely on outside radio. Because Beeline people live in *inland* California and western Nevada—remote from coastal influence. Naturally they find their favorite listening on their own *local* stations.

Yes, to cover the Beeline you need on-the-spot radio. You need the five BEELINE stations. By using all five, you blanket the whole market. By using individual stations, you get top *local* coverage. Because each BEELINE station is a strong local favorite . . . located right *in* a major Beeline city.

†*Sales Management's 1948 Copyrighted Survey.*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.



There's an easier way to sell New England merchants

Inadequate radio coverage is like giving a salesman so much territory to cover that he has to operate from a telephone booth.

Buying Yankee home-town stations is one way to have enough local salesmen always on the job to keep customers sold and dealers happy.

Yankee home-town stations spotted all over New England give you a ready-made sales force to cover all markets in this six-state area. They serve local merchants, banks, utilities and they have the audience for Yankee and Mutual programs that assures consumer attention for your message.

With Yankee you can tell your story to everybody in any given area. No blank spots in the map. You get complete penetration of every market everywhere.

Buy Yankee's 24 home-town stations to have enough salesmen for the network job needed in New England.

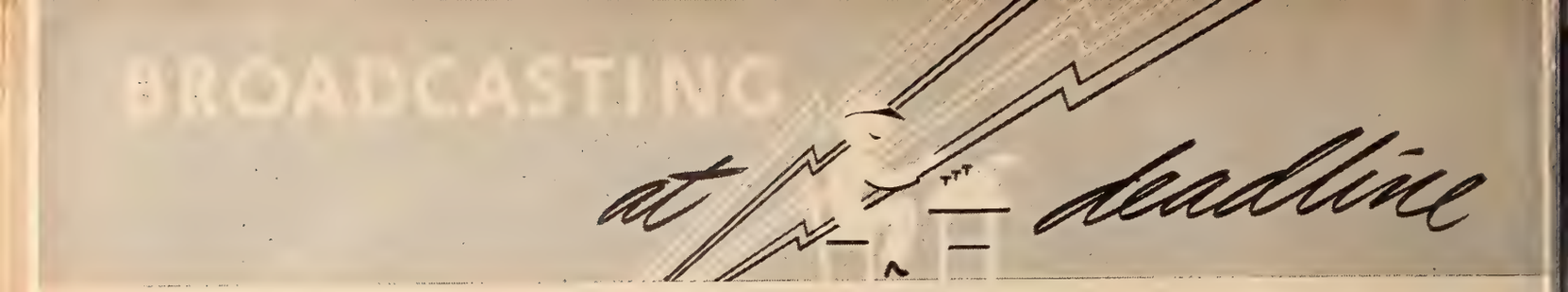
Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

WITH VIEW toward tightening operations, NBC hopes to pare about $1 million from current operating overhead, but not in programming or exploitation. During last several weeks budget meetings have been held in New York under chairmanship of Joe H. McConnell, v. p. in charge of finance of parent RCA, with department heads and owned and operated station managers called in to justify estimates.

REVISE that TV "unfreeze" schedule again and add new prospect. FCC Comr. George E. Sterling, taking over coordination of TV work, reportedly is shooting for FCC action by August. In view of necessary notice, hearings, etc., this would mean resumption of normal licensing about October or November at earliest. If hearings are protracted, it could be much later. New feature: Comr. Sterling hopes VHF-UHF actions can come simultaneously.

LOOK magazine, which stirred up kilocycle cauldron with recent blast by M. H. Aylesworth who predicted doomsday for "ear" radio in three years, intends to turn other cheek. Upcoming is an article jointly authored by James Lawrence Fly, fiery former FCC chairman now practicing law in New York and Washington, and Edgar Kobak, ex-MBS president who is pretty handy with quill in his own right.

BOTH BMB and NAB headquarters last weekend exuded optimism on success of campaign to procure waivers from station subscribers on cancellation clause in BMB contract. As of Friday, 320 waivers from present subscribers were in hand on basis of initial letter solicitation and excluding new subscribers who had agreed to waivers. Second letter goes out this week in hope of lining up majority of 540 old subscribers.

WHILE ALL was relatively quiescent on FCC-Congress front last week following blast of Chairman Ed Johnson of Colorado against FCC, it's evident Senate committee head expects his allegations to be answered. He recorded excerpts from his charges for distribution among stations by anti-clear channel leaders and copies of complete talk were sent all broadcast stations by Interstate Commerce Committee. By Friday, 55 stations and individuals had written Sen. Johnson, mostly in commendation. FCC Chairman Coy conferred with him Thursday, presumably in connection with attack.

REPLACEMENT for Walter Winchell (ABC, Sundays 9-9:15 p.m.) on behalf of Kaiser-Frazer, still in discussion stage at William Weintraub agency. Considering use of top-name guest stars (Crosby, Jolson, Hope, Burns & Allen, Berle, Sinatra, Tony Martin), to feature music, comedy or star's specialty. Replacement to be mid-July for seven weeks.

IF President Truman nominates Commodore E. M. Webster for new seven-year term on FCC, as now seems likely, it will have un-

(Continued on page 82)

Upcoming

May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 6-7: Florida Assn. of Broadcasters, Ponte Vedra Hotel, Jacksonville, Fla.
May 11: NAB Broadcast Advertising Bureau Committee, NAB Hdqrs., Washington.
May 12-14: Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

(Other Upcomings on page 48)

Bulletins

WARNER BROS. virtually withdrew from television Friday, attributing action to delay of FCC in acting on its purchase of KLAC Los Angeles (see story page 61). Warner has dropped TV application in Chicago, UHF TV experimental application for Los Angeles, and all TV theatre plans. Bid for KLAC, KLAC-TV, and KYA San Francisco is contractual and still stands, but contract due to expire Aug. 1.

NABET AND NETWORKS CONTINUE NEGOTIATIONS

NABET and NBC-ABC negotiators recessed New York contract dickering at 5:45 p. m. Friday, with 10 a. m. meeting slated Saturday morning (after BROADCASTING went to press).

Both sides hopeful strike would be avoided but networks were prepared to continue operating with non-union help if NABET walked out. Contracts expired at midnight Saturday [BROADCASTING, April 25].

NABET mailed strike ballot Wednesday night and expected to have vote Saturday. Two-thirds approval required for strike call. WOR New York and WOIC (TV) Washington also involved in negotiations along with network o & o stations.

John R. McDonald, NABET president, and Clarence Westover, executive secretary, said chances were no strike would be called as long as negotiations continued.

TEXAS TO DETROIT

WJBK-TV Detroit and KLEE-TV Houston getting stacks of reports from Detroit televiewers who watched baseball telecast from KLEE-TV, 1,300 miles away. Signal came into Detroit at 11 p.m. Wednesday. It was described as about 80% clear with occasional fading. After game Detroit viewers saw KLEE-TV signoff pattern with slogan, "The Eyes of Texas Are Upon You."

NBC APPOINTS BEVISH

CHARLES C. BEVISH, manager of WNBK (TV) Cleveland, appointed director of NBC owned and operated television stations, effective today (May 2).

Business Briefly

MEEKER NAMED ● WGKV Charlesto W. Va., NBC affiliate, has appointed Robe Meeker Assoc., New York, as exclusive n tional sales representative, effective imme ately.

UNION SPONSORS ● Textile Workers U ion of America (CIO) sponsoring *From Whe We Came* on ABC May 14, 8:30-9 p.m., mark union's tenth anniversary. Agency, Fu man, Feiner & Co., New York.

DRAMA SERIES MOVES ● *Studio O* CBS-TV series, to be sponsored effective M 11 by Westinghouse Electric Corp. [CLOS CIRCUIT, April 4]. Program moving from Su days, 7-8 p.m. (twice monthly), to Wedn days, 10-11 p.m. Agency, McCann-Erickso

1950 NAB CONVENTION PLA FOLLOWS 1949 PATTERN

DATES for NAB Engineering and Manag ment Conferences in 1950 parallel 1949 p gram. Engineering meeting opens at Steve Hotel, Chicago, Wednesday, April 12, with re istration, followed by meetings Thursday, F day and Saturday, according to present pla

Management portion of convention ope with registration Sunday, April 16, with me ings scheduled Monday, Tuesday and Wedn day. Noon adjournment planned Wednesd Exhibition of equipment and services plann April 13-18 inclusive. Banquet scheduled Tu day night. Time of unaffiliated meeting set.

ASCAP RE-ELECTS AHLERT

FRED E. AHLERT, composer, re-elected pre dent of ASCAP at annual directors meeti Other officers elected were Saul H. Bour publisher, vice president; Otto A. Harba writer, vice president; George W. Meyer, co poser, secretary; Louis Bernstein, publish treasurer; Donald Gray, publisher, assist secretary; Frank H. Connor, publisher, sistant treasurer. Mr. Ahlert, first elected pr ident last year, has been ASCAP board mem since 1933. ASCAP membership now inclu 2,041 writer members and 361 publisher me bers.

RUSSIAN-JAMMED VOICE BOOSTS MOSCOW SCHEDULE

STATE DEPT. stepped up Russian-langu broadcast schedule to 24 hours daily, coun ing Russian jamming attempts last week Voice of America programs. Soviet operati utilizing an estimated 50 transmitters, completely blacked out regular 1½-hour tra missions to Moscow area, as well as V transmitters at U. S. sources, engineers closed.

Transcriptions of regular programs to M cow were continuously repeated through Thursday to elude jamming, Charles Thayer, chief of State's International Br casting Division, announced Friday. A tionally, engineering measures were b taken to push through Russian Iron Curt with efforts partly successful, he said.

This Is Why

KRLD

Is Your Best Buy

1st. Again

HOOPER RATINGS
FOR FEBRUARY
AND MARCH

Show

KRLD

has MORE listeners in
DALLAS than any other
station between:

6:00 P. M. to 10:30 P. M.
8:00 A. M. to 12 NOON
SUNDAY, 12 NOON to 6:00 P. M.
SATURDAY (All Day) 8:00 A. M. to 6:00 P. M.

50,000 *Watts*
DAY *and* NIGHT
Studios:
DALLAS
FORT WORTH

KRLD

The TIMES HERALD *Station*

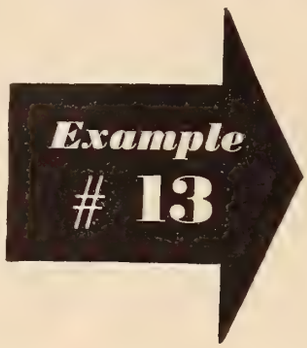
TOTAL BMB DAY
692,670 *Radio Families*

THE BRAHAM COMPANY, *Exclusive Representatives*

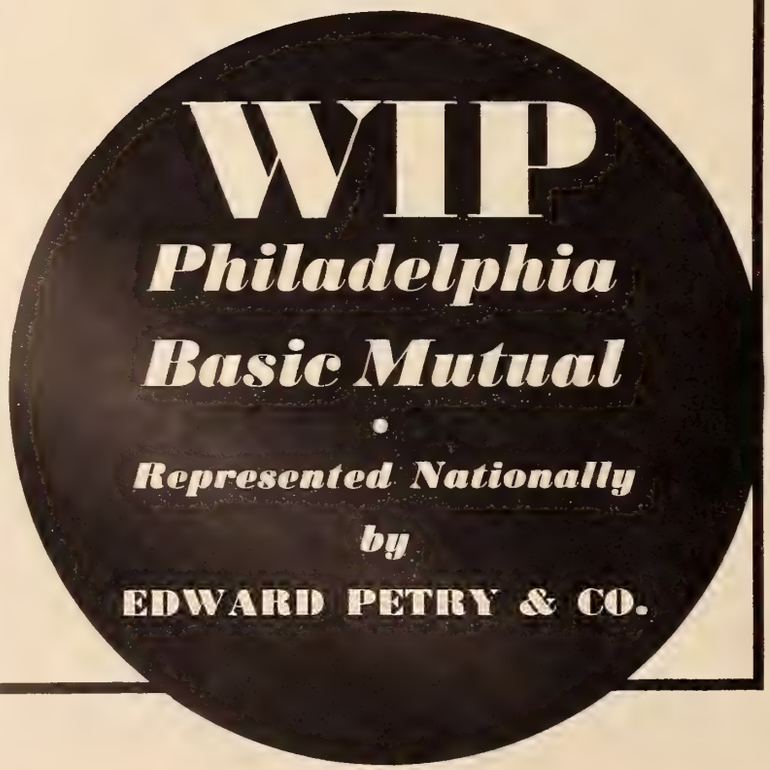
★ CBS ★

TOTAL BMB NIGHT
842,560 *Radio Families*





A highly competitive product . . . CHUNK-E-NUT PEANUT BUTTER . . . in a highly competitive market, Philadelphia, calls for *power* selling! And we've given this valued sponsor just that . . . for ELEVEN YEARS!



BROADCASTING
TELECASTING

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IN THIS ISSUE . . .

CAA Brews Storm 23
Time Chisel Splurge 23
ANPA Talks Television 24
Spot, Local Business Gaining—Trends 25
Schuster's 18 Radio Years 26
Shipley, Marquardt Killed in Air Crash 27
FCC Paris Delegation Set 28
CBS Executive Duty Reassignments 28
Gillin Heads NAB Sales Group 32
AP, UP, INS Add Radio Members 32
California TV Tax Proposed 38
AFCCE Names Gillett 50
New York—Chicago Coax Adds Two Links 54
ATS Revisions Delayed 56
IER Sessions Open May 5 56
ASNE Urges Radio-Press Free Speech Fight 57
Sloan Awards Announced 58

DEPARTMENTS

Agencies 12
Allied Arts 74
Commercial 63
Editorial 44
FCC Actions 64
Feature of Week 10
Management 46
Milestones 79
Network Accounts 75
New Business 15
News 71
On All Accounts 10
Open Mike 14
Our Respects to 44
Production 72
Programs 65
Promotion 77
Radiorama 30
Technical 74
Telestatus 36
Upcoming 48

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

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250 Park Ave., Zone 17, *PLaza 5-8355*
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, *CEntral 6-4115*
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181*
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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WGN is better than ever!!

CHICAGO RADIO IS BETTER THAN EVER!



Yes . . . every day of the week . . . morning, noon or night . . . Chicago radio is increasing in value. Each time segment in 1948 was a better buy than in 1947 and '47 was better than '46.

Radio is reaching more customers, and reaching them for longer periods of time.

Yes . . . WGN *is* a better buy! WGN delivered 1,000 homes in 1948 for only 88 cents as compared with $1.11 in 1946.*

Here's the proof:

% HOMES USING RADIO PER QUARTER HOUR*
OCTOBER — NOVEMBER

	1946	1947	1948
All Nights (6:00-11:00 PM)	36.1%	34.7%	37.2%
Sunday (8:00 AM-6:00 PM)	26.3	26.6	28.0
Monday-Friday (6:00 AM-6:00 PM)	21.8	24.7	28.0
Saturday (6:00 AM-6:00 PM)	21.4	24.2	24.7

*Data from Nielsen Radio Index

Good reasons why we say — ***Better buy radio . . .*** **Better Buy WGN!**

More people listen to WGN each week than any other Chicago station

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

"Any advertiser can and most advertisers should use **SPOT RADIO**"

"RUBBER HEELS AREN'T ALL THE SAME
ASK FOR GOODYEAR HEELS BY NAME"

Sound advice Mr. Goodyear - and here is more that's just as sound.

MARKETS ARE NOT ALL THE SAME CHOOSE THE ONES YOU WANT BY NAME.

And that's just what Goodyear and hundreds of other far-sighted national advertisers are doing. They use SPOT RADIO when and where and how they want it.

You, too, can adapt this most flexible form of powerful radio to your special requirements. Why not start now? Why not, as Goodyear says: "STEP ON IT"!

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA ——— WSB-TV
BALTIMORE ——— WBAL-TV
BOSTON ——— WNAC-TV
BUFFALO ——— WBEN-TV
LOS ANGELES ——— KFI-TV
MILWAUKEE ——— WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

EDWARD PETRY AND CO. INC.

THESE
5 Stations
Build Sales
for You . . .

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT
MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles
STEINMAN STATIONS

Feature of the Week

PROGRAMS which have both commercial value and international appeal perhaps leave little to be desired, but when public service features encompass these two qualities—the result is sure-fire and worthy of adoption. At least that's the hope of Ernie Brevik, public service director of WDAY Fargo, N. D., originator and conductor of the annual "Parade of Pennies" drive for CARE.



Mr. Brevik

Mr. Brevik, who chats informally with his listeners each weekday morning from 11 to 11:10 on topics of general interest, has spent a good deal of time since November 1947 interesting dial-tuners in "adopting" needy European families. He noted that adults were receiving assistance through various organizations and programs—but what about some of the underprivileged children, he asked himself? Especially with Christmas then approaching? The questions posed some problems, but in them lay the germ of an idea.

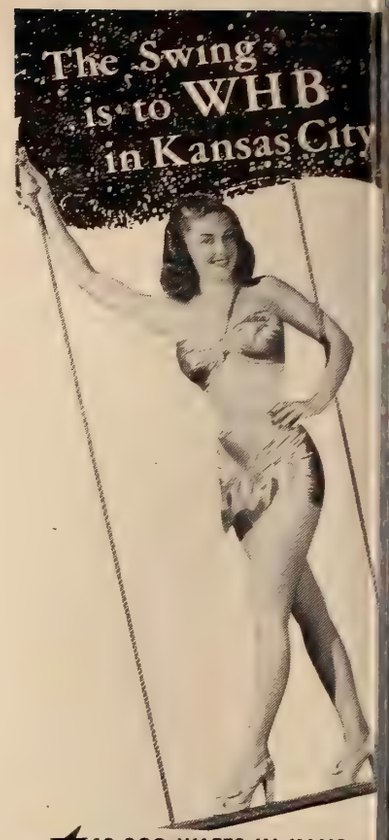
On his broadcasts, the WDAY director suggested that if each listener sent in "only a few pennies," the pool would amount to quite a bit. The money was to be sent to CARE to buy food parcels for Europe's undernourished children, he explained.

The response was immediate and astounding. Pennies—sugar sacks and boxes full—literally poured in from thousands of listeners, with contributions ranging from three cents to $30. The campaign (on this one show only) lasted two weeks, and when the money was counted, Mr. Brevik found he had collected nearly $1,700.

The money was sent to CARE with instructions that only European children were to derive benefits.

After Christmas "thank you" letters poured in from abroad—

(Continued on page 63)



10,000 WATTS IN KANSAS
WHB AM FM
Represented by
JOHN BLAIR & CO.
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

On All Accounts

ALTHOUGH essentially an artist, Kai Jorgensen finds little time these days to draw anything except conclusions.

But that is the price an executive must pay, the chairman of the board of Hixson & Jorgensen Inc., Los Angeles, has discovered.

One of the most important jobs to come under his supervision is the Richfield Oil Corp. account, whose *Richfield Reporter*, now on ABC, is enjoying one of the longest single sponsored runs in radio.

With the agency on and off since 1937, Kai first joined as art director, when it was Hixson-O'Donnell. In 1941, deciding it would be nice to have his own art studio, he removed his easel to an office across the street in a building occupied by several other artists.

Five months later, when the United States went to war with Japan, he helped organize a voluntary camouflage unit from the group of artists and drew up a plan for camouflaging buildings engaged in war production and submitted it to the government. Impressed with the plan, the government offered him and the other artists jobs in the U.S. Engineers camouflage unit in Los Angeles, with Kai being made what he says was "chief camoufleur."



KAI

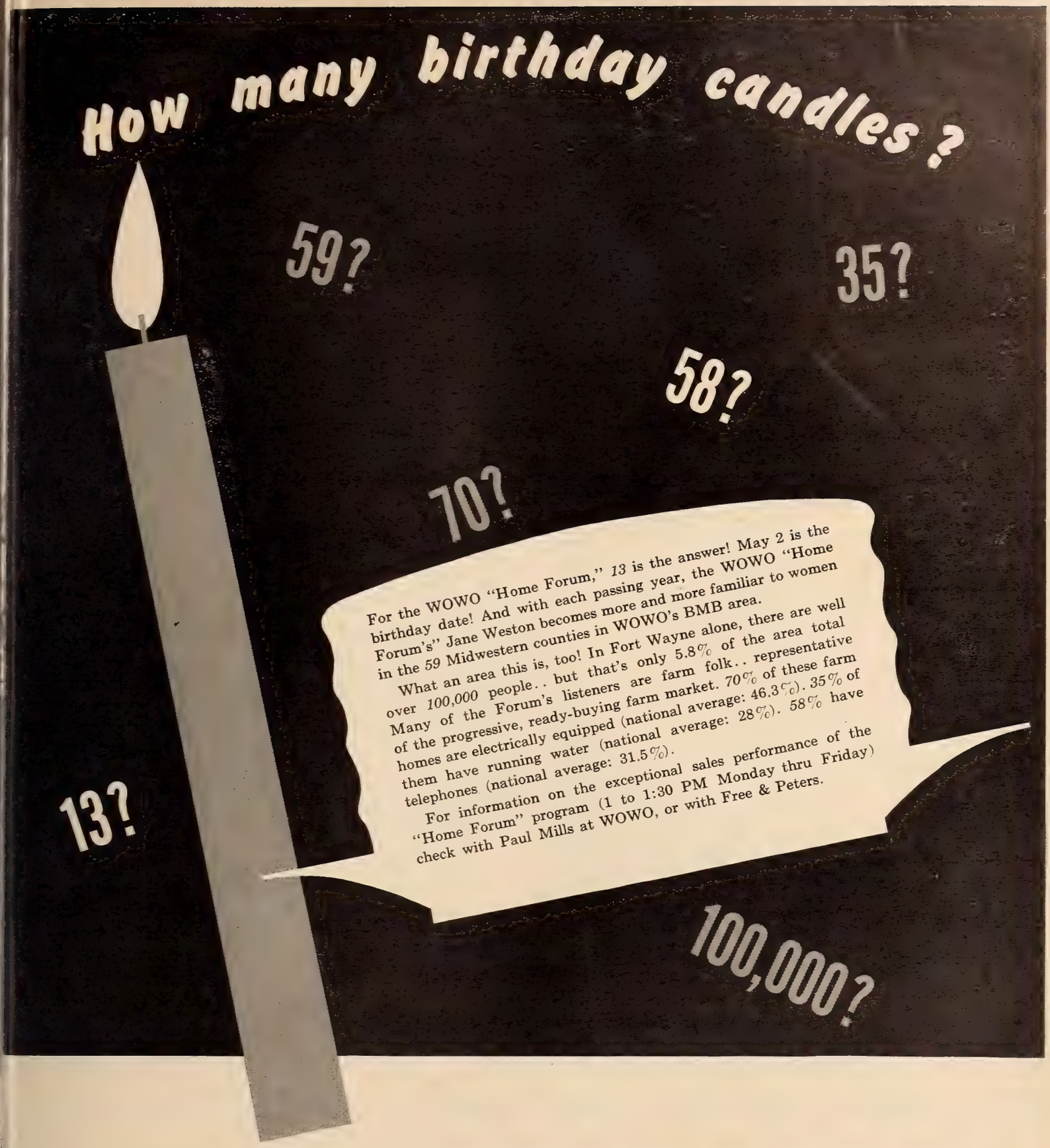
After 26 months of "landscaping" the sides and roofs of several airplane factories in Southern California, Kai left to join Lockheed Aircraft as catalog illustrator.

In 1947, after a short while there, he was back at Hixson-O'Donnell taking up his brush again as art director. Later that year he acquired the stock of G. K. Britenstein, then chairman of the board, becoming a principal in the agency. Upon the retirement the following year of Julian O'Donnell, Kai and Robert Hixson, president of the agency, purchased Mr. O'Donnell's share, with the name being changed to Hixson & Jorgensen Inc.

Kai first greeted the world from Valley City, N. D. Before he had time to decide whether or not he liked it there he was whisked off, in diapers, as he remembers, to Spokane. After Spokane came Portland. And, before the family finally roosted in Los Angeles, the young Jorgensen had received his grammar school education in Berkeley, his high school diploma in Oakland, and a

(Continued on page 20)

for
NETWORK
CALIBRE
PROGRAMS
. . . at local
station cost
See your station
representative or write
LANG-WORTH
feature programs, inc
113 W. 57th ST., NEW YORK 19, N. Y.



FORT WAYNE
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WOWO

The Patroon of the week

HOLLY SHIVELY

Executive Assistant Radio Director
RUTHRAUFF & RYAN
Chicago



With seventeen years background in radio, Miss Shively has been active in practically every phase of radio work. She handles all radio accounts in R & R's Chicago office. The Patroons, in the person of the William G. Rambeau rep, welcome you with a membership scroll and the deed to a tract of Patroonland.



**PATROON*
Aristocratic Landholder of the Hudson Valley

The Fact of the week

On WPTR your advertising dollar buys the area's most powerful independent; the nation's first commercial FM station, the region's favorite performers, and top promotion at rates that are low.

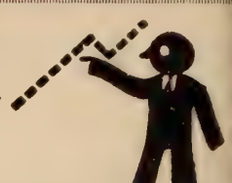
SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Agencies



LESTER G. BARROW, former account executive at Fuller & Smith & Ross, New York, joined Maxon Inc., New York, as an executive on the General Electric Electronics Department account. He will assist GE distributors and dealers in planning and preparation of radio and video advertising and promotion material.

B. B. GEYER, president and chairman of board of Geyer, Newell & Ganger Inc., New York, named vice-chairman of board of Advertising Research Foundation. H. M. Warren, a vice president of National Carbon Co., was elected chairman of board. Foundation is sponsored jointly by AAAA and ANA.

THOMAS R. SANTACROCE, former merchandising director of Dancer-Fitzgerald-Sample, New York, joins Biow Co., New York. Mr. Santacroce was previously with Lever Bros. Co., as divisional sales manager for Pepsodent.

LLOYD PROSSER, formerly in media department of BBDO New York, joined agency's San Francisco office as media director on May 1.

RALPH GRADY, formerly production manager for Boone, Sugg, Tevis & Walden, San Francisco, joins production department of Brisacher, Wheeler & Staff, same city.

WILLIAM J. EGAN, formerly with Carl Byoir & Assoc., New York, and New York *Herald Tribune* business and financial editorial staffs, joins public relations staff of the Advertising Council Inc., New York.

ROBERT E. KAHL, formerly with U. S. Dept. of Agriculture, joins research department of Young & Rubicam, New York. **ALVYN G. SCHMALE,** formerly director of sales and advertising for Honey Butter Products Corp., Ithaca, N. Y., joins agency's merchandising department. **ROBERT SCHULER,** previously head of his own organization, Lamplighter Productions, New York, joins agency as stage manager in radio department.

JACK R. SCHMUNK, formerly sales manager of WEWS (TV) Cleveland, joins Ohio Adv. Agency Inc., Cleveland, as vice president and account executive.



Mr. Schmunk

FREDERICK R. RIGER, RALPH W. SHEEHY and **KENNETH E. CHERNIN** announce formation of Riger, Sheehy & Chernin Adv. at 328 Press Bldg., Binghamton, N. Y. Mr. Riger was formerly with Fred Wittner Adv., New York; Mr. Sheehy was advertising and public relations director of Binghamton division, Columbia Gas & Electric Corp., and Mr. Chernin was with William Weintraub Co., New York.

R. E. BARRINGER announces formation of RA-AD Assoc., Mills Bldg., San Francisco.

FRANK C. JACOBI, advertising and sales promotion manager for Horder's office supply firm in Chicago until his resignation March 15 opened his own advertising offices at 208 S. LaSalle St., Chicago.

WILLIAM F. WOLF, merchandising counselor, appointed manager of merchandising division of Brisacher, Wheeler & Staff Inc., New York office. Mr. Wolf was formerly executive secretary of National Food Brokers Assn., sales manager for Jergens-Woodbury, handled Johnson's Wax for The Western Agency, merchandising for BBDO.

ALICIA STEPHENS joins creative staff of Weightman Inc., Philadelphia advertising agency. Miss Stephens was formerly editor of house organs and assistant director of public relations at General Tire & Rubber Co., Akron.

C. WENDEL MUENCH agency, Chicago, moved May 1 to new, larger offices in Lincoln Tower Bldg., 75 E. Wacker Dr. Space on the 22nd floor is being converted into an "intelligence center," where sales maps will reflect market conditions, and a "gadget room," where actual store shelf and counter conditions will be duplicated for measurement of packing and point-of-sale techniques.

JAMES A. FORSYTH, formerly publisher of Santa Barbara tourist publication, joins J. Walter Thompson Co., San Francisco, as account executive.

CARL F. SCHMIDT, formerly of advertising staff of *Milwaukee Journal*, joins Arthur Meyerhoff & Co., Milwaukee, as account executive.

GEORGE GALLATI of Needham, Louis & Brorby, Chicago, elected president of Chicago Headline Club, local chapter of Sigma Delta Chi, professional journalism fraternity.

ROCKLIN IRVING & Assoc., Chicago, moved to new offices at 32 W. Randolph St., phone: RAndolph 6-2324.

WARREN E. KRAFT, vice president and Seattle manager of Honig-Cooper Adv., elected president of Rotary Club of Seattle.

RAMSEY LEES, radio director of Ruthrauff & Ryan, Toronto, is in Hamilton Sanatorium. **TRUDY JOHNSON** is acting director of radio.

"The Louisiana Purchase"

166,470 more Radio Homes now in our primary area!

Power jumps ten times! Radio Homes jump from 59,990 to 226,460!

Everything's up but the rates—in "The Louisiana Purchase." Same rates — 400% more Radio Homes.

And for the first time these additional 166,470 Radio Homes have full, primary NBC daytime programming.

Figure it any way — the new, powerful KTBS is the best radio buy. Truly—more than ever—"The Louisiana Purchase!"

SHREVEPORT

New York
Detroit
San Francisco
Boston

Chicago
St. Louis
Los Angeles
Atlanta

EDWARD PETRY AND CO. INC.

National Representatives

5,000 WATTS AT NIGHT

KTBS

A BETTER BUY THAN EVER BEFORE

NOW

710
KILOCYCLES

10,000
WATTS

KTBS
RADIO CENTER
SHREVEPORT

AT THESE PRICES CHOICE AVAILABILITIES CAN'T LAST LONG! WRITE OR CALL TODAY!

NBC-TQN AFFILIATE

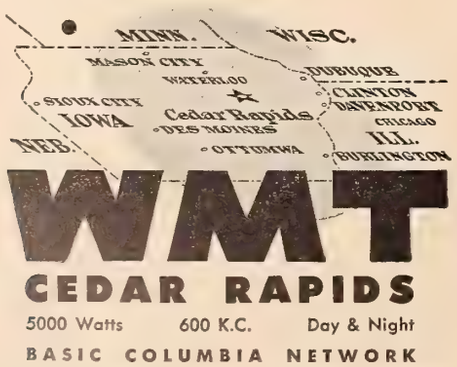
WMT makes big ones out of little ones in Marble Rock (IOWA)



Making mountains out of mole-hills is a desirable condition . . . when the mountains are markets and the mole-hills their relatively small components.

In Eastern Iowa, WMTland is a mountain of a market, made up of more than a thousand communities whose aggregate population is well over a million. Marble Rock is typical of these communities, small but significant, rich in buying power and loyal to WMT's exclusive CBS programming.

When you want to reach all the Marble Rocks in Eastern Iowa, tell WMT's prosperous audience and start your sales curve mountain-climbing. Ask the Katz man for full details.



Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Video Views

EDITOR, BROADCASTING:

. . . I am with you when you say radio's horizons are unlimited. I am not foolish enough to think for a moment that the radio we knew yesterday or know today is the radio that will be with us tomorrow. There is an awful lot of hyperthyroid excitation in the ranks of my colleagues concerning the fact that so little is known about television. I think it would be a lot healthier if the gentlemen, including myself, devoted a lot of serious consideration towards the time buying and programming problems that will confront us in radio as television becomes a vital factor in the true sense of the word . . . by that I mean, when its circulation becomes competitive.

I, being comparatively young chronologically, still do not lose sight of the fact that both radio and television are comparatively young advertising media. The future potential for both has yet to be dreamed of. . . .

Charles Lewin
Director of Radio
Grey Advertising Agency
New York

* * *

RIAS Expenditures

EDITOR, BROADCASTING:

Recent news stories deplore the possible shutdown of RIAS, the American zone broadcasting station in Berlin. It points out that no American bureau can be responsible for the $4,500,000 in annual costs for the project. All are agreed on the value of American broadcasts from Berlin to Germans.

As an inmate of the American broadcasting industry for more than 20 years, I see no reason why RIAS cannot continue, but with certain changes. First, the expenditure of $4,500,000 to operate one radio station with 600 employes is mismanagement on a scale possible only under government bureaucracy. There is not a single station in the entire United States that spends that much money, nor employs 600 people, for its annual operation.

I do not know who directs RIAS, but I wonder if he has ever had the responsibility of operating an American station on its average income, be it a small 250 watter or a 50,000 watter? The average American station of this RIAS type will get by with from 60 to 100 workers. Its annual operating costs should not exceed $500,000 per year with liberal expenditures for program material.

I suggest the American broadcasters get a management committee together, fly them to Berlin, examine the situation, and report back to our industry on what is actually needed. Then let American broadcasters request the proper channels for the needed amount of support, and if necessary raise the funds in public subscriptions.

But stop up "Operation Rathole." To operate one radio station on $4,500,000 a year with 600 people is sheer mismanagement and economic folly. The job can be done with far less money and fewer people. Hundreds of American stations are doing as good a job in their own communities, living on their income from advertisers . . . and paying heavy taxes to support such Berlin waste as is now evident in the RIAS matter.

S. A. Cisler
Vice President
WKYW Louisville

* * *

'Premiums Nuisance'

EDITOR, BROADCASTING:

As one just disinterred following an avalanche of box tops and giveaway orders, I'd like to know what others in the radio industry think about handling sales premium offers. . . .

. . . I think radio-promoted box-top premiums are more than a nuisance; I think they're generators of ill will, suspicion, dissatisfaction and gripes. And I think an advertiser who uses them is painting a target on himself, his product, the radio station and the institution of broadcasting, and he's asking Mr. General Public to fire when ready. . . .

. . . Here are some samples: . . .

1. An offer for a household item, an interior decorator's dream, if you swallowed the commercial copy. In came the box tops and the cash—a deluge of orders. A few days later a second deluge began—a deluge of complaints, about non-delivery, wrong color, defective merchandise, wrong sizes. . .the works.
2. An offer of a piece of jewelry. "By return mail," the commercial copy read. Six weeks later our listeners are still wondering where their premium can be, who has squandered their money, how radio stations can be so crooked and stay in business. . . .

. . .here's what I recommend:

First, before accepting the commercial copy, investigate the premium merchandise, make sure it's what the copy says it is, that a sufficient supply is on hand to take care of orders and that all steps necessary to immediate delivery have been completed.

Second, regardless of what the commercial copy says, send a receipt to the customer, thanking him in the station's name for the order, explaining that because of volume some delay in delivery should be expected and urging the

(Continued on page 18)

BROADCASTING

Comparative Network Program Schedule

May 1949



Yeah, but can he lift a sales curve?

(for non-inflationary facts, see back page of insert)

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lee Hats Drew Pearson (226) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (497)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Goodyear Tire Greatest Story Ever Told (219)	Int. Silver Co. Adventures of Ozzie & Harriet (150)	Cudahy Packing Nick Carter (463)	Dean Martin Jerry Lewis Show
6:45	"	"	"	"
7:00	Curt Massey	Amer. Tob. Co. Jack Benny (174) R	Adv. of the Falcon S	Rich. Diamond Private Detective S
7:15	"	"	"	"
7:30	American Oil Co. Carnegie Hall (108)	Lever Bros. Amos 'n' Andy (150)	Mutual Benefit Mayor of Town (455)	Rexall Co. Faye & Harris (169)
7:45	"	"	Johnny Desmond (441) 7:55-8 *	"
8:00	Old Gold Stop the Music (179)	Wildroot Sam Spade (169) R	Co-op A. L. Alexander	Ford Motor Co. Fred Allen (166)
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp (171)	Frigidaire Lum 'n' Abner (164) R	Music	Henry Morgan Show
8:45	Old Gold Cigarettes (170)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Cos. Electric Theatre Helen Hayes (159)	Under Arrest	NBC Theatre
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Corp. Theatre Guild on The Air (241)	Col.-Palm.-Peet Our Miss Brooks (152)	Carter Prods. Jimmy Fidler (57) Twin Views Of The News S	Sterling Drug Album Familiar Music (154)
9:45	"	"		"
10:00	"	Life with Luigi	Secret Missions	Eversharp Take It or Leave It (164)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	It Pays to Be Ignorant S	Don Wright Chorus S	Philip Morris Horace Heidt (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R	Co-op Fulton Lewis jr. (291)	Liggett & Myers Supper Club (162) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (151)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (153)	Noxzema Gabriel Heatter (211)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside of Sports (181)	Pure Oil Co. Kaltenborn (31)
8:00	Assn.Amer.RR. Railroad Hour (270)	Bromo Seltzer Inner Sanctum (154) R	National Biscuit Straight Arrow (272)	duPont & Co. Calvacade of America (152)
8:15	"	"	"	"
8:30	"	Thos. J. Lipton Godfrey's Talent Scouts (156) R	Trimount Sherlock Holmes (230)	Firestone Voice Firestone (140)
8:45	Henry Taylor General Motors (262)	"	" *	"
9:00	Let's Go to the Met.	Lever-Lux Lux Radio Theatre (153)	Peter Salem	Bell Telephone Telephone Hour (150) R
9:15	"	"	"	"
9:30	Child's World	"	Mail Pouch Fishing & Hunting Club	Mars Inc. Dr. I. Q. (131)
9:45	String Ensemble	"	"	"
10:00	Elec. Workers Arthur Gaeth (87)	Lever-Pep'dent My Friend Irma (153)	Universal Carloading, Am. Forum (12)	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	On Trial S	R. J. Reynolds Bob Hawk (161)	Mutual Newsreel	Radio City Playhouse S
10:45	"	"	Mutual Concert	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (281)	Liggett & Myers Supper Club (162) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (143)
7:30	Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (153)	Serutan Gabriel Heatter (221)	Dardanelle Trio S
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (181)	Pure Oil Co. R. Harkness (26)
8:00	Chesebrough LittleHerman (141)	Sterling Drug Mystery Theater (148) R	Gregory Hood S	Philip Morris This Your Life (144) R
8:15	"	"	"	"
8:30	Co-op Town Meeting (56)	C-P-P T'th Pwdr Mr. Mrs. North (151) R	Official Detective (139) S	Lewis Howe Co. Alan Young Show (151)
8:45	"	"	" *	"
9:00	"	Gulf Oil We the People (121)	John Steele, Adventurer	Lever Bros. Swan, Bob Hope (153)
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Strike It Rich S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	Rex Maupin's Orchestra	"	"	"
10:00	"	DeSoto Plym'th Hit the Jackpot (166)	Korn's-A-Krackin' S	Lever Bros. Big Town (132)
10:15	"	"	"	"
10:30	CIO It's in the Family	mr. ace & JANE S	Mutual Newsreel	Brown & W'mson PeopleAreFunny (163)
10:45	C. of C. Let Freedom Ring	"	Dance Orch.	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Tone Tapestries S	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	"	Wings Over Jordan	Bach Aria Group S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (265)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (266)	Western Auto Circle Arrow (58)
10:45	"	Church of Air S	"	Organist Geo. Crook 10:38-11:00 S
11:00	Fine Arts Quarte S	Bill Costello S *	Christian Ref. Church, Back To God (251)	Morning Serenade S
11:15	"	Newsmakers S	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	George F. Putnam S	Invitation to Learning S	Mutual Chamber Music	News with James Fleming 12-12:05
12:15 PM	Foreign Reporter S	"	"	Living—1949 12:05-12:30
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (384)	Eternal Light S
12:45	"	"	"	"
1:00	Almanac S	Charles Collingwood S	Piedmont Shirt Wm. L. Shirer (341)	America United S
1:15	Editor at Home S	Elmo Roper S	Charles Kenton Organist	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Bob Poole S	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (196) R	Music For You S	Co-op Cecil Brown (40)	Fred Waring Show (163) *
10:15	"	"	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (165) R	GeorgiaCrackers	P & G Road of Life (156)
10:45	TBA*	National Biscuit Arthur Godfrey (165) R	Tom, Dick & Harry	P & G The Brighter Day (154)
11:00	Modern Romances	Liggett & Myers Arthur Godfrey (165) R	Co-op Passing Parade Nesbitt (38)	Dr. Paul S
11:15	"	"	Serutan Victor Lindlahr (99)	Manhattan Soap We Love and Learn (162)
11:30	West.Elec.Corp. Ted Malone (289)	Contin'al Baking Grand Slam (48)	Philip Morris Against the Storm	Prudential Ins. Jack Berch (134)
11:45	Pillsbury Mills Galen Drake	P & G Rosemary (65)	"	B. T Babbitt Lora Lawton (137)
12:00 N	P & G Welcome Trav. (183)	General Foods Wendy Warren (145)	Co-op Kate Smith Speaks (190)	"
12:15 PM	"	Lever Bros. Aunt Jenny (83)	Kate Smith Sings (219) S	Music
12:30	Out of Service	Whitehall Helen Trent (84)	Lanny Ross	Luncheon with Lopez
12:45	"	Whitehall Our Gal Sunday (84)	Gab. Heatter's Mail Bag	"
1:00	Co-op Baukhage (92)	P & G Big Sister (93)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (80)	Co-op Happy Gan	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Coffee in Washington S
9:45	"	Ferry-Morse Garden Gate (166) R	"	"
10:00	American Jazz S	Music for You S	Ozark Valley Folks	Archie Andrews
10:15	"	"	"	"
10:30	This Is for You	Tell It Again S	Jerry & Skye S	Pet Milk Mary Lee Taylor (148)
10:45	Record Show	"	Albert Warner S	"
11:00	Junior Junction	Cream of Wheat Let's Pretend (154) *	Hormel Girl's Corps	TBA
11:15	"	"	"	"
11:30	Servel Co. What's My Name (118)	Lever Bros. Junior Miss (167)	Magic Rhythm	Brown Shoe Smilin' Ed McConnell (156)
11:45	"	"	"	"
12:00 N	Hermel & Co. Girls' Corps (298)	Armstrong Cork Theatre of T'day (165)	Smoky Mt. Hayride	Barriault Washington News S
12:15 PM	"	"	"	Public Affairs S
12:30	Navy Hour S	Pillsbury Mills Grand Cen. Sta. (147)	"	Luncheon with Lopez S
12:45	"	"	"	"
1:00	TBA	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H Hour (164)
1:15	"	"	"	"

	ABC
1:30	National S
1:45	"
2:00	Around Wor (158)
2:15	"
2:30	Co-o Mr. Pres
2:45	"
3:00	Fruehauf Harrison (75)
3:15	J. P. Ritt Betty C Sings
3:30	Speakir Song
3:45	"
4:00	Ted M
4:15	Dick T S
4:30	Milton Opera A
4:45	"
5:00	Music of
5:15	"
5:30	Quiet
5:45	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No network	"	Sketches in Melody 6:20-6:45 S
"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (73) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R
Co-op Elmer Davis (66)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (151)
Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (153)	Serutan Gabriel Heatter (221)	Echoes from the Tropics S
"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R. Harkness (27)
Co-op Abbott&Costello (20)	P & G FBI in Peace & War (149) R	Air Force Hour	G.F.-Jello Aldrich Family (149)
"	"	" *	"
U. S. Army Theatre U. S. A	Whitehall Mr. Keen (149) R	True or False	G.F.-Maxwell Burns & Allen (146) R
"	"	" *	"
Go For The House S	Auto-Lite Suspense (169)	TBA	Kraft Foods Co. Music Hall (148)
"	"	"	"
Revere Camera Jo Stafford Show (48) *	Toni Co. Crime Photog. (149)	TBA	Sealtest Variety Theatre (93)
"	"	"	" * Falstaff
Persona Autograph S	Hall Bros. Hallmark Playhouse (158)	This Is Paris	Reynolds Screen Guild Theatre (162)
"	"	"	"
We Care S	Campana Sales First Nighter (137)	Mutual Newsreel	General Electric Fred Waring (163)
Harrison Wood	"	Concert Hall	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15 6:20 S
"	No network	"	Sketches in Melody 6:20-6:45 S
"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (78) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R
Co-op Elmer Davis	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (151)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (153)	R. B. Semler Gabriel Heatter	The UN Is My Beat
"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (31)
Norwich Phar. Fat Man (136) R	GF-Sanka Jack Carson (151) R	Experience Speaks S	Cities Service Bands of Ameri. (81)
"	"	"	"
Equitable Life This Your FBI (221) R	GF-Jello My Favorite Husband (151)R	Conti Products Yours for a Song (17)	R. J Reynolds Jimmy Durante Show (161)
"	"	" *	"
Bristol Myers Break the Bank (183) R	Ford Motor Co. Ford Theatre (169)	Opera Concert	Pabst Sales Co. Eddie Cantor (145)
"	"	"	"
Pac. C. Borax The Sheriff (191)	"	Enchanted Hour	P & G - Tide Red Skelton (151)
Ch. Spark Plug Roll Call (215)	"	" *	"
Gillette Safety Razer Co.	Philip Morris Playhouse (149)	Co-op Meet the Press (46)	P & G Life of Riley (139)
Cavalcade of Sports (254)	"	"	"
"	Yours Truly, Johnny Dollar S	Mutual Newsreel	Col.-Palm.-Peet Sports Newsreel (139)
"	"	Concert Hall	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC
Honey Dreamers	News Bancroft S	Orchestra S	Bob Warren News Summary S
Bible Messages	Memo From UN	"	Religion in News S
Harry Wismer S	Saturday Sports Review S	Bands For Bands	NBC Symphony S
Communism & One World S	News Larry Lesueur S	"	"
Johnny Thompson S	Coca-Cola Spike Jones (167) R	Hawaii Calls S	"
Bert Andrews S	"	"	"
Relaxin' Time	R. J. Reynolds Vaughn Monroe (161) R	News	Pet Milk Saturday Night Serenade (145)
"	"	Mel Allen S	"
Take a Chorus	Wrigley Gene Autry (165)	Ronson Metal 20 Questions (501)	Anacin Hollywood Star Theatre (53)
"	"	"	"
Famous Jury Trials S	Philip Marlowe S	U. S. Tobacco Take a Number (482)	P & G Truth or Consequences (145)
"	"	"	"
Chesebrough Mfgr., Little Herman (141)	General Foods Gangbusters (81) R	Life Begins At 80 S	Am. Tobacco Co. Your Hit Parade (164)
"	"	"	"
Pat Novak For Hire	Liggett & Myers Tales of Fatima (26)	Lombardo USA S	Col.-Palm.-Peel Judy Canova (144)
"	"	"	"
Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Col.-Palm.-Peel Dennis Day (144)
"	"	"	"
Hayloft Hoedown (107) S	"	"	R. J. Reynolds Grand Ole Opry (159)
"	"	"	"

SUNDAY

MBS	NBC
American Bird Prod., Warblers (12)	University of Chicago, Round Table S
Mutual Music Box	"
Dr. Frank Simon Band	United States in World Affairs 3/25-5/6
"	"
Co-op Bill Cunningham (210)	NBC University Theatre S
Veteran Wants to Know S	"
Micheal O'Duffy	"
"	"
General Foods Juvenile Jury (218)	One Man's Family S
"	"
General Foods House Mystery (478)	Miles Labs. Quiz Kid: (159)
"	"
Willmsn. Candy True Detective (509)	News with Bob Trout S 4:30-4:35
"	Jane Pickens Show 4:35-5:00
DL&W Coal The Shadow (37)	RCA Victor Show (165)
"	"
Helbros Watch Quick As A Flash (421)	Int.l Harvester Harvest of Stars (155)
"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (82)	Co-op Happy Gang	Co-op Rbt. McCormick S
Co-op Dorothy Dix on the Air	P & G Guiding Light (84)	Ralston Purina Chd. Jamboree (282)	Here's Jack Kilty
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (66)	Ph. Morris (231) Miles Lab. (424) Miami M. (234) Queen for Day	Campbell Soup Double or Nothing (131)
"	P & G Perry Mason (112)	"	"
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (150)	Say It with Music	General Mills Today'sChildren (137)
"	P & G What Makes You Tick (82)	"	General Mills Light of World (67)
Quaker Oats Talk Your Way Out of It	Babbitt David Harum (55)	Bob Poole Show	P & G Life-Beautiful (151)
**(137) "	Miles Labs. Hilltop House (128)	"	P & G Ma Perkins (147)
General Electric House Party (272)	Robt. Q. Lewis Show S	Luncheon At Sardi's	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (151)
Pillsbury Mills Kay Kayser (213)	Armour & Co. Hint Hunt (158) R	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
"	" * off 5/13	"	Sterling Drug Stella Dallas (146)
Co-op Ethel & Albert (51)	Lever.Rayve Winner Take All (157)	Johnson Family	Sterling Drug Lorenzo Jones (146)
Eleanor & Anna	Beat the Clock S	Two-ton Baker S	Sterling Drug Y. Widder Brown (146
Quaker Oats Challenge of the Yukon (236)	Treasury Bandstands S	National Biscuit Straight Arrow (T-Thu) (342)	General Foods When Girl Mar's (77)
"	"	Superman (M-W-F)	General Foods Portia Faces Life (89)
General Mill. Jack Armstrong (192)	Chicagoans S	Wander Co. Capt. Midnight (162)	Whitehall Just Plain Bill (59)
Derby Food's Sky King (192) *	Miles Labs. Herb Shriner (140) R	Ralston-Purina Tom Mix (471)	Whitehall Front Page Farrell (58)

SATURDAY

ABC	CBS	MBS	NBC
American Farmer S	Toni Co. Give and Take (149)	Symphony for Youth S	R.F.D. America
"	"	"	"
101 Ranch Boys	Dave Stephen's Orch. S	"	Musicana S
"	"	"	"
Fascinating Rhythm	Columbia Country Journal S	Music	Ed. Tomlinson S
"	"	"	Report on Europe S
Sweet and Hot Club	Report From Overseas S	Poole's Paradise	Pioneers of Music
"	Adv. in Science S	"	"
"	Cross Section U. S. A. S	Sports Parade	"
"	"	"	"
Tom Glazer's Ballad Box	TBA	Bill Harrington Sings	Your Health Today S
Horse Racing	Horse Racing S	"	Horse Races
Two Billion Strong	Saturday at The Chase S	Horse Race	Adventures of Frank Merriwell S
"		First Church Christ. Scientist (65)	"
Tea and Crumpets	Treasury Bandstand	Russ Hodges' Quiz Show S	J. Morrell Lassie Show (163)
"	"	"	Wormwood Forest S
"	Make Way for Youth S	TBA	Matinee at the Meadowbrook
"	"	"	"

EXPLANATORY: LISTINGS IN ORDER, SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE. S SUSTAINING; R RE-BROADCAST WEST COAST; TBA TO BE ANNOUNCED.

ABC

10:45-11 AM Mon., Wed. & Fri., Get More Out of Life Thur., Star Time, by Drackett Co. 168 stations.
10:45-11 AM Tues., Club Time, sponsored by Club Aluminum Products Co., 56 stations.
5-5:30 PM Tues.-Thur., Green Hornet, sust.
5:30-6 PM General Mills sponsors Jack Armstrong and Derby Foods sponsors Sky King Mon.-Fri., rotating programs.
7-7:05 PM Mon.-Fri. Kelvinator sponsors Edwin C. Hill, Human Side of the News, on 127 stations. Remainder of network takes Headline Edition.
9:30-9:55 PM Thursdays, Jo Stafford Show.
9:55-10 PM Thursdays, Meet the Stars, sponsored by Beauty Factors Inc. over 44 stations.
10-10:30 PM Saturday, National Barn Dance, Phillis Petroleum Co. in West.
10-10:30 PM Sat., Earl Godwin, in East.
10:30-10:45 PM Sat., Irving Fields in East.

CBS

11:00-11:05 AM Sat., Seeman Bros., Allan Jackson News, 167 stations, Sun. sustain.
4:25-4:30 PM News.

MBS

7:55-9 PM Sunday, Ronson Art Metal Works —Johnny Desmond Show, 441 stations.
8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.
9:55-10 PM Saturday, Sports Thrill of the Week, Frank Corp., 117 stations.

NBC

10:00-10:30 AM Fred Waring Show sponsored Fri. by Minnesota Valley Canning Co.
9:30-10 PM Thursday, Friday & Saturday sponsors Music from the Heart of America on 33 stations.
11:15-11:30 PM Tuesday, Thursday and Saturday, Coco Cola Co. —Morton Downey.

* 10:45-11 AM Mon., Wed. & Fri., TBA Tues. & Thurs. not specified. ** 2-2:30 PM Mon., Wed. & Fri. TALK YOUR WAY OUT OF IT sponsored by Quaker Oats. 3-3:30 PM Tues. & Thurs. LADIES BE SEATED, sustaining.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING


Facts don't count
with a blowhard, but
there is no disputing
the plain fact that
CBS advertisers win
large, loyal audiences
at the lowest cost
in radio. Non-CBS
advertisers can do
likewise with such
available CBS programs
as Sing It Again
which delivers each
thousand families for
under fifteen cents
per average minute.
CBS – where 99 million people gather every week!

New Business



QUIRT Co., Beverly Hills (bottled soft drinks), May 7 extends half-hour weekly *Bids from the Kids* to KARM Fresno, Calif. Later this month firm will place program on KAYL Storm Lake, Iowa, and other mid-western markets. Program started April 16 on WHBC Canton, Ohio; WHAV Haverhill, Mass.; and April 23 on KSOO Sioux Falls, S. D. All contracts for 13 weeks. Agency: Harrington, Whitney & Hurst, Los Angeles.

THE TEXAS Co., New York, appoints Kudner Agency Inc., New York, to handle its Saturday afternoon ABC broadcasts of Metropolitan Opera, effective this fall with 1949-50 season.

EHN & FINK Corp., New York, has extended use of television to KTTV (TV) Los Angeles for Lysol. Two commercials weekly scheduled. Firm has used video for past month on WNBT and WCBS-TV, both New York, twice weekly each. Agency: Lennen & Mitchell, New York.

OS Co., Chicago (scouring pads), launches spot radio campaign in Northern California through McCann-Erickson, San Francisco.

DMIRAL Corp. and **PETER FOX BREWING Co.,** Chicago, sponsoring telecasts of 32 home games of Admiral Music Maids in National Professional Girls' Softball League for second year on WBKB (TV) Chicago, Tuesday and Friday nights, respectively.

OLDEN STATE Dairy Products, San Francisco, May 10 starts sponsorship of *Count of Monte Cristo* on 20 Don Lee California stations. Fifty-two week contract placed through BBDO, Los Angeles.

ECURITY FIRST National Bank of Los Angeles preparing two minute film for television on U. S. Savings Bonds. Firm will run film on undecided number of Los Angeles TV stations about May 19 to coincide with U. S. Bond drive. Prints also to be given to government for distribution. Agency: Foote, Cone Belding, Hollywood.

HRISTIAN HEURICH BREWING Co., Washington (Senate beer), sponsoring Arch McDonald's 6:30 p.m. daily sports resume on WTOP AM-FM Washington. Agency: Henry J. Kaufman & Assoc., Washington.

ACIFIC CAN Co., San Francisco, appoints Biow Co., same city, to handle campaign promoting sale of canned beer. Campaign starts June 1, and will run 10 weeks. Series of more than 235 radio spots on stations throughout area will be used. **LES HANNAH** is account executive.

EAN MILK Co., Chicago, for Dean's Chocolate Dairy Drink, has started 13-week schedule of 20-second TV film spots on Chicago's four TV stations—WBKB, WENR-TV, WNBQ and WGN-TV. Spots will be expanded into other TV markets as distribution of the product increases. Radio commercials for Chicago and other major cities are also being considered. Agency: Morris F. Swaney Inc., Chicago. **ROLAND BLAIR** is account executive.

CCENT SHOE Co., newest division of International Shoe Co., St. Louis, appoints Olian Adv., same city, to handle advertising. New line of women's shoes has been released for the $8.95 field.

ORD DEALERS of Detroit purchased *Baseball Scoreboard,* new seven weekly program on WXYZ-TV Detroit (6:50-7 p.m. EST). Station announces this is first across-the-board show to be purchased on any ABC video station and first of its kind in Detroit area. Agency: J. Walter Thompson Co.

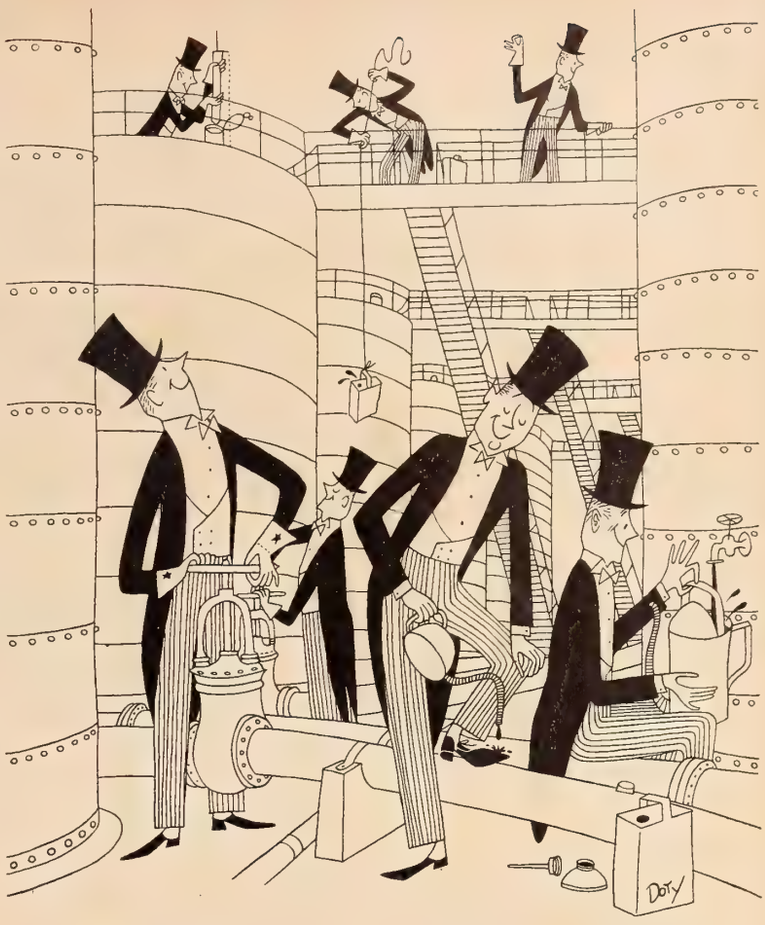
ORCESTER SALT Co., New York, affiliate of Morton Salt Co., named Mitchell-Faust Adv. Agency, Chicago, to handle its account effective Oct. 1. Spot radio will probably be used. **EARL SPROULE** is account executive.

ICOR Inc., Chicago (rotary electrical appliances), appointed C. C. Fogarty agency, same city, to handle advertising. Schedules will be drawn by end of May, and radio is being considered.

ARNATION Co., Los Angeles (Carnation Milk), preparing series of six one-minute commercial films for television as its first venture in TV. Churchill-Wexler Film Productions producing series.

M. JACKMAN & Sons, Los Angeles (men's clothing manufacturer), through Ted H. Factor Agency, that city, April 24 started quarter-hour weekly *Harry Bassler Golf Clinic* on KLAC-TV Los Angeles. Contract is for 13 weeks.

(Continued on page 75)



Great Industry From Little Cotton Seeds Grow..

Whether you measure by the scale of 60 million pounds of crude oil, or the 4 hundred thousand ton figure of refined cotton seed oil, cotton oil represents a million dollar industry and contributes richly to the wealth of the WSPA-Piedmont area.

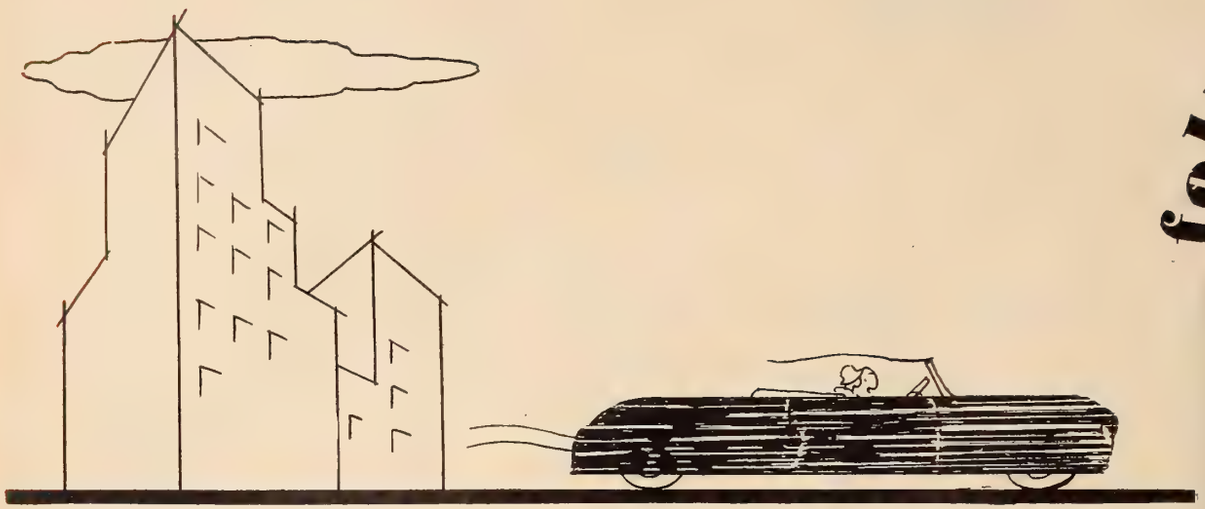
This whirl of a cotton oil market—sixth in the entire country to be exact—is well known as the world's greatest producer of cotton goods. Produce and dairy farms thrive too—timber and wood processing thrash out a neat financial return. Abundant harvests and fast moving industry combine successfully to round out the billion dollar economy in this prosperous land of the Piedmont.

It's well to keep a keen eye on the Piedmont people and the $1,054,811,000 they have to spend. And for the past nineteen years, they've taken WSPA's advice on where to spend it. WSPA is South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

WSPA
SPARTANBURG
SOUTH CAROLINA
5,000 WATTS—950 Kc.

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

follow any



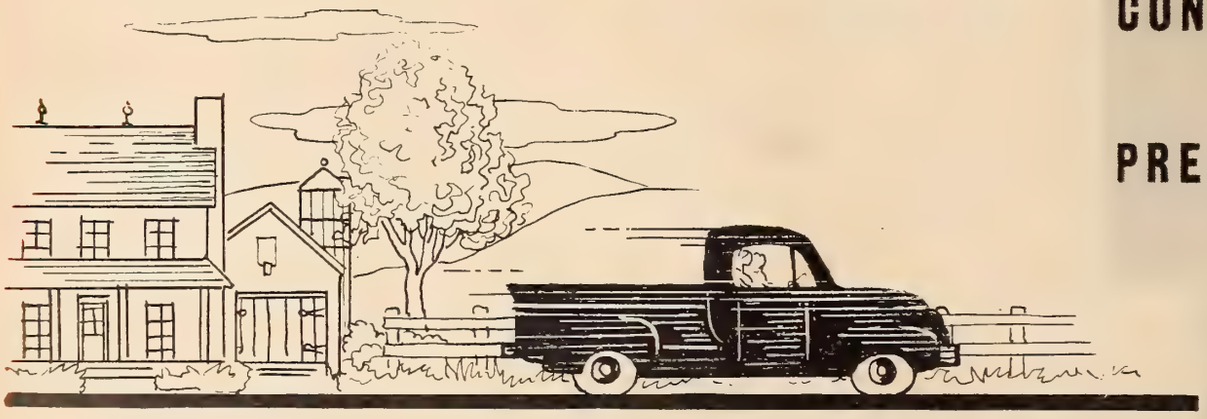


THE

KEY TO

CONSUMER

PREFERENCE



HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES

WSM listener to town . . . .



There are millions of WSM listeners, in a circle with many hundreds of miles radius. They are all kinds of people—urban, rural, rich and poor.

Pick any family, or any hundred families—and follow them to town. Watch them buy. Then check what they have bought against the list of WSM sponsors—and you'll see what we mean when we talk about the exceptional pulling power of WSM.

Then ask those families why they buy from the WSM list, why is it so definitely their shopping guide? The answer will be very simple. "We've been listening to WSM for a right long time, now, and we never have had cause to disbelieve anything we hear on it."

Is there, anywhere, a more powerful background for selling?

WSM
NASHVILLE

50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

BROADCASTERS PROGRAM SYNDICATE

Success Story...

BROADCASTERS PROGRAM SYNDICATE
COOPERATIVE PROGRAM SYNDICATION PLAN

Since its organization less than a year ago, the Broadcasters Program Syndicate has built a success story unparalleled in the history of radio.

Operating on a subscription basis exclusively, the Broadcasters Program Syndicate is essentially of, by, and for station subscriber-members.

*A single weekly fee** equal to the subscribing station's national one-time class A quarter-hour rate entitles the station to the Syndicate's *entire output* of network-calibre programs. All current programs—*plus* every additional series produced by the Syndicate in the future.

Currently, for a *single weekly fee** "PAT O'BRIEN FROM HOLLYWOOD," "FRONTIER TOWN," and "ADVENTURES OF FRANK RACE" all go to the following members of the Broadcasters Program Syndicate:

ALABAMA
WKAX, Birmingham
WEBJ, Brewton
WABB, Mobile MBS
WAPX, Montgomery ABC

ARIZONA
KAWT, Douglas
KTAR, Phoenix NBC
KYCA, Prescott NBC
KGLU, Safford NBC
KTUC, Tucson CBS
KYUM, Yuma NBC

ARKANSAS
KVLC, Little Rock

CALIFORNIA
KERN, Bakersfield CBS
KDON, Monterey
KXOA, Sacramento MBS
KUSN, San Diego
KCBS, San Francisco CBS
KXOB, Stockton MBS
KVVC, Ventura

COLORADO
KFXJ, Grand Junction MBS
KGHF, Pueblo ABC

CONNECTICUT
WTOR, Torrington

FLORIDA
WEUS, Eustis
WMBR, Jacksonville CBS
WCNH, Quincy

GEORGIA
WGPC, Albany CBS
WRFC, Athens
WCON, Atlanta ABC
WBBQ, Augusta MBS
WRBL, Columbus CBS

IDAHO
KRPL, Moscow
KLIX, Twin Falls ABC

ILLINOIS
WSIV, Pekin

INDIANA
WHBU, Anderson ABC
WEOA, Evansville CBS
WFBM, Indianapolis CBS

IOWA
KFJB, Marshalltown MBS
KWPC, Muscatine

KENTUCKY
WLEX, Lexington
WINN, Louisville ABC

LOUISIANA
WLCS, Baton Rouge ABC
KSIG, Crowley
WDSU, New Orleans ABC
KSYL, Alexandria NBC

MICHIGAN
WFDF, Flint ABC
WFUR, Grand Rapids
WKNX, Saginaw

MINNESOTA
KROC, Rochester NBC
WEBC, Duluth NBC
WMFG, Hibbing NBC
WHLB, Virginia NBC

MONTANA
KANA, Anaconda
KGMY, Billings MBS
KOPR, Butte ABC
KXGN, Glendive
KOJM, Havre
KXLO, Lewiston
KPRK, Livingston
KRJF, Miles City MBS
KGVO, Missoula CBS

NEBRASKA
KOLT, Scotts Bluff CBS
KOIL, Omaha ABC

NEVADA
KOH, Reno NBC

NEW YORK
WCSS, Amsterdam
WINS, New York City

NORTH CAROLINA
WLOS, Ashville ABC
WCPS, Tarboro

OHIO
WSAI, Cincinnati ABC
WJW, Cleveland ABC
WWST, Wooster

OREGON
KWIN, Ashland
KOOS, Coos Bay MBS
KOIN, Portland CBS

PENNSYLVANIA
WLTR, Bloomsburg
WCPA, Clearfield
WSCR, Scranton

SOUTH CAROLINA
WMRA, Myrtle Beach

SOUTH DAKOTA
KDSJ, Deadwood
KOTA, Rapid City CBS

TENNESSEE
WTJS, Jackson ABC
WROL, Knoxville NBC

TEXAS
KBKI, Alice
KFDA, Amarillo ABC
WRR, Dallas MBS
KTSM, El Paso NBC
KFJZ, Fort Worth MBS
KXYZ, Houston ABC
KOLE, Port Arthur
KABC, San Antonio ABC

UTAH
KUTA, Salt Lake City ABC

VERMONT
WSKI, Montpelier

VIRGINIA
WCYB, Bristol
WGH, Newport News ABC
WRNL, Richmond ABC
WSLS, Roanoke ABC

WASHINGTON
KJR, Seattle ABC
KXLY, Spokane CBS
KIMA, Yakima CBS

WEST VIRGINIA
WOAY, Oak Hill
WLOH, Princeton

WISCONSIN
WHBL, Sheboygan ABC

WYOMING
KVOC, Casper ABC
KFBC, Cheyenne ABC
KODI, Cody
KPOW, Powell MBS
KWYO, Sheridan MBS

BERMUDA
ZBM, Hamilton, Bermuda ABC-MBS

CANADA
ALBERTA
CFCN, Calgary CBC
CFRN, Edmonton CBC

BRIT. COLUMBIA
CJDC, Dawson Creek
CKOV, Kelowna
CKNW, New Westminster

MANITOBA
CJOB, Winnipeg

ONTARIO
CKOC, Hamilton
CFPA, Port Arthur CBC
CHUM, Toronto

QUEBEC
CFCF, Montreal CBC-ABC

SASKATCHEWAN
CFQC, Saskatoon CBC
CJGX, Yorkton CBC
CKCK, Regina

*If your quarter-hour rate, for example, is $25.00, you as a member of the Broadcasters Program Syndicate would receive the Syndicate's ENTIRE OUTPUT of programs—plus all future programs—for $25.00 per week.

JOIN OUR FAMILY of prestige stations, and share in this fast-growing programming jack-pot. Auditions available.

BROADCASTERS PROGRAM SYNDICATE

Under Direction Of

BRUCE EELLS & ASSOCIATES

2217 Maravilla Dr. • Hollywood 28, Calif. • HO 9-5869

Open Mike

(Continued from page 14)

customer to notify us of non-delivery.

I've experimented with this receipt technique in recent campaigns. It's worked. The volume of squawks has been cut down—on "non-delivery" at any rate....

Milo Ryan
Promotion Manager
KIRO Seattle

* * *

Chicago FM Grows

EDITOR, BROADCASTING:

At least in Chicago, FM (please don't recoil!) may be coming of age.

The latest count shows 14 FM stations in the city proper, with several more scattered through suburbs and outlying towns.

Most important evidence of the growing awareness of FM here is the sudden amenable disposition taken by most of the daily press. The *Tribune* and *Herald-American* are now listing FM stations in the same log as AM outlets, rather than in separate columns, as they had done heretofore.

Indeed, several FM stations receive more listings than a number of the independent AM's.

Other evidence in support of my belief is the increasing amount of publicity being gained by several indie FMers, chiefly the new vet-owned WMOR, which made a terrific splash (exclusive of a full-page ad in the *Trib)* in the local press preceding its debut. WMOR has continued to win notice, due chiefly to what broadcasters here regard as the most aggressive and rewarding programming of any FM station yet to hit the air.

Yes, the future of FM looms considerably sunnier—at least in Chicago, unquestionably one of the toughest radio towns anywhere.

Boris Breiger
Chicago

* * *

'Ghost Writer'

EDITOR, BROADCASTING:

In the midst of a promotion piece I was writing this week, for the County Tuberculosis Assn., a strange but amusing fact occurred to me.

The president of the health group, a local funeral director (Deskin Jones), asked me to write a short radio script that he could read concerning the activities of his group.

I wrote the piece. This made me a "ghost writer." Perhaps I am the only ghost writer for an undertaker!

Bill Niersbach
News Director
WKBV Richmond, Ind.

* * *

Omitted 'Promotion'

EDITOR, BROADCASTING:

The paragraph in your issue of April 11th (page 140) about my appointment by WASK and WIMS is duly appreciated. I wouldn't be surprised, however, if you got the opposite reaction from Joe McGillvra and Don Cooke who are the stations' sales reps.

You see, when the word "promotion" is omitted from the description of my service, it looks as though I had stolen some rep's account....

... I am a national sales promotion representative. I do not supplant; I supplement the sales rep and the network salesman....

Robert S. Keller
President
Robert S. Keller Inc.
New York

* * *

Liked Issue

EDITOR, BROADCASTING:

... our congratulations on your outstanding Convention issue of BROADCASTING.

Tony Moe
Sales Promotion Manager
WCCO Minneapolis

* * *

'Beamed Selling'

EDITOR, BROADCASTING:

... There is one thing in which we can be reasonably sure—if every person now engaged in selling broadcast advertising could be inoculated with just 10% of the ability of the leaders in the industry—there would be released a selling force so tremendous as to be almost unbelievable.

If every local station had on its sales staff an embryo Bill Paley or Niles Trammell or Edgar Kobak or Edward Noble then the future of sound broadcasting would be as bright as a thousand suns.

The services of these leaders are not available to local stations, but their techniques are.

... All creative salesmen use the IPP system of investigation, preparation and presentation.... The "beamed technique" of programming originated by the Broadcast Advertising Department of NAB should be recognized as one of the most important concepts in modern radio advertising. If the beamed technique of programming could be adapted to the "beamed technique" of selling, we would have forged a tool of tremendous selling force.

... Isn't it reasonable to assume that a profitable field exists for those companies who would specialize in providing advice, selling material and ammunition for local radio stations who wished to apply the beamed technique of selling? ... Let's take a specific case. An investigation would be made regarding the market for milk. Surveys would show us why people buy milk and also the obstacles in the path of increased sales. Time and effort would be given to the development of an advertising theme to sell more milk. A complete merchandising plan would be devised.

This merchandising plan would be prepared in such form that it could be presented to, and easily understood by, the local dealer of milk products. It would be a complete presentation on how to sel

lk through the use of broadcast vertising. The problems in sell-g milk would be defined and radio vertising suggested as one of the ain answers to the problem. . . .

. . . This plan would provide the ols for beamed selling on a mass oduction basis. It would give the al salesman the same quality of anned support enjoyed by the twork president when he called a multi-million dollar national count. The solution to successful lling is having the facts at hand.

All the important classifications r local business could be devel-ed in a similar manner. . . . hese presentations would be sup-ied on a fee basis by the existing anscription companies—new or-anizations set up for this specific rpose—or by the NAB. . . .

Allen P. Solada
Local Salesman
WHGB Harrisburg, Pa.

* * *

ook Promotion

DITOR, BROADCASTING:

. . . I am sure you will find the llowing information very enlight-ning and in compete disagreement ith the facts published in your pril 11 issue. . . . The point which specifically consider inaccurate as the reference that one of our mpetitors was the most active ok publisher in spot radio. Per-aps some of the following figures ill justify my argument.

William H. Wise & Co. is using the BS network over 66 stations, one alf-hour weekly; 10 minutes for 4 eeks over 29 stations.

ABC—14 weeks; 15 minutes 5 times eekly, and 15 minutes 3 times weekly.

WOR [New York], 15 minutes weekly r 8 weeks.

William H. Wise & Co. is using ap-roximately 65 independent stations uring their current campaign.

As you can readily see by the bove schedule (our client) William I. Wise & Co. is continuing to aintain leadership in the radio eld in their category . . . has the rgest list of outstanding suc-essful radio selling books which nable them to stay on spot time-uys on stations all over the coun-ry for a longer period by switch-ng from one book to another. . . .

As pioneers in radio advertising . . has always been and will con-inue to remain the most active ook publisher using radio adver-ising. . . .

Joe Gans
Vice President
Thwing & Altman Inc.
New York

Editor's Note: In our April 11 issue, BROADCASTING, on the basis of in-ormation from Rorabaugh's reports, tated that "Doubleday and Co. began he year as the most active publisher n spot radio." The Wise Co. does not ublicize its spot activities and the in-ormation referred to in the letter was ot available to Rorabaugh and so was ot mentioned in his report.]

* * *

Ready Reference

EDITOR, BROADCASTING:

. . . I was requested to find in-ormation on a moment's notice nd, naturally, I turned to BROAD-CASTING for the latest TV statistics.

Marvin H. Hult
Director of Promotion and Public Relations
WMBD Peoria, Ill.

* * *

Local TV Talent

EDITOR, BROADCASTING:

Flurry being caused by Aylesworth predictions of things to come, serves to remind us that many broadcasters are not unlike all businessmen—too preoccupied making money the old way to see what has rapidly become the obvious. TV is here! AM is certainly on the way out! AM radio unable to conquer this enemy, may profitably investigate the opportunities of joining with him. . . .

. . . How about LOCAL television? Biggest argument against successful independent TV operations—talent cost. And it is a great consideration, but not an impossible one. Local talent developed and used by small stations in AM and FM is still being accepted locally . . . and it will in TV, even if it is not the same talent. Forget that idea of Hollywood talent for your small station. Concentrate on LOCAL talent. It can be done with a lot of planning and with some present but nominal expenditure. Small stations, looking to the future, are lining-up local talent well in advance of their inception as TV operators. Small stations can start by investigation . . . investigation of TV operations of successful stations . . . investigation of probable audience reception of TV in their respective areas . . . investigation of local talent possibilities. . . .

Arthur Stanley, NYBA
Program Director, WBOS
Liberty, N. Y.

* * *

WOLF Representation

EDITOR, BROADCASTING:

On page 82 of your April 18 issue you ran an article which several of our clients have misinterpreted to mean that station WOLF has changed national representatives. This is not the case. The Walker Co. will continue to represent station WOLF.

Our decision should not be construed as a reflection on Mr. Koste, [head of Independent Metropolitan Sales, see story page 28, April 25] whom we hardly know. It was made to continue a mutually profitable relationship with the Walker company. Our hope that the impression can be corrected springs from the fact that the agency inquiries may have been directed to the wrong firm.

T. S. Marshall
President, General Manager
WOLF Syracuse

Roslow to Speak

DR. SIDNEY ROSLOW, president of The Pulse Inc., will speak on "Who Owns Television Sets and What Do They Listen To" at the May 5 monthly radio-television luncheon of the New York chapter, American Marketing Assn., at the Hotel Shelburne.

BROADCASTERS PROGRAM SYNDICATE

Success Story...

Each member station of the Broadcasters Program Syndicate pays *one small weekly fee,* receives the Syndicate's entire program output. Aggegate fees already furnish you these *network-calibre* programs . . .

SERIES No. 1

"PAT O'BRIEN FROM HOLLYWOOD"

Award-winning 5-quarter-hour variety strip, starring radio's beloved master story teller.



SERIES No. 2

"FRONTIER TOWN"

Radio's first authentic class-A half-hour Western dramatic series. The *Cimarron* and *Red River* of radio.



SERIES No. 3

"The Adventures of FRANK RACE"

Half-hour mystery adventure featuring Hollywood's most outstanding talent. On a par with the best network adventure thrillers.



Additional members mean additional funds to provide additional programs . . . . *without additional cost to you.*

On All Accounts

(Continued from page 10)

fine and commercial art certificate from Otis Art Institute, Los Angeles.

Following art school graduation in 1926, Kai slid into the tile and marble business—for a good reason. It paid well. After studying the business for a year at night and working at it in the daytime, he gave it up for more interesting fields.

Oil fields, it turned out to be, for his next step in 1927 was to join Richfield Oil Co. of California in its display department at $80 a month. Enjoyment of his work made up for the meagerness of salary, however, for much of his job involved traveling up and down the coast of California setting up company displays at various fairs and exhibits.

For two years he remained in this work. And in 1929 two important things happened: (1) Kai Jorgensen was made manager of the display department; (2) the stock market crashed. Unfortunately the latter had a fatal effect on the former, and in 1930 Richfield closed its display department and Kai was again a free man.

For a short while thereafter he did free lance theatre lobby display, after which he joined Neal Rainbow Light (neon lighting) firm as a designer. In 1931 Richfield took him back into the fold again, this time to set up a one-man display department. While there he set up the first company house organ, *The Firing Line*, later changed to *Richfield Dealer*. He did layouts, art work and planned promotions for the sheet, among other things.

In 1937 he was transferred to the advertising department as art director. With abolishment of the department later that year, he left to join Hixson-O'Donnell.

Kai isn't too good at remembering dates, but he does remember 1928 and June. For in June 1928 he was married to Dorothy Tinker; and on two subsequent Junes his two sons were born—Kay, 18, and Chris, 12. The family lives in Glendale. Redecorating their home recently gave Kai an opportunity to literally brush up on his painting.

The father is particularly proud of his number one son, who seems to be following in his father's footsteps. For Kay won first prize this year for the Glendale float in the annual Rose Bowl parade and second prize for the past two years, entering the competition with professional artists. And with no help from father, Kai declares.

Eyes the Fairways

His present hobby is work, he says, though he is anxious to try out a nice new shiny set of golf clubs, before they get rusty.

In the club area he boasts membership in the Art Directors Club, of which he is past president; Los Angeles Advertising Club; Southern California Advertising Agencies Assn., and Los Angeles Athletic Club.

In considering his work, Kai feels that any success he may have attained or will attain has been due to the help of others along the way, for "only the efforts of a group can make for the success of an individual." Too many people forget that, he feels, attributing their success to their own efforts only.



BAKERY PROMOTION

WMBD Sparks Peoria Drive

NINE-DAY baking industry promotion in Peoria, Ill., resulted in increases of 1% to 27% in bakers' business, WMBD Peoria reports. The campaign, outlined by the sales, promotion and merchandising staffs of WMBD, made heavy use of radio and also used other media.

The bakers purchased seven 10-minute programs and 18 35-word announcements on WMBD. A feature of the 10-minute shows was a contest for the best recipes illustrating new uses of baker's bread. Prizes were offered.

WMBD also promoted the "Buy It Baked" campaign on three of its regular programs, *Man on the Street, Tiny Tot Party Time* and *Breakfast Party*. Freshly baked pies and cakes were given away daily to contestants on these programs.

WMBD also suggested that allied industries tie in with the 'Buy It Baked" drive and donate portions of their radio time to the campaign. Five WMBD advertisers cooperated, the station reports. One wholesaler donated 17 of his announcements on WMBD, and the Central Illinois Light Co. used eight announcements and two 100-word commercials to publicize the campaign.



Robert Carlton (center), WMBD announcer, interviews Paul Zickgraff (l), general chairman of bakers' promotion campaign, and Thelma E. Dallas, Illinois Bakers Assn. secretary.

Deadline for Papers

MAY 20 is the deadline for submission of papers for the 1949 National Electronics Conference to be held at the Edgewater Beach Hotel Chicago, Sept. 26-28. Lloyd T. DeVore, Dept. of Electrical Engineering, U. of Illinois, chairman of the program committee, who made the announcement, said that authors should submit, with their papers, abbreviated versions for publicity purposes and a biographical sketch.



TYPE 70-D
RCA HIGH-FIDELITY
TRANSCRIPTION TURNTABLE

90-Day Reduced Price
$498.50*
(April 1 to June 30, 1949)

The Proof of Performance—*is in its acceptance*

Over 4,500 RCA "70-type" Turntables shipped to date

● This moderately priced transcription turntable has no superior—either in mechanical simplicity or in high-fidelity reproduction.

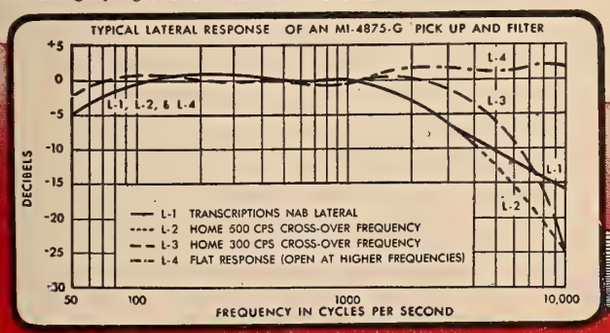
One heavy-duty synchronous motor provides the drive required for playback *and recording.* Mechanical filters and spring-clutch assembly completely isolate the platter and the fly-wheel from the motor—and assure even running and smooth starts and stops. A high-quality universal lightweight pick-up, with a diamond-point stylus, provides true reproduction—for either vertical or lateral recordings.

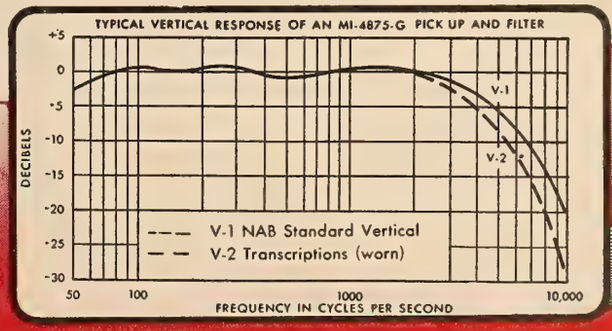
A hinged door on the metal cabinet makes everything easy to get at. There is ample space inside to house booster amplifiers and record-cueing amplifiers. There is also accommodation on top for an RCA 72-D (or 72-DX) Recording Attachment. *And you will be able to handle the new records designed to play at 45 rpm—by means of a simple modification kit soon to be made available.*

• • •

Save $131.50 on your new 70-D by ordering it under RCA's 90-day "Spot" Plan—before June 30, 1949. Call your RCA Broadcast Sales Engineer for immediate delivery. Or write Department 19EA, RCA Engineering Products, Camden, New Jersey.

**Prices slightly higher outside continental U. S. A.*





BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

"MONKEY ADVERTISERS"?

NO SIR!



Advertisers who want results don't leap around from station-to-station in Cleveland. They stay on WHK where they reach the largest audience at the lowest (Network station) rates. During the first week in April, one WHK advertiser used two program announcements to ask listeners if they wanted the program continued . . . 1894 replies in the same week demanded the program. So you see . . . in Cleveland there is a reason why . . .

THEY *STAY* ON WHK

The Paul H. Raymer Co., National Representative

It's Mutual

BROADCASTING
TELECASTING

Vol. 36, No. 18 WASHINGTON, D. C., MAY 2, 1949 $7.00 A YEAR—25c A COPY

CAA BREWS STORM

Broadcasters Fogbound on Antenna Standards

By RUFUS CRATER

A STORM of complaints was brewing in broadcasting circles late last week as tentative CAA antenna-site standards were disclosed to a select industry group with a call for a conference to discuss them Tuesday (May 3) with FCC representatives.

Observers almost unanimously protested that the proposed "criteria," not yet made public officially, would substantially limit television and FM due to the additional antenna heights these services require, and in general would give aviation interests far more than adequate protection.

They protested vigorously against what they called "too short notice" for study of so "complex and complicated" a document. Some authorities felt weeks might be needed to examine them adequately and appraise all possible ramifications.

A movement was on foot to secure postponement of the Tuesday conference, but there was no immediate indication whether it would be successful.

Broadcasting representation at the conference was understood to be limited to NAB, the major networks, FMA and TBA. Several representatives of aviation interests reportedly were invited.

It was assumed the standards would not apply to existing antenna structures—but authorities pointed out that as now written they contain no such waiver.

FCC Comr. E. M. Webster, circulating the proposals as chairman of the Interdepartmental Committee, said they represented a "coordinated plan of aviation interests."

If found acceptable by FCC, they undoubtedly would be incorporated into the Commission's rules. In that event, Comr. Webster said, formal adoption would be preceded by a hearing at which broadcasters could air their views.

The proposed standards, in preparation for more than a year, would impose no restrictions on antennas less than 170 feet above ground "except in near proximity to airports and approach areas," Comr. Webster noted in his letter of transmittal. Nor would there be restrictions on those less than 500 feet above ground "except in airdrome and approach areas and in a part of the airways system," he added.

Broadcast applications contemplating antennas more than 500 feet high, however, would require "special aeronautical study" regardless of location. Special study also would be necessary in the case of antennas to be located in:

(1) The network of federal airways where the tower construction would require a raising of the minimum altitude at which planes are allowed to fly;

(2) Certain seacoast corridors to major military bases;

(3) An area 10 miles square centered on the radio facility used for the final landing of aircraft;

(4) Airport and airport approach areas.

Comr. Webster explained that, under the proposal, "when an application is made for a tower that exceeds the limits of the criteria, aviation studies will be made by a committee of interested government agencies along with the FCC to determine whether or not an exception in a particular case would be in the public interest."

He said the standards were directed to four objectives: (1) To define clearly the conditions under which towers can be erected without aeronautical study; (2) to protect expanding aeronautical operations; (3) to define requirements for painting and marking towers; (4) to reduce the number of applications which require aeronautical study.

Lists Benefits

Comr. Webster listed several benefits which would accrue to applicants proposing towers less than 500 feet high.

First, he said, the standards would show applicants where they might erect towers without getting aeronautical approval, thus speeding the job of processing these applications. Applicants also would have the right to construct up to 500 feet on airways (in limited areas) without submitting the proposal for aeronautical study, he continued, and the inconsistency of treatment which arises under present policy would be eliminated.

He also saw limitations resulting from the plan: There would be more rigid protection for airdrome and approach areas, and there would be specific restrictions on construction over 500 feet.

In instrument-approach areas a 100-foot limit would be placed on the height of antennas located in the first three miles out from the runway. The limitation would increase thereafter at the rate of 25 feet for each additional mile out to 10 miles but in no event would exceed 200 feet.

Further, antennas could not exceed 170 feet above the airport or ground if located within three miles around "larger" airports. Beyond the three-mile range the

(Continued on page 80)

CHISEL SPLURGE

P.I.-kers Proposition Video

See editorial, page 44

SPRING has turned, as never before, the fancy of time chiselers and P. I. purveyors to thoughts of radio. And, for the first time, the P. I. marketers have embraced television.

Initial effort of the P. I. industry to proposition TV stations came to BROADCASTING's attention last week, along with several attempts by well-known space-buying corporations to get a free ride on the air. NAB, too, has been bombarded with station complaints of unethical offers.

Topping these time-chisel attempts is an effort of the Canadian government, itself operating commercial broadcast stations, to obtain free advertising through a series of transcriptions exploiting the charms and trade advantages of the Dominion (story page 48).

Stations applied such expressions as "preposterous" and "outrageous" to a 14-minute transcribed commercial offered by Hugh W. Hitchcock, director of public relations, Packard Motor Car Co., Detroit.

Mr. Hitchcock's form letter to stations lauded radio as "an extremely important news medium" and said Packard's efforts to serve radio news editors had culminated in "Golden Anniversary Report," described as "a news release custom tailored for radio in 14-minute transcription form." Script of the disc was enclosed with the letter.

'Exclusive to Radio'

"Frankly, this is an experiment," Mr. Hitchcock wrote, adding that much of the material is "exclusive to radio." The disc consists of 50th birthday observations by Packard officials.

Mr. Hitchcock said news releases were being sent to newspapers. He did not mention any use of paid white space by the Packard Co.

In a typical reply to Packard, Pete Schloss, president of WWSW Pittsburgh, wrote:

"Our news editor does not consider the material to be legitimate news, and referred it to our continuity department. They find the commercial content far exceeds our limitations on advertising copy for a 15-minute program. Therefore, WWSW is unable to run your 'Golden Anniversary Report' on either a sustaining or a commercial basis.

"We hope radio will continue to deserve your regard as an important news medium, as well as an effective advertising medium. The operating policies, which prohibit our carrying your program, are designed to further these ends."

Similar complaint has been made in the case of a boastful brochure published by the American Viscose Corp., large rayon producer. The company publishes a series of advertisements placed in magazines and business dailies, and then boasts that it has "supplied up-to-date news about fabric developments and rayon care to newspapers, magazines and radio stations throughout the country."

This is followed by a reminder that: "Everyone involved in the

(Continued on page 48)



AT SPEAKERS' ROSTRUM of American Newspaper Publishers Assn. annual meeting in New York last week (Wednesday afternoon session) was David W. Howe, ANPA president. Attentive listeners (l to r): Niles Trammell, NBC president; Walter D. Fuller, Curtis Publishing Co. president and National Assn. of Magazine Publishers board chairman, and William A. Butler, publisher of Holland (Mich.) *Sentinel*.

ANPA

Radio, Press Not TV Victims—Trammell

(See Editorial page 44)

NEITHER newspapers nor radio will be knocked out by the growth of television, American Newspaper Publishers Assn. was told Wednesday at its 63d annual meeting at the Waldorf-Astoria Hotel, New York.

This assurance was given by Niles Trammell, president of NBC, who spoke on television, and by William C. Gittinger, vice president of CBS, who spoke for radio.

Their addresses were part of a session called "Space & Time in the Buyer's Market," conducted by the ANPA's Bureau of Advertising. The program marked a precedent in ANPA annals because it was the first time that newspapers' competitors for the advertising dollar ever shared so important a part of their agenda.

Held concomitantly with the ANPA sessions was a series of meetings of Associated Press, International News Service and United Press.

At the various meetings these points, important to radio, were made:

- All advertising revenues of all media have increased in the face of a competitive situation.
- Television is expected to increase its billings this year three times, to $25 million.
- Radio stations are becoming more widely accepted by newspapers as important to the economic well-being of wire services (see story page 32).
- Number of radio clients of the major wire services continues to increase so rapidly as to outdistance completely new newspaper clients.

At the Bureau of Advertising session, Mr. Trammell said television, far from being a competitor of newspapers, is in many respects the partner of newspapers. He explained that newspapers currently are the biggest block of TV station owners.

"We are currently sharing the losses and we'll be sharing the profits later on," he promised.

Mr. Trammell told of the experiences of publishers who are operating NBC-affiliated television stations. One, telecasting 27 months, showed a total operating deficit of $250,000, is currently running $1,500 in the red per month, but expects to be in the black by the end of the year. Another, on the air since the end of 1947, has lost $286,000 to date, is currently dropping $11,000 monthly but expects to be in the black by September or November. A third station in the East is losing $15,000 a month but expects to put away the red ink by October or November. Still another, telecasting since March 1947, has suffered operating losses of $925,000, had a $40,000 deficit in April but hopes to reach the break-even point in April 1950.

Newspapers also have been profiting from radio and television advertising and in that respect are in a further partnership with radio, said Mr. Trammell. He told of one midwest publisher whose newspaper received $150,000 worth of video set advertising while the paper invested $421,000 for a TV station.

He reassured the publishers that television would not kill advertising business via the printed word.

"It is doubtful that television will displace any medium that is really doing a good job," he said.

He cited radio as an example of how a competing medium influences expansion of the total advertising dollar. Radio advertising increased from $10,500,000 in 1928 to an estimated $350,600,000 in 1948 but during the same period newspapers advanced from $236,000,000 to $389,000,000 in national advertising and magazines from $177,700,000 to $462,000,000, he said.

Television's income last year was $8,700,000, amounting to one-third of total station operating expense, he said but he estimated that in 1949 total time sales will amount to $25,000,000.

As for the effectiveness of the selling job television can do, Mr. Trammell cited numerous examples of sales successes. Television offers the advertiser "impact" to a degree never before achieved in advertising, he said.

Mr. Gittinger, who offered encouragement to broadcasters in the face of television competition, predicted that, far from dying, radio will continue to grow.

"It's quite possible," said the CBS vice president, "that radio may be blitzed temporarily in a market like New York; we are under the gun right now . . . full page ads day after day . . . tremendous pressure . . . tremendous set sales.

"If that should happen, I believe that radio will soon come back and find its proper place, just as phonograph records did. You'll recall that they were blitzed when radio came in. . . .

"I believe that radio and television will develop together as complementary media, just as complementary as magazines and newspapers are—even though you can't read a magazine and a newspaper at the same time. But there's a time and a place for each."

The session on all media was kicked off by William A. Butler, publisher of the Holland (Mich.) *Sentinel*. He stated outright that "we of newspapers haven't exactly been accused of being in love with our competitors.

"But I think we've got to admit that newspaper advertising today is a far more efficient instrument because newspapers have faced very real and very powerful competition for the advertiser's dollar," he said. A premature "funeral oration" was read over magazines at the advent of the automobile, the motion pictures, radio and now television—yet magazines have now reached their all-time high mark, he added. Gross revenue from magazine readers in 1948 was $500 million against $150 million in 1929 and from advertisers in 1948 $462 million against $197 million in 1929, he said.

Speaking for newspapers, Thomas W. Walker, president of the American Assn. of Newspaper Representatives, said that newspapers have lead all media in general advertising gains in 1947, 1948 and thus far in 1949. He declared that the newspaper comes into its own as an advertising medium when selling gets more competitive and "markets have to be conquered."

Harold S. Barnes, director of the Bureau of Advertising, stressed the value of newspapers as an advertising medium because their circulation can be purchased piecemeal, in markets where particular goods might have the greatest potential sale.

He asserted that in selling various media, too much emphasis was placed on how many people a medium reaches instead of on why people reach for the medium. People reach for the newspaper because it has an unparalleled local flavor, thus is able to perform an important selling effort on the local

(Continued on page 54)

* * *



AMONG radio and newspaper executives at speakers' table at April 27 afternoon session of American Newspaper Publishers Assn.'s annual meeting in New York were (l to r): Harold V. Manzer, advertising director, Worcester (Mass.) *Telegram-Gazette* (WTAG WTAG-FM), and president, Newspaper Advertising Executives Assn.; Thomas W. Walker, of Sawyer-Ferguson-Walker Co., publishers, president of American Assn. of Newspaper Representatives, and William C. Gittinger, CBS vice president in charge of sales.

SPOT, LOCAL GAINING

'Trends' Finds Optimism

By ROBERT LUCE

VIDENCE THAT advertising men and station representatives are not unduly worried by current business conditions was found in the April BROADCASTING TRENDS Survey, the 9th in BROADCASTING'S continuing study of executive opinion in radio and its allied arts.

Optimism prevailed in their estimates of 1949's spot and local time sales, although most felt there would be a barely perceptible drop in the networks' revenues for 1949.

BALLOT

Continuing Study of Executive Opinion

On the ballot agency radio men and station representatives were asked to estimate the percent increase or decrease 1949's business would show compared with 1948. The mean of all of their individual estimates was that network business would drop 3% in 1949. (See Table I.)

Those who answered the question were most cheerful about spot radio. Less than 20% felt that it would show a decline, and the mean percent of all replies indicated that spot business would increase about 4.5% in 1949.

Local business, too, was judged healthy and growing. Agency men, many of them operating agencies handling local radio accounts, felt that local radio would turn a record 4% higher than in 1948.

If these predictions are accurate, radio's total net revenues would increase about $4 million in 1949, even though network totals would drop approximately $1 million.

TV Impact

Few agency men said TV would have a measurable impact on radio in 1949. If it did have impact, they felt it would occur at the network level, and this may account for the lack of optimism where network business was involved.

The survey was remarkable, however, for its lack of comment on television where dollar revenues were concerned.

Advertising men were asked what they expected in network programming during the year. Daytime radio, they said, would see less of the serial drama, in the opinion of nearly three-fourths of the respondents, and more use of popular music. They also predicted that there would be more audience participation shows in daytime, and less news and commentary. This last answer, of course, was qualified in many instances, with a reference to the international situation. (Table II.)

As things stood in 1948, serial drama occupied 51.6% of daytime radio time; audience participation, 25.4%; news and commentators, 7.3%, and popular music, 6.8%.

End of 'Columnist'

Opinion was split on evening programming, but the agency men definitely felt that day of the "columnist" was gradually ending—83% said they felt radio columnists would be heard less on network evening shows than in 1948.

On the positive side, they felt that there would be more variety programming, with good music and comedy intermixed—the kind of show that is billed as "good family entertainment" for light evening listening. Eighty percent of those polled thought there was a trend for network evening shows in this direction. Sixty-six percent thought dramatic shows would increase, and 62% thought audience participation shows would increase.

In 1948, evening network programming hours were divided 15.9% for news and commentators; 14.6% for variety; 12.6% popular music; 11.9% mystery drama; 11.3% plays; 10.6% audience participation; 10.3% situation comedy; 4.3% radio columnists, and 3.4% concert music.

Consensus of opinion was that straight news programming, popular music, mystery drama and concert music would remain in about the same proportion as formerly.

Agency men looked to automotive advertising to show the most increase in its budget for 1949. The long years of scarcity, they feel, made it relatively unnecessary for auto accounts to spend at top rates. Now that auto production has reached such a high level, and backlogs of orders are melting away, advertising men are confident that auto advertising on networks and with spot radio will increase. (Table III.)

They were most positive about spot radio advertising by automotive accounts. More than 87% of those answering said they expected to see an increase in this category of spot business. They were nearly as optimistic about automotive use of network programming. About 85% felt that this would be one category of network business that would show a substantial gain during the year.

The only other types of account that agency men felt would show some substantial increase in network timebuying were smoking materials and food.

In spot, there were several categories in which agency men could detect some increases in appropriations for 1949. Among them are food advertising, soaps, cleansers and polishes, retail advertising, and candy and soft drink advertising.

Contrary-wise, they indicated they had experienced some cut in their beer and wine spot users, and in drug accounts.

On the whole, these agency men indicated in their answers that they thought radio would be on a relatively even keel for the remainder of the year. No great advances like those of the war years were predicted, and no serious radio recession was apparent. There were weak spots indicated, among the various product groupings, but none so overwhelming as to cause alarm. And where the agency men felt some advertisers were cutting budgets, they indicated that others would increase to restore the balance.

Being close to the advertisers, and knowing the planning that has gone into the campaign for 1949, they are in a unique position to assess these trends.

Station representatives who answered were definite in their opinions on spot business, only a few predicting a drop in this form of radio advertising.

In general, the representative felt that auto advertising, beer and wine, and retail spot advertising would be the most likely to increase during the balance of the year.

TABLE I

you think network, spot and local ness will increase or decrease in 1949? what percent?

e of Advertising work	Mean estimated increase or decrease
	—0.8%
	+4.5%
l	+3.4%

TABLE III

RADIO BUDGETS IN 1949:

Top categories of network and national spot radio advertisers in 1948 are listed below. Which of these categories will increase or decrease their radio budgets in 1949?

National Spot	More	Less	About Same
Food and Food Beverages	√		
Drugs			√
Soaps, Cleansers and Polishes	√		
Automotive	√		
Confectionery and Soft Drinks	√		
Beer and Wine			√
Retail	√		

Network	More	Less	About Same
Food and Food Beverages	√		
Toiletries			√
Drugs and Remedies		√	
Smoking Materials	√		
Soaps, Cleansers, Etc			√
Household Equipment			√
Automotive	√		
Confectionery and Soft Drinks		√	

FRED SCHILPLIN

KFAM Owner Dies

FRED SCHILPLIN, 81, Minnesota publisher and radio pioneer, died Thursday evening in a taxicab in New York. He suffered a heart attack.

He was on his way from the ANPA meetings (see page 24), in which he had taken an active part, to catch a train for Washington, D. C., where he was to see FCC Chairman Wayne Coy Friday morning.

Mr. Schilplin was editor and publisher of the St. Cloud (Minn.) *Daily Times* and was president of KFAM and KFAM-FM St. Cloud. His son, Frederick C. Schilplin, has been the active manager of his radio properties. Also surviving is his widow, the former Maude Colgrove, of Minneapolis, whom he married June 14, 1899.

Kobak Feted

EMPLOYES at Mutual's New York headquarters gave a farewell party to Edgar Kobak, retiring president, last Friday. Mr. Kobak, spending the last day on the job before Frank K. White, former president of Columia Records Inc., succeeds to the MBS presidency, was feted at a reception in the network's conference room.

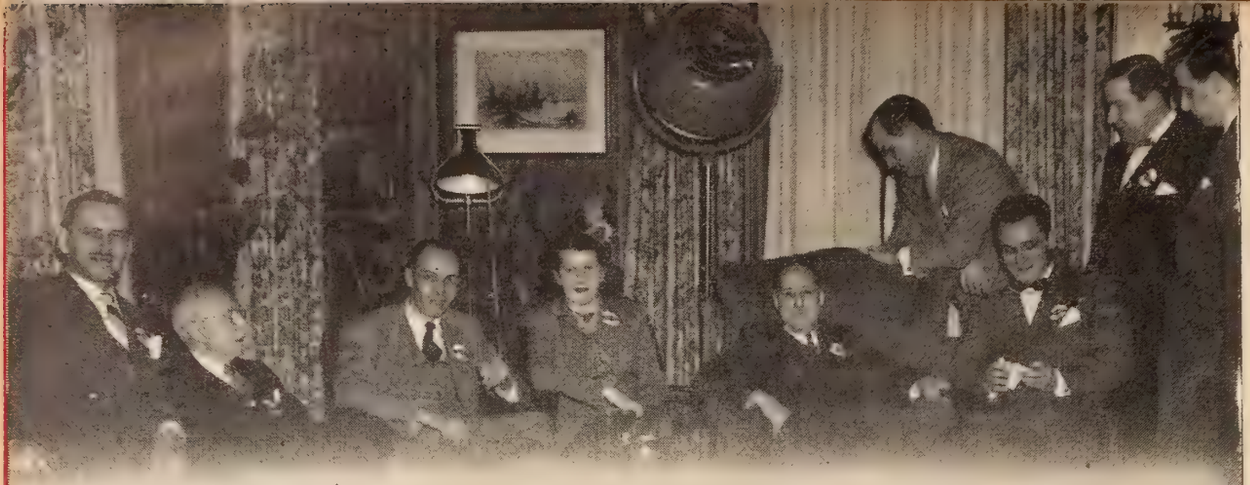
TABLE II

PROGRAM TYPES:

Which network program types do you think will be used more, and which less, in 1949?

Evening	More	Less	About Same
News and Commentators	√		
Variety	√		
Popular Music			√
Mystery			√
Plays	√		
Audience Participation	√		
Situation Comedy	√		
Radio Columnists		√	
Concert Music		√	

Daytime	More	Less	About Same
Serial Drama		√	
Audience Participation	√		
News and Commentators		√	
Popular Music	√		



SCHUSTER'S 18 RADIO YEARS . .

OFFICIALS of Schuster's, five Milwaukee stations and Cramer-Krasselt Co. discuss merchandising and promotion plans for Schuster's five and a half hours of daily programming. L. to r: Jack Bundy, WMAW general manager; A. W. Seiler, Cramer-Krasselt president; Jerome Sill, WMLO vice president-general manager; Ethel Wing, Schuster's special promotions director; Russell Risley, public relations director for the store; Russell Winnie, WTMJ manager; Jerry Bartell, WEXT general manager; Hugh Boice, WEMP general manager, and Jerry Stolzoff, Cramer-Krasselt radio-TV director.

* * *

IN November 1931, Schuster's, Wisconsin's largest department store, bought its first radio show. It was a 15-minute program, *Billie The Brownie*, scheduled to run for a five to six week period to help create interest in Schuster's annual Christmas parade. Eighteen years later Schuster's still runs the pre-Christmas *Billie The Brownie* programs.

Billie The Brownie was just the beginning—Schuster's initial radio schedule has been increased, however, to more than five and a half hours per day of radio programs to make Schuster's one of the largest department store users of radio in the country. In fact, Schuster's believes, according to all available information it's the largest user of radio programs in any single city in the country.

The story of Schuster's growth from one Christmas promotional program to a schedule of programs that run from 8:30 a.m. until 11 p.m. is logical. Radio has been successful for Schuster's and is being treated accordingly. The 1949 Schuster's radio schedule varies from women's programs to dramatic programs, from polkas to popular music.



This is the current schedule:

8:30-9 a.m., Mon-Fri., *Schuster's Morning Musicale*, WEMP Milwaukee. Thirty minutes of light, popular music, weather forecasts and news.

10-11 a.m., Mon.-Fri., *Schuster's Musical Kitchen*, WMLO Milwaukee. Household hints, polkas and western music.

11-11:30 a.m., Mon.-Fri., *Schuster's Scrapbook*, WEMP. Built to appeal to the universal desire to "reminisce." Each morning Bob Bramhall goes back into the Schuster's scrapbook to a bygone year to build a program around the music, news, oddities and memories of yesteryear.

11:45 a.m.-12 noon, Mon.-Fri., *Schuster's Carla Program*, WTMJ Milwaukee. Now in its fifth year, this program was the only women's program to receive the grand award in the 1948 NRDGA selections. The *Carla* program is built around subjects appealing to the broad interests of women. Nationally known guests are a regular feature. According to Hooper, this program has the largest audience of any daily women's program in Wisconsin.

2:45-3 p.m., Mon.-Fri., *Jim Ameche Show*, W E X T Milwaukee. Jim Ameche's dramatic narratives are the background for this radio schedule which features "O Henry" type stories plus popular music.

3-4 p.m., Mon.-Fri., *Schuster's Guests and Requests*, WEMP. Popular request tunes, guest appearances of stage, screen and radio stars provide an easy-going hour designed to provide a background for afternoon housework. The heavy popularity of this program was tested recently with an offer of 25 sets of tickets for those persons who could most accurately name the order in which six records had sold. Over 300 letters were in the first mail following the program and continued to pile in for two days after the offer, which was mentioned briefly during one program.

4:15-5 p.m., Mon.-Fri., *Schuster's Musical Matinee*, WMAW Milwaukee. The "Schuster couple," Helen Day and Joe Andres, mix light patter and popular music into this late-afternoon women's show. Music is kept in the light popular class to match the mood of the program.

6-6:30 p.m., Mon.-Fri., *Schuster's Polka Party*, WMLO. This dinner time program of polka music capitalizes on the meteoric growth of polka popularity in Milwaukee. A six piece polka band, complete with all the trimmings of a polka party are featured on this evening program.

10:45-11:30 p.m., Mon.-Fri., *Schuster's Serenade*, WMAW. Milwaukeeans are invited to "say hello" to host Hal Walker before they say goodnight. The Schuster's serenade is a relaxed, late-evening 45 minutes of Broadway hit tunes and all-time favorite songs.

Schuster's strict advertising expenditures have always been primarily in newspapers and continue to be. Radio, however, is considered an integral and basic part of store promotion. While a definite percentage of Schuster's total radio time is devoted to institutional stories and the promotion of store services, the majority of program time is devoted to selling specific items of merchandise and it's here that the program has been most successful. With such outstanding results as:

. . . selling 600 cook books within 24 hours after they were first described on one of the Schuster programs.

. . . stepping up the sale of electric blankets over 50% after a week of promotion on one of the shows.

. . . causing three re-orders of a brand of liquid makeup after three weeks of scattered announcements on the basis of one per day rotating on the various programs.

The sheer weight of five and a half hours of radio programming is bound to create community interest and store traffic, but the real success of the programs, it is believed, is due to a definite set of policies.

1. Selecting Times And Programs That Will Reach And Appeal To The Largest Portion Of The Desired Audience. Each Schuster's programs is aimed a a specific market or geographic section of the city. All program are on Monday through Frida schedules to assure solid impact u on each of the audiences. Some these programs have been simp revisions of already popular static features; others represent con pletely new programs for the st tion. In most cases, programs a carefully placed in a sequence similar shows to assure maximu listenership among the type people Schuster's is trying to reac Both Schuster's and their agenc believe in the value of this "bloc programming."

2. Adapting Commercials To Programs. With the exception the *Carla* program, all Schust programs carry promotions for t same products and the same sto services. With the progran beamed at different audiences, is obviously necessary to chang the "slant" on the commercials, assure maximum effectiveness each program. This is done b adjusting the commercials to be suit the listeners for each pr gram. Wide latitude is given the personalities on each prograr

3. Newspaper Promotion. A least once a month large spa advertisements are run in t *Milwaukee Journal*, carrying lis ings and photographs of all Schu ter's programs. These advertis ments run two full columns in t screen and radio section of t *Milwaukee Journal.* In additio four inch advertisements appe four times weekly adjacent to rad listings in the same newspape Both of the Milwaukee newspape carry frequent "drop ins" for var ous programs. These newspap advertisements are believed to a definite factor in the ever i creasing audience for Schuste programs.

4. In-Store Display. All pro ucts promoted on Schuster's pr grams carry special display carc

(Continued on page 47)

* * *



FEATURED personalities on eight of Schuster's daily programs (l to r): B Bramhall, *Schuster's Scrapbook*, WEMP; Joe Andres, *Schuster's Serena* WMAW; Bob Bradley, *Schuster's Cactus Jack Show*, WMLO; Helen D *Schuster's Matinee*, WMAW, Mary Lee, *Schuster's Musical Kitchen*, WML *Carla*, *Schuster's Carla Show*, WTMJ; Tom Shanahan, *Schuster's Guests a Requests*, WEMP, and Cy Nelson, *Schuster's Morning Musicale*, WEMP.

SERVICES BIDS

Agency to Be Named Soon

FOUR nationally-known advertising agencies, including the incumbent Gardner Advertising Co., are in the forefront of competition for the joint U. S. Army Air Forces advertising account for the fiscal year 1950, it was learned last week. Final selection is expected to be announced jointly by Secretaries of the two branches early this week.

The account, entailing the services' recruiting activities in radio and other media, is currently handled by the Gardner agency, with the contract expiring June 30, end of the present military fiscal year.

Other agencies which reportedly made presentations are Ruthrauff & Ryan, N. W. Ayer & Son and the Maples Co. A total of 44 agencies were invited to submit bids, with 21 present at the initial conference April 12 and 13, it was understood. The field then was narrowed down to the present four.

Appropriations for the 1950 campaign are expected to be cut substantially on the basis of the military's requests to Congress, which still must act on budgets, it was pointed out. Authoritative Pentagon sources place the overall media appropriation at roughly $2,300,000. Allowing for all allotments to local Army service areas, the new amount is expected to approximate about $1,800,000 for a working national campaign, it was said.

$5 Million Now

The current overall sum is about $5 million with about $1 million, or 20%, going to local areas. Current total represents an increase over the previous fiscal period, it was pointed out. N. W. Ayer handled the account in 1947—fiscal 1948.

Part of 1950's contemplated decrease may be restored, however, by incorporating the Navy and Coast Guard accounts under one dump appropriation, in view of the unification picture, it was learned. The Navy recruiting budget reportedly runs close to $1,200,000 for all media, and has been handled in the past by J. Walter Thompson Co. William Von Zehle & Co., handled the Coast Guard account.

Roberts Named

CHESTER ROBERTS, former account executive for William Lawrence Sloan Advertising, New York, has been appointed director of sales promotion for M. Hirenberg Sons Inc., manufacturer of Lion of Troy shirts and sportswear. Mr. Roberts plans a stepped-up national advertising campaign with dealer tie-in, using radio and television in various markets, with open-end announcements for local dealers.



Latest photo of the "Flying Rooster" [BROADCASTING, April 25] with Mr. Shipley lifting sack of flour from plane in a goodwill exchange between the governors of Kansas and Oklahoma. Inset: Mr. Marquardt.

* * *

WIBW AIR CRASH

Shipley, Marquardt Are Killed

TWO WIBW WIBW-FM Topeka executives, Gene Shipley, farm service director, and K. G. (Pug) Marquardt, chief engineer, were killed when the WIBW single-motored Beach Bonanza "Flying Rooster" crashed in a storm 15 miles north of Hutchinson, Kan., last Tuesday night. A third member of the party, Parry Reed, a farmer who lived near Reading, Kan., also was killed.

The party left Windom, Kan., 35 miles from Hutchinson, in the "Flying Rooster" about 10:30 p.m. Tuesday after Mr. Shipley had given a talk before the Windom 4-H Club. Group had intended to stay at Hutchinson over night. The crash occurred a half hour later, but the wreckage was not found until 1:30 p.m. Wednesday, WIBW reported.

In Radio Since '22

Mr. Shipley, 49, a native of Stanwood, Iowa, had been in radio since 1922 and with WIBW as farm service director since 1939. In addition to his work with the station, he did reporting and photography work for the Capper Publications. He is survived by his wife, Mrs. Bess Shipley of Topeka; a son, Eugene, of Los Angeles, and a daughter, Mrs. Frances Kimmons, St. Joseph, Mo.

Mr. Marquardt, 36, was born in Guthrie, Okla., and had been an amateur radio operator since he was 14 years old. He served as chief engineer for KCKN KCKN-FM Kansas City, as well as for WIBW WIBW-FM. He had joined the stations in August 1943. Recently he had supervised the installation of Transit Radio facilities in Topeka busses. While a student at the U. of Kansas, he had worked for WREN Lawrence and later was assistant chief engineer at WDAF Kansas City. He was pilot of the WIBW plane and was at the controls when the crash occurred. Surviving him are his wife, Mrs. Laura Skinner Marquardt, and a nine-year-old son, Kenneth.

Funeral services for both Mr. Marquardt and Mr. Shipley were held last Friday. Mr. Marquardt was buried at Baldwin, Kan., and Mr. Shipley at Topeka.

Mr. Reed, 32, a member of the Flying Farmers of Kansas, is survived by his wife, Mrs. Alberta Reed, and two children, Philip, 5, and Nancy Jane, 3.

TBS EXPANDS

Signs 26 More Stations

TWENTY-SIX additional stations joined the newly created Transcription Broadcasting System within the last 30 days, Ray Green, executive vice president, has announced. This brings membership of the transcription network to 142.

Majority of the stations signed with TBS are now broadcasting at least two of the five shows supplied by the network, and more than 50% have sponsors for the *Hollywood's Open House* series, according to Mr. Green.

The 26 stations added to TBS membership are:

WQXI Atlanta, Ga.; WBBQ Augusta, Ga.; KPMC Bakersfield, Calif.; WGBA Columbus, Ga.; WELD Columbus, Ohio; WBAY Coral Gables, Fla.; WCVA Culpeper, Va.; WBIZ Eau Claire, Wis.; KXOL Fort Worth, Tex.; WLCX La Crosse, Wis.; WCMB Harrisburg, Pa.; WMFR Lewistown, Pa.; KGER Los Angeles; WOAY Oak Hill, W. Va.; KLX Oakland, Calif.; KFSD San Diego; KSJO San Jose, Calif.; KVL Seattle; KISD Sioux Falls, S. D.; KWG Stockton, Calif.; WKOK Sunbury, Pa.; WSBR Superior, Wis.; WLCR Torrington, Conn.; KBIZ Ottumwa, Iowa; WLNA Peekskill, N. Y.; WRIB Providence, R. I.

AFL RADIO PLAN

Year-Around Promotion Set

A YEAR-AROUND CAMPAIGN to promote the use of radio by AFL local unions was announced last week by officials of Labor's League for Political Education, AFL political wing established for the last general election campaign.

A series of six 13-minute transcribed forum programs, presenting members of Congress and AFL executives in discussions of current national issues, has been prepared to open the drive and is being used by 124 local stations, officials reported.

The radio department also is developing special programs for special areas, and is encouraging Congressmen to make weekly reports to their constituents via their local radio stations. The League is preparing wire recordings of statements by key Congressional figures and labor representatives which will be available for dubbing into these recorded reports.

M. S. Novik, radio consultant for the League, explained that the campaign is built on lines similar to the local-station formula he devised in support of President Truman and labor-endorsed local candidates during the 1948 campaign. These, however, were commercial.

The programs, he said, are "non-political, educational" and feature the local angle. On the transcribed series, for example, provision is made for local introduction of each program. The League will furnish a sample introduction which may be adapted locally. Arrangements for use of the transcriptions also are made by local union representatives, who are furnished with promotion and newspaper advertising material by the League.

Central labor bodies are being urged to contact representatives of their local stations to seek time for the presentations. Sample scripts are issued to show station officials the nature of the series.

The first two programs of the series deal with the Taft-Hartley Law, with Rep. Andrew J. Biemiller (D-Wis.) and League Secretary-Treasurer George Meany appearing on one and Sen. Elbert Thomas (D-Utah) and AFL President William Green on the other. The third relates to social security, the fourth to housing, the fifth to foreign policy, and the sixth to the question "Is Congress Doing Its Job?"

In charge of the radio drive at the League's Washington headquarters are Al Hamilton, Paul Green, and Terry Honda. Joseph D. Keenan is director of the league.

Willard To Speak

A. D. WILLARD Jr., executive vice president of the NAB, May 4 will address a joint luncheon meeting of the Chicago Radio Management and Chicago Federated Advertising Clubs in the Terrace Room of the Morrison Hotel.

INTERNATIONAL

FCC Conference Delegation Set

DESPITE Sen. Edwin C. Johnson's blast about FCC "absenteeism" and "unfinished business," the Commission last week appeared to be proceeding unperturbed with its plans to send a 14-man delegation to the Paris International Telephone and Telegraph Conference, which convenes in mid-May.

The group is to include FCC Chairman Wayne Coy and Vice Chairman Paul A. Walker as well as General Counsel Benedict P. Cottone and other key staff executives [BROADCASTING, March 21]. They plan to go from Paris to London for another conference, which would keep them away until late August.

The list of recommended representatives which will be submitted to President Truman for approval was disclosed last week. Recommendation is usually tantamount to approval in such cases. The list includes 20 FCC and State Dept. representatives.

Chairman Coy is slated to go as chairman of the U.S. delegation, with Francis Colt de Wolf, chief of the State Dept.'s Telecommunications Division, as vice chairman and Benjamin Dixon, also of the State Dept., as secretary. The group will leave May 12.

The Paris conference is scheduled to last until July 14. Then the top delegates from both FCC and the State Dept. will go to London for meeting with British officials to renegotiate the Bermuda Telecommunications Agreement. These sessions are slated to start July 21 and wind up Aug. 13.

Despite contrary experience in other recent conferences, authorities were hopeful that both the Paris and London sessions could be completed on schedule.

Plans for the Paris and London missions were laid long before Sen. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, accused FCC, among other charges, of absenteeism on an "alarming" scale [BROADCASTING, April 25].

Sen. Johnson did not specifically suggest that FCC curtail its role in international affairs, but told Congress that "there is just one international conference after another." At other times he is known to have praised the quality of FCC representation at such sessions. He also told Congress that FCC faces "a mountain of unfinished business which demands its undivided attention for months."

High on the list of "unfinished business" is the television problem —both VHF and UHF. Chairman Coy has delegated the coordination and supervision of these studies to Comr. George E. Sterling, former chief engineer [CLOSED CIRCUIT, April 18].

Although there is no likelihood of action before the FCC group leaves for Paris, it is assumed that the top members will be kept informed of progress, and it appears probable that the case will be ready for action at least by the time they return.

In the absence of the Chairman and Vice Chairman, authorities assumed that Comr. Rosel H. Hyde, as senior remaining member, will serve as acting chairman. He also has been a key figure in the clear-channel case—another high-priority piece of unfinished business.

Other major cases in the unfinished category are the Mayflower editorializing question; proposed rules outlawing giveaway programs; the question of networks representing affiliates for the sale of national spot advertising; proposed new rules on multiple ownership; the radio (particularly TV) qualifications of motion-picture producers and others involved in anti-trust decisions; the proposal to eliminate competitive bidding on station sales but to require local advertising of all basic applications and establish 90-day cut-off dates for mutually exclusive applications; and the proposal to let examiners' recommended decisions stand as the Commission's proposed decisions.

FCC and State Dept. representatives slated to attend the Paris conference are

FCC—Chairman Coy; Assistant Chairman Walker; William J. Norfleet, chief accountant; Mr. Cottone; Harold J. Cohen, assistant general counsel in charge of Law Bureau's Common Carrier Division; Marion H. Woodward, assistant chief engineer in charge of Common Carrier Division, Engineering Bureau; Robert E. Stromberg, assistant chief accountant; Jack Werner, assistant chief of Law Bureau's Common Carrier Division; John Russ, Engineering Bureau; John Lambert and Martin R. Haven, Accounting Bureau; Edward L. Clinkscales, Enginering Bureau; Lillian Conley and Johanna Oswald of the Chairman's office, secretarial staff.

State Dept.—Mr. de Wolf, chief of the Telecommunications Division; T. H. E. Nesbitt, assistant chief; Helen G. Kelly, special assistant to Mr. de Wolf; Benjamin Dixon; Virginia Siler and Hazel Briggs, secretarial staff.



Drawn for BROADCASTING by Sid Hix

"It came with a letter applying for that disc jockey job we ran an ad on!"

CBS EXECUTIVES

AM-TV Realignment Announced



Mr. Fineshriber



Mr. Becker



Mr. Grossman

* * *

EXECUTIVE realignments at CBS were announced last week by James M. Seward, vice president in charge of operations.

I. S. Becker, director of program operations, will expand his negotiations activities, handling all talent deals for television and radio, union contracts in the program field and negotiations with agencies on package programs. Mr. Becker will also prepare and supervise AM program department budgets, AM and TV subsidiary rights sales, program typing and Ediphone.

William H. Fineshriber Jr., former general manager of the program department, becomes director of operations, with the following department divisions reporting to him: Traffic, purchasing, mail and file, copyright, network operations, sound effects, literary clearance, music library, record and script library and broadcast tickets.

★

Former director of broadcast operations, Henry Grossman becomes director of plant and construction, continuing supervision of AM and TV technical and building operations.

Mr. Becker joined Columbia Artists Inc., then a CBS division, in 1934 as business manager and assistant director, becoming a vice president in 1940. Appointed assistant director of CBS operations in 1942, he was made associate director in 1946 and assumed his present post in January 1948.

Joining CBS in 1931 as a publicity writer, Mr. Fineshriber left to manage Carnegie Hall from 1934 to 1937, returning to the network as music program annotator and intermission speaker on the CBS Sunday afternoon concerts. Named head of the CBS music division in 1940, he was appointed director of shortwave programs a year later and in 1943 was named assistant director of broadcasts. He assumed his present capacity in 1947.

Mr. Grossman joined CBS as chief audio engineer in 1930, becoming Eastern Division manager a year later. He was named chief engineer for WABC (now WCBS) New York, in 1937. In 1942 he became technical director of the network, and in 1947 was named assistant director of operations taking over his present post in August 1948.

RAZOR DRIVE

American Safety Plans Spots

AMERICAN Safety Razor Corp., Brooklyn, on behalf of its Silver Star razor blades, made of a new metal, duridium, is launching an extensive advertising campaign. The radio portion is expected to start "well into the fall," after the "hot weather months."

The agency, Ruthrauff & Ryan Inc., expects to use some 7,300 radio spots during a concentrated period in cities across the country, covering all major markets. R&R has not yet started to buy time for the campaign, but it is understood that one-minute spots will be used.

WHO LISTENERS SEND 260,000 PARCELS TO EUROPE!



IN December, 1945, WHO began telling its listeners about the great need for clothes, medicine and food in Europe—told its listeners that by writing to WHO, they could get the actual names of needy families in Europe to whom relief packages could be sent. The results for the first four months were startling: *Listeners in 39 states sent 22,500 packages to families in Norway, Holland and France!*

Elated, WHO decided to continue the appeals for as long as the need existed, though a rapidly-diminishing response was anticipated. Time proved otherwise. Instead of losing interest in the following three years, WHO listeners *stepped up* their rate of giving—*have now sent more than 260,000 parcels to eight European countries!*

What sort of star-studded program does WHO use for this European Relief Project? It's "The Billboard," a public-service program conducted by M. L. Nelsen, our News Department Editor, and heard three nights a week from 10:30 to 10:45!

Here is magnificent proof of WHO's listener-acceptance.

It stands to reason that advertisers, too, benefit from all the things that make WHO the favorite station in Iowa Plus. Get the *proof*—write for your copy of the 1948 Iowa Radio Audience Survey.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



Radiorama



AFTER 24 years, Arthur Godfrey (center), CBS star, returned to Detroit last month to originate broadcast from WJR. In studios with him are Lawrence P. Fisher (l), recently named one of three WJR trustees, and Harry Wismer, WJR v.p. and gen. mgr.



INTRODUCING two unseen speakers at Minneapolis Ad Club is Merle S. Jones, WCCO Minneapolis gen. mgr. John J. Karol, CBS gen. sales mgr., and Jack Van Volkenburg, CBS v.p. in charge of TV, addressed club, via two-way long distance phone hook-up, on "Radio vs. TV."

TELECASTS of Chicago Cubs home games on WENR-TV (ABC) Chicago, sponsored by the Goebel Brewing Co., are discussed at a party for Commentator Rogers Hornsby (standing 3d from left), former baseball star. Guests include (l to r) standing—Roy McLaughlin, station manager; John H. Norton Jr., Central Div. vice president; Mr. Hornsby; Edwin Anderson, Goebel president; Joe Connors, Goebel's Chicago district sales manager; seated—Henry Morgan, Chicago distributor, and William Carey, Goebel's vice president in charge of sales.





ATTENDING party celebrating premiere of cook book written by Jack Bailey, m.c. of MBS *Queen for a Day*, are (l to r) Riley Jackson, Cecil & Presbrey; Johnny of sponsor Philip Morris; Mr. Bailey; G. S. Higi, vice president of A&P, host of event.

MAIL for booklet offered on *The Railroad Hour* on ABC is examined by Pres. William T. Faricy (r) and Vice Pres. Robert S. Henry of Assn. of American Railroads, sponsor. Program last Monday won silver mike for excellence of performance and public service.



HENRY J. KAUFMAN (l) demonstrates his unique "talking desk" to Philip L. Graham (seated), president and publisher of the *Washington Post* (WTOP), and Samuel H. Kauffmann, president of the *Washington Star* (WMAL), during news conference at Henry J. Kaufman & Assoc. offices. Meeting, held in agency's new offices at 1419 H St., N.W., Washington, was in celebration of agency's 20th anniversary. Desk is equipped with FM radio, dictaphone, electric shaver, and other novel features.



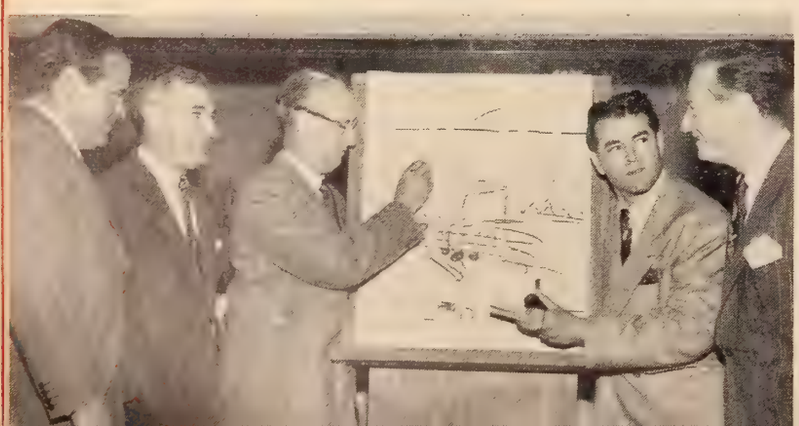
EMPLOYER sponsorship of trade union show began last month when Snyder Hat Stores Inc., Newark, N. J., started *Turning Points* on WNJR Newark. Irving Shane (l), Snyder pres., gets first disc of show from Matthew Woll, pres., Label Trades Dept., AFL.



TOTAL of 60 years service to NBC is represented by these Washington executives. Marking anniversaries are (l to r) Frank M. Russell, Washington vice president, 20 years; Gladys Murphy Borras, Mr. Russell's secretary, 20 years; William McAndrew, Washington gen. mgr., 10 years; James Seiler, Washington research dir., 10 years.

VISITING FCC Chairman Wayne Coy (center) chats with Harwood Hull (r), Puerto Rico Broadcasters Assn. v.p., and Tomas Muniz, PRBA pres., at party given for Mr. Coy by Rear Admiral Daniel Barbey, 10th Naval Dist. Commandant, during FCC Chairman's recent Puerto Rico trip.

TRYING to outwit each other on KNBH (TV) Hollywood *Can You Picture This* show are (l to r) Jack Runyon, Biow Co.; Sydney Gaynor, Raymond Morgan Co.; Wayne Tiss, BBDO; Jerry Lawrence, show m.c.; Bob Ballin, Foote, Cone & Belding.







"Okay, Louie, the coast is clear..."

One word from his partner and this cat-nipper is going to work. Might be the biggest haul of the year for the alley brigade up around Fulton Fish Market in New York.

And speaking of big hauls, (legitimate variety) you time buyers ought to see what W·I·T·H can do for you in Baltimore. For just a *little* bit of money, you can produce *big* results.

W·I·T·H is the big bargain buy in Baltimore. It regularly provides more listeners-per-dollar than any other station in town. W·I·T·H has a BIG audience, too—it covers 92.3% of all the radio homes in the Baltimore trading area.

Call in your Headley-Reed man and get the full story today.



W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

AP, UP, INS

Big Increase in Radio Members

(ANPA story on page 24)

THREE of the major news services announced extensive additions to their radio member lists at meetings held in New York last week simultaneously with the American Newspaper Publishers Assn. 63d annual convention.

In fact, it became more apparent than ever that radio is outstripping newspapers as the source of new customers for the wire services.

As if to emphasize the growth, AP announced 33 new members were added to its station list during the week—bringing the AP radio total to 1,010. Honor of being the 1,000th radio member elected went to KWK St. Louis. The announcement was made by Oliver Gramling, in charge of the AP's radio operations.

The 33 new radio members are: WSPC Anniston, Ala.; KXJK Forrest, Ark.; KROG Sonora, Calif.; KDZA Pueblo, Col.; WONN Lakeland, Fla.; WKXY Sarasota, Fla.; WAGA Atlanta; WDUN Gainesville, Ga.; WROK Rockford, Ill.; WSAL Logansport, Ind.; WJCD Seymour, Ind.; WKAM Warsaw, Ind.; WBOW Terre Haute, Ind.; KBIZ Ottumwa, Iowa; WJFJ Webster City, Iowa; WFMW Madisonville, Ky.; WARE Ware, Mass.; KNUJ New Ulm, Minn.; KAAA Red Wing, Minn.; WSKB McComb, Miss.; KWK St. Louis; KWBE Beatrice, Neb.; KOB Albuquerque, N. M.; WFLB Fayetteville, N. C.; WOXF Oxford, N. C.; KMCM McMinnville, Ore.; WBUT Butler, Pa.; KWBC Fort Worth; KBOR Brownsville, Tex.; KLVT Levelland, Tex.; WNOR Norfolk, Va.; KBKW Aberdeen, Wash., and KWIE Kennewick, Wash.

These other points were made at various meetings:

● Stations are contributing important revenue to the coffers of wire services. Without the radio money either service would have to be curtailed or newspaper's assessments increased.

● INS is now serving 45 of 60 television stations.

● UP reported a dramatic increase in the number of sponsors stations have found for UP features.

Radio came in for important consideration at the AP's annual membership meeting and in the board of directors' annual report.

At one of the AP's annual membership sessions, a potential blockbuster was released by Donald L. Breed, publisher of the Freeport (Ill.) *Journal-Standard* and president of WFJS (FM) Freeport. Mr. Breed wanted to know to what extent and for how long the AP will "be disposed to hold down assessments of radio members now losing money where such stations are now affiliated with or owned by a newspaper which is an AP member or not so affiliated or owned."

That his question did not provoke any considerable sniping at broadcasters was an indication that AP members' views on radio associates have been undergoing considerable change from old-time antagonistic attitudes.

Frank J. Starzel, AP general manager, came to the podium to answer the question. Indicating no present change is contemplated, he explained that the rate for newspapers was based on population, for stations on the time rates charged by the station. An assessment so based is the fairest method of apportioning costs of service for a station, he said.

Robert McLean, president of the AP and of the Philadelphia *Bulletin*, which owns WCAU AM-FM-TV, also contributed to answering the question. He said the proportion of the cost that radio should bear is a matter governed by practical considerations. He stressed, however, that application of the AP formula resulted in an AP rate comparable to that charged stations by competing news services. He further emphasized that if the revenue now being derived from stations was not coming in, either AP newspaper members would suffer higher assessments or present service would have to be curtailed. Mr. McLean also noted that many stations are now making important contributions to the news report, although in this direction there was still a long way to go.

In the latter connection, the AP board of directors, in its report, expressed gratification of the contribution stations were making to AP news coverage. Said the board, in citing examples:

"During January, a single member station in New England supplied 46 stories. A radio member gave the Assoicated Press its first word of the sensational fire in President Truman's home town on his inauguration day. On Bill Odom's record flight from Honolulu to Teterboro, N. J., he used as a navigation guide the signal of station KGO San Francisco, which kept the Associated Press informed of the plane's progress over the Pacific."

The AP board added, however, that much remains to be done before the full potential of the radio news contribution is realized. A step to encourage further contribution from radio members, it said, has been the establishment by AP bureau chiefs of state or regional associations with radio members.

(Continued on page 52)

GILLIN

Heads NAB Sales Managers Group

APPOINTMENT of John J. Gillin Jr., WOW Omaha, as chairman of the NAB Sales Managers Executive Committee completes membership of NAB's new Broadcast Advertising Bureau (BAB) Executive Committee, policy group implementing the new industry-wide sales project (see committee story page 50).



Mr. Gillin

As SMEC chairman, Mr. Gillin automatically becomes a member of the BAB policy committee under the NAB board directive creating the sales organization. The policy committee will hold its first meeting May 11 in Washington. At that time it will go over plans to create an intensive sales operation matching those of competing media.

Mr. Gillin retired from the NAB board a year ago after more than a decade of service as director for District 10. He has been active in association affairs for nearly two decades. Other members of the BAB policy group are Robert Enoch, KTOK Oklahoma City, chairman; G. Richard Shafto, WIS Columbia, S. C.; Howard Lane, WJJD Chicago; Frank U. Fletcher, WARL-FM Arlington, Va.

While BAB has not formally supplanted NAB's Broadcast Advertising Dept., planning activity continued last week under direction of Maurice B. Mitchell, department head and designated by the board to the BAB's director.

First specific project is preparation of a basic aural slide presentation. This will be a fundamental and all-inclusive sales presentation for use by any station or group of stations.

Second step envisioned at this point is an extensive field project in which major stores would be invited to conduct radio tests. Based on experience gained in the original Joske's field study, these clinics would be expected to demonstrate retail radio techniques to stores and to produce new and effective methods of broadcast advertising by retailers.

Conducts Peoria Clinic

Mr. Mitchell conducted a radio clinic last week in Peoria, Ill., arranged by Charles C. Caley, WMBD Peoria, an NAB director, along with managers of stations in the area. He delivered his famed "Mitch's Pitch" to the Peoria Advertising and Selling Club last Monday, with some 200 advertisers and retailers in attendance. In the afternoon he conducted a radio workshop session, with some two score Peoria station officials participating. The workshop continued into the evening.

Mr. Mitchell will address a meeting of Oklahoma City retailers May 5. The meeting was arranged by Oklahoma City stations under chairmanship of Mr. Enoch, who has been an active figure behind the drive to expand NAB's sales promotion activities.

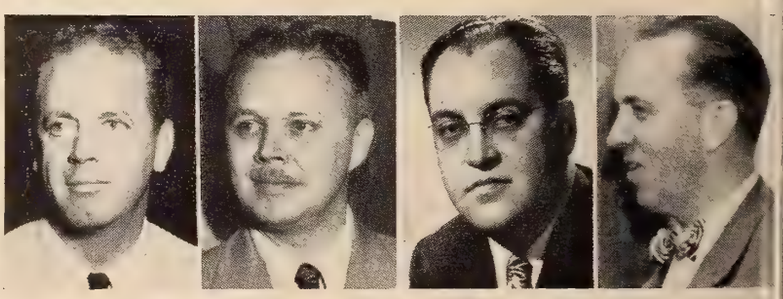
First of a series of conferences on the BAB project was held last week at NAB headquarters when managers of Washington TV stations discussed BAB objectives in the television field. They pointed out that Washington is one of the older TV cities, with intensive coverage by four stations and a backlog of experience which should be helpful to BAB in its industrywide promotion.

They warned that TV should not miss the department store boat, as happened in the early days of AM broadcasting, and described the TV retail potential as "tremendous."

Among projects discussed was an overall TV presentation for use of stations, possibly on a self-supporting basis. A file of case histories will be developed. The TV officials urged that a study be made of manufacturers who have TV films for local use. Manufacturers will be encouraged to produce films for dealer or co-op sponsorship on television.

Taking part in the meeting were Kenneth H. Berkeley, WMAL-TV; Mahlon A. Glascock, WNBW; Walter Compton, WTTG, and William D. Murdock, WOIC. Attending for NAB were Mr. Mitchell; Charles A. Batson, assistant director of BAB, and Lee Hart, retail specialist.

* * *



OTHER members of the BAB policy committee, in addition to Mr. Gillin (l to r): Messrs. Shafto, Enoch (chairman), Lane and Fletcher.

TO REACH THE "HOTTEST" BASEBALL TOWN IN AMERICA

buy WCPO

During the 1948 baseball season WCPO had ratings like these. With additional games broadcast this season, WCPO's ratings will reach unprecedented "HIGHS".

HERE'S THE PROOF FOR THIS RICH MARKET!

June 1948 HOOPER INDEX	WCPO	NETWORK STATION 'B'	NETWORK STATION 'C'	NETWORK STATION 'D'	STATION 'E'
TOTAL RATED TIME PERIODS	29.0	11.6	18.5	26.1	12.2
Sunday Afternoon 12:00 n. - 6:00 p. m.	61.0	5.3	9.9	13.4	8.9
Saturday Daytime 8:00 a.m.-6:00 p.m.	48.0	6.0	17.0	13.0	15.0
Evening Sunday thru Saturday 6:00 p. m. - 10:30 p. m.	26.0	12.0	19.5	28.1	10.4
Weekday Afternoons Monday thru Friday 12:00 n. - 6:00 p. m.	24.0	11.0	19.7	30.6	13.2
Weekday Mornings Mon.-Fri. - 8 a.m.-12 n.	19.9	17.8	19.1	26.1	15.2

from C.E. HOOPER LOOK!

Represented by THE BRANHAM CO.



WCPO
CINCINNATI'S NEWS STATION

Affiliated with the CINCINNATI POST

A Service of Broadcasting Newsweekly

TELECASTING

MAY 2, 1949

COAX CHANNELS

New York-Chicago Link Adds Two

TWO new channels for video program transmission were added yesterday (May 1) to the coaxial cable service provided by AT&T between New York and Chicago. Service, inaugurated Jan. 12 with one TV channel in each direction, now provides three west-bound and one east-bound channel for the TV broadcasters. Two of the west-bound channels are available around the clock on a 24-hour schedule. The third west-bound channel is available for video use only after 6 p.m. Monday through Friday, but during the full 24 hours of Saturday and Sunday. The single east-bound channel is similarly limited to TV use after 6 p.m. Monday through Friday, but will be available at any time the other two days, permitting the networking of telecasts of outstanding midwest sports events, for example, to eastern stations [BROADCASTING, April 11].

Expansion Plans

This increased service between the East and Midwest is another step in the expansion of the Bell System's TV network facilities which are expected to be more than doubled by the end of the year, when the channel miles will total some 8,600. "Channel miles," the actual mileage of TV channels available, should not be confused with "route miles," actual distance covered by coaxial cable and radio relay links. Between New York and Chicago, for instance, the channel mileage will be four times the route mileage as the single cable contains four channels open for TV service. Bell System's route mileage by the end of 1949 will total 3,250 miles, connecting 27 cities.

With three west-bound channels now available from New York to Chicago for nighttime TV programs, most of the shows which have been broadcast live in the East, but repeated in the Midwest by kinescopic recordings because of lack of network facilities for simultaneous broadcast, will go live to the Midwest as well. CBS, for example, is increasing its use of the New York-Chicago cable from 14¼ to 37¾ hours a week, to send *Ford Theatre, Through the Crystal Ball, The Goldbergs, Arthur Godfrey and His Friends* and other programs to the Midwest simultaneously with their East Coast telecasts.

DuMont network allocations of time on the New York-Chicago coaxial cable are up from 16½ hours to 37¾ hours a week, although all of the newly allocated time is not being used at present.

AT&T's development of network facilities for video programs, together with new methods of telephony which have shortened the time it takes to put through long distance calls and which make it possible to dial out-of-city as well as local calls, are graphically shown in an exhibit at the company's New York headquarters. One part of the display features maps of present and planned TV networks. Another shows a cross-section of a coaxial cable, operation of which is explained by a guide. Across one end of the exhibit space is an operating model of the New York-Boston radio relay, plus models of the new type 200-foot relay towers that will be used in the prairie states where hill and mountain top locations are not available as in the East or Far West.

The display was originally set up for the enjoyment and instruction of AT&T stockholders at their annual meeting April 20. It shows them what use will be made of much of the $395 million the company is raising by a new bond issue authorized by the stockholders at their meeting—said to be the largest sum any company has ever attempted to obtain from investors at one time. The proceeds from this new issue of convertible bonds will increase to about $3 billion the amount AT&T has secured from investors since World War II to pay for new equipment necessary to meet the increased demand for telephone service since 1945.

Following the showing to stockholders, the exhibit has been opened to Bell System employes and others who may be interested. It will be continued in New York through this week. Subsequently it will be moved to other cities, according to present plans.



HERBERT SUESHOLTZ (r), general manager of Transvision Inc., New Rochelle, N. Y., and Paul Ware, representing Allen B. DuMont Labs, negotiate contract appointing Transvision national distributor of DuMont TV/FM Inputuner. Transvision has been granted exclusive right to use the Inputuner in its TV kits, which are being rested.

VIDEO VIEWS

Mintz Addresses Chicago Council

THE TELEVISION receiver has supplanted the automobile as the American family's second most important property, according to an Admiral Corp. survey.

In an address Wednesday before the Chicago Television Council, Seymour Mintz' Admiral advertising manager, declared, "Next to a roof over his head, the average American wants a television set most."

"The video industry has accomplished in one year what the automobile manufacturers took 20 years to achieve," he said.

Mr. Mintz ridiculed the claims of "a worthy competitor" that its own line of television sets would be adaptable to UHF if, and when, the FCC makes allocations in the new band. Obviously referring to Zenith Radio Corp., he recalled that Admiral was "the first manufacturer to use a turret tuner —with 12 strips." Admiral, he added, offered 100,000 TV sets to the public before "this competitor offered one."

"We don't know enough about UHF to anticipate what will take place after the new allocations are made," he said. "But we are certain that the VHF channels will remain forever. It is likely that UHF will be assigned to stations in intermediate cities like, for example, Waukegan, Ill., which is half-way between Chicago and Milwaukee."

Taking another rap at Zenith, Mr. Mintz declared that "at no time will we have paid television in this country." Phonevision (which Zenith advocates) is not the American way," he said.

Noting a "gradual exodus of top ranking stars from Hollywood," he forecast that many of these "big names" soon would be on TV.

"We have licked the Hollywood bugaboo. The motion picture people now admit there is such a thing as television, and they realize they have to get on their toes to stop us," he asserted.

Mr. Mintz urged that TV time salesmen "talk viewers—not sets."

"Chicago's TV set total of 135,000 hardly compares with the *Chicago Tribune's* one-million circulation, but 750,000 televiewers do compare with the *Tribune's* million readers," he said.

Anticipating TV billings of $100 million in 1949, despite recent estimates of only $50 million, he called the roll of some of the larger video advertisers—General Electric with an appropriation of $1,600,000; General Motors (Chevrolet) $1,200,000; Philco, Texas Co., and Admiral Corp., $1 million each; Emerson Radio, $600,000; Motorola, $450,000; American Tobacco, $350,000; Sanka Coffee, $300,000.

He listed the following cost breakdowns on individual shows: *Ford Theatre*, $20,000; *Philco TV Playhouse* and Texaco show, $15,000 each; *Toast of the Town*, $7,000; Swift show, $4,500; and *Colgate Theatre*, and Procter & Gamble's half film, half live show, $4,000 each.

Gillette Television

Citing Gillette's $140,000 to televise the World Series and $100,000 for the Louis-Walcott championship fight as tops for special events, he noted however that Gillette pays only $2,500 per event for the Madison Square Garden Friday night fights and that Atlantic Brewing Co., Chicago, pays only $1,000 to televise local wrestling matches there.

Of 350 firms specializing in producing television films, the most ambitious project is the 26-part TV

(Continued on page 54)

ROACH TV FILMS

Programming Plans Revealed

TWO HOURS of television film programming weekly for one station in each of 30 markets will be delivered starting in September if present plans crystallize, Hal Roach Sr. announced in Hollywood last week.

Ultimately he expects to provide each station with four and a half hours weekly, covering the entire range from comedy to drama. Although no formal agreements exist "on paper," according to Mr. Roach, he said that the top seven televison cities are all set and details with remaining 23 are being worked out.

Cost to each station, he said, will be 50% down upon delivery and the remainder within 18 months.

Sales agency for Mr. Roach will be the William Morris Agency. Asked whether the firm had the sales personnel presently to do the job, he said the Morris organization was in the process of taking over an existing sales and distribution organization which would be announced later. Heading operations for William Morris is George Gruskin, West Coast radio and television head.

Ultimately, Mr. Roach said, "whether the stations use film or live shows they will require the facilities of an organization like ours to originate programs for them." Until the cable is in all the way across the country, film must be used part of the time, he said, and when the cable is in it will be possible to produce live as well as film, Mr. Roach explained.

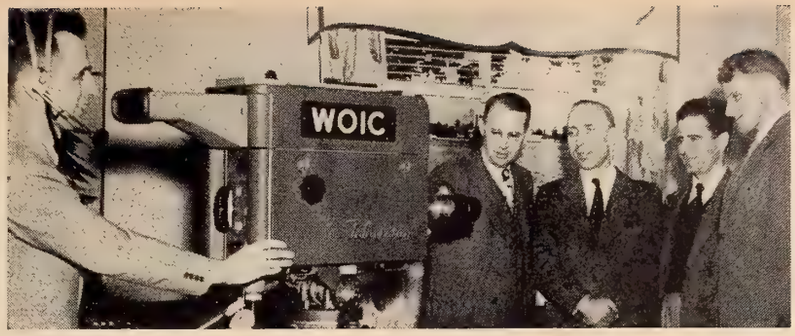
TV FILM SERIES

Symphonies To Be Shown

SAMUEL BRONSTON, head of Samuel Bronston Productions of California, has completed production of 21 musical films in Rome, Italy. Series features the 100-piece Santa Cicilia Orchestra, directed by Jacques Rachmilovich, and was made as the initial step in a program to establish a television music library of 250 reels of classics performed by leading orchestras here and abroad.

Production of 21 additional reels will begin in Rome late this month, with arrangements already made to feature other European orchestras following the Rome series. Negotiations with two major video networks to handle the music library, are said to be almost concluded. Films will also be released for theatrical and 16-mm distribution.

DIRECTORS of Television Fund, Chicago, have declared a dividend of seven cents a share on common stock, payable May 16 to stockholders of record May 5. Preceding payment was an initial dividend of 10 cents a share Feb. 15.



WHEN two Italian broadcasting executives visited WOIC (TV) Washington recently, Curtis B. Plummer (l), chief of FCC's Television Broadcast Division, assumed temporary role of cameraman. Others in photo (l to r): Robin D. Compton, WOIC technical manager; E. Cristofaro, Italian Broadcasting System technical facilities director, Turin; L. Sponzilli, IBS chief of technical facilities, Milan, and Hart Cowperthwait, TV Broadcast Division, FCC. The visitors were homeward-bound from the International High Frequency Conference at Mexico City.

Film Report

TWO FIRMS, **Teleplay Productions and Ace Pictures Inc.**, both of Hollywood, have been signed by **General Television Enterprises Inc.** to produce 26 television film subjects for **Procter & Gamble**, according to Gordon Levoy, GTE president.

Teleplay is headed by Frank Wisbar, who will handle 13 of the 26 films. George Moskov and Lou Brandt, will turn out the other series of 13 films. Production is expected to get underway June 15, according to Mr. Levoy and the finished product is expected to be turned over to Procter & Gamble by mid-August for use in the *Procter & Gamble Fireside Theatre* via NBC eastern network starting in September.

Savings of over 50% in film production cost through utilization of a new technique is claimed by **Lawrence Productions**, Hollywood, in the current filming of the radio series, *Mystery Is My Hobby*. Exact details of the economical method have not been disclosed, but film will have a special sample showing in New York in May. Writer **Richard Hall Wilkinson** directs the series with **Ralph Rogers. Glenn Langan** is star of detective series.

Samuel E. Hunsaker has resigned as president of **Sam Hunsaker Productions Inc.**, New York television film production firm. New officers elected: **Charles B. Ripin**, president; **Bryce A. Gorman**, vice president; **Henry S. Miller**, secretary; **John J. Kearney**, treasurer; **Ainslie Wheaton Walter**, director of productions. Firm retains same name.

Stuart Strand, news editor and Dayton correspondent for INS, has started a series of 16mm local news commentaries for WHIO-TV. The comemntaries, televised three times a week, are said to be the only local coverage afforded by a television station in this part of the Midwest.

Rollfast Thrillers on Wheels, a series of five-minute shows of Rollfast Bicycle and Roller Skate programs, have been released by **D. P. Harris Hardware and Mfg. Co. Inc.**, New York. Made especially for Rollfast, the show has special appeal for children. This is the first television series by a manufacturer in this field and is supported by a dramatic merchandising campaign. The program has opening and closing commercials and includes high spots from the Roller Derby; the Fredarris, trick bicycle riders, and Betty Lytell, famous roller skating artist. The programs are filmed by **American Television Productions**, New York. The television department of **Kiesewetter, Wetterau & Baker Adv. Agency**, New York, helped create and direct the entire project. The shows are televised in 15 cities across the country. . . . **Hardie Frieberg, Television Enterprises**, New York, has completed a series of one-minute spots for **Ansonia Shoes**, New York, for a video program planned by the shoe company. . . .

ATLAS Film Corp., Oak Park, Ill., has produced four one-minute spots for the Exchange National Bank, Chicago, on location with two cameras. Featured is the "drive-in" banking method. Spots will precede *Stop the Music* at 6:59 p.m.

(Continued on page 54)

TELE-SPORTS

Gate Effects Are Noted

By LARRY CHRISTOPHER

TELEVISION claimed attention at two sessions of the annual convention of American College Public Relations Assn. held April 26-30 in Washington.

Discussion of TV's impact on gate receipts at college athletic events highlighted Thursday morning panel session of university representatives and telecasters. That afternoon the subject of video's place in the future of higher education was discussed by network and station representatives. Prepared talk of FCC Chairman Wayne Coy, who was unable to attend because of press of commission business, also was read.

Widely opposing views were expressed by the sports group panel which included Maryland U.'s Dean Gary F. Eppley, Southern Conference president; George Washington U.'s Max Farrington, Southern Conference vice president; Capt. Norton Pritchett, U. of Virginia director of athletics; Jimmy Gibbons, WMAL-TV Washington sports commentator; Bill Brundige, WOIC (TV) sports commentator, and Bob Considine, Hearst columnist and commentator on General Electric's *Fred Waring Show* (NBC, Thurs. 10:30-11 p.m.) Presiding over session was W. Henry Johnston, director of public relations for Harvard U. Athletic Assn.

TV Problems

Capt. Pritchett said TV presents three problems: It gets fans to the games without physical effort; it gets them there without expense for tickets and other things, and because of televised college sports, colleges not in large population centers "will be materially hurt."

He further stated that those colleges now going into sports telecasting "will be doing an irreparable disservice to other institutions." Capt. Pritchett emphasized that all of the advantages gained from college sports telecasts now are on the side of the TV stations themselves.

Opposite view was taken by Mr. Considine who pointed out that TV could be a big sports booster through use of feature programming and special events during off seasons. Thus teaser campaigns could be planned in advance of sports events to build interest for the games.

Dean Eppley suggested that a polling job needs to be done to see how the sports fan feels about television. He said two types of sports fan must be considered: The fan who loves the sport for itself, and who never would be lost from the on-scene audience; and the fan who goes to games for social reasons and who might find TV more convenient under some circumstances like weather and distance.

Dean Eppley warned that colleges must pay more attention to making fans want to be present at

(Continued on page 55)

Telestatus



TV Progress for First Quarter '49
(Report 57)

FIRST QUARTER progress reports on television indicate that 1949 will be a year characterized by steady gains in TV sponsorship, experimentation in TV programming, and gradual shift from red ink to black for many station operators.

Objective analysis of TV's record to date indicates that its growth is rapid, but still unbalanced and erratic in some respects.

Among its achievements in the 1949 first quarter are:

- Total time sales of $5,240,655.
- An increase in number of sponsors, from 680 in December to 1,027 in March.
- Doubling of the number of sponsored hours of broadcast time since December.
- An increase of 14 in the number of commercially operated stations.
- An increase in set ownership of nearly 450,000 since Jan. 1.

All of these are remarkable achievements—made more so by the fact that 1948 was the first year of television progress—the first year in which commercial television was available in more than one or two major markets. Each of them bears further examination.

Time Sales

In February, for the first time, the N. C. Rorabaugh Co. issued its estimate of television time sales. At the end of March, the figure for 1949 network TV time sales had reached $1,732,594. For this amount, the networks telecast the astounding total of 544 hours of commercial TV shows on local outlets in the first week in March. Of this total, 349 hours was live programming. Talent costs for this amount of television programming would be hard to estimate. Certainly it is a figure higher than AM's cost for a similar amount of programming. For a half hour variety show, talent costs have run to $24,000 and perhaps higher.

The argument that TV sponsorship costs will be too heavy a load for the local-retail merchant to carry is being shattered each month when reports come in from the 55 operating stations. In the first three months of the year these local advertisers are estimated to have spent $1,430,560 on television advertising. Most of it is, of course, in the form of announcements between network shows. But there are some 15-minute and half-hour programs which have been bought outright by the local advertisers.

Spot radio has started off at the top of the heap in TV. It's first quarter figure exceeds that of the network total. A sum estimated at $2,077,511 has been spent on TV by spot advertisers.

Only about 49 sponsored network shows are currently presented on television. This seems a small total compared to 429 AM shows which appeared on the networks in 1948. But 29 new shows have been added since the first of January, and new sponsorship for network TV is announced regularly.

These network sponsors read like the roster of America's biggest consumer goods manufacturers. With few exceptions network programming has been limited to advertisers of this stature. The average network advertiser spent $35,159 in this first quarter.

Hurdle for '49

And this is TV's hurdle for 1949. With the limited audience, it is not yet offering audiences per dollar to match its competitive media.

Spot television is different. Into this new medium have come many advertisers who have never used radio extensively. Products are advertised heavily whose makers were not usually among the AM buyers of time. Radio's standby spot advertisers, the automobile companies and distributors, the beer and wine companies, the food companies, are among the most frequent users of TV spots.

Locally all manner of accounts have been sold on the new medium. Radio and television dealers and automobile distributors and dealers are the most prominent advertisers in the local scene. Real estate companies, showing the viewer the house they want to sell; bankers, telling the viewer how his bank operates; service industries of all kinds, showing how they will service their customers—all of these have come to television in increasing numbers. Of the 1,027 sponsors of TV time, 711 were local advertisers in March.

Programming

Sponsored programs on television are, on the whole, live shows. This is true when network TV is included—but when the 349 hours of network live programming is taken out of the total it is discovered that live local sponsored programming is only 20% of the total, and that the bulk of sponsored local programming is sports broadcasting, with film productions equal to live in the number of hours telecast.

There has been progress in this connection. In November live programming locally amounted to less than 36 hours in spot and local sponsorship per week. Four months later, in March, the weekly total had nearly doubled, and there was about 60 hours of live programming in the spot and local field.

Many of these increases are due to the fact that the number of stations had increased progressively with each reporting month. Most stations have come on the air with 15 to 25 accounts, depending upon their location and the competition they face from other stations. In June 1948 11 cities had television stations operating, and there were 20 commercially operating stations. In March there were 30 cities with 55 television stations selling time.

Set ownership in some TV markets is still so low as to be prohibitive to many advertisers. One market with two stations has only 4,7000 sets installed. By contrast, New York has six stations and an etimated 535,000 TV homes.

* * *

This is TV's first quarter 1949 record. It is a good one. But its facts are hard facts. As yet TV has a limited audience, and its sponsorship is limited. Its programming has been criticized, and its cost is high.

But each of these limitations faced radio in its earliest days. With set manufacturers working at a wartime production rate, the remaining three quarters of the year promise to be equally good ones for television.

Television Set Figures by Cities

As Reported by NBC

TOTAL of 1,447,000 television sets had been installed throughout the country as of April 1, it was reported by NBC in its latest monthly survey of set distribution. NBC's figures, by cities, follow:

ESTIMATED TV SET OWNERSHIP IN CITIES WITH OPERATING STATIONS

City	No. of Stations	No. of Families 40-mile service area	No. of TV sets installed
New York	6	3,597,000	535,000
Baltimore	3	732,000	51,500
Boston	2	1,175,000	68,400
New Haven	1	557,000	24,100
Philadelphia	3	1,184,000	140,000
Richmond	1	130,000	9,000
Schenectady	1	258,000	20,000
Washington	4	691,000	40,800
Buffalo	1	323,000	18,300
Chicago	4	1,438,000	125,000
Cleveland	2	695,000	38,700
Detroit	3	839,000	50,500
Milwaukee	1	327,000	21,600
Pittsburgh	1	742,000	10,300
St. Louis	1	474,000	25,500
Toledo	1	241,000	10,000
Albuquerque	1	22,000	700
Atlanta	2*	233,000	7,300
Cincinnati	1	384,000	20,000
Dayton	2*	291,000	4,700
Erie	1*	112,000	2,700
Ft. Worth	1	269,000	3,900
Dallas *		277,000	4,600
Houston	1	217,000	3,500
Los Angeles	6	1,372,000	112,600
Louisville	1	188,000	6,100
Memphis	1	177,000	4,400
Minn.-St. Paul	1	333,000	12,600
New Orleans	1	225,000	4,200
Salt Lake City	1	93,000	3,900
San Francisco	1	825,000	5,400
Seattle	1	307,000	5,100
Miami	1*	117,000	3,100
Syracuse	1	199,000	2,400
Total all operating stations	59		1,395,900

TV OWNERSHIP IN CITIES WITHOUT OPERATING STATIONS

City	Operation Date first station	No. of families 40 mile service area	No. of TV sets installed
Columbus	April 1949	225,000	1,300
Indianapolis	June 1949	281,000	900
Oklahoma City	May 1949	138,000	1,300
Providence	June 1949	1,011,000	6,000
Rochester	June 1949	208,000	600
Wilmington	May 1949	183,000	3,400
Others			37,600
Total			1,447,000

* New stations added.
* Dallas: Included in coverage of Ft. Worth station.

WJZ-TV RATE
Increase Effective June 1

WJZ-TV New York, key ABC station, announced last week its first network and local rate increase since the station went on the air Aug. 10, 1948. Effective June 1, the new rate will be $1,500 per evening hour.

In announcing the increase, Murray Grabhorn, ABC vice president in charge of owned and operated stations and manager of WJZ-TV, said that all advertisers ordering or using the station prior to June 1 will receive six months protection at the current $1,000 per evening hour rate. He also stated that with the exception of the presently quoted $200 one-time usage announcement rate for Class A time, all other TV rates on the station will be adjusted in proportion to the evening hour rate increase.

Berle 'Star of Year'

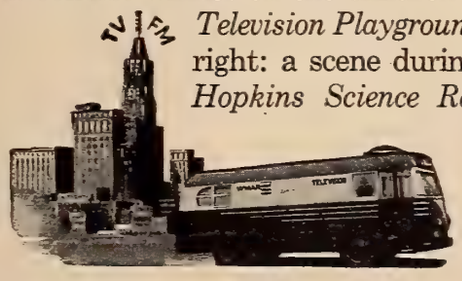
ELECTRIC ASSN. of Chicago announced late last month that Milton Berle has been named its television star of the year and his *Texaco Star Theatre* the "TV program of the year." With announcement of the selection went an invitation to Mr. Berle and his program to be featured daily at the Second Annual National Television and Electrical Living Show at the Chicago Coliseum Sept. 30-Oct. 9. The award was given this year for the first time.



In Maryland, it's WMAR-TV for live programs

Whether televising the lively, unpredictable action of the baseball field, the unstudied performance of aspiring amateurs, or the practiced routines of studio professionals, WMAR-TV's programs get the nod in Baltimore for entertainment, for action, for service to the public.

Above are glimpses of four out of more than a score of local "live" shows that complement the network schedule of CBS Television over WMAR-TV each week. Top left: a director schools cast members in the *WMAR-TV Playhouse;* top right: awarding a prize to an *Amateur Parade* victor; lower left: rewarding a contest winner on the children's own show, *Television Playground;* and lower right: a scene during the *Johns Hopkins Science Review*, which explores the great laboratories of the Baltimore institution and explains the basic sciences to audiences wherever the CBS Television network spreads.



Other shows are devoted to the health, happiness and general interest of Baltimoreans. Health, for example, is a combined concern of WMAR-TV, the Baltimore Health Department and the medical profession, which create a weekly dramatization entitled, *Your Family Doctor*. Judge Joseph Kolodny, a logician and philosopher, promotes happiness in the "Court of Common Sense." Other viewer-tastes are served by telecasts of baseball, homemaking, wrestling, religious discussions, and by one of television's outstanding local shows, *The Sports Parade*, televised from 3:30 to 6:00 p.m. each weekday from WMAR-TV's studios.

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TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

CALIF. TAX

5% Levy on Ring TV Sought

CALIFORNIA State Senate Business & Professions Committee last week approved a bill to levy a 5% tax on all payments for television rights made to boxing and wrestling promotors. The bill also would give the California Athletic Commission power to approve or disapprove all contracts negotiated between television stations and promoters, managers or fighters.

The Committee's action was vigorously opposed by the California State Broadcasters Assn. through Arthur Westlund, general manager of KRE Berkeley and president of the association.

Donn Tatum, general counsel of Don Lee Broadcasting System and vice president of CBA, also testified before the Committee in opposition to the bill.

Joseph Genshlea, secretary of the Athletic Commission, told the legislative group that his organization feels television payments should be subject to a tax to help support vete ans' relief programs the same as gate receipts now are.

Mr. Westlund argued that the broadcasters of the state seriously question the legality of such a law. He said the bill, if passed, would give the Athletic Commission power to control contracts between television operators and fight promoters. The power to so regulate, he said, should rest solely with the federal government.

Mr. Genshlea told the committee that at the present time (without his organization's control) "ridiculous amounts" are being paid for television rights to fights and that gate receipts are falling off tremendously.

He cited the case of Hollywood Legion Stadium, which sold television rights to its matches for $75 weekly and, he said, gate receipts since had dropped from $7,500 to $2,500.

Mr. Tatum held the bill "is probably unconstitutional and certainly undesirable." He contended that once an event is lawfully constituted in the eyes of the state body it then becomes a fit subject for treatment by any medium.

Mr. Westlund told BROADCASTING that he believes Mr. Genshlea was "pulling his figures out of the air." Gate receipts in all entertainment fields are off generally throughout the state, he said. But this cannot be blamed on television. He cited instances where fight stadiums in the state are "packing them in" even though the matches are being telecast.

Referring to the $75 weekly paid Hollywood Legion Stadium, he said that 5% of this amount would add little to the fund for veteran relief programs mentioned by the Athletic Commission. So it seems obvious, he said, that the real reason for this bill is to give the commission power to regulate television contracts, nothing else.

The bill is being backed by the California Managers' Assn., which has been half-heartedly boycotting the Hollywood Legion ever since it signed for telecasts.

The Managers' Assn. would like to see television rights sold on a gate-receipt-guarantee basis, that is, with contracts under which television companies guaranteed a certain gate at each individual fight. The size of the gate guarantee would be determined by what the

(Continued on page 54)

KGO-TV OPENING

May 5 Debut Set

NAMES artists, religious leaders, civic and governmental figures, plus baseball will highlight the opening of KGO-TV San Francisco when it goes on the air for the first time May 5 [BROADCASTING, April 25].

Garry Moore, m.c. of *Take It Or Leave It*, will handle comedy chores on the station's variety program which will also include such acts as the Weire Bros., Ella Mae Morse, the "Cow Cow Boogie Girl," and Artie James, speed roller skating artist. Lee Grioux will m.c. and music is to be provided by Phil Bovero and ABC staff orchestra.

Gov. Earl Warren will head the civic leaders, with members of three religious faiths also participating. Among the ABC executives on hand for the station opening will be Robert Kintner, executive vice president; Robert Hinckley, network's Washington, D. C., vice president; Frank Marx, vice president in charge of engineering; Frank Samuels, Western Division manager.

Also included in the opening night's roster will be *Crusade In Europe* film sponsored by Time-Life Inc. and telecast of the San Francisco Seals-Oakland Oaks, professional baseball game, sponsored by Philco distributors, in addition to variety show which latter also will underwrite.

TV INSTITUTE

Screen Publicists Guild Series Starts May 26

MANY outstanding industry names are among those participating in the second annual Television Institute of the Screen Publicists Guild starting May 26 in Hollywood.

Theme of the symposium is "Television Comes of Age." Sessions will be held once weekly for five consecutive weeks at 6000 Sunset Blvd.

Co-sponsoring series are Academy of Television Arts & Sciences, Television Film Producers Assn., Television Producers Assn., Society of Motion Picture Engineers and Hollywood council of Assn. of Broadcast Unions and Guilds.

Theme of the first session is "Management Problems in Television." Harry Lubcke, head of Don Lee Television, will be chairman of a panel consisting of: Hal Bock, manager of NBC western network television operations; Paul Mowrey, ABC national television director; Harry Witt, General manager, KTTV (TV) Los Angeles.

Hal Roach Jr., executive producer of Roach-Beaudette Productions, will preside at June 2 session which will take up "Hollywood's Challenge as Television Film Production Center." Panel will include Jerry Fairbanks, head of Jerry Fairbanks Productions; Ben Finney, Finney-Menzies Productions; Stanley Rubin, Grant-Realm Productions; Harlan Thompson, Imppro Inc.

"Role of Hollywood's Live Production in Coast-to-Coast Television" will be the June 9 theme. Chairman will be Mal Boyd, television producer. Making up panel will be Rita Le Roy, actress and TV producer; Mike Stokey of Stokey-Ebert Productions; Jon Slott, TV producer; Al Burton, TV producer.

At June 16 session "Films in Television" will be the theme. Loren Ryder, director of sound recording at Paramount, will be chairman. Panel is to consist of Sidney Solow, general manager, Consolidated Film Industries; Dr. Norwood L. Simmons, physicist with Eastman-Kodak Co.; Fred Albin, RCA liaison television engineer; J. Kneeland Nunan, general manager, west coast branch, Ansco.

Claude McCue, executive secretary, AFRA, will preside over the June 23 session on "What Is the Outlook for Hollywood Labor in Television?" Panel Members: Sam Moore, western region vice president, Radio Writers Guild; Murray Bolin, vice president of Radio and Television Directors Guild; Ted Ellsworth, business representative of Motion Picture Costumers, Local 705, IATSE; James H. Brown, NABET legal counsel; Knox Manning, national vice president, AFRA; William T. Hurtz, president, Screen Cartoonists Guild.

Sessions are open only to members of motion picture and radio unions and guilds. Further information on meetings can be obtained from Screen Publicists Guild offices at 2700 N. Highland Ave., Hollywood.

Hit for WKBN

LISTENERS of Youngstown, Ohio, take their baseball seriously as evidenced by recent action of the City Council. During a meeting of the council late last month, Councilman Steve Olenick asked the city law director to draw up a resolution commending WKBN Youngstown for carrying the broadcast games of the Cleveland Indians and the Youngstown Athletics, according to a report from WKBN.

TV AWARDS

National Judging Planned

ACADEMY of Television Arts and Sciences, Hollywood, will present its first national awards for television achievement next January, it was announced last week.

Mal Boyd, public relations chairman for the academy and president of Television Producers Assn., Hollywood, also announced that the academy, whose membership has hitherto been confined to the West Coast, would immediately open its rolls to television interests in the rest of the country. Mr. Boyd made the announcement in New York where he was on business.

Six statuettes for television achievement will be presented for 1949. Only four awards were made for 1948. They were presented last January and were confined to programs and producers in the Los Angeles area. The two additional awards are for the best kinescoped program and the outstanding personality on kinescoped shows.

A seventh award, a plaque, will be given to a television station for "outstanding overall achievement in 1949."

KSL-TV PROGRESS

Start Within Month Planned

WITH transmitter and antenna installation proceeding on schedule, KSL-TV Salt Lake City plans to begin telecasting about June 1, C. Richard Evans, KSL general manager, announced last week [BROADCASTING, March 21].



Mr. Evans

Seventh floor studios in Salt Lake City's Union Pacific Bldg. are being remodeled and equipment is being installed at a total cost of approximately $250,000, Mr. Evans said.

KSL-TV will operate on Channel 5 (76-82 mc) with 18.4 kw visual and 9.2 kw aural. Licensee is Radio Service Corp. of Utah. J. Reuben Clark is president and Ivor Sharp executive vice president.

OFFICERS NAMED
By TV Producers Group

FOLLOWING officers were elected at the first annual meeting of Independent Television Producers Assn.: Martin A. Gosch, Gosch Productions, president; Henry White, World-Video president, vice president; Nathan Rudich, director, Gainsborough Assoc., secretary; Irvin Sulds, president, Irvin Sulds Productions, treasurer. Five directors elected: Charles Basch Jr., president, Basch Radio & TV Productions; Judy Dupuy, director of Video Events; Oliver W. Nicoll, director, Radio Features of America; Arthur Ehrlich, Ehrlich-O'Malley, and Walter Armitage, Regency Productions.

Mal Boyd, president, Television Producers Assoc., Hollywood, and Mr. Gosch made a joint statement announcing affiliation of the two organizations, to provide exchange of information. Mr. Boyd is to meet with committee on code of practices with James Lawrence Fly, legal counsel to ITPA. Meetings between ITPA and Authors League of America on foundation of Television Writers Guild have been held, ITPA revealed.

TV TUBE MAKING
Expansion Planned by GE

GENERAL ELECTRIC Co. will spend more than $1 million to provide for the addition of television picture tube manufacturing and engineering facilities at its Electronics Park plant, Syracuse, N. Y.

In making the announcement last week, Dr. W. R. G. Baker, GE vice president and general manager of firm's electronics department, said the new facilities will augment similar production operations at GE's Buffalo tube plant.

TV picture tube production is slated to start at Electronics Park in August, Dr. Baker said. The first tubes made will be the new GE 8½-inch metal cone type. The tubes give 50% more picture area than 7-inch tubes now used in low-priced receivers and cost no more to build, Dr. Baker added.

WHTM ROCHESTER
Becomes CBS TV Affiliate

CBS-TV announced last week the affiliation of WHTM (TV) Rochester, N. Y., effective June 11, bringing the total number of CBS video affiliates to 36.

The station, assigned Channel 6, is owned and operated by the Stromberg-Carlson Co. William Fay, a vice president of the firm, is WHTM general manager.

Construction of special microwave relay circuits to Buffalo is planned by WHTM so that network programs carried on the coaxial cable can be made available to Rochester viewers. Other programs will be carried via video recordings.

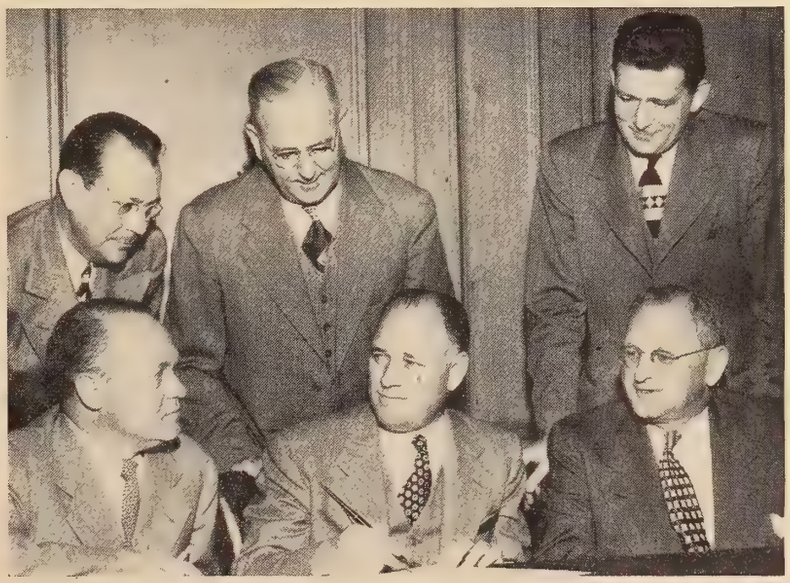


TRUJILLO (r), member of ancient Taos (N.M.) Pueblo, inspects intricate mechanism of television camera after giving his tribal Hoop-Dance as part of KOB-TV Albuquerque's half-hour telecast of Southwestern Indians' tribal dances. Forty-five Indians in native costumes participated, station reports. Showing camera to Trujillo is Don Drennan, KOB-TV cameraman.

NATIONAL BREWING
Adds to WMAR-TV Schedule

NATIONAL BREWING Co., Baltimore, is sponsoring the *National Sports Parade*, Monday through Friday, 4-5 p.m., Saturday 4-6 p.m, over WMAR-TV Baltimore. Addition of the new program, which started late last month, brings the firm's television sponsorship to eight and one-half hours weekly.

Other programs sponsored by National Brewing on WMAR-TV are the *National Amateur Parade*, half-hour Saturday show, and the weekly wrestling matches which run a minimum of one hour each Tuesday night. The daily afternoon show and the wrestling matches are sponsored in behalf of National Bohemian beer. The Saturday night show advertises National Premium beer.



Completing WFIL WFIL-TV-Hornung contract are (l to r): Seated—Roger Clipp, president and general manager of stations; A. J. Westerman, Hornung president, and Walter Donovan, Garden State president; standing—Kenneth Stowman, WFIL national director of television sales; Andrew Ferguson, Hornung sales manager, and Robert H. Smith, representing Clements Co.

TEACH SURGERY BY VIDEO
Would Shorten Instructions, Says Cheney

USE of television in teaching surgical techniques would appreciably shorten the time it takes to train a doctor, the Medical Film Institute of the Assn. of American Medical Colleges believes.

The Medical Film Institute, located in the New York Academy of Medicine, was formally opened last Thursday. At the opening ceremonies, Warren Cheney, executive officer, told assembled physicians and medical educators that television will be of immeasurable use to them.

Mr. Cheney envisioned a day when every medical school would own its own closed-circuit televison system and use it to hasten instructions.

"Now," said Mr. Cheney, "every student must stand at a doctor's elbow to observe surgery and treatment. The process, viewed in terms of a mass of students, is very slow.

"With television, however, entire classes could be instructed in a particular surgical technique at a single session."

Television, particularly color and projection systems, has reached a state of development that warrants its serious consideration by medical schools, Mr. Cheney said.

Almost every medical school, said Mr. Cheney, contains a surgical amphitheatre intended to accommodate a large number of students watching an operation. But most of these amphitheatres have fallen into disuse, owing to the fact that students, viewing at a distance, are unable to observe details of the surgeon's work.

Large screen television would reverse this situation, Mr. Cheney said.

He said he felt that medical educators would become enthusiastic about the use of television as soon as they had seen it employed for instructional purposes. He said many were eagerly looking forward to the demonstration of color television of surgery to be presented by CBS at the Atlantic City convention of the American Medical Assn. next June.

HORNUNG PLANS
Gets Racing TV, AM Rights

JACOB HORNUNG Brewing Co., Philadelphia, has acquired television rights to the Garden State Racing Assn.'s spring and fall meetings at Camden, N. J., and radio rights to the summer meeting of the Atlantic City Racing Assn.

Facilities of WFIL and WFIL-TV Philadelphia will be used exclusively, executives of Hornung (Hornung beer and Londonderry ale) announced last week. Agency for Hornung is the Clements Co., Philadelphia.

Contract calls for daily telecasts from Garden State race track, Mon.-Fri., 4:15-4:45 p.m., and Sat., 3:45-4:30 p.m., May 3-30 and similar coverage of Garden State's Oct. 3-26 meeting, times to be announced later, plus daily radio coverage at approximately 4:30 p.m. from the Atlantic City track Aug. 11-Oct. 1.

* * *

WKY-TV SIGNAL
218 Miles Reported in Tests

WKY-TV Oklahoma City turned its transmitter on for the first time for engineering purposes on April 21. And despite the fact that test was unannounced, more than forty dealers and set owners reported picking up the signal. Farthest point to report was Denning, Ark., 218 airline miles from Oklahoma City. Another reception was telegraphed from Fort Worth, Tex., about 180 miles from the transmitter.

The signal was fed to the five-bay superturnstile antenna mounted atop WKY's 968 foot tower through an 1,800 foot coaxial transmission line, which station believes is longest run in use by any station.

Ends Free TV Rights

WARNER Bros. Pictures Inc. terminated on April 30 free kinescopic rights formerly granted for delayed TV network use of tunes controlled by Warner's music publishing companies: Advanced Music Co.; Harms Inc.; Remick Music Corp.; M. Witmark & Sons; New World Music Co.; Victoria Music Pub. Co.; Shubert Music Pub. Co.

HOOPER

Berle Still TV Tops in N. Y.

THE first-second-third place picture of the C. E. Hooper Inc., New York Top Ten TV Hooperatings for April remains unchanged over that of the March report. Milton Berle's *Texaco Star Theatre* ranks highest with 80, followed by *Arthur Godfrey's Talent Scouts* with 59.3

The complete April list of regularly scheduled sponsored television programs is as follows:

	Rating
Texaco Star Theatre	80.0
Godfrey's Talent Scouts	59.3
Toast of the Town	55.9
Ford Theatre of the Air	55.6
Broadway Revue *	50.1
Who Said That?	48.6
Philco TV Playhouse	43.8
Suspense	41.1
Godfrey and His Friends	38.0
Fireside Theatre	35.2

* The *Broadway Revue* was broadcast on WABD and WNBT.

The rating is the combined audience to both channels.

CBS VIDEO

Adds New Writing Staff

APPOINTMENT of a new writing staff expressly assigned to television was announced last week by CBS, with members functioning under the general supervision of Charles M. Underhill, CBS-TV program director.

Purpose of the new set-up, as outlined by Mr. Underhill, is to acquire original material for the new medium, which to date has been using adaptations from radio, theatrical, film and other sources. The network plans to create a dozen major features, half-hours and hours, and new material to freshen other current programs, Mr. Underhill stated. Most new shows will be introduced during the summer months, many of them as summer replacements for commercial programs, he added.

Addition last week of John Whedon, collaborator for five years on *The Great Gildersleeve*, NBC network program; writer for the CBS *Forecast* series, and former member of the *New Yorker* staff, and of Robert Fine, Universal and Columbia pictures writer, and identified in radio as a comedy writer on the Danny Kaye and *Corliss Archer* programs, gave the projected program added impetus.

ITI Multiple TV

INDUSTRIAL TELEVISION Inc., Clifton, N. J., is manufacturing multiple television sets for central control attachments for commercial use. The Sussex-10 Multivision Viewer is designed for convenient placement in bars and eating places to provide more viewing for large crowds, and can be adapted to most receivers, the firm states. More than one unit can be hooked up to a central receiver. In addition to home TV receivers, ITI installs multiple unit systems in hospitals and hotels and makes remote control receivers, using 15 and 20-inch direct-view screens, for public establishments.



WTMJ-TV Milwaukee will carry all home games of the Milwaukee Brewers, American Assn. baseball team, this season. Half of the games will be sponsored on alternate dates by Miller Brewing Co., Milwaukee. Completing sponsorship arrangements are Frederick C. Miller (seated, l), president of the brewing company, and R. G. Winnie (seated, r), WTMJ-TV station manager. Grouped around them (l to r) are: Roy Bernier, Miller's public relations and advertising director; Larry Clark, WTMJ-TV announcer, who will do play-by-play on games, and Neale V. Bakke, of WTMJ-TV's sales staff.

'OPERATION SUCCESS'

Video Series Sells Disabled Veteran's Ability

ONE of video's most sales-successful programs results weekly in complete sell-out of the "sponsor's product." Rarely is each week's program over before every "item" showcased on *Operation Success*—WABD (TV) New York and WNHC-TV New Haven, Thurs., 8-8:30 p.m.—has been snatched up via telephone by avid viewers.

The aptly titled *Operation Success*, however, is a unique operation. It sells manpower, not merchandise. A DuMont public service program, produced in cooperation with the Veterans Administration, the show demonstrates job skills of partially disabled veterans. Since its video debut last September, the program has placed in job-training posts every veteran who has displayed his abilities.

According to Donald Weiss, VA associate chief of information, *Operation Success* sells abilities, not disabilities. The program proved a sell-out from the start, despite keen listener competition in September, when it bucked the *Milton Berle Show* on Tuesday nights. Present Thursday schedule was begun in January.

Not only have men on the show been placed in job-training positions, but the entire VA placement program has accelerated some 200% since the show's inception. That results are directly traceable to the series was proved during its December hiatus when placement dropped back to its original rate.

No efforts are spared by either the station or VA to present as realistic and complete a demonstration as is possible before video cameras. To showcase a skilled auto mechanic, for instance, a complete automobile repair shop, complete with cars, was moved into the WABD studios. Another veteran, who chose selling from among his test-proven aptitudes, sold $28,000 worth of jewelry from a $750,000 display arranged in a studio-built gem salon. Two vets, with aspirations to be building contractors, erected a brick wall in eight hours, at which task the cameras caught them as they neared its completion.

Before particular skills are demonstrated, the VA thoroughly checks the labor market, to see where manpower is needed. Then, some 25 "interview-auditions" are conducted before each camera subject, who must be personable, is selected.

Advance Notices Given

Prospective employers in particular fields are notified by VA training officers in advance of specific skill exhibitions. They are contacted again, after the programs, and advised that similarly skilled men, other than those viewed on the show, are available for job training placement.

Mr. Weiss pointed out that employers who previously had been reluctant to let the government "meddle" in their personnel problems, have opened their doors to the VA via *Operation Success*. Although figures on the total number of placements motivated by the series are unavailable, Mr. Weiss stated that in addition to the 43 men in 36 fields who have appeared on the program, and received immediate placement, so many others have found employment that "right now there are more job opportunities in those fields than there are veterans to fill them." That situation will change, he said, when the next school terms expire, at which time it will reverse, until, through *Operation Success*, the slack is taken up.

Efforts of the VA and DuMont were recognized April 7 by the New York State Dept. of the American Legion which cited both for "achievements of distinction." The honor was accepted for DuMont by Mortimer Loewi, director of the network, and by Mr. Weiss for the VA. The award was made by Maurice Stember, department adjutant.

Operation Success, also has been commended by the Television Broadcasters Assn., New York.

In a letter to Mr. Loewi, J. R. Poppele, TBA president and vice president of WOR New York, said: "The directors of the Television Broadcasters Assn. Inc. are cognizant of the great humanitarian service which the DuMont network provides through this fine program and takes this means of saluting WABD in its outstanding undertaking in the public interest."

TV Set Trade-in

MONARCH-SAPHIN Stores, New York, has begun a policy of accepting used television sets in trade-in for new ones. The used sets, after reconditioning, will be resold at reduced prices, in the manner of used-car retailing.

VIDEO OPERAS

Repertory Group Formed

NEW YORK package producer Sherling Oliver has organized what is said to be the first television repertory operatic stock company, to offer streamlined versions of famous operas sung in English.

Five operas now available include "Faust", "Cavallerio Rusticana", "Romeo and Juliet", "Rigoletto" and "Don Giovanni." Auditions for agencies and networks began on April 21, Mr. Oliver announced. All artists in the new company have been chosen for telegenic as well as vocal qualities.

KPIX (TV) Affiliations

KPIX (TV) San Francisco has announced it is carrying television programs of three networks, NBC, DuMont and CBS. The station operates on Channel 5 (76-82 mc). Affiliation with CBS is on an interim basis. As one of five applicants for the two remaining video channels in San Francisco, CBS would not enter into a permanent affiliation with any TV station there, KPIX said.



Collins 21B/21L 5/10 kw AM transmitter

This ultra modern transmitter is engineered to save you money

. . . and we are not referring to initial investment, though both the Collins 21B (5 kw) and 21L (10 kw) AM transmitters are very competitively priced in their respective power classes.

We are speaking of maintenance cost, month after month, year after year. That is where the saving mounts up.

The 5 kw 21B is designed and constructed as a conservatively rated 10 kw transmitter, minus the additional 892R power tube and associated parts needed to convert for 10 kw operation. The factor of safety is so great that the possibility of failure in any circuit approaches the vanishing point.

In addition, a newly designed, highly efficient differential relay, working in conjunction with the transmitter's recycling system, acts as a positive protective device in the final amplifier circuit.

This one device can save you many hundreds of dollars in the cost of tube and component replacements, and outage credits to sponsors.

When you convert to the 21L for 10 kw operation, you lose none of your original investment. No major component replacements are necessary. And you lose no air time.

These are examples of many advantages gained by choosing the Collins 21B/21L. For more complete information, write us for a fully illustrated bulletin describing this equipment.

FOR BROADCAST QUALITY AND ECONOMY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
New York 18, N. Y.

458 South Spring St.
Los Angeles 13, Calif.



two are always better than one

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising...But in the city of Baltimore, Maryland, there lies an exact parallel.

For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has *only one* broadcaster...WBAL...that offers advertisers a powerful combination of both AM and Television under the same aegis*.

The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

...you can promote your shows both ways

...you can publicize your talent both ways

...you can merchandise your product (or service) both ways

*under the same roof for that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.



Your advertising in one medium reinforces and strengthens your effort in the other... with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved *so strong* that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So... if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction... because

in Baltimore, WBAL—and only WBAL—offers both

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

Represented nationally by
Edward Petry & Co.

WBAL and WBAL-TV
Mean Business in Baltimore!

Editorial

Man Bites Mike

NEWSMEN were in convention last week and over the preceding week-end. Editors, publishers and circulators had their respective sessions in Washington and New York.

Radio did not figure prominently on the formal agendas. But there's no escape from the obvious fact that it was on the minds of the men responsible for newspaper lineage, and that it erupted as a prime topic in the closed sessions.

The fundamental question of press freedom and its interrelation with radio's freedom had its most wholesome airing before the Washington sessions of the American Society of Newspaper Editors. It was raised with such force and vigor by NAB President Justin Miller that spontaneous demand developed for the text of his remarks. It is in this area—talking man-to-man to a professional audience—that Judge Miller is at his best.

But broadcasters would be remiss if they didn't take note of the really significant, if unheralded propaganda line of news competitors. They are capitalizing on the confusion existent in radio—confusion stemming from the errant nonsense of the claim of M. H. Aylesworth, first NBC president, that "ear-radio" is doomed in three years; in the overly optimistic talk of public officials about TV saturating the nation in nothing flat; in extravagant assertions that many stations are losing money without mention of the essential fact that most of them are newcomers; and the absolutely baseless talk that TV will thrive entirely at the expense of sound radio.

We have recited, chapter and verse, why most of these people, with strictly dishonorable intentions business-wise, are whistling through their dentures. All this points up the need for clear-thinking and affirmative selling of sound radio, in conjunction with sound TV. The Broadcast Advertising Bureau, prudently nurtured, is ready to go.

I. Q. on P. I.

THIS IS a contest to check the I. Q. of the broadcaster. We state positively there will be no pay-off or giveaway.

Question: What has the Canadian Government in common with Packard Motor Car Co., the American Viscose Corp. or "Scrubies," described as a household necessity?

Answer: Each in its own way seeks free radio time, or time at other than card rates via the iniquitous per inquiry route. ("Scrubies" warrants special mention because it constitutes the first attempt at P. I. on television.)

The Canadian Government approach is a repeat. The Dominion announces that 13 recorded programs, with Hollywood stars and Canadian talent, will be distributed forthwith to 500 U. S. stations "to inspire better understanding" between our nations. This is described as strictly a good-will proposition, and each station will get a plaque emblazoned with the crest of Canada acknowledging the contribution.

We haven't seen the script, but we'll wager a New York cop against a Montreal bobbie that there's a travel-in-Canada commercial in each disc, and that international trade with our neighbor nation is fostered. These theses appear in the *paid* color pages appearing in our class publications and in our newspapers. That's the way it was last year.

The Packard proposal is even more preposterous, if possible. It comes from a commercial operation which boasts 50 years in business. Stations have been favored with a "Golden Anniversary Report—14 minutes of transcribed eulogy of Packard and every minute of it straight commercial. The transcription is sent for use of radio news editors, because Packard magnanimously considers radio an extremely important *news* medium. Has Packard ever asked its vaunted man who owns one whether he listens to and is sold by *radio advertising?* The records fail to show that Packard has been a consistent user either of spot, network or dealer co-op radio. Published reports indicate that of their $4,000,000 1949 advertising budget $2,500,000 will go to newspapers, $600,000 for outdoor services and the balance for multicolor ads in class magazines. No money has been allotted to national radio.

Moreover, the record should show that the Packard packet not only is not news but, being 100% commercial, exceeds by several thousand percent the code limitations on advertising copy for a 15-minute commercial.

Item #4 in last week's chisel harvest is done up in rayon. American Viscose sent to stations a brochure proclaiming on its fly-leaf that the corporation had placed advertisements in many magazines and newspapers (facsimiles reproduced therewith). It boasted, moreover, that its Education News Service supplied up-to-date *news* to radio and the printed media —so that by the end of the year 1,600 broadcasts on rayon had resulted. And, from what we can ascertain, all were for free.

Thus, the only reward from the aforementioned contest will be new business for radio at card rates.

Bottled in Bonds

RADIO is thick-skinned. It has had to be to ward off the brick bats of competitors, do-gooders, baleful bureaucrats and pettifogging politicians.

It may be for the same reason that when bouquets are tossed radio usually isn't there—by invitation.

Take the April 19 Treasury dinner to honor national volunteers of the U. S. Savings Bond drive (remember when they were war bonds?). The speakers' table was adorned by the presence of President Truman, Secretary Snyder and other government brass, plus: Three boiled-shirt representatives of banking, two of advertising, one labor, one outdoor advertising, one movies, one women's groups, one schools, one magazines, five newspapers, NONE radio.

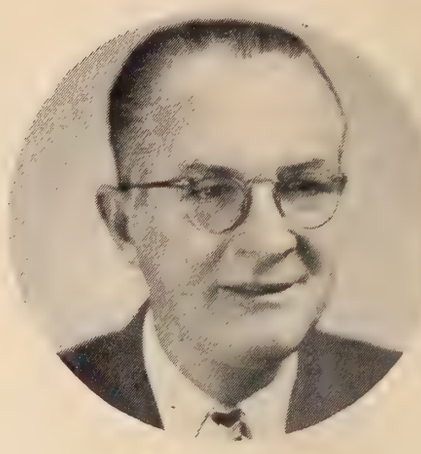
Radio (i. e., stations, AM, FM and TV, networks, sponsors, agencies, talent, musicians, etc.) has done something more than its proverbial bit on every bond drive since radio learned to talk. Indeed, it has bailed out most of them when quotas lagged, improvising home-stretch campaigns without regard to commercial commitments. At the time, the stories were told. Why not on April 19?

Unofficial estimates credit radio with the lion's share of the total contributions in all campaigns. Could it be that those officials who could attest to this have been gagged by what might be described as top level fear that "other interests" would be offended? Or is it that radio's help is taken for granted, while these "other interests" are romanced?

Radio doesn't begrudge the obeisance paid these other media, for the cause is great and the contributions magnanimous. Radio doesn't look for kudos. It asks simply that credit be given where credit is due. Let the facts speak for themselves. All of the media people remember the fat salvage fiasco—wherein the soap people got the fat and radio the can.

For radio to hide its light under a bushel (as it does all too often) is one thing. It's quite another, however, to have the beneficiaries of radio's innate modesty not only toss on their own bushel, but hermetically seal it.

Our Respects To —



HAROLD ARTHUR SAFFORD

AT WLS Chicago, they call him program director, but almost everyone in midwest radio knows Harold Arthur Safford as a gallopin' trouble-shooter.

Mr. Safford rarely walks. He joined WLS 23 years ago and, with the exception of four years with Sears, Roebuck & Co., its founders, has never ceased hustling for the midwest's great farm station. In addition to heading the WLS program department, he has worked as announcer, emcee, news director and sales manager—and, more than once, has played an old violin over the air. He learned to play the instrument, which he says is better than a Stradivarius, when he was six.

Music and dramatics were Mr. Safford's forte at Aberdeen, S. D., high school, and when, as a sophomore, he added writing for the *Aberdeen Daily American* to his list of talents, he became a radio natural. Mr. Safford was 28, however, before he took up broadcasting. He was too good a newspaperman to desert the Fourth Estate—that was, until one Edgar L. Bill started working on him.

Mr. Bill, first director of WLS and now president of WMBD Peoria, landed his man in 1925 when Mr. Safford, then managing editor of the *Sioux Falls* (S.D.) *Argus-Leader*, visited Chicago to purchase some syndicated features for his paper. "Saff," as Mr. Safford is affectionately called by his associates, has remained in and around WLS ever since.

Born in Winona, Minn., on the banks of the Mississippi, he moved to Manila at the age of five when his father was appointed Superintendent of Mails for the Philippine Islands. As a schoolboy, he learned to speak the Islands' native Tagalog, as well as Spanish. He swells with pride when he recalls he was in Manila when the Japs won the Russo-Japanese War by turning the Russian fleet past Corregidor and into Manila Harbor.

After six years, the Saffords returned to Minnesota, settling in St. Paul. Not until they had moved to the smaller city of Aberdeen, however, did Harold find his niche as writer-actor-musician. He appeared in high school plays, wrote sports and features for the local paper, and fiddled in a dance band. At 16, he was directing orchestras in vaudeville and legitimate theatres. He also arranged mood music for "silent" movie shows. During this period, he became proficient on brass as well as percussion instruments.

Mr. Safford went to college—but not for long. First romance, then war intervened. Toward the close of his freshman year at

(Continued on page 46)



"Music in the best sense," wrote the poet Goethe, "does not require novelty; nay, the older it is, and the more we are accustomed to it, the greater the effect." Here is the secret of the hold **WQXR** and **WQXR-FM** have on more than half a million New York families . . . a hold so tight, no other station can reach them so persuasively. These families love good things as they love good music . . . and can afford to buy them, too. That's why advertisers cultivate them as the most desirable part of this biggest and richest of all markets. May we introduce you to them?

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

Respects

(Continued from page 44)

South Dakota State College, he eloped with a co-ed named Mabel Chappell (she will have been his wife 32 years next May 9)—so Harold went to work. He became telegraph editor, then city editor, of the *Aberdeen American*. Several months later, when the United States entered World War I, he enlisted in the infantry and was sent to Jefferson Barracks. When word got around that he had a musical and theatrical background, he was placed in charge of all camp shows and made director of musical activities at the barracks canteen.

After the war, Mr. Safford returned to his Aberdeen newspaper job, working as musical director of the Orpheum Theatre on the side. He wielded the baton for many famous Orpheum Circuit vaudeville stars of the day. Soon, however, Mr. Safford got a chance to join the editorial staff of the *Sioux Falls Argus-Leader*, largest newspaper in South Dakota, so he decided to give his all to journalism. He was named "m.e." at the age of 23, and was given considerable national publicity as one of the youngest managing editors in the land.

It was toward the end of a five-year stretch at this post that he met Mr. Bill in Chicago and a few weeks later, back in Sioux Falls, Mr. Safford had a phone call from Mr. Bill offering him a job as WLS publicity director.

He literally galloped into prominence in Chicago radio during his first few months at WLS. Thrice daily, he raced from the station's Sherman Hotel studios to the old *Chicago Journal* editorial rooms, six blocks away, to pick up news bulletins. Back in the studios, he breathlessly put the news on the air. He had it figured out mathematically that it was faster to pick up "drop copy" from the *Journal* than to take bulletins over the phone.

Barn Dance Emcee

Mr. Safford soon became chief announcer of WLS, and was the second emcee of the famous *WLS National Barn Dance* program. He took over after the departure of George Hay, "The Solemn Old Judge." He later was "Captain" of the original *Showboat* program, which also was to become an outstanding network show. He developed Bradley Kincaid, American folk songster known as "The Mountain Boy"; discovered Luther Ossebrink, "The Arkansas Woodchopper"; and assisted in developing such *WLS National Barn Dance* artists as Uncle Ezra, Lulu Belle and Scotty, the Hoosier Hot Shots, Louise Massey and the Westerners, Red Foley, Pat Buttram, and Rex Allen. In the early days the *Barn Dance* was on the air from 7 p.m. until 2 or 3 o'clock the next morning, with the time depending on how long the staff could "take it."

Under Mr. Safford's direction, WLS scored a radio first in 1928 by relaying a program from a plane to a boat to its Sherman Hotel studios. He once supervised coverage of a midwest tornado for three days and three nights. He was one of those responsible for inaugurating WLS market reports direct from the Chicago Livestock Yards, as well as broadcasts of Chicago's annual International Livestock Exposition. He has been active in the development of WLS coverage of the Illinois, Indiana and Wisconsin state fairs down through the years.

In addition to spending four years as regional advertising manager of Sears, Roebuck's central division, and later assistant operating superintendent, Mr. Safford set up program operations for Sears at KMBC Kansas City. He often made "trouble shooting" trips for Burridge D. Butler to KOY Phoenix, KTUC Tucson and KSUN Douglas-Bisbee, Ariz., when the late owner of WLS actively supervised those properties. During 18 months of the recent war, he managed KOY while its manager, Jack "Cap" Riley, was in the service.

Although he doesn't look it, Mr. Safford is a grandfather. His eldest daughter, Betty, wife of the Rev. Earl Kernahan of Rosemead, Calif., has two daughters. His son, Bill, is an accountant for Fox West Coast Theatres, Los Angeles; a second daughter, Kathie Lou, is married to John McConnell, high school coach at Washington, Iowa; and the baby of the family, Genevieve, 19, is a sophomore at Illinois Normal College.

Mr. Safford tells this tale concerning why his name isn't Stafford—"which most people call me anyway": In Staffordshire, England, lived an ancestor named W. L. Stafford. But another W. L. Stafford lived in the same town, and the two used to get their mail mixed up. So Harold's generous forebear cancelled his "t".

Strange as it may seem, most of Harold Safford's career has been spent with an organization whose name bears the initials of not only his father, William Luke Safford, but also of his early forefather, W. L. Safford.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

KNOCK ON ANY PEARSON DOOR!

WE INVITE YOUR EXAMINATION OF THE MOST CONCLUSIVE AREA SURVEY MADE IN THIS TERRITORY IN 1949. IT IS AN EXAMPLE OF STATION DOMINANCE AND ACCEPTANCE RARELY SEEN IN THESE DAYS OF INCREASED COMPETITION.

THE 17 PAGE REPORT CLEARLY SHOWS THE POWER OF KELO PROGRAMMING — AND EQUALLY IMPORTANT — WHERE AND HOW YOU CAN CONSISTENTLY AND SUCCESSFULLY CONTACT YOUR CLIENT'S CUSTOMERS AT LOWEST COST PER PERSON.

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

'Crime Does Not . . .'

GRAPHIC illustration that crime does not pay has been brought home to an entire high school student body and other listeners—through the efforts of KWHI Brenham, Tex. When Rocky Yannuzzi, former New Jersey boxer, reportedly was arrested after a tavern holdup, station took its tape recorder to the jail cell and recorded his confession for airing on KWHI an hour later. Recording was then played to Brenham high school students at school's request.

Management

JOE STORY, sales manager of KCKN Kansas City, has assumed management of station in addition to sales duties, it is announced by **BEN LUDY**, general manager of Capper Publications station—WIBW Topeka and KCKN. He succeeds **ELLIS ATTEBERRY**, resigned [BROADCASTING, April 25].

LARRY WALKER, WBT Charlotte, N. C., program director, has been named assistant general manager. He has been with station since 1943. He is secretary-treasurer of Jefferson Standard Broadcasting Co., licensee of WBT, and was recently made member of board of directors.



Mr. Walker

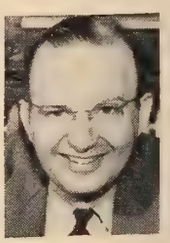
LESLIE C. JOHNSON, general manager of WHBF WHBF-FM Rock Island, Ill., has announced the birth of his first grandchild, Steven Gardner Ray.

ROBERT L. HOWELL has been appointed station manager of KGST Fresno, Calif. He has been with station as announcer since it took air Feb. 7. He was formerly with WGAY Silver Spring, Md.; KLOK San Jose, Calif., and KXRO Aberdeen, Wash.

WILLIAM W. PHRAENER has been appointed station manager of KLAS, CBS affiliate in Las Vegas, Nev. He replaces **RICHARD GOEBEL**, resigned.

FLORSHEIM
Now Ziv Eastern Sales Head

STANLEY FLORSHEIM has been named eastern sales manager of the Frederic W. Ziv Co. and will headquarter at the firm's New York office, Ziv announced last week.



Mr. Florsheim

Mr. Florsheim joined the Ziv organization as special sales representative in November 1948. Previously he had been director of advertising and sales promotion for Adam Hats.

★ ★ ★

Press run for this issue of BROADCASTING is 15,600.

Better than 1/3 of this number go to national and regional advertisers and their agencies.

★ ★ ★

Schuster's

(Continued from page 26)

showing a large microphone and noting that the product is "As Advertised On Schuster's Parade of Famous Brands, Heard Daily On Leading Milwaukee Radio Stations." Displays built around the entire schedule are also used.

5. In-Store Meetings. Regular meetings are held with members of Schuster's Special Promotions Dept., their agency's radio department, divisional managers and buyers for all of the departments at Schuster's having products promoted on Schuster's shows. Copies of all scripts are sent to buyers for each of the departments when the commercial or script concern their products.

The preparation, production and merchandising of the Schuster programs takes the full or part time work of a store-agency staff. The Schuster special promotions director and publicity director plan radio activities. Newspaper promotion is supervised by the advertising manager and store displays are handled by Schuster's display manager.

Two members of the radio department of The Cramer-Krasselt Co., Schuster's agency, work on the programs full time. Other members of the agency's radio, copy, executive and merchandising staff also participate in phases of the program.

The rapid growth of television in the Milwaukee market has not decreased Schuster's interest in radio. The television activity has been in addition to straight radio. Schuster's has marched into television with an aggressive schedule that over the past year has included a special live Christmas show, film programs and spot shows. As an added feature, Schuster's is running 16 one-minute film commercials a week on WTMJ-TV Milwaukee and the number is due to be increased shortly to 20 or more.

WHCU-FM Feeds RRN

WHCU-FM Ithaca, N. Y., last Monday became the key station of the Rural Radio FM Network as WVFC-FM Newfield, N. Y., ceased operations, according to Michael R. Hanna, general manager of WHCU-AM-FM. WHCU-FM now feeds the FM network and carries the complete RRN program schedule from 6:30 a.m. sign-on to the RRN sign-off at 7:30 p.m. Merger plans are being prepared for FCC approval whereby the FM network operation will be jointly undertaken by Cornell U., WHCU-FM owner, and Rural Radio Foundation [BROADCASTING, Feb. 28, March 7].

JOE BERNARD, general manager of KOMA Oklahoma City, aided in mapping radio's role in state's Bond drive which got under way May 6.

NATIONAL NIELSEN-RATINGS TOP PROGRAMS

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
MARCH 20-26

Current Rank	Previous Rank	Program	Homes (000)	Current Rating	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre	13,018	34.6	+3.7
2	3	Godfrey's Talent Scouts	9,970	26.5	+1.6
3	4	Fibber McGee and Molly	9,481	25.2	+1.4
4	6	My Friend Irma	8,691	23.1	+0.3
5	2	Jack Benny	8,127	21.6	—5.3
6	5	Walter Winchell	7,750	20.6	—2.9
7	11	Bob Hope	7,525	20.0	—0.4
8	8	Amos 'n' Andy	7,261	19.3	—2.5
9	18	Mystery Theatre	7,073	18.8	+0.4
10	29	People Are Funny	6,998	18.6	+2.0
11	9	Suspense	6,998	18.6	—2.1
12	7	Mr. Keen	6,960	18.5	—3.9
13	10	Mr. District Attorney	6,923	18.4	—2.2
14	20	Mr. and Mrs. North	6,772	18.0	—0.3
15	12	Adventures of Sam Spade	6,735	17.9	—1.9
16	17	This Is Your FBI	6,659	17.7	—0.7
17	28	Gene Autry Show	6,546	17.4	+0.5
18	13	FBI in Peace and War	6,546	17.4	—2.2
19	15	Stop the Music (4th Qtr.)	6,396	17.0	—2.1
20	38	Big Story	6,396	17.0	+1.8
EVENING, MULTI-WEEKLY					
1	1	Lone Ranger	5,907	15.7	+0.1
2	2	Beulah Show	5,079	13.5	—1.1
3	3	Counter-Spy	5,079	13.5	—0.6
WEEKDAY					
1	1	Arthur Godfrey (Ligg. & Myers)	4,778	12.7	+0.4
2	11	Arthur Godfrey (Nabisco)	4,063	10.8	+1.2
3	8	When a Girl Marries	3,913	10.4	0.0
4	6	Young Widder Brown	3,800	10.1	—0.5
5	2	Ma Perkins (CBS)	3,800	10.1	—1.0
6	5	Stella Dallas	3,649	9.7	—1.0
7	4	Right to Happiness	3,537	9.4	—1.3
8	7	Backstage Wife	3,499	9.3	—1.2
9	9	Our Gal, Sunday	3,499	9.3	—1.1
10	3	Pepper Young's Family	3,424	9.1	—1.6
11	12	Wendy Warren	3,386	9.0	—0.6
12	14	Guiding Light	3,386	9.0	—0.4
13	10	Big Sister	3,311	8.8	—1.1
14	25	Arthur Godfrey (Gold Seal)	3,273	8.7	+0.6
15	16	Rosemary	3,236	8.6	—0.4
DAY, SATURDAY					
1	2	Armstrong Theatre	3,875	10.3	—2.7
2	3	Stars Over Hollywood	3,537	9.4	—2.7
3	1	Grand Central Station	3,499	9.3	—4.0
DAY, SUNDAY					
1	2	Quick as a Flash	4,665	12.4	—0.5
2	1	True Detective Mysteries	4,552	12.1	—1.5
3	4	House of Mystery	3,612	9.6	—1.3

Copyright A. C. Nielsen Co.

WGLN HONORED
In Fresh Air Fund Campaign

WGLN Glens Falls, N. Y., last Tuesday received the 1948 Friendly Town radio citation from the New York *Herald Tribune* Fresh Air Fund. The award is made annually to the station which most effectively supports the local campaign for sending needy children to the country through the fund.

Other stations receiving special mentions were: WDOS Oneonta, N. Y.; WHCU Ithaca, N. Y.; WLCR Torrington, Conn.; WHOB Gardner, Mass.; WWNH Rochester, N. H.; WEEX Easton, Pa.; WHDB Portsmouth, N. H.; WKOB North Adams, Mass.; WBOC Salisbury, Md., and WKKL Concord, N. H.

On the judging committee were Niles Trammell, NBC president; Mark Woods, ABC president; Edgar Kobak, MBS consultant; CBS Vice President Howard Meighan, and Dr. John Gray Peatman, of City College of New York, chairman of the National Committee on Radio and Television Awards. Material for judging was submitted by stations in the 13-state Friendly Town area which indicated the extent of their efforts in behalf of the fund.

SIX THOUSAND recordings made by Canadian Broadcasting Corp. during World War II in all theatres of operation have been filed for posterity with National Archives at Ottawa.

POLK CASE
CBS Airs Report

DESPITE the convictions by a Greek court of three Communists accused in the murder of George Polk, CBS correspondent, CBS believes the whole truth of the crime has not been told.

In a report on the Polk case broadcast by CBS last Wednesday evening, correspondents who were on the scene described it as an "unfinished story."

Winston Burdett, who has been in Greece during the prosecution of the three accused, two of whom were tried in absentia, said the investigation should go on. "The whole truth about Polk's death has not yet been told," Mr. Burdett said.

"Perhaps it cannot be for a long time in a country ridden by civil war, but the investigation should continue if the Polk case is to reach a detailed and complete solution. This is an unfinished story."

Magnecord Tape

MAGNECORD INC., Chicago, manufacturer of recording equipment and magnetic tape, is supplying Mutual headquarters in New York with equipment for use in delayed broadcasts during the 22 weeks of daylight savings time. Magnecord Inc. was incorrectly identified in the April 25 issue of BROADCASTING.



This transmitter is now operating at WBKB and will be available May 15, 1949 when WBKB switches to its new equipment.

TELEVISION TRANSMITTER, sound and picture, now operating on Channel 4, Chicago. Power output 4Kw. Includes RCA 3 bay super turnstile antenna, 600 feet 1⅝" air coax, Blaw-Knox self-supporting two-hundred foot tower, water cooling equipment. Excellent condition. Ready to operate immediately on any low band channel. All reasonable offers considered.

WRITE OR WIRE JOHN H. MITCHELL

BALABAN & KATZ
TELEVISION THEATER

WBKB
CHICAGO

Chisel Splurge

(Continued from page 23)

buying, manufacture or distribution of rayon products has a stake in this program, for greater knowledge results in increased consumer satisfaction with rayon merchandise."

On the final page of its brochure, American Viscose reproduces statements about rayon's advantages as broadcast on a number of stations. It winds up with this statement: "Avisco's educational news service reaches national and local networks. During 1948 an average of over four radio programs each day included material based on Avisco news service scripts. By the end of the year approximately 1,600 broadcasts on rayon resulted from this service."

The first serious attempt of P. I. peddlers to crash television was made by Warrington C. Wademan, product consultant engineer, of 304 Central Ave., Orange, N. J. The firm's letterhead lists such services as research, design, development and production.

A. E. Mitchell, writing as secretary-treasurer of Wademan Industries, invited WTMJ-TV Milwaukee to offer its viewers "Scrubies," retailing for $1 per pair. This "household necessity," he explains, is used "by college girls and business women, show people and traveling women, housewives everywhere, Navy men, children in camp, etc." Scrubies are described as about 3 inches in diameter and ¾ inch thick and "a pair should be in every bathroom, every kitchen and every laundry."

Getting down to business, the letter makes this proposal: "We would like to have Scrubies demonstrated through television on a commission basis in which the purchasers mail their money and orders to your station, and you deduct your percentage and turn the remainder over to us. It is immaterial to us whether your office or ours takes care of mailing the merchandise to the customers."

The Canadian transcription offer drew a sharp answer from Julian F. Skinnell, operations manager of WLBR Lebanon, Pa. Acceptance of these programs "is tantamount to the station's own admission that its facilities are of no value," Mr. Skinnell wrote Rupert Lucas, public relations counsel handling the series for the Canadian government.

In the AM field a sudden surge of P. I. offers has appeared. One of them inferred that NAB had abandoned its opposition to P. I. business. This brought a statement from Victor C. Diehm, general manager of WAZL Hazleton, Pa., that he had talked to A. D. Willard Jr., NAB executive vice president, and Maurice B. Mitchell, director of broadcast advertising. Both said they had made no statement showing a change in the NAB policy.

Mr. Diehm's views were expressed in a letter to Robert E. Barringer, RA-AD Assoc., Mills Bldg., San Francisco.

NAB has received many complaints from stations that Artwil Co., 22 W. 48th St., New York, has approached them with a P. I. proposition. The agency writes that it specializes in mail order and does "considerable advertising in newspapers and magazines." As to radio, however, it says: "Our clients are interested in using radio and we understand you will work on a P. I. basis." The statement is made to many stations strictly opposed to this type of unethical advertising.

Marathon Commission

A marathon commission deal is proposed to stations by Consumers Wholesale Co., distributors, factory representatives and mail order, of 298 Harrison Ave., Nashville. C. L. Furr, of the company's advertising department, offers a series of propositions starting with a dutch oven and following with a china set, stainless steel flatware and then a cold pack canner as the canning season arrives. The company will pay $1.25 net on $4.95 orders and $1 on $3.95 orders.

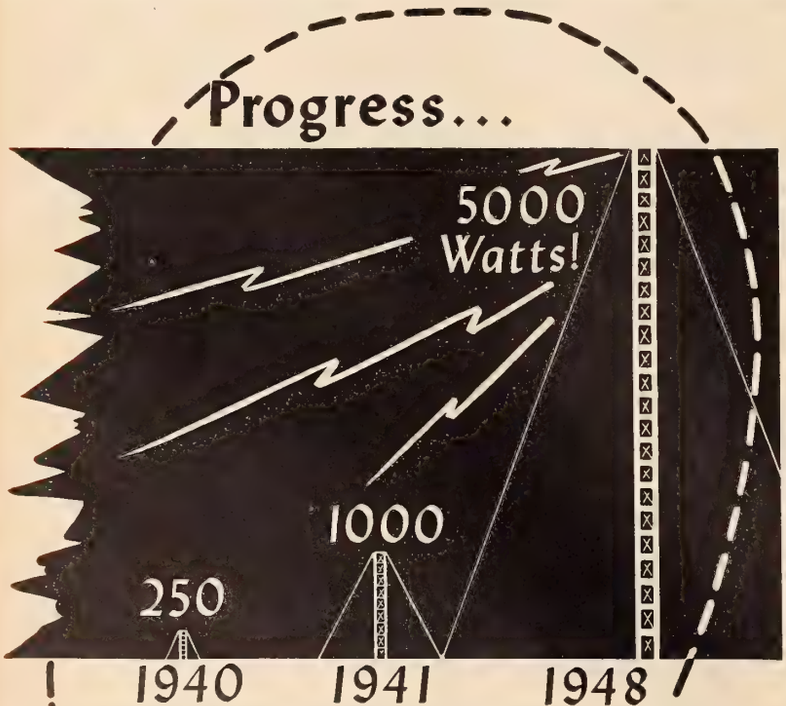
Another household item, the "revolutionary Presto Gun," is offered by Kitchen Economy Inc., 184 10th St., Oakland, Calif. The gun sells for $5.95. Of this the station gets only $1, exceptionally low for P. I. business.

S. Tessler, sales manager for the company, suggests stations "use either three 10 or 15-minute periods each day to fully cover your potential. After a week or two of results, we can ascertain which locations are doing the job and concentrate our efforts on that period."

Harold S. Schwartz & Assoc., 1227 Loyola Ave., Chicago, offers as lure the claim that one 50 kw station in Texas earned $13,800 in the last six months as a result of 27,611 inquiries on a 19-cent photo enlargement that pays 50 cents per inquiry. The photo offer is made on behalf of Hollywood Film Studios, according to a letter by Harold S. Schwartz. Continuity and literature are provided, along with a 10-minute disc "cut by Randy Blake of the *Suppertime Frolic*, WJJD Chicago, if you would care to use it."

"One of the most spectacular sales promotions in radio history" is proposed by Marvel Sales Corp., 18 E. 41st St., New York 17. The firm markets Little Marvel Electric Water Heater, selling for $4.98, with the station getting $2 per sale on a per-order basis. The company "will buy time if your station will guarantee orders on the same pro-rata basis."

Southern Products Co., P. O. Box 372, Vidalia, offers stations 40 cents for each sale of "three big full pound loaves of Tolly's Peanut Cream Loaf for only $1.98 plus actual postage charges." Purchasers of the candy will learn how to get a set of dishes or camera as a gift.



The whole history of KROD has been one of growth and progress—and service. In 1949 our power is 20 times what it was in 1940. There's just no better way to sell the vast El Paso Southwest market than 5000 Watt KROD, key station of the Southwest Network, CBS regional outlet, far-west link of the Lone Star Chain.

KROD
EL PASO, TEXAS

Dorrance D. Roderick
President
Val Lawrence
Vice-Pres. & Gen. Mgr.
Represented Nationally by
Taylor-Borroff & Co., Inc.

GOODWILL SERIES

Canada To Offer Free Shows

THIRTEEN CANADIAN recorded programs with Hollywood stars and a Canadian actress, Giselle, will be distributed, starting early this month, to 500 U. S. stations, to "inspire better understanding between Canada and the United States." Rupert Lucas, Canadian producer, formerly of J. Walter Thompson Co., Hollywood, has just returned to Toronto after completing arrangements in Hollywood. Mr. Lucas told BROADCASTING that the entire series is being recorded in Hollywood by C. P. MacGregor, and will go free to any U.S. stations wanting to carry it.

With the exception of about five 50 kw stations, most stations carrying the quarter-hour program will be small market and low power outlets. Each station will receive a plaque with a crest of Canada, inscribed "Canada acknowledges a friend in . . . (name of station)."

The series, Mr. Lucas stated, is strictly a goodwill proposition, with no tourist message included, and is written to show how the two countries need each other, and why Canada is temporaily short of U.S. dollars. It is being produced indirectly by the Canadian government through the International Service of the Canadian Broadcasting Corp. There is no tie-up with the Canadian government's Travel Bureau, which is buying much space in U.S. publications, Mr. Lucas said.

Artists taking part in the series include Jack Benny, Bob Hope, Eddie Cantor, Ozzie & Harriet, Burns and Allen, Greer Garson, Ronald Colman, Herbert Marshall, Ray Milland, Helen Hayes and Koussevitsky and the Boston Symphony Orchestra.

Upcoming

May 12: New England Regional Network dinner honoring New England Congressmen, Mayflower Hotel, Washington.

May 16-19: RMA 25th annual Convention and Parts Industry Trade show. Stevens Hotel, Chicago.

May 19: Southern California AAAA meeting, Los Angeles.

May 20: AFRA Ball, Hotel Astor, New York.

May 26-27: Virginia Assn. of Broadcasters, Williamsburg, Va.

May 29-June 1: Advertising Federation of America 45th annual convention. Houston, Tex.

June 3: Kentucky Broadcasters Assn., Louisville.

June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.

June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.

July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.

Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting. Northernaire Hotel, Three Lakes, Wis.

Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel Chicago.

Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Nov. 11-12: NARND Convention, New York.

TIME COSTS
Too High, ANPA Claims

(ANPA story page 24)

ADVERTISERS are re-evaluating radio programs in favor of newspapers because of the rising costs of using the airwaves, newspaper publishers were told Thursday afternoon in a presentation by American Assn. of Newspaper Representatives.

The presentation was made as part of the "Newspaper Week" round of activities held in conjunction with American Newspaper Publishers Assn. meeting in New York. The presentation holds that Newspaper efficiency once again booms up as the sharpest, keenest device for making every advertising dollar work." It was prepared primarily to sell advertisers in the food fields.

Its primary argument against radio is that the increase of stations has chopped up the radio audience, thereby increasing the advertiser's costs. It admits television is a medium of "tremendous potential impact" but as yet has served only to further divide radio.

Says the presentation:

"There has been an increase of more than 1,000 radio stations, more than 100% more stations today than in 1941. This has divided, chopped up the radio-listening audience, and as these stations have multiplied, the cost to the adversiter has risen into what many manufacturers regard the field of diminishing returns.

"It is too early to appraise the cost and coverage of television because that medium is still in the development phase. It is admittedly a medium of tremendous potential impact but as yet of severe limitations—98% of the homes in this country are as yet unequipped with television. Television's chief effect thus far has been rather to reduce the effectiveness of radio, further to divide the radio audience and consequently further to increase the dilemma of the food manufacturer who finds himself with large commitments in radio programs.

"Newspapers have been better able to cope with higher operating costs and have found additional means of getting the necessary revenues to help meet these costs, with the result that newspaper milline rates today are only 1% more than they were in 1945, and are actually less than they were in 1939.

'Happy Family'

LOCAL elections in Charlotte, N. C., are being covered by four Charlotte stations under a cooperative plan. WSOC WAYS WIST (FM) and WBT have set up jointly shared radio election headquarters in the Criminal Court room of the County Court House. In addition to radio coverage from this room, a large bulletin board is maintained for posting returns. Advertisements run in local papers invite the public to come to the Court House "or keep their radio tuned to one of the four stations." Newspapers also have publicized the joint effort of the stations, according to J. R. Covington, WBT promotion manager. "In fact," Mr. Covington reported, "we're just one big happy family."



DEAN LANDFEAR, emcee of *Voice of Iowa* over WMT Cedar Rapids, received multitude of hard boiled eggs when he offered prize to designer of best decorated Easter egg. Winning egg was large "Carmen Miranda".

RIGHT ANSWER
Brings Manager Many Gifts

AT LEAST one station manager has finally learned how it feels to be on the receiving end of a giveaway show.

Henry A. Sullivan received the windfall by giving the right answer to a proposal by the Inter City Advertising Co. of North Carolina that he manage the company's WKIX Columbia, S. C.

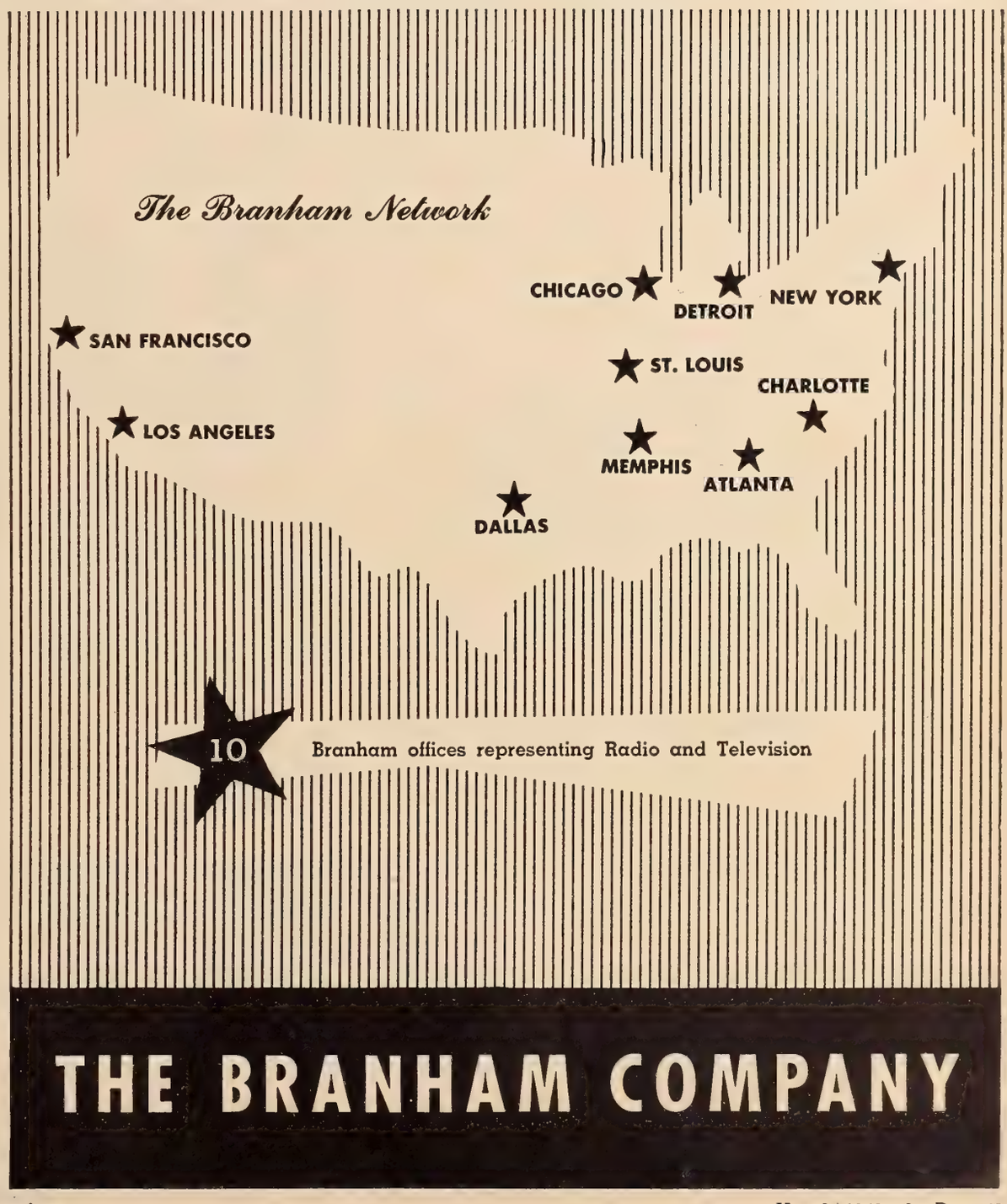
Mr. Sullivan and his wife, Frances, thought they had become the winners of a giveaway show when showered with gifts upon his departure from WDSC Dillon, N. C., which Mr. Sullivan had managed for two years. Among the presentations were a gold Hamilton watch from the WDSC owners, a brief case from staff members, silverware from Mrs. Sullivan's bridge club and variety of smaller gifts.

In addition, they were feted at many parties and dinners given by staff members, the bridge club and the Men's Bible Class of the Methodist church of which Mr. Sullivan was president.

After graduation from Atlantic Christian College he became a part time announcer and bookkeeper on WGTM Wilson, N. C., then program director of WBIG Greensboro — then manager of WDSC.

Inter City, owned by G. W. Dowdy, B. T. Whitmire, H. H. Thoms and J. H. Doughton, is composed of WKIX, WAYS Charlotte and WCOG Greensboro.

JOHN B. ROBERTS, director of Temple U. Radio Workshop, announced that WHRC Haverford College and WVIL Villanova College have joined The *Philadelphia Inquirer* Collegiate Network. They began network operations the week of April 25.



AM vs. TV

RELATIVE impact of a TV and an AM broadcast may be gauged by the *Original Amateur Hour*, sponsored by P. Lorillard Co. for Old Gold cigarettes on the DuMont Television Network, Sunday, 7-8 p.m., and on ABC (AM), Wednesday, 8-9 p.m. Program asks listeners and viewers to vote for their favorite acts by phoning the station they are tuned to. In New York, which has 535,000 TV sets in the metropolitan area compared with 3,700,000 AM sets (according to NBC estimates), the telecast outpulls the AM broadcast appreciably in the city telephone votes, according to Lennen & Mitchell Inc., New York, Old Gold agency.

Shortwave Bill

HOUSE Foreign Affairs Committee last Tuesday reported favorably a bill authorizing transfer of certain government-owned international shortwave facilities from Reconstruction Finance Corp. to State Dept. The measure, involving an administrative transfer dealing with land rents, was reported without amendments and placed on the House calendar. It is expected to be considered today.

AFCCE ELECTS

Gillett Is President Of Engineer Group

GLENN D. GILLETT, veteran Washington consulting radio engineer, was elected president of the Assn. of Federal Communications Consulting Engineers at the organization's first annual meeting last week. He succeeds C. M. Jansky Jr., who was elected to head the AFCCE last fall upon its formal organization [BROADCASTING, Nov. 22, 1948].

Andrew D. Ring was elected vice president, succeeding Mr. Gillett. George C. Davis was named secretary and James C. McNary treasurer. Mr. Ring had been secretary and Mr. Davis treasurer. George M. Lohnes and Frank H. McIntosh were named to two-year posts on the organization's executive committee to fill vacancies left by retirement of Mr. Jansky and John Creutz. Continuing to serve for another year are Frank G. Kear and Joseph A. Chambers. All officers are automatically members of the executive committee.



Mr. Gillett

Mr. Gillett stated that steps are under way to secure recognition for consulting engineering as a profession from the District of Columbia. He also indicated that the association plans to undertake cooperative studies of basic engineering problems and to seek simplification and betterment of FCC engineering standards.



Mr. Ring



Mr. Davis

Initial steps toward organization of AFCCE were taken about a year ago [BROADCASTING, May 3, 1948]. Formal organization occurred last fall, when constitution, by-laws and canons of ethics were adopted. Active and associate memberships are open to all qualified communications engineers whose work brings them within the scope of FCC.

During the past year considerable effort has been put into formulation of the strict code of ethics to guide the professional conduct of association members. These cover professional life in general,



Mr. Lohnes



Mr. McIntosh

relations with the public, clients and employers, as well as relations with other engineers.

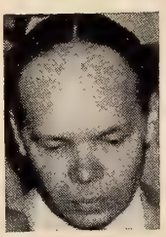
Mr. Gillett's statement in full follows:

The aim of the association this year will be to build on the foundation which has been so carefully laid during the initial year. Much of our time and attention of necessity has been devoted to the organization of the association and the formulation of its broad objectives. Thus the constitution and by-laws were drawn up and adopted after much consideration and discussion. After further study the Canons of Ethics and the requirements for membership were formulated and adopted together with the letterhead and seal of the organization.

Steps have been taken and are underway to secure from the District of Columbia government the recognition that the practice of consulting engineering is a profession. Presentations



Mr. Creutz



Mr. McNary

were made to the FCC in reference to certain standards concerning the computation of field strength distribution.

While of necessity the size of the organizing group had to be limited to the older members of the profession who were regularly and easily available in Washington, it was the intent of the entire founding group that all other engineers of good standing and adequate experience in the field should become members. The association wants and needs the benefit of the experience of all these in our efforts to raise the standards of the profession.

We have been particularly gratified by the strong support and endorsement we have received from the major networks through their top broadcast engineers becoming associate members of the organization. This is the only organization directly concerned with the standards of conduct and performance of the engineers practicing in work with the FCC.

It is hoped that through conference and discussion with the FCC and its engineers that we can work towards simplified but better engineering standards in the regulation of the industry. The association also will work to establish studies of basic engineering problems so that better fundamental data may be available to the industry to permit the most effective and orderly development of the art.

NAB BOARD

Committees Are Named

NAMES of NAB directors serving on the board's standing committees were announced last week by NAB President Justin Miller. The reconstituted committees will serve until the next convention.

Directors also were named to serve as liaison members of NAB executive committees. Appointments of association members to the executive committees have not yet been made other than naming of John J. Gillin Jr., WOW Omaha, as chairman of the combined Sales Managers & Small Market Stations Executive Committee. Final decision has not been reached on the form this combined group will take under NAB's new Broadcast Advertising Bureau setup (see BAB story page 25).

Board standing committees:

BY-LAWS: Hugh B. Terry, KLZ Denver, chairman; G. Richard Shafto WIS Columbia, S. C.; Allen M. Woodall, WDAK Columbus, Ga.

CONVENTION SITES AND POLICY Howard Lane, WJJD Chicago, chairman; James D. Shouse, WLW Cincinnati, Charles C. Caley, WMBD Peoria Ill.

FINANCE: John F. Meagher, KYSM Mankato, Minn., chairman; Clyde W Rembert, KRLD Dallas; William B Quarton, WMT Cedar Rapids, Iowa Harold E. Fellows, WEEI Boston Harry R. Spence, KXRO Aberdeen Wash.

MEMBERSHIP: Gilmore N. Nunn WLAP Lexington, Ky., chairman; H W. Slavick, WMC Memphis; Merril Lindsay, WSOY Decatur, Ill.

Association directors named as board liaison members of the NAB's standing committees were

EMPLOYE-EMPLOYER RELATIONS Calvin J. Smith, KFAC Los Angeles Harry Bannister, WWJ Detroit.

ENGINEERING EXECUTIVE: G Richard Shafto, WIS Columbia, S. C. Merrill Lindsay, WSOY Decatur, Il

FM EXECUTIVE: Everett L. Dillard KOZY Kansas City; Frank U. Fletcher WARL-FM Arlington, Va.

LEGISLATIVE: Clair R. McCollough WGAL Lancaster, Pa.; Gilmore N Nunn, WLAP Lexington, Ky.

MUSIC ADVISORY: Campbell Ar noux, WTAR Norfolk, Va.; H. W Slavick, WMC Memphis.

PROGRAM EXECUTIVE: Harold I Fellows, WEEI Boston; George I Coleman, WGBI Scranton, Pa.

PUBLIC RELATIONS EXECUTIVI William B. Quarton, WMT Ced Rapids, Ia.; Kenyon Brown, KWF Wichita Falls, Tex.

RESEARCH: Charles C. Cale WMBD Peoria, Ill.; Michael R. Hann WHCU Ithaca, N. Y.

SALES MANAGERS AND SMAL MARKET STATIONS: John F. Meagl er, KYSM Mankato, Minn.; Robert I Enoch, KTOK Oklahoma City, Okla.

UNAFFILIATED STATIONS: Fra U. Fletcher, WARL-FM Arlington, Va Glenn Shaw, KLX Oakland, Calif.



CORESPONDENT My wife used to darn my socks, do the laundry, clean up the house and have dinner ready on time. She was a real helpmate. Now she just sits and listens to KXOK all day long. Either KXOK goes off the air, or I'm giving my wife the air . . . naming KXOK as corespondent.

Irate Husband

Dear Irate:

Don't blame your wife. Hundreds of thousands of women are in love with our daytime programming. KXOK's daytime Hooper listening index has increased three years in a row. Any John Blair representative will make a good witness for you.

KXOK, St. Louis
630 on your dial

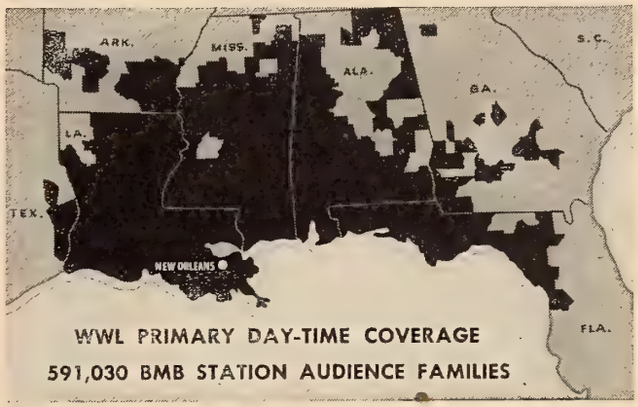


3 Beauties of the Deep South

1. "MADEWOOD", at Napoleonville, La. This beautiful plantation home is one of the showplaces of the South. Erected over 100 years ago by Thomas Pugh near storied Bayou Lafourche in southern Louisiana.



2. SHRIMP FLEET at Morgan City, La. The waters here produce the largest shrimp found anywhere in the world. Over 4½ million pounds were processed in Morgan City last year. Flourishing seafood industries of the Deep South are still another reason why WWL-land is ahead of the national average in increased income, increased buying power, and general prosperity.



3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

AP, UP, INS

(Continued from page 32)

In little more than 12 months, 30 such associations have been formed covering 39 states, the District of Columbia and Alaska, the board reported.

The board also reported that during 1948 radio made enormous expansion in AP roles—far outrunning newspapers. Radio membership in the U. S. increased from 456 to 940. In the newspaper field, although 14 afternoon, one morning and three Sunday papers were admitted to membership, total membership went only from 1,707 to 1,708—the single increase being the end result of consolidations and other changes.

In an announcement later, Mr. Gramling brought the total radio membership to 1,010. He reported radio clients now outnumber AP newspaper clients in 10 states and in the District of Columbia. The states are Alabama, Georgia, Louisiana, Maine, Maryland, North Carolina, Mississippi, Oregon, Utah and Wyoming.

Robert McLean was reelected president of the Associated Press.

Two new vice presidents also were named by the board: James M. Cox Jr. of the *Dayton Daily News* and president of WHIO Dayton, and Robert B. Choate of the *Boston Herald*, who is president of WHDH Boston. Mr. Cox, who was named first vice president, succeeded E. M. Dealey, *Dallas* (Tex.) *Morning News*, who is president of WFAA Dallas. Mr. Choate, second vice president, succeeded Buell W. Hudson, *Woonsocket* (R. I.) *Call*.

Executive officers re-elected were: Kent Cooper, executive director; Frank J. Starzel, general manager; Lloyd Stratton, secretary, and Robert Booth, treasurer.

Five men were re-elected to the board of directors and a sixth was elected for the first time. All six are with newspapers which have station affiliations. Those named were:

Arthur Hays Sulzberger, *New York Times* and WQXR New York; James E. Chappell, Birmingham *Age-Herald* and WSGN Birmingham; Paul Bellamy, Cleveland *Plain Dealer* and WHK Cleveland; J. R. Knowland, Oakland (Calif.) *Tribune* and KXL Oakland; O. S. Warden, Great Falls (Mont.) *Tribune* and KMON Great Falls; B. M. McKelway, Washington (D. C.) Sunday *Star* and WMAL Washington. Mr. McKelway was the newly added board member.

INS Reports Gains

INS, which also held meetings during the week, reported impressive gains during the year.

Seymour Berkson, vice president and general manager, said domestic and foreign clients increased—157 newspapers having been added and 49 radio stations and 29 television stations.

"In the television field itself," he said, "our growth since Jan. 1, 1948, has been phenomenal. We now serve 45 out of the 60 existing television stations with one or more of our news elements. Our television news material reaches 30 out of 36 television market areas.

"These television news packages consist of daily and weekly newsreels produced in collaboration with Telenews Productions, daily news photo packages produced by our picture affiliate, International News Photos, and newstape and page printer news bulletin service produced by our news staff. We are the only news agency to date to provide such comprehensive news coverage for television stations. We have pioneered in this field since early in 1946."

Praises Newsmen

Mr. Berkson also reported on the accomplishments of many INS newsmen. Among them, he singled out Ed Stein, INP television editor, for his "brilliant creative work" in devising the format for *Camera Headlines*, now being telecast over DuMont network.

UP in its series of business meetings reported it now is serving more than 1,200 stations. That is exclusive of television clients or FM stations operated in conjunction with AM station clients. The total of all clients is 3,214, UP reported.

Phil Newsom, radio news manager, said regional service on the UP's domestic radio wires has been expanded to the point where virtually every state now has its own wire for some five and a half hours each day. The wire carries 22 regular daily and weekly features, aside from scripts of particular timeliness.

Mr. Newsom further reported that the number of types of sponsors of the regular features again increased in 1948. A survey in 1946 showed 77 different types of sponsors; in 1947 there were 115, last year 178, he said.

STATE DEPT.

Changes Proposed in Bills

CONGRESS last week took action on twin House and Senate legislation designed to concentrate greater responsibility in the hands of State Dept.'s assistant secretary for public affairs, dealing with information and education, and other similar level posts—while strengthening the top command.

The Senate Foreign Affairs Committee on Tuesday reported to the Senate a bill (S 1704) which it unanimously favored in committee April 19. Meanwhile, the House committee conducted hearings on a similar measure. Purpose of each is, broadly, to improve and strengthen State organization.

The Senate proposal, in effect, would increase the number of assistant secretaries from six to ten, as would the House bill, and centralize in the State Secretary authority for conduct of foreign affairs now vested in subordinates.

BASEBALL

Interstate Commerce Views

BROADCASTS and telecasts of baseball games do not bring the sport into the field of interstate commerce, organized baseball told Federal District Court in New York last week.

The claim was made in answer to Danny Gardella's $300,000 damage suit resulting from his suspension from organized baseball for jumping to the Mexican League. The former New York Giants outfielder claimed baseball is in interstate commerce, and therefore subject to anti-trust laws, by virtue of broadcasts and telecasts [BROADCASTING, Feb. 14].

Broadcasting and telecasting are incidental and "in no way necessary for, or a part of, the giving of baseball exhibitions," the defendants declared. They are the Giants, Baseball Commissioner A. B. Chandler, President Ford C. Frick of the National League, President William Harridge of the American League, and President George M. Trautman of the minors' National Assn. of Professional Baseball Leagues.

The Federal District Court has been instructed to determine whether carrying ball games by radio for fees brings the sport into interstate commerce. The instruction came from the New York Circuit Court of Appeals in the Gardella case.

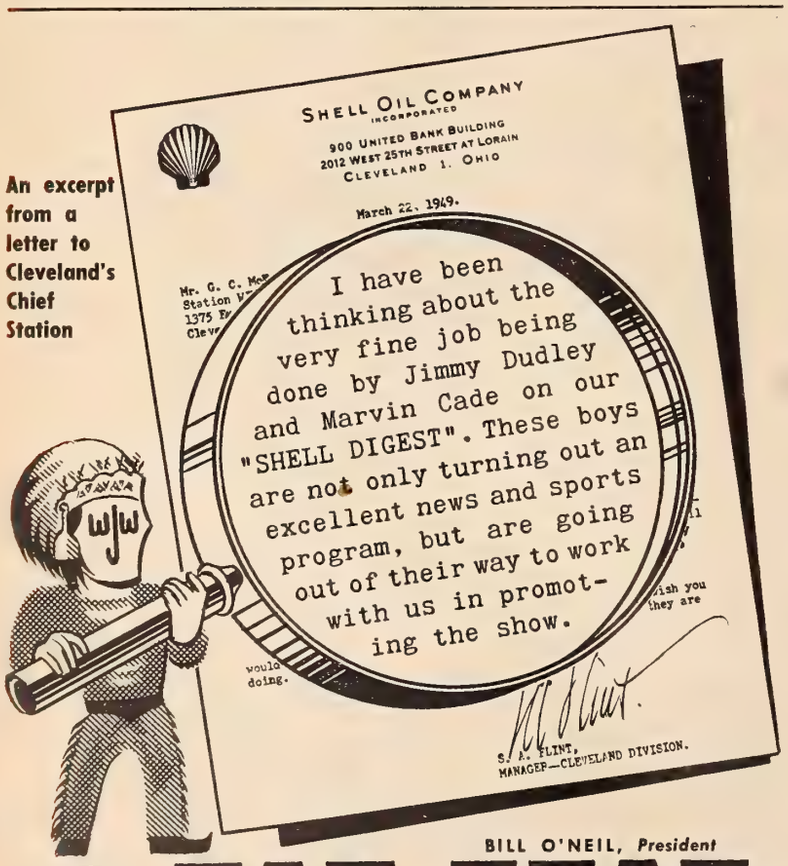
The prevailing Supreme Court decision on baseball's status under the anti-trust law was handed down down in 1922, before the day of baseball broadcasts and telecasts. It held that baseball is not in interstate commerce. Spokesmen for organized baseball say they will take the Gardella case to the Supreme Court if necessary.

Meanwhile, the Justice Dept. for some time has been studying baseball practices with respect to radio and television rights, to determine whether a full-scale anti-trust investigation should be launched. The decision on the sport's interstate commerce status would be controlling in that connection. There also are two pending House bills, offshoots of the Gardella and similar cases, which would exempt all organized professional sports from anti-trust prosecution by holding that they are not in interstate commerce [BROADCASTING, April 18].

RWG Contract

CONTRACT for freelance scripter between Radio Writers Guild and agencies, package producers and sponsors was reported to be 8 pages long last week—with the agreement still in the revision mill. First draft of the document was put together by Austin M. Fisher, management representative. Illness of RWG counsel has delayed completion of the pact for several weeks.

An excerpt from a letter to Cleveland's Chief Station



BILL O'NEIL, *President*

WJW

CLEVELAND

BASIC ABC Network

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

639 TYPE CARDIOIDS ARE BETTER FOR

AM-FM-TV



***BETTER** Front to Back Discrimination*
***BETTER** Signal to Noise Ratio*
***BETTER** Frequency Response*

The popular Western Electric Cardioids deliver quality performance —are attractive in appearance. The 639A offers three pick-up patterns, the 639B provides six. They are ideal for any pick-up assignment in AM, FM or TV. For immediate delivery, get in touch with your local Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

—QUALITY COUNTS—



The 639A offers a choice of the top three pick-up patterns in this panel. The 639B provides all six patterns.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

Western Electric

DISTRIBUTORS: IN THE U. S. A.— Graybar Electric Co. IN CANADA— Northern Electric Company, Ltd.

Video Views

(Continued from page 34)

serialization of Gen. Eisenhower's *Crusade in Europe* at $15,000 per installment or $390,000 for the series. He estimated that 2,500,000 people see and hear Admiral's *Broadway Revue.*

"This is only one of the top television shows. Certainly, TV programming can't be too bad if over 20 million people view 10 television shows," he said. He pointed to Admiral's further confidence in TV by its recent contract to jointly sponsor *Stop the Music* with Old Gold cigarettes beginning May 5.

He noted that, contrary to general opinion, there is strong evidence to prove that much of the money going into TV sponsorship is new money. He recalled that NBC has reported 40% of its television time has been bought by NBC-AM advertisers without taking any money from their appropriations, and 60% of the time has been bought by new advertisers.

"Undoubtedly, in two or three years, television will be in definite competition with other media for the advertising dollar, but as far as radio is concerned, I would like to make this statement—radio will continue for many years to come, if for no other reason than because of the fact that 1948 radio sponsors spent a whopping $550 million."

Mr. Mintz noted that the January total of 727 advertisers had swelled to 1,147 as of March 1.

ANPA

(Continued from page 24)

level where most retailing is done, he said.

At sessions Thursday, which were closed, many matters of interest to broadcasters were covered.

Fred Schilplin of the *St. Cloud* (Minn.) *Times* and president of KFAM St. Cloud, advised newspaper publishers to go slow about embarking on radio projects.

Last year, all radio-owning newspapers represented at the convention said they had made money with them. This year, of 28 asked if their stations were making money, only 14 said they were.

Cranston Williams, general manager of ANPA, who summed up the meeting for reporters, said a canvass indicated a general opinion that radio would be "on the rocks" in three years. That opinion was expressed by publishers who cited the large number of stations and the advent of television as the reasons for their views.

At these closed meetings, publishers were unanimous in agreeing that news highlights heard on radios helped sharpen the public's appetite for detailed stories in newspapers—thus radio newscasts helped to sell more newspapers.



ED NEIBLING (1), newscaster at KTUL Tulsa, is shown as he prepared to leave for Brussels to attend the Fourth World Congress of Junior Chamber International, which opened last month. Mr. Neibling, one of two Oklahoma representatives in the 150-member U. S. delegation, is a director of the Tulsa Junior Chamber. His transcribed interviews and reports on the meeting are being broadcast by KTUL. Pictured with Mr. Neibling is an airline pilot.

Calif. Tax

(Continued from page 38)

promoter thought the gate should draw, subject to Athletic Commission approval.

This would be a strictly unworkable and unsound way of doing business, the broadcasters say.

Mr. Westlund said it was difficult to say at this time what chance the proposed bill has of passing the State Legislature. On the day it was approved by the committee, he said, only five committee members were present and it was considered only briefly together with a heavy schedule of other bills. There has been too little discussion about the bill among legislators generally to have any clear idea of their feelings on the matter, he stated.

But you can rest assured, he said, that the California broadcasters will see that it is considered fully before it comes up for a vote by the two houses of the Legislature.

Rail Communications

HEARINGS have been slated by House Interstate & Foreign Commerce Committee for May 17 on legislation that would require certain railroad common carriers to install and maintain communications systems. The measure (HR 378), authored by Rep. Robert Crosser (D-Ohio), House Interstate chief, would amend the Interstate Commerce Act. Another bill, to be considered in the same hearing, would also include the communications clause, but is directed generally toward promotion of safety for employes and travelers. Systems would cover such devices as radio, telegraph, telephone, etc.

Film Report

(Continued from page 35)

(CST) on WENR-TV (ABC). . . . Eight 30-second spots ordered by **Leo Burnett Agency,** Chicago, for the **Brown Shoe Co.** (Roblee shoes for men) include title cards and below-the-knee shots exclusively. Series shows a bride and groom walking out of the church into a waiting car, a weary couple searching for an apartment, picnickers and a shuffling man finding a $50 bill, each followed by the comment "Wouldn't you like to be in HIS shoes?". . . **Atlas** has also completed optical stand one-minute commercials for **Grain Belt Beer,** Minneapolis, through **United Videogram,** and **Fehr Beer,** Louisville. Former, a package of 12, will be telecast locally during the baseball season. Group of six for Fehr will be shown in Louisville. . . .

Douglas Productions, Chicago, has contracted with Olian Advertising to film highlights of Chicago Cubs home games for a 15-minute show, *Today's Ballgame,* which will be sponsored by the **Chicago Metropolitan Ford Dealers** on WGN-TV, same city. Agency is packaging the program. . . . First showing of Douglas' live, on location commercials for the **Chicago Hudson Dealers Assn.** takes place tonight (Monday) on WBKB during sponsorship of dealers' wrestling matches. Shots of varying length were taken in the western suburbs with cars in action on the highway and in showrooms. . . . **Malcolm-Howard,** the agency, is planning a series of animated spots for the **Ambrosia Brewing Co.** (Nectar beer), sponsor of National Girls' professional Baseball League games on WENR-TV Chicago.



Mr. Swaney

Live-action dramas of the home-baking of **Ballard & Ballard,** Louisville, Obelisk biscuit will be released by **Chicago Film Lab.** to Henri, Hurst & McDonald before the end of May. The series includes one-minute spots. . . . **Campbell-Cahill,** Chicago, is producer of two 20-second Dean Milk Co. commercials, featuring Dean's Chocolate Dairy Drink, for **Morris F. Swaney,** same city. Each features children in live action, with a child's voice over opening and closing product animation. Each opens with a question mark which pinwheels into the background to be replaced by a full-screen size view of the product can. **Jim Campbell** does the voice-over narration. Closing is a stop-motion animation, with the cans moving from a straight line into a pyramid. The top can changes position, and a glass appears to catch the liquid as it falls. . . .

Richard Hodgson, director of technical operations for **Paramount Pictures Inc.,** spoke at last Thursday's dinner meeting of the National Television Film Council Inc., New York. Mr. Hodgson discussed the "Paramount Theatre TV System," whereby video image is photographed from the tube, processed and projected on the theatre screen within about one minute. His talk was accompanied by demonstration of the process.

NBC CHARITABLE
Gives Ed Murrow Big Play

IN A FIT of charitable programming, planned or accidental, a large piece of the 15-minute broadcast carried by NBC from the Peabody Awards presentation April 21 was devoted to the acceptance of an award by Edward R. Murrow, one of the most distinguished performers of CBS [BROADCASTING, April 25].

NBC and ABC each carried 15-minute programs from the New York Radio Executives Club meeting at which the awards were made. ABC's spot, from 1:15 to 1:30 p.m., included the four awards won by it and its affiliate, WDAR Savannah.

On the NBC broadcast, from 1:45 to 2 p.m., only two of the four awards won by NBC were presented, some five minutes of the show being occupied by Mr. Murrow's prize. Awards were presented to the other two—KNBC San Francisco and the *University Theatre of the Air*—at points when the presentation ceremonies were not being broadcast.

CREDIT RELAXED
May Stimulate Set Sales

STIMULUS to sale of higher-priced broadcast receivers and television sets is seen in relaxing of the Federal Reserve Boards regulations covering installment buying. Bond Geddes, executive vice president of Radio Mfrs. Assn., said extension of the installment period from 21 months to two years will help sale of higher-priced radio sets.

Effective April 27, the board's Regulation W was amended to cut the down payment on higher-priced radios, other household appliances and furniture from a minimum of 15% to 20%.

Radios and other goods costing less than $100 are not affected by the limitations of Regulation W. In the past the exemption applied to items under $50.

Explaining the action, Thomas B. McCabe, Reserve Board chairman, said most of the items affected are now in supply at prices more favorable to the consumer than was the case a year ago. The board had reduced down payment from 20% to 15% last March 7, at the same time extending maturities from 15-18 to 21 months.

CFOS Owen Sound, Ont., was to have opened new studios on April 20.

Tele-Sports

(Continued from page 35)

sports events. This must be done by making them more colorful spectacles and better all-around shows, he said.

Mr. Gibbons related that boxing and baseball had not suffered poor gates in Washington because of television coverage of those events. He stressed that college authorities must "stop being guided by feelings and fears and start being guided by facts." Mr. Gibbons said he knew of no sport in the Washington area which has suffered yet because of TV.

Mr. Farrington, however, said he believed TV would hurt George Washington's grid events because it is a minor football school. He stated television will be a poor business deal for schools of this class until television stations can "lay it on the line to compensate for those who stay away" from sports events.

Good Games Attract

Mr. Brundige stressed that good sports events will never be hurt by television and pointed out that it is the attraction quality of the game that will count. He recalled the exceptional turnout when Maryland U. played North Carolina in Washington last Nov. 13 despite the fact that the game was televised locally and in addition two other TV outlets were telecasting network football games.

The WOIC sports commentator reminded the group it must not forget that television is here to stay. He warned if any good TV program is to be had at the time of a local game, whether telecast or not, the local game will have to meet the competition.

In the floor discussion that followed, Joseph Labrum, director of publicity for the U. of Pennsylvania when games were first telecast from Franklin Field and now publicity director for the National Football League, commented that some of the professional teams still do not know if TV is hurting or helping their gates. He said no definite survey has been made to date.

He recalled there once had been worries over the effect radio would have at Penn., but that games always were sell outs.

The afternoon session, devoted to "Television in the Future of Higher Education," featured talks by Charles M. Underhill, CBS director of television programs; Caroline Burke, NBC television supervisor for public affairs in education, and Robert Cochrane, program director of WMAR-TV Baltimore. Earl Minderman, assistant to FCC Chairman Coy, read the chairman's address. Presiding was Lynn Poole, director of public relations, The Johns Hopkins U., Baltimore.

Comr. Coy's talk said television will go "a long way to correct one of the major weaknesses of our educational methods—the failure to relate education to life." Television, he said, will stimulate "a new interest in all other sources of information—in the schools, in books, magazines, newspapers."

Comr. Coy's message pointed out that the responsibility rests both with telecasters and educators. Broadcasters, using public-owned frequencies, have been asked by Congress to use these facilities in the public interest and to accord non-profit organizations sufficient time. Educators must learn how to use TV effectively and work with broadcasters to develop programs suitable for adult education "which must be aired at a good listening time."

The FCC chairman in his message said he hoped "some of the better-financed universities would start thinking seriously of building their own television stations." Mr. Minderman, in reply to questions on this point, stated FCC has not yet provided for educational, noncommercial video stations. He also said that Comr. Coy has estimated that UHF stations would be operating in 1950.

Mr. Underhill told the group "television will be a tremendous medium for education" but that as it becomes a mass medium it may be difficult to supply the needs of many small and varied groups. He said TV's most far reaching job in education would be done by indirection although some direct "education" programs may be successful. The direct approach is easy, he said, but it doesn't always attract and hold the audience. He pointed out that good advertising is educational in many ways.

Mr. Cochrane discussed in detail what he would do about television if he were a college public relations director. He urged educators to take careful stock of what they had to offer first. Possibilities in programming for new stations were related and Mr. Cochrane urged college officials to get to know their local television people early.

Aural Record Cited

Miss Burke pointed out the excellent job aural radio has done in both the direct and indirect education field. She commented on TV's vital new factor of adding sight to sound and said that television programming to be effective should be "doing and not just showing."

Television also came before the ACPRA convention in other instances last week. W. Lowell Treaster, Michigan State College, who is the association's director of media activities, stated that a new project has been started to gather "television experiences from colleges and universities now emloying this new outlet." He said it is hoped the information "will be useful to all schools planning to sponsor television broadcasts."

Edward P. VonderHaar, ACPRA secretary-treasurer, reported that charts for the lay-out of stadium television booths, which were prepared last year by NBC in cooperation with an ACPRA sports committee, are now available upon request.

Blue Chip Programs at penny-ante prices!

Let's face it! With live-talent program costs soaring . . . with television cutting into radio budgets ...with advertisers everywhere tightening belts, you've got to offer your prospect more than airtime. You've got to pitch him a sharp idea... open his eyes to a real sales opportunity, if you want him to reach for his pen.

What today's local advertiser wants . . . more than ever . . . is a blue-chip program at penny-ante prices. A program with big names . . . big-time format ...current songs and music woven into a listenable framework for his commercials. He wants talent that will compete with network shows...a program angle that'll make his show remembered. Above all, he wants a flexible show that can be tailored to his individual merchandising requirements.

Will a "record show" fill the bill? No! It's not "big-time." Will an open-end platter . . . a "canned package" do it? Maybe, but what about cost?

Will a well-integrated transcribed musical show that features top stars, patter and late tunes rouse your prospect's interest? It certainly should, if there's an idea behind it and the price is right.

Capitol Transcriptions' unique library program service provides you with just this sort of big-time, low-cost musical show. When you offer Capitol programs . . . the big-time shows tailored to the local picture . . . you're selling a solid idea with obvious sales appeal. We have prepared a set of discs that give you the whole story. Please send for them.

Mail this coupon today, for the new 1949 FREE demonstration discs—full details.

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol TRANSCRIPTIONS
A Division of Capitol Records

Capitol Transcriptions,
Sunset and Vine, Dept. B52
Hollywood 28, Calif.

Sirs: Send me your **FREE** demonstration discs, without obligation.

Name_____

Station_____ Position_____

Address_____

City_____ State_____

IER SESSIONS

Open May 5 in Columbus

CO-FOUNDERS of the Institute for Education by Radio—Dr. W. W. Charters, professor emeritus of Ohio State U.'s Bureau of Educational Research, and Congresswoman Frances Payne Bolton of Ohio—will be given life memberships in the IER at its annual convention which opens next Thursday and runs four days in Columbus, Ohio.

The first such conference at Ohio State in Columbus was launched by Dr. Charters in June 1930. In the early stages of the group's growth, financial support was extended by the Payne Fund, New York, of which Mrs. Bolton was founder and director. She will be cited also for the work of the fund in founding the Ohio School of the Air and the Rocky Mountain Radio Council.

Dr. Harlan H. Hatcher, vice president of the university and chairman of its 75th anniversary committee, will serve as toastmaster at the annual banquet Sunday afternoon. John B. Fullen, executive secretary of the Ohio State U. Assn., will outline "Seventy-Five Years of Educational Service," and a musical program will be furnished by the Columbus Boychoir School, directed by Herbert Huffman. Dr. Charters and Mrs. Bolton will receive the memberships at the dinner, climax of the four-day event.

Dallas W. Smythe, U. of Illinois Institute of Communications Research, has been added to the group which will appear at the general television session Friday night. The following morning, David Penn, special correspondent with the State Dept.'s International Broadcasting Division, and George Voscovec of the UNESCO Mass Communications staff in Paris, will lead discussion at the general international meeting.

Panel Participants

The panel will include also Norman Luker and Pierre Crenesse, North American directors of the BBC and French radio, respectively [BROADCASTING, April 25], Ira Dilworth, general supervisor of CBC International Service, and Willard C. Wichers, midwest director of the Netherlands Information Bureau.

Kenneth Bartlett, Syracuse U. radio director, will officiate as discussion leader at each of the four general sessions. This was suggested by the National Advisory Committee to encourage wider audience participation and confine discussion to relevancies. Edward Stasheff, assistant program manager at WPIX (TV) New York, and Irve Tunick, freelance network writer, will conduct panels on television production and writing, with Adele B. Tunick of WNYE New York, as co-chairman. Panelists will be Henry S. White, president of World Video; Mel Boyd, president of the Television Producers Assn., California; Robert Emery, DuMont producer, and Clark Jones, WNBT (TV) New York director.

The Thursday afternoon reception, honoring newcomers to the convention, will show a jeep studio in operation through facilities of WLWC (TV) Columbus, Crosley station. Interviews with visitors will be telecast on a special 5 p.m. show.

In addition to these sessions, the institute will offer 12 work-study groups, nine special-interest meetings and five clinics. All meetings will take place in the Deshler-Wallick Hotel.

Video programs for rural audiences will be studied by U. S. Agriculture officials and radio farm broadcasters at Columbus. Three work-study sessions during the four-day conference will consider agricultural broadcast problems and techniques, as planned by the Dept. of Agriculture and the National Assn. of Radio Farm Directors.

The initial meeting Friday morning, headed by Kenneth M. Gapen, USDA assistant director of information for radio and television, will feature Maynard Speece, the department's TV specialist, in "Our Second Annual Look at Television." Mr. Speece is scheduled to show a kinescope recording of the department's *Project 255*. Panelists representing land grant colleges, consumer interests and radio farm directors will explain "What I Think TV Can Do For Us."

A local farm broadcaster and an Ohio county agent will outline the content of local farm-home shows and audience response Friday afternoon. Dick Cech, radio farm director of WKRC Cincinnati, will moderate.

A Saturday session will stress problems of using institutional copy. Wallace Kadderly, radio farm director of KGW Portland, Ore., will conduct discussion, and Mr. Gapen will take charge of an analysis of recordings of program elements.

* * *



LEADOFF speaker at Ohio State U.'s 19th annual Institute for Education by Radio, beginning Thursday, is FCC Chairman Wayne Coy (1) [BROADCASTING, April 25]. Two IER co-founders slated to receive life memberships (see story this page) at final dinner are Dr. W. W. Charters (center), professor emeritus at university's Bureau of Educational Research, and Congresswoman Frances Payne Bolton of Ohio, who also will be cited during conference for work of the Payne Fund in founding Ohio School of the Air and Rocky Mountain Radio Council.

ATS MEET

Lack of Members Attending Stops Official Action

MEETING of American Television Society last Wednesday evening at New York's Hotel Park Sheraton was thrown into a turmoil when it learned that a majority vote of all members was required to adopt amendments to the by-laws, chief purpose of the meeting. Speaking for the by-laws committee, Max Chopnick, attorney, also told the group that the 35 members present lacked by more than 50 the 25% of the total ATS membership needed to hold a meeting of record.

Of necessity, action on proposals to increase initiation fees and annual dues, to drop the student associate membership category and to initiate a new class of sustaining memberships for companies interested in television, was postponed until the next ATS meeting. This will be held at the Park Sheraton at 8 p.m. May 26.

To insure a quorum attendance at this meeting, final ATS session of the year at which officers for the 1949-1950 season will be elected, each member present last week agreed to call ten other members and urge them to come. The by-laws committee, including Warren Caro of the Theatre Guild and Archibald Braunfeld, CPA and ATS treasurer, as well as Mr. Chopnick promised to submit a complete revision of the present by-laws for adoption at that time.

With no legal standing as a regular ATS meeting, session continued as a "gathering of friends of ATS," as President Charles Durban, U. S. Rubber Co., put it, for a frank and full discussion of the organization's present shortcomings and the changes needed to establish it as a truly valuable service to workers in the various phases of TV. "It's this coming year or never," was the gist of numerous speakers who pointed out that Radio Executives Club of New York is considering a change in name to Radio and Television Executives Club and may well become the organization of video workers unless ATS provides the intelligent, aggressive leadership that is needed.

Although the present by-laws call for a close of nominations at the first meeting in April, Mr. Durban ruled that in accordance with previous practice nomination for officers and directors would be accepted up to and at the May 26 meeting, by petition signed by 10 or more members in good standing. Nominees of the official slate [BROADCASTING, April 25] already have been challenged by petitions nominating Mr. Caro for vice president; Ernest Mark of DuMont for treasurer, and Halsey Barrett, DuMont; George Shupert, Paramount Pictures, and Mr. Braunfeld as directors.

NETWORK RADIO

Better Buy Than TV—Nielsen

DESPITE the hue and cry concerning the inroads of television, network radio has become a better dollar buy, A. C. Nielsen, head of his own research firm, advised the Hollywood Ad Club, April 25.

Dollarwise, in the period from January 1947 to January 1949, Mr. Nielsen said that the cost of network radio had been reduced from $1.87 per thousand listeners to $1.78 per thousand. And this, he emphasized, was in the face of television's vigorous growth.

Furthermore, he said that television must avoid radio's inaccurate research methods. "Shun percent ratings in television," he said, "because you can't sell goods to percentages . . . only to homes and families." He added that "TV ratings in percentage figures discriminate against radio because they are applicable to only a small number of homes."

UNION PLAN

High Demand Goal Set

A $300 million increase in wages and economic benefits will be sought by the United Electrical, Radio and Machine Workers of America (CIO) for its 600,000 members in the electrical manufacturing industry.

Albert J. Fitzgerald, UE general president, announced in New York last week the union's intention to negotiate new contracts on the basis of $500 yearly increase per member.

ASNE MEET *Radio-Newspaper Cooperation Urged for Free Speech*

CLOSER cooperation among printed media and broadcasting in resisting efforts of government officials to break down constitutional protection of the right of free speech is expected following discussion of the subject at the Washington convention of the American Society of Newspaper Editors [BROADCASTING, April 25].

All ASNE members will receive a copy of the address by NAB President Justin Miller, following suggestion made by ASNE members at the conclusion of his delineation of the dangers facing all media. Judge Miller warned editors of the governmental influences threatening freedom of the press.

Newspapers unwittingly are encouraging federal regulation when they argue that broadcasters enjoy a government subsidy, therefore lacking First Amendment protection, he said. "If editors support this contention, then they are definitely digging a grave for the free press," Judge Miller cautioned.

"Broadcasters enjoy no subsidy. They have licenses to transport in interstate commerce over channels which, legally speaking, resemble the channels of navigable streams. But the Supreme Court has said that the press enjoys a real subsidy in the second class mail privilege. Whether you agree or not, the point is that if and when the strong-government boys move in on you, they can cite chapter and verse from Supreme Court decisions and from your own editorial statements to support the proposition that subsidization justifies a controlled press."

Stirs Lively Discussion

Judge Miller's plain warning stirred a lively floor discussion among the editors, covering both international and national aspects. The NAB president recalled that this country has been badly outmaneuvered at the Atlantic City and Mexico City conferences, with other nations lined up against the United States.

"The consistent attitude has been, up to the last couple of years, to give away everything that had to do with private broadcasting," he said in answer to comment. "Our striped-pants boys like to be good friends with the striped-pants boys of the other countries. It isn't socially correct to be concerned in or interested in protecting private enterprise media of communication; therefore, we give them away and, by so doing, we are in a better position to bargain with them about other things that are important to the State Dept. and the FCC.

"In the last couple of years we have begun to have a voice. The fact that your president and I are members on the U. S. Commission on Information is beginning to be helpful. We are getting some wedges into the State Dept.'s thinking and this continued process I am doing of needling on the FCC is getting some results.

"If we don't work, we will be washed out before we find out what has happened to American free media."

Answering a query by McClellan van der Veer, *Birmingham News*, Judge Miller said radio stations keep records of performance, but voiced a wish that a plan of making these records widely available could be worked out.

Garzon Observation

When A. Garzon, of *La Prensa*, observed that radio is in its infancy and lacks the sense of responsibility that marks newspapers, Judge Miller said he had been informed "that the same techniques used effectively in connection with BBC are used effectively in respect to the press of England through the control of newsprint. You might be interested in following that up in a country that does not have the constitutional provision we have."

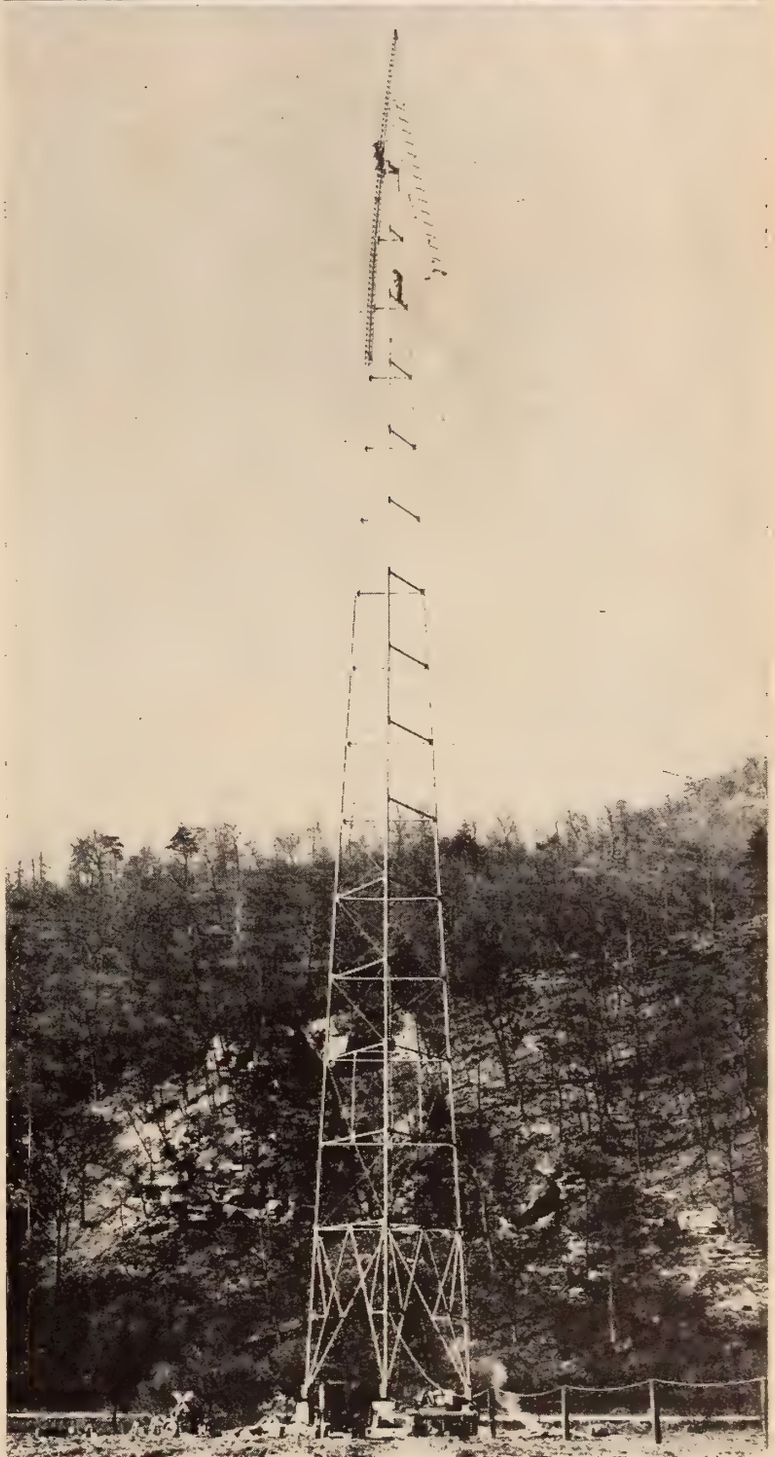
Joint newspaper-radio ownership brings realization of the problem to newspaper executives, Judge Miller said, in a reply to W. W. Ward, of the *Beaumont Journal*. He reiterated his warning that Congress could easily expand the power the Postmaster General has over newspapers, through the second class privilege, and added that when newspapers print by facsimile they will "come squarely under FCC control. . . . Once you concede that licensing for any purpose forfeits freedom of the press and speech, you are sunk."

Officers Elected

ASNE elected B. M. McKelway, *Washington Star* (WMAL) as president, succeeding Erwin D. Canham, *Christian Science Monitor*. Other officers elected were Dwight Young, *Dayton Journal Herald*, first vice president; Alexander F. Jones, *Washington Post* (WTOP), second vice president; Wright Bryan, *Atlanta Journal* (WSB), secretary; Dwight Perrin, *Syracuse Herald-Journal* (WSYR), treasurer.

In taking final action on resolutions, the society tabled a proposal to persuade the judiciary to admit press photographers to court proceedings, Mr. McKelway suggesting the problem should be handled on the local level. Among resolutions adopted was one urging all newspapers and news agencies to furnish the State Dept. with the news required for its foreign information program. The president was authorized to name a committee to study the problems of advance news releases. Interferences with operation of the press such as that in Argentina was deplored and the ASNE board action in fighting the Baltimore Gag rule was endorsed.

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SLOAN AWARDS

CBS, NBC, Six Stations Get Honors

PRESENTATION of the first Alfred P. Sloan Radio Awards for Highway Safety, for both commercial and sustaining shows, was made to two networks and six stations at a dinner and broadcast from the Waldorf-Astoria, New York, last Monday evening.

CBS won the network commercial plaque for "No Escape," one of the weekly *Suspense* series shows sponsored by Electric Auto-Lite Co. The sponsor was given a citation.

NBC was awarded the network honors for sustaining programs for its *Death on a Weekend*, which featured Jinx Falkenburg and Tex McCrary.

Commercial awards went to the following stations, which were presented with plaques, and the following sponsors, which were presented with citations:

Local Station Category—KNUZ Houston, Tex., for *Voice of Safety*, sponsored by Brakefield General Agency, an insurance company.

Regional Station Category—WING Dayton, for *Road Reporter*, sponsored by T. D. and P. A. Peffley Inc., car dealers.

Clear Channel Category—WFDF Flint*, for *Singing Cop*, sponsored by Hamady Bros. automobile shoppers food markets.

Sustaining awards went to the following:

Local Station Category—WJTN Jamestown, for *Driver of the Week*.

Regional Station Category—WWJ Detroit, for an all-around program on safety via dramatizations, give-aways, safety contests, children's features and programs for pedestrians.

Clear Channel Category—KOMA Oklahoma City**, for "selling" safety via top programs with same technique used to sell goods.

Honorable mentions went to two regional stations—KOIN Portland, Ore., and WNAX Yankton, S. D.

Presentation of the awards was made by Alfred P. Sloan Jr., chairman of the board of General Motors and founder of the awards, which are administered by the Automotive Safety Foundation.

He made the presentation as part of the *Your Land and Mine* radio show featuring Henry J. Taylor, broadcast over ABC under General Motors sponsorship.

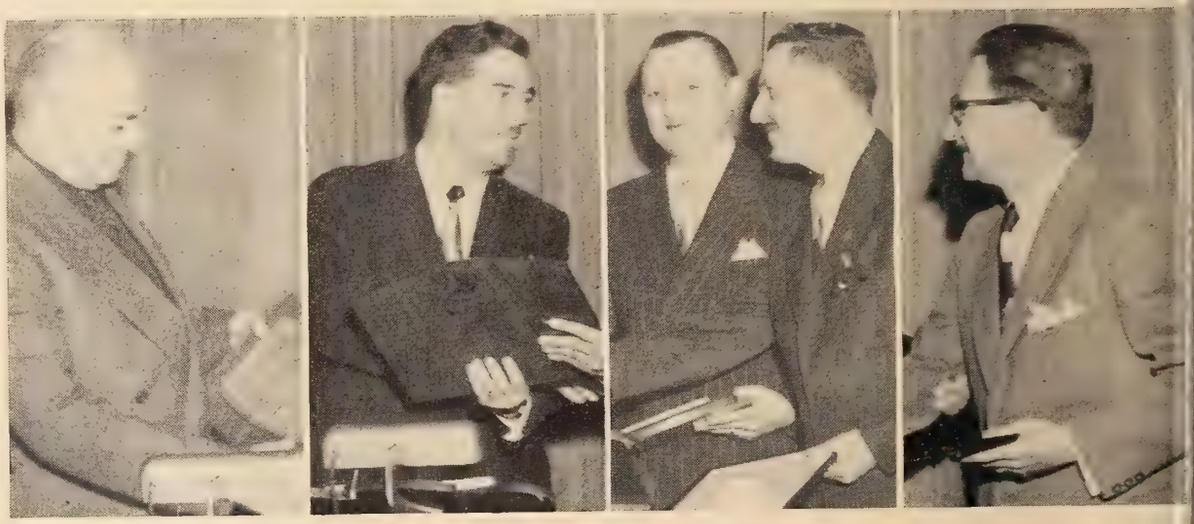
Mr. Sloan paid tribute to the role broadcasters have played in promoting highway safety and predicted they would play an even more important one in the future.

Off the air, Kenneth G. Bartlett, dean of University College, Syracuse U., and director of the Syracuse Radio Workshop, spoke for the jury of awards, of which he was chairman. He said that in more than 20 years of service as a judge in radio awards, he had never before filled the role in a contest in which stations had pursued so many different approaches in promoting a theme. He said the judges had considerable difficulty in selecting the winners from the more than 60 entrants. Other judges were: Sidney Williams, National Safety Council; Mrs. J. L. Blair Buck, for General Federation of Women's Clubs; George E. Keneipp, for the state and local officials, National Highway Safety Committee; Harold P. Jackson, for National Committee for Traffic Safety.

Among other speakers were Pyke Johnson, president of the Automotive Safety Foundation and Harry Bannister, general manager of WWJ.



TOP network Alfred P. Sloan Radio Award for a sponsored show on highway safety, won by CBS, is accepted by Howard S. Meighan (l), CBS vice president and general manager. Mr. Sloan (center) also presents a citation to Dan Kelly, representing the winning show's sponsor, Electric Auto-Lite Co.



OTHERS receiving Alfred P. Sloan Radio Awards include: Left photo—Harry Bannister, general manager of WWJ Detroit, accepting for his station; second photo—Sterling Fisher, NBC manager of public affairs and education department, accepting for NBC; third photo—Lester Lindow (l), general manager of WFDF Flint, Mich., and Elmer Knopf, program director, for WFDF; right photo—Robert R. Tincher, general manager of WNAX Yankton, S. D.

* Editor's Note: WFDF operates on 910 kc, a regional channel, with 1 kw.

** Editor's Note: KOMA operates on 1520 kc, a class 1-B clear channel, with 50 kw.

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SCHNEIDER

Officially Named for UNESCO

APPOINTMENT of Douglas H. Schneider, chief of public affairs overseas program staff in the State Dept., as mass communications director for UNESCO was officially confirmed by the State Dept. last Thursday. He assumed his duties effective May 1 (yesterday) and plans to leave May 15 for Paris, where he will headquarter [BROADCASTING, April 25].

Mr. Schneider was European news editor and program director for World Wide Broadcasting Foundation at WRUL, Boston shortwave station in 1940. He joined OWI during the war and later, in 1943 and 1944, had charge of UN radio operation in the Mediterranean theatre comprising North African and Italian network stations. After the war he served in the control division of German information, with responsibility for radio, films, press and publications. In November 1945 he was transferred to the American embassy in Paris and placed in charge of educational exchange, cultural and information programs.

GE Electronics Dept., Tube Div., Syracuse, N. Y., is offering training course in principles and practices of TV maintenance for radio men.

AM AUDIENCE

Survey Shows Radio Could Reach More

U. S. RADIO fails to reach more than one-third of its potential morning audience, according to an extensive survey conducted by the Bureau of Applied Social Research of Columbia U.

The survey, supervised by Dr. Paul F. Lazarsfeld, director of the bureau, and Mrs. Helen Dinerman, a research associate, will be incorporated in a book to be published soon by Harper & Bros. The book will contain other studies in communications research.

Listening habits of 3,000 women in New York, Chicago and Kansas City were studied. The results showed that slightly less than one-third of the women constitute the "story audience," the regular listeners to serials; about one-third listen regularly but not to serials, and slightly more than one-third never listen in the morning.

A "very sizable" number of occassional listeners or those who do not listen at all could be persuaded to tune in if their psychological characteristics were taken into account by program managers, the report said.

"Consideration of the psychological characteristics of the listeners indicates that while radio cannot today meet all the demands of the "non serial' listeners, many of these listeners could be attracted to morning listening or to additional morning listening by wholly feasible modifications of program policy," the report said.

Points of consideration in such modification, according to the report, include:

1. There is a need for programs which cheer, soothe and divert the listener from her own troubles.
2. Many of those who do not listen refrain from it because they are annoyed by "noise." Morning programs therefore should provide no "extreme aural stimulus."
3. Non-listeners object to suspense and tension. Producers of morning programs therefore should resort to devices other than suspense to encourage day-to-day listening.
4. Women listeners like "personalization and human interest."
5. Many listeners want radio to serve an information and educational function and are "hungry" for useful and concrete information relevant to their "immediate daily life and social needs." The report suggested that well planned quiz programs would be liked.
6. Music is the favorite type of program of women who dislike serials.

'BELL-RINGER'

KWHK, Sponsor Stir School

DON BELL, commentator at KWHK Hutchinson, Kan., and his new sponsor Carey Salt Co. unwittingly upset the equilibrium of the city school's social science course.



Mr. Bell

It all happened when the sponsor decided to shift Mr. Bell's news program from 2 p.m. to the noon hour in order to pick up a larger regional farm audience. After the first commentary in the new time slot, students avalanched the station with letters, teachers telephoned—and even the parents got in on the demonstration. The schools had been using Mr. Bell's comments in their current event studies. Came 2 p.m. and another news program—but no Mr. Bell.

The students prevailed upon the teacher to appeal the time change. The KWHK management, with Gene Minor as general manager, weighed the protests in the light of its public service record and Mr. Bell's words: "If these future citizens of America think enough of me to invite me into their classroom . . . we're not going to let them down." The sponsor agreed thoroughly.

KWHK then invited the children to the studio and held a ceremony in which the superintendent of schools, high school principal and teacher took part. Mr. Bell presented the class with a Sound Mirror tape recorder which now enables the students to record the program at the new time and play it back in the favored 2 p.m. spot.

Mr. Bell won the Headliners' Award for radio reporting from Manila at the time of the Pearl Harbor attack. He was a prisoner of war for several years. A former news editor for MBS New York, Mr. Bell served one year as Washington correspondent, then went to Hutchinson.

CHICAGO FM

Organizational Meet Set

ORGANIZATIONAL meeting of a Chicago area FM association was called Wednesday by Ralph J. Wood Jr., manager of WMOR Chicago, for representatives of 21 local FM outlets.

Steering committee chosen to work out details on FM promotion include Edward Wheeler, manager of WEAW Evanston; Bernard Jacobs, manager, WOAK Chicago; Ted Leitzell, manager, WEFM (Zenith) Chicago; Walter Meyers, chief engineer, WFMF Chicago, and Mr. Wood. Committee members will select ways to sell FM and FM receivers, and plan to set up a survey of FM listening habits for the area.

Mr. Wood pointed out in his invitation to all local FM officials that more than 250,000 FM sets are operating in and around Chicago, and that 12,500 are sold each month.

Other stations represented: WGNB (*Chicago Tribune*), WXRT Chicago, WFJL (Lewis College of Science and Technology), WMBI (Moody Bible Institute) and WRGK Brookfield.



ABC BILLINGS

Gross Up in First Quarter

GROSS billings from ABC regional and network radio operations hit their highest peak to date during the first quarter of 1949. Total is reported as $12,133,005 compared with the previous all-high total of $11,857,464 for the first quarter three months of 1948.

New network radio business amounting to $570,402 and television sales by ABC-TV of $784,585 also were reported by Fred Thrower, ABC vice president in charge of sales. Report was sent in a booklet to clients and agencies detailing new network business and ABC-TV spot sales, as well as improvement and expansion of radio and television facilities.



DESIGNATED as trustees of the G. A. Richards stations—KMPC Los Angeles, WGAR Cleveland and WJR Detroit—are (l to r): Harry J. Klingler, General Motors vice president and GM Pontiac Motor Division general manager; L. P. Fisher, vice president of Fisher & Co. and a General Motors director, and Dr. John A. Hannah, president of Michigan State College [BROADCASTING, April 25].

WBBC Names Garner

APPOINTMENT of E. Eldon Garner as vice president and general manager of WBBC Flint, Mich., was announced by the station last week. Mr. Garner, formerly assistant general manager and commercial manager, replaces Robert L. Balfour, who has resigned to join Forjoe & Co., national representative firm. Mr. Balfour will be stationed at Forjce's Chicago office. Simultaneously with his new appointment at WBBC, Mr. Garner was elected a member of the Board of Education of the Flint public schools.

RADIO NEWS

'Short Course' Announced

"SHORT Course" in radio news will be held June 25 by the School of Journalism, Kent State U., Kent, Ohio. Titled the First Annual Conference of Radio News Editors, the meeting will be held in McGilvrey Hall, on the campus. The university holds nationally known short courses in press photography and public relations.

Arthur C. Stringer, NAB staff director, will open the conference with a talk, "Raising the Sights of News Directors." Paul Gingher, Columbus attorney, will discuss legal aspects of news broadcasting. Robert T. Mason, WMRN Marion, Ohio, will discuss "The Importance of News in Programming."

Charles Day, president of Ohio Assn. of Radio News Editors, will speak on use of the station newsroom. TV news session is being arranged. Eugene Carr, radio director of the Brush-Moore newspapers, will speak on "Radio Newspaper Affiliates: Cooperation or Competition?" A banquet will wind up the short course.

HENRY MORGAN

Summer Show Announced

HENRY MORGAN has landed a sponsor for his NBC comedy show for the summer, at least, when he replaces *Duffy's Tavern* (Bristol-Myers Co.) starting July 6. The *Henry Morgan Show* will then be heard in "Duffy's" slot Wednesday 9-9:30 p.m.

Mr. Morgan will have a month's vacation before pinch-hitting for "Duffy," due to the NBC Symphony, under sponsorship of U.S. Steel, moving into his current Sunday, 8:30-9 p.m. time period on June 12. Agency for Bristol-Myers is Young & Rubicam Inc., New York. The U. S. Steel agency is BBDO, New York and Pittsburgh.

Ullman Sales

RICHARD H. ULLMAN Inc., Buffalo, announces the sale of "Jingl-Library" recently to the following: Steinman Stations, Tobacco Network, Nunn Stations, The Home Group, WHHM Memphis, KFEL Denver, WORK York, Pa.; WDUN Gainesville, Ga.; WFAA Dallas, WGR Buffalo, WTAX Springfield, Ill.; WWDC Washington, KITO San Bernardino, Calif.; KOLE Port Arthur, Tex; KTUC Tucson, Ariz.; WKYW Louisville, WPGH Pittsburgh, WITH Baltimore, WIBX Utica, N. Y.; KIEM Eureka, Calif; WDAK Columbus, Ga.; WHB Kansas City, WOLF Syracuse, KFMJ Tulsa, WCOS Columbia, S. C.; WARM Scranton, Pa.; WEMP Milwaukee, KITE San Antonio, WSAN Allentown, Pa.; KOVO Provo, Utah; KXO El Centro, Calif.; WOPI Bristol, Tenn., and KPHO Phoenix, Ariz.

WCOP STORIES

Cop Two Beats in Boston

TWO news beats—one involving a possible strike and the other dealing with the pyramid club craze—have been reported by WCOP Boston, with each drawing tremendous listener response.

When the station's newsroom learned of an impending strike by the Retail Dry Goods Clerks Union against a major downtown Boston store, it confirmed the report with the local and aired the information on its 11 p.m. news program April 9. People called wanting to know more about the strike story.

WCOP followed up the next day with more news on negotiations, which averted the strike, and fed it to the wire services, which in turn carried it on the radio wires. The newspapers ignored the story, according to WCOP, and the station was credited with the news beat covering more than 12 hours.

Last March the ABC outlet started airing, on newcasts, all the information it cold get on pyramid clubs. The programs drew gratifying listener response. According to Ron Cochran, WCOP news and special events director, "The more we talked about it the more people called, and the more people called, the more we talked about it . . . we had a whale by the tail and we held on for a long ride. . . ."



Mr. Cochran

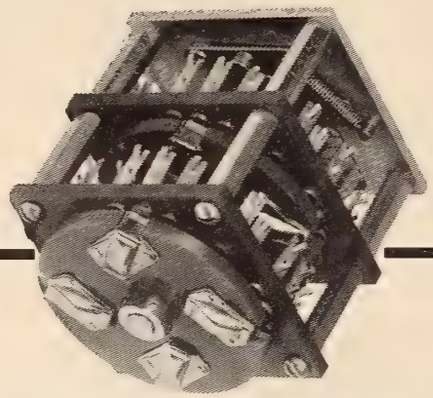
The news department then got statements from police officials, state tax commissioner, telephone company heads and others. After two and a half days, WCOP gave the story to the wire services, and one of the newspapers followed through with a page-three item using material previously gathered by the station's news staff. Toward the end of the month, Boston papers featured banner headlines about the pyramid club craze.

By taking the initiative WCOP reports the story paid off handsomely in publicity and audience promotion, as well as in professional credit from wire service and newspaper offices. Highlight of the campaign took place at a payoff—a party where WCOP had set up a recorder to interview winners arriving with "fists full of money," according to Mr. Cochran.

Clinton B. De Soto

CLINTON B. DE SOTO, 37, technical editor of Institute of Radio Engineers since April 1, 1946, died suddenly at his Astoria, N. Y., home on April 27. Mr. De Soto was born in Ogilvie, Minn., in 1912, attended U. of Wisconsin School of Journalism. Surviving are his wife, Louisa Dresser De Soto, and children by a former marriage.

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THACKREY DEAL
Warner Contract Extended

CONTRACT for Mrs. Dorothy Thackrey's sale of KYA San Francisco and KLAC and KLAC-TV Los Angeles to Warner Brothers for $1,045,000, due to expire May 1, has been extended by her to Aug. 1 under an option provision in the contract, spokesmen said last week.

FCC action on the sale is being held up until the Commission completes its study of the qualifications of motion picture producers and other firms involved in anti-trust cases, including Warners. But the contract will expire by its own terms Aug. 1 if FCC has failed to act by that time, authorities reported.

Meanwhile Warner Brothers, owner of KFWB Los Angeles, has completed arrangements for resale of KLAC to Ralph Atlass for $405,000, contingent upon FCC approval of its acquisition of the Thackrey properties [BROADCASTING, March 21, April 18]. Under FCC's duopoly rule Warner ownership of two stations in the same city would be prohibited.

AVCO STOCK
Firm Registers New Issue

STOCK totaling 387,041 shares, which would be held for issuance to firm's officers, was listed in a registration statement filed by Avco Mfg. Corp., New York, with Securities and Exchange Commission last week. Avco said proceeds of the sale would be used to increase working capital.

The shares of $3 par value common stock would be reserved for officers and supervisory executives under the company's stock option plan or any other options taken on when Avco acquires assets of American Central Mfg. Co., a former subsidiary. Option prices range from $5.75 to $8.69 a share.

To Start Radio Course

PROVIDENCE Bible Institute, which owns WPTL Providence, R. I., has scheduled its first 36-week radio course to start Sept. 14. Peter Kirk, station manager and free lance writer, will direct the educational program. Class sessions will concentrate on the history of broadcasting and radio fundamentals in the fall quarter; on specialization in writing, production, radio music, announcing, newscasting and studio and transmitter engineering during the winter, and on live production and transcription in a radio workshop in the spring. Classes will be conducted in the station studios.

IF YOU take time to read this ad, then take time to write a letter to Radio Station KTRE, Box 701, Lufkin, Texas, for full particulars on the sales job KTRE can do for you. KTRE . . . the station with three networks.

Paging Mr. Pearl

DRIVING through Richmond, Va., on their return from a Florida vacation, Bert Pearl, m. c. of the Mutual co-op, *The Happy Gang*, and a companion, Max Sanders of Toronto, came to an abrupt stop. Their car crashed into the side of a city bus carrying a bright red and white dash card announcing that *The Happy Gang* could be heard on WLEE, Richmond MBS outlet. The bus driver got Mr. Pearl's autograph, and Messrs. Pearl and Sanders got a big welcome at the WLEE studios.

HOLMES AWARD
Goes to Margot Mallary

MARGOT MALLARY, advertising manager of Cole of California, was the winner of the Frances Holmes Achievement Award presented by the Los Angeles Advertising Women Inc. for the "most outstanding advertising woman in Southern California." Award was made at presentation dinner last Friday, April 29, at Hollywood Roosevelt Hotel.

In addition to the highest award, Miss Mallary also received "Lula" awards in two other categories, best copy and best direct mail.

Reginald Gardiner, actor, was m.c. of the entertainment program; Esther Williams, actress, presented awards. Presiding at dinner was Mary Elizabeth Atlee, president of the Women's Ad Club.

Judges included: William B. Ryan, general manager, KFI Los Angeles; A. W. Neally, vice president and manager, Los Angeles office, BBDO; Fredrika Fox, western editorial director, Conde Nast Publishers Assn.; Ray W. Smith, executive vice president and secretary, Greater Los Angeles Plan Inc.; Floyd Maxwell, chairman of Los Angeles Newspaper Publishers Assn.

CANCER AUCTION
WBAL-AM-TV Give Facilities

A MAMMOTH all-day radio and television auction was to be held Saturday by WBAL WBAL-TV Baltimore as the climax to the $230,000 American Cancer Society's (Maryland division) campaign.

Thousands of dollars worth of merchandise, including four 1949 automobiles, dogs, foodstuffs and clothing, went on sale to the highest bidder that morning. All proceeds went to the cancer fund. The articles were shown on television and described on radio as WBAL-TV devoted its entire telecast schedule to the auction. Station planned to go off the air around midnight. Radio personnel and public figures served as auctioneers.

Value of broadcast time and services of persons taking part amounted to between $75,000 and $100,000 alone, according to estimates by George P. Mahoney Jr., campaign chairman. WBAL WBAL-TV donated facilities for the event.

$5.07 saved a contract ...and a man's business



Special switches were needed to complete an electrical instrument contract. Late delivery of finished items would kill chances of future orders and lay off men. Switches were 1100 miles away, but Air Express delivered the 15-lb. package at 3 A.M.—8 hours after pick-up. Cost, only $5.07. Air Express now used regularly. Keeps down inventory, improves customer service by early delivery.



Low as $5.07 was, remember Air Express rate *included* door-to-door service, receipt for shipment and more protection. It's the world's fastest shipping service that *every* business uses with profit.



World's finest Scheduled Airline fleet carries Air Express. 24-hour service—speeds up to 5 miles a minute. Direct to over 1000 airport cities; air-rail for 22,000 off-airline offices.

Facts on low Air Express rates

17-lb. carton of hearing aids goes 900 miles for $4.70.
12 lbs. of table delicacies goes 600 miles for $2.53.
(Same day delivery in both cases if you *ship early*.)

Only Air Express gives you all these advantages: Special pick-up and delivery *at no extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities



AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U.S.

LEGISLATION

Action in Radio Uncertain

WHETHER the House Interstate & Foreign Commerce subcommittee will act on pending radio measures in this session may be decided before May 15, Chairman George Sadowski (D-Mich.) said last week.

Rep. Sadowski indicated he would call an executive meeting after completion of present non-radio hearings to sift other current and "more controversial" legislation for possible consideration. He said no specific radio measure had priority now, but that subcommittee members would have final say. The meeting would be held sometime between May 10 and 15.

No Special Priority

No especial priority was attached to the explosive Sheppard bill, notwithstanding Sen. Ed. Johnson's anti-monopoly blast in the Senate a fortnight ago. That legislation (HR 2410), introduced by Rep. Harry Sheppard (D-Calif.), would prohibit station ownership by networks and radio manufacturers. Earlier Rep. Sadowski indicated it was unlikely any action would be taken in this session [BROADCASTING, April 18].

Full Committee Chairman Robert Crosser said there is no desire to press for early consideration of the bill—at least not until after the committee has finished its other assignments.

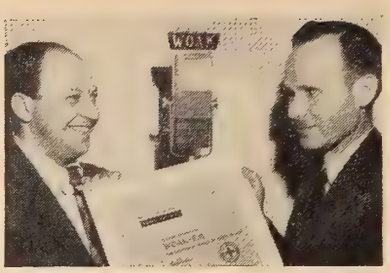
There have been indications in some quarters that the House group is reluctant to act on controversial matters and would prefer to pass the initiative to its Senate counterpart, headed by Sen. Johnson, for any lengthy study of radio. At week's end, however, there was no tangible evidence that the Senate Interstate chairman was planning to introduce a Senate companion piece to the Sheppard bill.

To Await Senate

In some cases, the House committee already has hinted it would not take any action on measures similar to pending Senate bills until the latter chamber paves the way. Among these is the Ramsay bill (HR 4004), patterned after Sen. Johnson's measure (S 491), to break down clear channels and maintain the power ceiling at 50 kw. Senate action may depend, in turn, on FCC's long-awaited decision in the clear channel case.

Other measures to be screened by the House subcommittee include two Lemke bills—one (HR 65) to allocate a section of the 50 mc frequency band to FM, the other (HR-856) to provide for court tests of FCC decisions which contain scientific or technical errors. Here, the likelihood of action now appears negligible.

SHALLCROSS Mfg. Co., Collingdale, Pa., has issued its attenuator and communications equipment Bulletin 4.



JACK SHEFRIN (l), WOAK (FM) Oak Park, Ill., program director, accepts National Safety Council's Public Interest Award for 1948 for station's exceptional service to safety. Forty-seven other stations in all sections of the country received similar award, as did NBC [BROADCASTING, April 18]. Making the presentation to Mr. Shefrin is R. L. Forney, representing NSC.

ALEXANDER

To Head Neb. Association

NEWLY ELECTED officers of the Nebraska Broadcasting Assn. are John Alexander, KODY North Platte, president; Harry Peck, KFOR Lincoln, vice president; Paul Fry, KBON Omaha and KOLN Lincoln, secretary-treaurer; Harry Burke, KFAB Omaha, NAB representative; Dick Welna, KBON, and Jiggs Miller, KFAB, directors. The meeting was held April 26 in Lincoln.

Al Marlin, BMI and John Howard, Frederic W. Ziv Co., also were in attendance.

All stations in the state, with the exception of two, were represented. The 1950 convention is scheduled to be held in McCook.

'SPAN OF FLIGHT'

Radio Plugs Aviation Show

EXTENSIVE radio spot and newspaper campaign was used in 14 cities by Curtiss-Wright Corp. to promote its "Span of Flight" indoor aviation show, which last month concluded a nine-week coast-to-coast tour. Originally planned to familiarize the company's stockholders with Curtiss-Wright products and plans, the show was converted into a public exhibition.

Radio promotion included various types of spot announcements from chain breaks to minute spots and participations on disc jockey and "husband and wife" informal programs. All copy, in addition to giving details such as time, place and dates, included mention of one to three features of the show.

Advertising campaign was handled by William H. Husted of New York, general manager in charge of the show. Copy was prepared and placed by Charles Dallas Reach Co., New York and Newark, N. J. Cities used in the campaign included Washington, Baltimore, Philadelphia, Los Angeles, San Francisco, Chicago, Cincinnati, Detroit, Pittsburgh, Boston, New York, Cleveland, Rochester and Kansas City, Mo.

TRAFFIC BOARD

WTPS Thinks It Has Answe

WTPS New Orleans believes it has developed a practical, working traffic board. Employing 40 x 50-inch sheets of draft film, the board was conceived by Mike Clarke, WTPS program director, after he saw similar sheets being used by airlines for their operational schedules.

Hand-lettering is done on the board in china wax pencil of various colors. Deletions and corrections can be made in a matter of seconds, according to WTPS. A swish of cotton does the trick. Sheets are framed and mounted hinged to a post in a corner.

* * *



Dorothy-Jane Cox, WTPS traffic manager, writes in a new spot listing on the traffic board.

House Commendation

RESOLUTION of commendation for "accuracy in reporting" was adopted last month by the Colorado House of Representatives for Colorado U.'s series *State Problems*. Produced and transcribed by the university radio production department, the series was broadcast during the legislature session over 13 Colorado stations—KLZ Denver, KGHF Pueblo, KFXJ Grand Junction, KIUP Durango, KGIW Alamosa, KSFT Trinidad, KRDO Colorado Springs, KBOL Boulder, KFKA Greeley, KCOL Ft. Collins, KLMR Lamar, KOKO LaJunta and KRAI Craig. This is the second time the program has been so honored, according to Ellsworth Stepp, head of the university radio production department.

SMALLER PRESSINGS + MORE PROGRAM = LOWER COST!

Record Your Programs By The Sensational New

COLUMBIA

(Lp) MICROGROOVE METHOD

More For Your Money!

★ Substantially Lower Cost Per Record

★ More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side
10" Plays 13 Minutes, each side.

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WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

Commercial

JOHN REYNOLDS, formerly Don Lee Hollywood account executive, has transfered to KTSL (TV) Hollywood sales staff as assistant to **BOB HOAG,** KTSL general sales manager.

PAUL J. GEOFFREY, formerly with WHLI Hempstead, L. I., and WGBB Freeport, L. I., has been appointed Alaska sales manager by **Pan American Broadcasting Co.,** international station representative in New York.

ROBERT L. BURNS has joined WRFD Worthington, Ohio, as national sales manager. He was formerly manager of Chicago office of **Rural Radio Co.**

JOHN M. FOUTS, formerly assistant sales manager of WHIT New Bern, N. C., has been appointed commercial manager for WLRP, CP holder at New Albany, Ind.

ROBERT BALFOUR, former manager of WBBC Flint, Mich., has been appointed sales manager of Chicago-Midwest division of **Forjoe & Co.,** national station representative.

ROBERT L. BROCKMAN has joined sales department of KSTL St. Louis. He was formerly sales manager of KWGD(FM) St. Louis.

ROSS McCREATH, formerly of radio department of Spitzer & Mills Ltd., Toronto, advertising agency, has joined **All-Canada Radio Facilities Ltd.,** Toronto, station representative firm.

JACK BRAY, announcer at WHHH Warren, Ohio, has moved to station's sales staff.

RALPH McKINNIE, CBS-TV sales staff, is the father of a boy, Michael.

BASEBALL PACKAGE
WORD, WDXY Sell to Four

WORD Spartanburg, S. C., and its FM affiliate, WDXY, have sold a year around baseball package arrangement to four local, non-competitive sponsors for a sum in excess of $20,000, station management has reported. WORD and WDXY have a contract with the local baseball club for exclusive broadcasting rights to all games through 1950.

Because of the high cost of covering all games played by the local team, station management decided to package year-around programs with baseball and make a monthly price to each of the four sponsors—Spartanburg Coca Cola Bottling Co., Aug. W. Smith Co., White Dot Grocery Stores and Cudd and Coan Insurance Co. WDXY broadcasts all games and WORD airs games on Mondays and Thursdays. All games, both home and road, are broadcast live.

• FORDHAM UNIVERSITY •
Summer Institute of Professional
RADIO and TELEVISION
July 5th to August 12th, 1949
Six stimulating weeks, professional faculty, practical courses. Under G.I. Bill. Utilizing facilities of WFUV-FM and for Free descriptive booklet "B" Wm. Coleman, Chairman Radio Div.
FORDHAM UNIVERSITY
New York 58, N. Y. FO 7-5400

Feature of the Week

(Continued from page 10)

pathetic but heart-warming letters, some of which Mr. Brevik read over the air to prove his point: Contributions, even a few pennies, can mean a lot to starving children.

Thus encouraged by the results, the WDAY public service director decided to repeat the drive last Christmas. It ran two weeks. Again the response was amazing: $2,025.

Early this year, Mr. Brevik hit on the idea of giving his listeners a first hand report from Europe—to show them what their money had accomplished. He arranged with CARE to have one of its representatives on the scene in Normandy when a block of packages arrived. The representative telephoned Mr. Brevik who recorded the conversation for playback on his program.

French press coverage set off a long chain of publicity for Mr. Brevik and WDAY. From that country he received newspapers and found his picture staring at him in cold print. To top it off, dozens of photographs taken at delivery points flooded his office.

At this point Mr. Brevik's worthy brain child seems to be gathering momentum. CARE and the American Foundation for the Overseas Blind, who will benefit from this year's drive, feel that if such a program proved so effective in the Northwest, other stations might be interested in using it. Accordingly, they invited him to New York to discuss such possibilities. Returning home, Mr. Brevik attended the NAB Convention in Chicago where he met Harold Fair, NAB program director. The idea also captured the enthusiasm of Mr. Fair. As a result, Mr. Brevik has been asked to attend the NAB Program Clinic in June to tell other stations about it.

CARE is sending Mr. Brevik to Europe this summer as one of its public relations personnel. He intends to survey actual needs of children and report directly to his listeners during 1949's "Parade of Pennies" campaign.

SMITH, SHORE
Sign New P&G Contracts

PROCTER & GAMBLE, Cincinnati, through Dancer-Fitzgerald-Sample Inc., has signed Jack Smith for a new long-term agreement in connection with his CBS across-the-board program. In addition, Dinah Shore, who joined the four-year old show last January, has been signed a long term contract for appearances on the Tuesday, Wednesday and Thursday programs. Other feminine vocalists will be featured on the remaining two days of the week.

According to the agency, such long-range programming plans are evidence of P&G's conviction that "radio is here to stay for a considerable time."

P&G REPLY
Tallulah Tube Unrelated To Tallulah, Actress

PROCTER & GAMBLE has replied to Tallulah Bankhead's suit over a Prell Shampoo jingle saying the famed actress had worked herself into a million dollar lather for nothing.

The soap company said no dirt was intended by the verses over CBS and NBC which the actress contended associated her haughtily with a tube of Prell.

In fact, P & G said, it wasn't even thinking of her when it jingled: "I'm Tallulah, the tube of Prell . . . all you've got to do is take me home and squeeze me."

P & G pointed out, perhaps regretfully, that Tallulah, the tube, bears no resemblance to Tallulah, the actress, and grounds for confusion were indeed dim.

Anyway, it was further stated, the name Tallulah is in the public domain and there are all sorts of things so named. Among them, the soap company observed, are a telephone, a tanker, a spring water, a town, a school, a lodge, a paper product, a postoffice, a soft drink and a railroad station.

It was also pointed out that Miss Bankhead herself was named after her grandmother, who was herself named after a "well known river, waterfall or park in the state of Georgia."

With all the Tallulahs round about, P & G further observed, Miss Bankhead should have been no more offended than were all the Elsies of the world by the personification of "Elsie, the Cow."

★

But if now Tallulah, the actress, is associated with Tallulah, the tube, P & G went on, such identification has resulted from the plaintiff's own conduct in filing the suit and in interviews with the press.

The action was started in March in New York Supreme Court. P & G, its agency, Benton and Bowles, and the two networks were named defendants [BROADCASTING, March 21].

Murphy Named by AWB

DORIS MURPHY has been named Iowa State Chairman of the Assn. of Women Broadcasters, according to an announcement last week by Anne Hayes, chairman of the 10th District of AWB. Miss Murphy is continuity chief at KMA Shenandoah, Iowa. The AWB 10th District covers Iowa, Missouri and Nebraska.



Miss Murphy



ACTIONS OF THE FCC

APRIL 22 TO APRIL 29

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
SSA-special service authorization	CG-conditional grant	

April 22 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KLAC Los Angeles—Assignment of license from Warner Bros. Pictures Inc. to KLAC Inc.

Transfer of Control

WKNB and WHFA New Britain, Conn.—Acquisition of control of New Britain Bcstg. Co., permittee, by Julian Gross and Beulah L. Gross.

KTOW Oklahoma City—Transfer of control of Sooner Bcstg. Co., licensee, through issuance of additional stock to several of present stockholders.

AM—1190 kc

KLIF Oak Cliff, Tex.—CP new AM station to change from 1190 kc to 1480 kc AMENDED to change from 1480 kc 1 kw D to 1190 kc 10 kw-D 1 kw-N DA.

AM—910 kc

WEXT Milwaukee—CP change from 1430 kc 1 kw D to 910 kc 1 kw unl. DA-DN.

Assignment of License

KWYO Sheridan, Wyo.—Assignment of license from R. E. Carroll to Jim Carroll and Donald E. Tannehill.

Modification of CP

WNLC-FM New London, Conn.—Mod. CP new FM station for extension of completion date.

WHMB Washington, D. C.—Same.

WCFL-FM Chicago—Same.

KROC-FM Rochester, Minn.—Same.

WCNR-FM Bloomsburg, Pa.—Same.

WFCI-FM Pawtucket, R. I.—Same.

License for CP

WLRD Miami Beach, Fla.—License to cover CP new FM station.

TENDERED FOR FILING

AM—1270 kc

KBND Bend, Ore.—CP change from 1340 kc 250 w unl. to 1270 kc 1 kw unl. DA-N.

AM—1410 kc

KBUD Athens, Tex.—CP change from 1410 kc 250 w D to 1470 kc 250 w-D 100 w-N unl.

AM—1490 kc

WMJM Cordele, Ga.—CP change from 1490 kc 250 w-D 100 w-N unl. to 1490 kc 250 w unl.

AM—1130 kc

WCAR Pontiac, Mich.—CP change from 1130 kc 1 kw D to 1130 kc 1 kw 7:15 am to 5:15 pm during November and D other months.

April 25 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Hyde

KVAK Atchison, Kan.—Commission scheduled hearing June 7 at Washington on application for consent to assignment of license from S. H. Patterson to Albert Alvin Almada.

KPSC Phoenix, Ariz. and KTSC Tucson, Ariz.—Commission on own motion dismissed applications for mod. CP.

WACA Camden, S. C.—Granted joint petition to accept late appearance in re proceeding for assignment of CP.

Rock River Valley Bcstg Co. Watertown, Wis.—Granted petition for leave to amend application to make minor changes in answers to questions.

United Nations Bcstg Corp. and El Camino Bcstg Co., San Fernando, Calif.—Granted petition of United Nations to continue consolidated hearing from May 2 to June 20, change place from Washington to San Fernando.

Greenwich Bcstg Corp., Greenwich, Conn.—Commission on own motion continued hearing presently scheduled April 28 to May 9 at Greenwich.

WBAA Lafayette, Ind.—Granted petition for leave to intervene and for waiver of Sec. 1.388(d) of rules, in re applications of Metropolitan Bcstg. Co. of Milwaukee and Rock River Valley Bcstg. Co.

Ukiah Bcstg Co. and Mendocino Bcstg Co., Ukiah, Calif.—Passed over joint petition to set place and date of hearing.

Hamtramck Radio Corp. and Atlas Bcstg Co., Hamtramck, Mich.—Granted joint petition for extension of time to file proposed findings and time was extended to May 27.

WSIV Pekin, Ill.—Passed over petition to grant only part of amendment filed April 5.

Metropolitan Bcstg. Co. of Milwaukee, Whitefish Bay, Wis. and Rock River Valley Bcstg. Co., Watertown, Wis.—Commission, on its own motion, continued hearing on applications from April 28 to May 10 in Washington.

Floral City Bcstg Co., Monroe, Mich.—Granted petition for continuance of hearing from April 21 to June 21 at Washington.

BY THE SECRETARY

KSIJ Gladewater, Tex.—Granted license new AM station, 1430 kc 1 kw D.

WGLS Decatur, Ga.—Granted license new AM station, 970 kc 1 kw D.

KGW Portland, Ore.—Granted license covering installation new trans.

WDXB Chattanooga, Tenn.—Granted CP to make changes in vertical ant.

WGCH Greenwich, Conn.—Granted mod. CP to change type trans.

KMJ-FM Fresno, Calif. — Granted mod. CP for extension completion date to 9-10-49.

WCTF Chicago Theological Seminary, Chicago—Granted request to cancel CP for new FM station.

WSFA-FM Montgomery Bcstg. Co. Inc., Montgomery, Ala.—Granted request to cancel CP and mod. thereof for new FM station.

WBEN-TV Buffalo, N. Y.—Granted mod. CP to correct ERP from vis. 15 kw aur. 8 kw to vis 16.2 kw aur. 10.2 kw, and make slight ant. changes.

KLVT Levelland, Tex.—Granted mod. CP for approval of ant., trans. and studio locations, make changes trans. equip.

KGLO-FM Mason City, Iowa.—Granted mod. CP to extend completion date to 7-16-49.

WCOD Richmond, Va.—Same except to 10-23-49.

WOR-FM New York—Granted mod. CP for extension of completion date to 8-15-49.

WXLW Indianapolis — Granted license new AM station, 1590 kc 1 kw D.

WSTS Southern Pines, N. C.—Granted license increase power to 1 kw, and install new trans.

WLOW Norfolk, Va.—Granted license change studio location.

WTSB Lumberton, N. C.—Granted license install new trans.

WNAG Grenada, Miss.—Granted license change frequency to 1400 kc.

KGHF Pueblo, Col.—Granted license increase power to 5 kw-D 1 kw-N DA-N, install new trans. and change trans. location.

WSOY Decatur, Ill.—Granted license install alternate main trans.

WJMX Florence, S. C.—Granted CP mount FM ant. on AM tower.

WPAR Parkersburg, W. Va.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

KVOB Alexandria, La.—Granted mod. CP change type trans.

KOLT Scottsbluff, Neb. — Granted mod. CP change type trans.

KBRZ Bryan, Tex.—Same.

KABR Aberdeen Broadcast Co., Aberdeen, S. D. — Granted authority to cancel AM license March 31.

Following were granted mod. CPs for extension of completion dates: WMBD, Peoria, to 7-15-49; KTMS Santa Barbara, to 5-13-49; KBUR Burlington, Ia., to 6-1-49; WCAP Asbury Park, N. J., to 6 mos. after decision of U.S. Court of Appeals; WNEW New York, to 5-15-49; KSAL Salina, Kan., to 5-30-49; WADC Akron, Ohio, to 10-1-49; WBT Charlotte, N. C., until BL-3151 has been acted on by Commission.

KIWW San Antonio, Tex.—Granted license new AM station 1540 kc 250 w D

The Fort Industry Co., Area Detroit—Granted licenses new exp. TV relays W8XAO and W8XHK.

Southland Industries Inc., Area San Antonio—Granted CP and license for new exp. TV relay KA-2935.

WPIX Inc., Area New York — Granted CP and license for new exp portable TV relay KA-2934.

Following were granted mod. CPs for extension of completion dates: WJBK-FM, Detroit, to 11-29-49; WNOX-FM Knoxville, to 7-13-49; WBAP-FM, Fort Worth, to 8-15-49; WXRA-FM, Buffalo N.Y., to 8-2-49; WLOK-FM, Lima, Ohio to 11-18-49; KFAC-FM, Los Angeles, to 11-16-49; WWVA-FM Wheeling, W.Va. to 11-21-49; WEMP-FM, Milwaukee, to 7-20-49; KRMD-FM, Shreveport, La., to 8-1-49; WLWF, Columbus, Ohio, to 8-19-49; WISC-FM, Madison, Wis., to 11-8-49; WHFM, Rochester, N.Y., to 7-1-49 WJBK-TV, Detroit, to 11-20-49.

WIPR Sancturee, P.R.—Granted mod. CP change type trans. to correct geographical coordinates and specify trans. location.

April 26 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KTMS Santa Barbara, Calif.—Mod. CP increase power etc., for extension of completion date.

WKST New Castle, Pa.—Same.

KYUM Yuma, Ariz.—Same.

Transfer of Control

KWHK Hutchinson, Kan.—Transfer of stock owned by C. L. Burt, R. L. Evans, Kenneth W. McCrum, John K. Richard, Vern Minor and Frank Fe d/b as KWHK Bcstg. Co. to James E. Murray.

License for CP

WWEZ New Orleans—License for Cl change power etc.

KOSA Odessa, Tex.—License for Cl change frequency etc.

KRE-FM Berkeley, Calif.—Licens for CP new FM station.

KGO-FM San Francisco—Same.

WNBC-FM New York—Same.

WHKC-FM Columbus, Ohio—Same.

WMUR-FM Manchester, N. H.—Same

Assignment of License

KSTB Breckenridge, Tex.—Assignment of license from Robert W. Chapman and Manning L. Trammell d/b a Stephens County Bcstg. Co. t Stephens County Bcstg. Co. Inc.

AM—1340 kc

WLDY Ladysmith, Wis.—Assignmen of license from O. J. Falge to Flambea Bcstg. Co. AMENDED re distribution o stock.

AM—1410 kc

KBUD Athens, Tex.—Mod. licens change from 1410 kc 250 w D to 141 kc 250 w-D 100 w-N unl.

Modification CP

KXYZ-FM Houston — Mod. CP ne FM station for extension of completio date.

WGTM-FM Wilson, N.C.—Same.

WFDR New York—Same.

WNJR-FM Newark, N. J.—Same.

WBCA Schenectady, N.Y.—Same.

(Continued on page 66)





Programs

NURSERY rhymes, stories, birthday announcements and advice are patterned by Emcee Bill Bauer of WAAF Chicago into the format of *Big Brother Bill's Playroom*, aired Saturday mornings from 10:30 to 10:45 a.m. CST. Sponsored by Katzany's Children's Store, show offers an achievement contest for youngsters of three to eight in arts and crafts. Watches are given children submitting the best creative work.

Apple Blossom Festival

APPLE Blossom Festival in Winchester, Va., was scheduled to be telecast by WMAL-TV Washington April 29. Cameras were scheduled to be located in Winchester's main street; one will be on roof of remote truck, and the other across street from reviewing stand. Final 55 mile relay will be longest single relay circuit used for telecast purposes, station reports, and entire 70 miles span covered will establish record for microwave relay transmission of single special program. Program was produced and directed by Jan Beuren De Vries, senior producer at WMAL-TV.

Spring Bow

SPRING's debut on Mesabi Iron Range—the day first iron ore left Virginia, Minn., for Lake Superior ports—was occasion for WHLB Virginia's first network broadcast—on NBC's *News of the World* (Alka-Seltzer). Earl Henton, news director of Arrowhead Network, of which WHLB is member, did on-the-spot broadcast of first iron ore shipments of season. Program included short recorded address by Gov. Luther Youngdahl of Minnesota.

'Ready for Sound'

ORIGINAL music composed as backgrounds to motion pictures is being aired by WMOR (FM) Chicago on *Ready For Sound*, Saturday, 10 to 10:30 p.m. CST. Jack Pitman, chief announcer, narrates story of each film, descriptions of scenes and production notes from a script written by Norm Klarewitz, who also produces open-end transcribed series. Complete scores are largely symphonic works.

Golf Discussions

WESTCHESTER Professional Golfers Assn. has completed plans to broadcast series of radio discussions on the game of golf. First program will be aired on WFAS White Plains, N. Y., May 2. Various pros will be assigned to appear on programs, which will be conducted in "forum" manner. Interviews with various club champions, as well as visiting golfers, will be featured. Series is titled *Golf-Airways*. First few programs will cover course etiquette, description and use of various clubs and facts every golfer should know about game. Ralph Allinger, WFAS sports director, will moderate series, which will be aired Mondays and Fridays, 8:30-8:45 p.m.



IN AN effort to cut four midwest basketball stars down to his size, just the opposite happened to Bill Riley, emcee of *Hey Bob Show* on KRNT Des Moines. Mr Riley's program guests are (left to right): Bill Evans, John Pritchard, Jim McIntyre and Gene Ollrich. Mr. Riley is middle man.

'You Can Be a Star'

WEEKLY talent hunt package, *You Can Be a Star*, owned and emceed by Mort Nusbaum and broadcast by WHAM Rochester, N. Y., has been renewed for an additional 26 weeks by its sponsor, Union Outfitting Co. Series now includes road show unit, with personal appearances scheduled for upper New York State. Mr. Nusbaum conducts this show in addition to his daily three hour morning stint on WHAM.

Quiz Show

TAKING format of *Information Please* in reverse, KYW Philadelphia's new program *Fountain of Facts* pits expert Alfred Moray against a panel of three. Panel asks questions and Mr. Moray, without rehearsal, gives extemporaneous answers. Listeners are invited to submit questions on any subject; for each query used writer receives $2. Twenty-five dollar Security Bond is awarded to writer of any question that Mr. Moray fails to answer. *Fountain of Facts* is prepared and produced by John Stilli.

'WAAM Sportsroom'

WAAM (TV) Baltimore's *WAAM Sportsroom* offers latest information on racing results, baseball scores, etc., as well as entertainment and interviews with prominent figures. Minimum of seven sets are used, including miniature race track on which races are shown as they are being run, night club setting, living room, scoreboard showing latest results, press box set, and background used by stars of show, Tommy Dukehart and Joel Chaseman.

'Marvin's Television Amateurs'

JOINT sponsorship by Marvin's, Credit Inc., and by the Emerson Radio and Television Corp. of WTTG (TV) Washington's *Marvin's Television Amateurs* began when program debuted April 25. Show originates on stage of Howard Theatre in Washington, where permanent television facilities have been installed. Hal Jackson, Washington disc jockey, will emcee series. In addition to amateurs, Mr. Jackson will have celebrity from entertainment world as his guest. Contract for program was placed through Kal, Erhlich & Merrick, Washington.

'Miracle Field Day'

WORZ Orlando, Fla., was on hand for every minute when "Miracle Field Day" was celebrated in Central Florida by U. S. Soil Conservation Service. Day began at dawn and by dusk Service had produced miracle complete farm.

Erie Comes to Cleveland

START of Erie Railroad service into Cleveland's Union Terminal was telecast by WEWS (TV) Cleveland. Telecast was on film, and showed Cleveland Mayor Thomas A. Burke driving golden spike which completed Erie's $1,500,000 terminal link, as well as ceremonies marking entrance into terminal of first of Erie's all-Diesel passenger trains.

Health Message

FACILITIES of three of the four major networks—ABC, NBC, MBS—were utilized by the Democratic National Committee between April 22 and 27 to explain high points of President Truman's National Health Message to the public. Broadcasts included comments from members of Congress. NBC Commentator Leif Eid interviewed Sen. James E. Murphy (D-Mont.) April 22 from 10:45 to 11 p.m. EST, with Rep. John D. Dingell (D-Mich.) appearing the following night on ABC from 7:30 to 7:45 p.m. Mutual gave over its 10:45-11 p.m. period last Wednesday to Rep. Andrew D. Biemiller (D-Wis.) and officials of the AFL and National Farmers' Union.

State's Heritage

SERIES of weekly broadcasts telling interesting story of founding and growth of Commonwealth of Massachusetts has been inaugurated by WNBH and WFMR (FM) New Bedford, Mass. To illustrate program, series of enlarged reproductions of historical State documents are being exhibited in Public Library.



Latest Record Hits on new "DJ" couplings from RCA VICTOR*

BILL Lawrence
Younger Than Springtime
This Nearly Was Mine
DJ-688





EVE Young
A Cock-Eyed Optimist
Happy Talk
DJ-689

VAUGHN Monroe
Dreamy Old New England Moon
Gigolette
DJ-690





DENNIS Day
Three Wishes
A Kiss In The Dark
DJ-691

TOMMY Dorsey
The Huckle-Buck
Again
DJ-692



A Million Miles Away
If I Could Be With You
DJ-693

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

FCC Actions

(Continued from page 64)

Applications Cont.:

WHLD-FM Niagara Falls, — Mod. CP new FM station to change ERP to 45.9 kw.

WRVC Norfolk, Va.—Mod. CP new FM station to change ERP to 7.93 kw and ant. to 333.3 ft. above average terrain.

Assignment of CP

KLAC-TV Los Angeles—Assignment of CP from KMTR Radio Corp. to Warner Bros. Pictures Inc.

License for CP

WSB-TV Atlanta, Ga.—License to cover CP new commercial TV station.

Modification of CP

WCON-TV Atlanta, Ga.—Mod. CP new commercial TV station to change from 15.5 kw vis. 8.6 kw aur. to 4.9 kw vis. 2.5 kw aur.

TENDERED FOR FILING

Assignment of License

KXGI Fort Madison, Iowa—Assignment of license from Willis L. Ashby, Billy M. Barron and John F. Courrier d/b as Hawkeye Bcstg. Co. to A. Orrie Carson.

Transfer of Control

KWCO Chickasha, Okla.—Transfer of control from Washita Valley Bcstg. Co. to C. E. Wilson, Bonnie M. Wilson, P. D. Jackson and Jessie M. Jackson.

AM—1490 kc

KWEW Hobbs, N. M.—CP to change from 1490 kc 100 w unl. to 1490 kc 250 w unl.

AM—550 kc

WSVA Harrisonburg, Va.—CP to change from 550 kc 1 kw D to 550 kc 1 kw unl. DA-N.

FM DELETIONS

KVOM Madera Bcstg. Co. Madera, Calif.—DELETED CP for new FM station for lack of prosecution.
WANQ American Quartz Lab. Inc., Camden, N. J.—Same.
WYON American Quartz Lab. Inc., Yonkers, N.Y.—Same.
WKRZ-FM WKRZ Inc., Pittsburgh—Same.
WVPR Martinez-Rodriguez Bcstg. Co., San Juan, P.R.—Same.
KMFU Denny Park Lutheran Church, Seattle, Wash.—Same.
WTNB-FM Pilot Bcstg. Corp., Birmingham, Ala.—Same
KWEM-FM West Memphis Bcstg. Corp., West Memphis, Ark.—Same.
WBTC Harry F. Guggenheim, Bridgeport, Conn.—Same.
WDFM Wolverine State Bcstg. Service Inc., Detroit—Same.
KVAI-FM Plains Empire Bcstg. Co., Amarillo, Tex.—Same.
KFMP Red Wing Bcstg. Co., Red Wing, Minn.—Same.
WHKR Harry L. Crisp, Marion, Ill.—Same.

APPLICATIONS DISMISSED

AM—1400 kc

Francis J. Darke, Saginaw, Mich.—DISMISSED April 22 application for CP new AM station 1400 kc 250 w unl.

April 27 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

WMJM Cordele, Ga.—CP change from 1490 kc 250 w D to 1490 kc 250 w-D 100 w-N unl.

AM—1130 kc

WCAR Pontiac, Mich.—CP to change from 1130 kc 1 kw D to 1130 kc 1 kw 7:15 am to 5:15 pm during November.

License Renewal

KFMO Flat River, Mo.—License renewal AM station.
KGBS Harbenito, Tex.—Same.

Modification of CP

WDEL-FM Wilmington, Del.—Mod. CP new FM station for extension of completion date.
WLAG-FM La Grange, Ga.—Same.
WFJL Chicago—Same.
WEIM-FM Fitchburg, Mass.—Same.
WHLD-FM Niagara Falls—Same.
WEMB-FM San Juan, P. R.—Same.
KLUF-FM Galveston, Tex.—Same.
WHIS-FM Bluefield, W. Va.—Same.

License for CP

KGLO-FM Mason City, Iowa—License CP new FM station.

TENDERED FOR FILING

AM—560 kc

WCPM Middlesboro, Ky.—Mod. CP change from 560 kc 500 w D to 560 kc 500 w-D 100 w-N unl.

AM—1300 kc

WCLA Baton Rouge, La.—CP change from 1220 kc 250 w D to 1300 kc 1 kw unl. DA-DN.

AM—1430 kc

KSTB Breckenridge, Tex.—Mod. license to change from 1430 kc 500 w D to 1430 kc 1 kw D.

APPLICATIONS DISMISSED

FM—88.1 mc

Columbia College, Columbia, S. C.—DISMISSED April 22 application for non-commercial educational low power FM station.
Wofford College, Spartanburg, S. C.—Same.

(Continued on page 80)

RADIO ARTISTS *Income and Employment Survey Released*

STAFF announcers had median earnings of $4,400 in 1947, with the artists' pay trend generally upward, according to a survey of radio artists in 15 cities conducted by the U. S. Bureau of Labor Statistics in cooperation with AFRA. First results of the survey indicated a rising employment level in radio [BROADCASTING, March 14, 21].

Freelance announcers, on the other hand, were found to average $9,800 in 1947, the bureau found, with one out of four earning over $17,200.

Actors averaged $3,100 during the year, low earnings of freelancers bringing down the level. Singers' earnings averaged $3,800, according to the bureau. Sound effects men averaged $5,000 for the year.

Earnings of radio performers have a "tremendous range," the bureau found. Pay of actors and singers varied widely, with a much narrower spread among staff announcers and sound effects artists.

Variation also was found by the bureau as between different cities, highest scales prevailing in New York, Los Angeles and Chicago. Highest earnings for actors were in New York and Chicago. Singers did best in Los Angeles, with announcers faring best in New York.

The bureau's figures represent gross pay, before deduction of any expenses such as agents' commissions, telephone service, clothing and entertainment. In all, 3,742 artists were covered. Cities include these 15 areas: New York, Los Angeles, Chicago, San Francisco, Boston, Detroit, Seattle, Cincinnati, Pittsburgh, St. Louis, Portland (Ore.), Washington, Cleveland, Minneapolis and Kansas City.

* * *

The study was prepared by Heler Wood and Raymond D. Larson, of the bureau's Occupational Outlook Branch. A third report will show artists' earnings from all fields of work and the final one will contain more comprehensive data on the subjects covered by the first three sections along with facts on artists' work experience, education and training.

The following table shows radio performer earnings of artists reporting earnings mainly or solely from this source in 1947 [1]:

Occupation and City	Number reporting	1 out of 4 earned less than	1 out of 2 earned more than	1 out of 4 earned more than
STAFF ANNOUNCERS				
All cities	594	$ 3,300	$ 4,400	$ 6,400
New York	69	4,900	7,100	11,200
Los Angeles	79	3,500	4,900	8,400
Chicago	42	4,600	6,500	9,500
Other Cities	404	3,100	4,100	5,200
FREELANCE ANNOUNCERS				
All cities	[2] 172	4,400	9,800	17,200
New York	48	12,500	17,000	27,500
Los Angeles	52	5,600	11,000	18,100
Chicago	[3]	[3]	[3]	[3]
Other cities	55	2,300	4,100	8,800
SINGERS				
All cities	[2] 272	1,900	3,800	6,900
New York	105	1,800	3,900	7,600
Los Angeles	71	2,900	4,700	8,700
Chicago	42	2,400	4,100	5,800
Other cities	49	900	2,700	4,300
ACTORS				
All cities	[2] 785	900	3,100	9,100
New York	395	1,300	3,900	10,300
Los Angeles	228	1,100	3,500	10,000
Chicago	57	1,500	3,900	10,300
Other cities	104	[4]	700	2,200
SOUND EFFECTS ARTISTS				
All cities	60	3,800	5,000	6,200

[1] Earnings rounded to nearest $100. Detailed tabulations on yearly earnings will be included in the final report on the survey and are available upon request.

[2] Includes a few artists who did not report the city where they were employed.

[3] Too few cases to warrant calculation of separate earnings figures.

[4] Less than $500.

WNAV WNAV-FM

Operating in Annapolis, Md.

NEW fulltime AM-FM stations in Annapolis, Md., WNAV and WNAV-FM, began operations April 22. The stations are owned and operated by Capital Broadcasting Co. WNAV operates on 1430 kc with 500 w day and night and WNAV-FM on 99.1 mc (Channel 256) with 16.6 kw day and night.

Both stations are on the air 5 a.m. to 1 a.m., or 20 hours daily. Studios are at 89 West St., Annapolis, and the transmitter and two 385-ft. towers in Admiral Heights, west of the city.

Opening broadcast featured speeches by Maryland's Gov. William Preston Lane, Rear Admiral James L. Holloway, superintendent of the U. S. Naval Academy; William Hugh McCrady, mayor of Annapolis, and Albert H. MacCarthy, president of Capital Broadcasting.

Station personnel includes H. Philip Nesbitt, general manager; Paul C. Jones, chief engineer, and William T. O'Connor, sales manager.

Evelyn Walmsley Name

EVELYN WALMSLEY, of McKee & Albright, is the new president of the Advertising Media Forum of Philadelphia. Other officers elected were N. C. Doughty, N. W. Ayer & Son, vice president; R. T. O'Reilly, N. W. Ayer, secretary, and D. B. Arnold, Gray & Rogers, treasurer. Elected board chairman was Solis Cantor, Solis S. Cantor Agency, and program chairman, L. D. Farnath, N. W. Ayer. Guest speakers and group discussions at monthly meetings of the Forum cover radio and television timebuying, spacebuying in newspapers, magazines and trade papers. The AMF, formed in 194[illegible] has one or more representatives from 21 of Philadelphia's leading agencies.

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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager for one kilowatt station in rich market, Great Lakes region. Salary and commission open to right man. Box 839a, BROADCASTING.

Experienced advertising salesman to invest $4,000 and become manager of 1000 watt daytime station located in small southern town, also delivers strong signal over nearby metropolitan market. Post Office Box 5068, Columbia 5, S. C.

Salesmen

". . . we received numerous responses to our recent classified ad seeking a topnotch salesman, as a result of which we have employed the man that we need." Harben Daniel, General Manager, WSAV, Savannah, Georgia.

A real go-getter. Capable creative sales ideas where only hard selling succeeds. Needed immediately. Midwest station. Write Box 783a, BROADCASTING.

Wanted—Salesman for midwest one kilowatt daytime station. Give details including salary. Box 838a, BROADcasting.

Combination salesman-announcer for two hundred fifty watt station in progressive city of 17,000. Write full details in first letter giving references, salary requirements and when available. Box 898a, BROADCASTING.

Alert radio account executive with successful record who can sell in southern market. Position offers 15% commission on time and talent. Box 932a, BROADCASTING.

Real salesman, personable, conscientious requiring creative sales ability not high pressure. KVRH, in the Heart of the Rockies, Salida, Colorado.

Live in Hollywood. Metropolitan Los Angeles station desires live men, 20% commission. George H. Bowles, General Manager, KWIK, Burbank, California.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

Announcers

Wanted—Experienced announcer for 1 kw independent. Accent on news, music—good voice disc. Box 927a, BROADCASTING.

Announcer-engineer for progressive 250 watt midwest network station. Will pay $1.70 per hour for 40 hours to right man. Schedule calls for 45 hour week or $80.75. Permanent to good man. Send full details and disc. Box 944a, BROADCASTING.

Need two announcers with first class licenses. Write full details to Fred Wamble, KANA, Anaconda, Montana.

Announcer-engineer, accent on announcing, by successful small town station. Prefer single man, experience immaterial if ambitious, steady. Send disc, photo, background and salary requirements. KEVA, Shamrock, Texas.

Wanted—Announcer-engineer with accent on announcing. Also one experienced announcer. Southeast Georgia station, pleasant working conditions. WRQN, Vidalia, Georgia. Phone 327.

Announcer—Excellent opportunity for good disc jockey, good voice, who likes to write copy. Send information regarding experience, education, marital status, minimum salary requirement, disc, photo to Station WSSV, Petersburg, Virginia.

Technical

Combination engineer-announcers wanted for one kilowatt station in New England state. Box 940a, BROADCASTING.

Help Wanted (Cont'd)

First class broadcast engineer capable operating 10 kw station in Puerto Rico. Good salary and opportunity to serve as technical advisor to other local stations. State experience, salary, etc. Box 899a, BROADCASTING.

Radio engineers desiring to travel. Will be installing specialized audio devices throughout the United States. Good salary plus expenses. Transportation provided. Must have 10 years technical experience, not including military training, be over 28 years of age, have automobile operator's license. Send complete references and personal photograph. Box 915a, BROADCASTING.

Wanted—Engineer with or without previous experience for 1000 watt daytime station, located in central North Carolina. Transmitter separate from studios. Box 918a, BROADCASTING.

Chief engineer wanted for new kw daytime station in small but delightful southern city. Must be capable of assuming full responsibility for installing and maintaining transmitting and studio equipment. If you are of good character, experience and can put the station on the air, we offer an excellent future. Salary $75. weekly. Can provide housing. Write, giving full details and references. Box 938a, BROADCASTING.

Will have opening about May 16 for another combination engineer-announcer. House for rent at station. Box 967a, BROADCASTING.

Chief engineer who can do some announcing. Excellent future with progressive organization. Car needed. For further details contact Fred Wamble, KANA, Anaconda, Montana.

Chief engineer who can act as combination man ABC affiliate remotes and local shows. Send disc, picture and references with first letter of application to John R. Bailey, Jr., Mgr., KVOC, Casper, Wyoming.

$50.00 per week to first class phone engineer with good voice as GI trainee. Combination man. WRNO, Orangeburg, S. C.

Chief engineer, east coast AM-FM station needs hard working management-minded chief. Unlimited possibilities, in a competitive market. Top quality and initiative are necessary. TV applied for. Full resume first letter. WCUM, Cumberland, Md. P.O. Box 360.

Engineer capable of light announcing duties. Network station. $45 for forty hours. Opportunity for advancement. Experience secondary to willingness. Reply Manager, WFOY, St. Augustine.

Wanted—Two combination engineer-announcers, new station going on air June 1. If not combination men, save your stamps. Greer Broadcasting Co., Greer, S. C.

". . . KRGV received excellent results from a classified ad in BROADCASTING. We ordered two insertions advertising for two announcers. We cancelled the second because of the wonderful response of the first. . . ." Dick Watkins, Assistant Manager.

Production-Programming, others

Newscaster & editor, prefer man between 35 and 45 with newspaper reportorial background. Will be given full responsibility for newsroom of top network affiliated station in midwest city. Salary commensurate with ability. Include with application and audition transcription, recent photograph and complete resume of experiences plus list of references. Box 779a, BROADCASTING.

Help Wanted (Cont'd)

Copywriter, experienced and willing to work. Some announcing and servicing of accounts. 1000 watt MBS affiliate in southwest. Box 913a, BROADCASTING.

Experienced commercial continuity writer, male or female, for regional Michigan network station. Permanent position, opportunity for advancement to administrative duties. Send samples of work, complete background, references to Box 935a, BROADCASTING.

Executive secretary, preferably from southwest, experienced in all phases of radio. F. H. Ford, KENT, MBS affiliate, 311 Milam, Shreveport, La.

Situations Wanted

Managerial

Man 47, expectionally qualified to manage radio station seeks that position with station in town not less than 30,000. Need $150 weekly plus opportunity earn considerable more through bonus plan or profit sharing arrangement. If interested please address Box 563a, BROADCASTING.

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Successful in-the-black manager with knowhow and energy desires change to pleasant, average town which can offer permanent position. Radio 10 years Announce. Sell, Civic-minded. Like local programming. Age 29. Married. Sober. Box 864a, BROADCASTING.

To Coy's 34% in-the-red station owners: Successful and in the black manager who likes to make money—interested in your station if potential is there. Box 865a, BROADCASTING.

Manager or sales manager. Will go anywhere. Opportunity wanted. Past eight years same station. Good references. Box 904a, BROADCASTING.

Economy-minded, making this short. Network station manager desires change, bona fide reasons. Dozen years covers complete operation. Sane, sober, settled. Details by return mail. Box 919a, BROADCASTING.

Desire station in red or one in tough market. Well educated, veteran, experienced all phases of radio. Box 920a, BROADCASTING.

General Manager independent station 100,000 group city past 5 years; previously salesman, seeks larger opportunity. Box 923a, BROADCASTING.

General-commercial manager for over twelve years. Married. Experience in all departments of radio plus construction and reorganizing stations. Can guarantee sales results and solid programming. Good habits and excellent references. Network and independent experience. Prefer permanent position in south. Box 931a, BROADCASTING.

Manager—general-sales program. Present sales manager of CBS station in large eastern market. Thoroughly experienced in all phases of operation. Money secondary to opportunity. Family man. Excellent references. Box 960a, BROADCASTING.

Salesmen

Salesman, all-round radio experience, ten years sales. Stable, congenial, moderate, married. No high pressure. $70,000 sales last year, small market. Can invest if desired. No deep south, please. Box 947a, BROADCASTING.

Salesman—salesmanager. Long successful radio time and newspaper space sales. I know how to meet todays tougher problems, hold down losses and develop new business. Future opportunity more important than immediate salary. Write Box 956a, BROADCASTING.

". . . we received numerous responses to our recent classified ad seeking a topnotch salesman, as a result of which we have employed the man that we need." Harben Daniel, General Manager, WSAV, Savannah, Georgia.

Announcers

Announcer - writer - producer, 5 years top experience. Congenial, conscientious, versatile. Box 640a, BROADCASTING.

Morning man. 7 years. Lively. 25. Family. 50 kw exp. Box 685a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer — veteran, young, single Trained School of Radio Technique Radio City. Will travel. Disc available. Box 824a, BROADCASTING.

Announcer, one year general broadcasting experience. Willing worker Will travel. Box 851a, BROADCASTING.

Experienced announcer presently employed, wants upper midwest, single Best references. Box 860a, BROADCASTING.

Play-by-play announcer available. Can sell. Age 29. Sober. Married. Box 866a BROADCASTING.

Announcer, young veteran, good delivery, operate console, versatile, ambitious. Anywhere, midwest preferred No floater. Box 887a, BROADCASTING

Announcer-newscaster-copywriter market editor. 6 years experience. 37 married. Best of references. Law graduate. Recently employed in news department of large midwest station Seeks permanent position. Box 900a BROADCASTING.

Announcer—2 years experience. University graduate. Presently at 5 kilo watt station. Newscasts, music shows adlib. Can travel. Disc, information Box 901a, BROADCASTING.

Announcer, staff, all-round, consol work. Presently commercial manage of Colorado 250 watt. Can leave o short notice. Box 902a, BROADCAST ING.

Announcer, salesman, actor—veteran 24, single, NYU graduate (advertising) Graduate School Radio Technique Sports background. Travel anywhere Box 907a, BROADCASTING.

Experienced young announcer desire spot with progressive station, eas preferred, now working. Box 908a BROADCASTING.

In Canada only. Announcing positior 24, single, sober. Graduate of CB school, Chicago. Some experience wit Detroit station. Fluent command o French and Spanish. Extensive knowl edge of classical music. Have disc Box 909a, BROADCASTING.

Singing disc jockey and musician de sires position with large, progressiv station having or desiring an activ live talent group. Nine (9) years ex perience, proven mail pull. Can fulfi television and personal appearanc Details, disc, and photo available. Bo 910a, BROADCASTING.

Announcer—Experienced all phase strong play-by-play sports. Seeks A deal with TV future. Top reference travel anywhere. Box 911a, BROAD CASTING.

Experienced good all-round sportscast er. Basketball, baseball, football, box ing, etc. Age 35. Married. Completel dependable. Box 914a, BROADCAST ING.

Look no further, sparkplug announce 24, university degree, intelligent de livery, experienced in all phases staff announcing and writing. Singl will travel. For disc, details, writ Box 924a, BROADCASTING.

Announcer, sports experienced, als news, commercial, desires positio south. Personal interview immediatel Box 933a, BROADCASTING.

College student desires sportscastir position following June graduatio Three years play-by-play experienc Football, baseball, basketball. Also sta announcing experience. Disc, phot references available. Box 936a, BROAI CASTING.

Announcer—Some staff experience wit 5 kw affiliate. Capable. Dependab with desire for permanent positio Box 937a, BROADCASTING.

Morning man, tops in field, desires m jor market affiliation. Can break dow strongest competition. $7000.000 min mum. Box 941a, BROADCASTING.

Special events announcer, experienc with man-on-the-street show, audien participation, morning show and o the-spot news. Can adlib freely. Kno programming. Three years experienc seeking permanent location. Box 942 BROADCASTING.

Announcer, college background. months radio school. Available for o the-job training. Will travel anywhe Married. Call Chicago, Fairfax 4-68 evenings, reverse charges or Box 943 BROADCASTING.

Even swap! Experience, ability for s curity, advancement. Announcer-pr gram director. Prefer south. Box 952 BROADCASTING.

Situations Wanted (Cont'd)

nnouncer—Well versed in all forms of udio routine. Good athletic back-round. Class A voice, news deejay lay-by-play. Disc available. Any-here for good opportunity. Box 953a, ROADCASTING.

nnouncer—Young, single, some expe-ence school, versatile. Willing to ravel. Box 959a, BROADCASTING.

ports announcer. Ten years play-by-lay. Outstanding Hooper sportscast. ox 962a, BROADCASTING.

ependable, staff announcer, 27, mar-ed, pleasant voice with selling appeal. ops in special events and sports. Box 4a, BROADCASTING.

eing replaced by combination opera-on. Eighteen months experience all hases small station operation espe-ally announcing. Some program work. refer midwest. Herb Arms, R5, Box . Louisville, Ky.

nnouncer—young, experience sports, ews, commercial. Would like to lo-te Pennsylvania, Ohio. Ken Easter-rook, 8917 Upland Terr. Pittsburgh . Pa.

horoughly experienced announcer. telligent delivery. Knows news, usic, scripting, production. Herb ottschalk, 5034 S. Woodlawn, Chicago . Atlantic 5-0516.

oung, single, announcer, recent grad-te of leading radio school, lacks com-ercial experience but ambitious, wil'-g to learn, excellent voice. Have sc. Don Keating, 2419 St. Paul Blvd., ochester 5, N. Y.

nnouncer—Single, experienced several ears. Specialty sports (play-by-play l major sports). Disc jockey, news, mmercials. Desires position in east New England. Preferably middle tlantic states, for east. Disc & photo pon request or possibly apply in per-n. Write or wire Stan Kotel, 416 Fort ashington Ave., New York, N. Y.

ompetent announcer. Experience. ollege education. Bob Millisor, 804 . North, St. Marys, Ohio.

xperienced announcer, continuity riter wants permanent position. perate console, newscaster, disc ows, special events. J. B. Richard-n, 1715 N. Raymond Ave., Pasadena, lifornia.

nnouncer—Year experience, year ra-o school. Single, 26, willing to travel. hn Somers, 71 Gale Ave., Elgin, inois.

niversity of Florida radio speech aduate desires announcers position. experienced. No bad habits to un-arn. Mould me the way you want. anley Turegano, 5011 Prytania St., ew Orleans, La.

. KRGV received excellent results om a classified ad in BROADCAST-G. We ordered two insertions adver-ing for two announcers. We can-lled the second because of the won-rful response of the first. . . ." Dick atkins, Assistant Manager.

Technical

nstruction chief engineer—Construct dio station or chief of established tion. Seven years radio, five in oadcast. Chief two years. Minimum ary $85.00. Box 516a, BROADCAST-G.

gineer now employed desires change th possibility TV. Thoroughly ex-rienced AM-FM xmiter, studio, re-ding. All inquiries answered. Box a, BROADCASTING.

gineer 1st phone, 2nd telegraph, am-eur licenses. Recent radio school aduate, good background. Single, ll travel. Box 816a, BROADCAST-G.

ief engineer—Age 31, married, vet-n, sober, conscientious, hard worker. nstruct and operate new or estab-hed station. CREI 10 years experi-ce. Prefer midwest or midsouth. x 835a, BROADCASTING.

gineer—1st phone, employed, mar-d. Have car. Desire above Maryland. quire notice. Box 867a, BROAD-STING.

gineer, 15 months experience trans-tter and remotes. Presently em-yed. Require notice. Box 888a, OADCASTING.

Situations Wanted (Cont'd)

Chief engineer desires change, seven years radio experience. Experienced station construction and directional antennae. Sober, conscientious, excellent references. Box 903a, BROADCASTING.

Chief engineer 250 or 1 kw preferred. Experienced all phases operation, maintenance, installation, supervision. Presently employed. Will travel anywhere. Box 912a, BROADCASTING.

Technician—first phone, 29, married, ten years amateur and repairman, one year experience in AM, FM transmitter operation and maintenance, studio control, remotes and recordings. TV studio experience. Responsible position desired. Best references. Box 916a, BROADCASTING.

Experienced engineer—18 years AM-FM construction, economical maintenance. Presently employed (12 years) as chief small station. Desire warmer climate or larger station. Box 917a, BROADCASTING.

Operator—with first class telephone and second class telegraph license. Have over five years of experience with 250 watt station, employed as chief now. Desire permanent position with progressive station. Sober, dependable, good references, married, without car. Age 28 years. Not a veteran. Also have radio servicing experience. Prefer south or southeast. Box 926a, BROADCASTING.

Chief engineer. Experienced. Will travel. Married. Presently employed as chief. Experienced 1000 and 250 watts. Box 945a, BROADCASTING.

Veteran, 26, married. Desire permanent position in southern Oklahoma. 1st phone since 1942. Chief since 1946. Experienced in construction, maintenance, and operation. Combination work if necessary. Box 946a, BROADCASTING.

Help! Have 1st class radio phone. Am long on ambition, alertness, youth, but short on experience. Unimpressed by hard work—unafraid of hours. Technical School graduate. Box 949a, BROADCASTING.

Holder 1st phone, single, will travel, have car and educational background. Box 957a, BROADCASTING.

Chief engineer—Fully experienced in construction, maintenance, and operation of AM and FM wants position anywhere in west. If you have CP, can build your station. Available immediately. Married, no children. Have car. Housing must be available. Salary secondary to other conditions. Box 961a, BROADCASTING.

Operator—continuity writer, 1st class phone. Wants work as straight operator or combination operator-continuity writer. Box 965a, BROADCASTING.

Engineer-first phone, 14 years experience, 4 years as chief. Control transmitter and recording. Interested in locating permanently in west. Box 966a, BROADCASTING.

Engineer 1st phone; few months experience on both AM and FM transmitters. Would prefer a position in New York or regional area. Box 969a, BROADCASTING.

Two engineers, RCA graduates, married. AM, FM experience on remotes, turntables construction. Will travel. Available one month. Box 971a, BROADCASTING.

First phone engineer, recent graduate from radio school desires position with broadcasting station. Inexperienced, ambitious, single. Bernard Budenbender, Bigelow, Kansas.

First phone engineer desires position with broadcast station. Will also do parttime announcing. Car, single, willing to travel, available immediately. Milton Hamilton, Central City, Nebraska.

First phone engineer. No experience, amibitious. Desires broadcasting job. Can do announcing. Lolan Lantz, RR #1, Box 308, Rockford, Illinois. Tel. # New Milford 77.

1st class radio telephone operator desiring a permanent position will travel. No experience as an operator. At present am working for Ram-Rand. Available July 8 RCA graduate. John Witkowski, 444 Wyona Street, Brooklyn, New York.

Situations Wanted (Cont'd)

First phone engineer desire position with broadcasting station. Graduate of good school. Single. Available immediately. Frank Jegerlehner, Tipton, Iowa.

Production-Programming, others

Program or operations manager — Unusual qualifications. Twenty years experience all departments including management. Well worth an inquiry. Box 617a, BROADCASTING.

Continuity chief. Program and promotion minded. Writes selling copy, strong shows. Now earning $75. Prefers east. Family man. Box 780a, BROADCASTING.

Continuity director. Wants full responsibility. Advancement opportunities. Strong programming knack. Box 781a, BROADCASTING.

Special events and newscaster available September 1st to 5 kw or better station offering salary and opportunity commensurate with exceptional voice and ability. Box 784a, BROADCASTING.

Sportscaster, program director, newsman, announcer. Do anything. Go anywhere. 10 years experience. Box 812a, BROADCASTING.

Program director, producer, announcer, top adlib master of ceremonies, showman, prefer midwest or east. Box 881a, BROADCASTING.

Producer-announcer with six years experience wants permanent position in midwest or east. Married, conscientious and reliable. Box 882a, BROADCASTING.

Experienced program director-announcer-newscaster. College background. Desires midwest, west. Box 906a, BROADCASTING.

Radio journalism graduate, June '49 desires opportunity to write continuity for small midwest station. Writing and production experience with college station. Box 928a, BROADCASTING.

Writer-announcer. Sincere and ambitious. I want a career in radio. Will consider any reasonable offer. Box 939a, BROADCASTING.

News editor available. Now employed metropolitan city station. Six years newspaper (editorial) experience, 32, college graduate. Ex-Marine captain, married. Seeking opportunity for advancement. Go anywhere. Samples of newscasts and newspaper stories upon request. Top references. Box 940a, BROADCASTING.

Experienced news editor with ability and drive wants position with established station. Effective newscaster, reporter. Presently with midwestern network affiliate. College graduate, married. Box 950a, BROADCASTING.

News editor, 37, married. 6 years general radio experience in midwest, south and west. References. Box 954a, BROADCASTING.

Program-production. Experience and references unimpeachable. Box 955a, BROADCASTING.

My moma done tole me I should know better, but I'm interested in radio. Have more than three years experience as a continuity director and producer and have done all types of programs. All I want is a livable wage and an opportunity for advancement. Am particularly interested in the west or southern California. Make a wise investment. All it takes is a three cent stamp for details. Box 958a, BROADCASTING.

Producer - announcer - writer - singer - time-buyer. Experienced all phases. Successfully employed in medium market with well-rounded background in national and local production. Desires connection with progressive station in large market or advertising agency. Box 963a, BROADCASTING.

Dramatic scripts from catalogue or written on assignment. Will contract station or network. J. M. Parham, Box 1230, Winston-Salem, N. C.

Music director—can offer smooth continuity in your musical programs, avoiding ditches and jolts. Rich music background. Graduate of Ohio State University School of Music. Married. Veteran. Letter with complete information if desired. Fred Wagner, 607 Logan St., Toronto, Ohio.

Situations Wanted (Cont'd)

Program manager—assistant manager, etc. 17 years radio experience. Age 35, veteran, family man, no carouser. Creative, aggressive, specialize in local programming. Know radio from the bottom-up and all phases of radio management. Midwest or Texas. Box 970a, BROADCASTING.

Television

Technical

Chief engineer 250 watter, 18 years AM experience including construction two locals, one year radar field engineer desires chance enter television; consider position in AM until your television plans materialize. Box 968a, BROADCASTING.

For Sale

Equipment, Etc.

For Sale—101C Federal field strength meter, 1C WE frequency deviation monitor, 731A General Radio modulation monitor. Address Box 774a, BROADCASTING.

Two Zenith broadcast cobra pickups complete with universal mounting brackets, pre-amps, power supplies, etc. Best offer. Box 922a, BROADCASTING.

New composite 250 watt broadcast transmitter $1600. Gates studioette console used about 50 hours $350.00. Box 925a, BROADCASTING.

300 feet new 7/8" Andrew 737 coaxial line, fittings, gas, $140 FOB California. Perfect MI-4875. Universal pickup kit $150. Box 934a, BROADCASTING.

For Sale. New RCA equipment in original cartons. One variable line equalizer $156.00, one 76-B4 speech input consolette with power supply $1100.00, eight BA-1A preamplifiers $52.00 each; one VU meter panel $88.00. All FOB Pocatello, Idaho. One Austin toroidal tower lighting transformer 3 kw $256.00; approximately 3091# No. 8 bare copper wire, soft drawn, 25 cents per pound. Wire and transformer FOB Great Falls, Montana. 24 hour shipment on any or all equipment. Terms cash. Communicate with Henry H. Fletcher, KSEI, Pocatello, Idaho.

For sale—If you need a self-supporting tower for small ground space we have for sale 164 ft. used Truscon tower with lights and insulators ready to ship. Excellent condition price $1,200.00. Contact Sedalia, Mo., Box 149.

Wanted to Buy

Wanted—One kilowatt AM transmitter in good operating condition. Give details including impedance and date available. Box 841a, BROADCASTING.

Studio console, turntables, reproducers, give condition, use, bottom price. Box 929a, BROADCASTING.

Modulation monitor General Radio 731B or 1931A. Give history and price. KFEL, Denver.

Want equalizers, cutting head and a microscope bracket for Presto 6N recorders at bargain price. WOOK, 5321 First Pl., N.E., Washington 11, D. C.

Wanted—Need used combination FM and AM console. Send type and your sale price to Sedalia, Mo., Box 149.

Employment Service

Immediate openings! Programming, writers, experienced announcers, managers, engineers, salesmen, announcer-technicians. Mr. Manager, radio's better personnel desires aiding your needs. Thru-RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Miscellaneous

Addressed to all radio personnel. Have you ever wanted to own a part interest in a station? Here's your chance to invest $1,000 or more. Write Box 948a, BROADCASTING.

Wanted—Loan ten thousand dollars secured by controlling stock in prosperous two-hundred-fifty watt station. Box 951a, BROADCASTING.

P. I. and guarantee stations wanted: guaranteed, fast selling $4.68 camera film offer pays $1 net; Camera, 6411 Hollywood, Hollywood, California.

(Continued on next page)

Help Wanted

Salesmen

Time Saleman Wanted. 23 year old mid-western regional CBS affiliate has opening for an above average time salesman. The man we are looking for wants to become a permanent part of a fine community. He is aggressive but not high pressure. He is experienced in solid selling and servicing. He will have the advice and assistance of an experienced program staff. However, he has the ability to originate and sell sound, practical radio advertising. If you think you are the man we want, we offer you an unusual opportunity with better than average compensation. Write or wire your qualifications and references and an interview will be arranged. **Address Walter Rothschild, Station WTAD-WTAD-FM, Quincy, Illinois.**

Wanted—Salesmen regularly calling on broadcasters. We have profitable sideline. Write details of your experience, territory you cover. A good man can add a $100.00 a month to his income with very little effort. Write Cook, RADIO SCRIPT SERVICES, 218 N. Duke Street, Lancaster, Penna.

Production-Programming, others

WANTED!
(ALIVE ONLY)

PROGRAM DIRECTOR . . . Audience conscious . . . Sponsor conscious . . . Hooper conscious . . . Who can double on air! A man who wants to work in Florida for a Network station with top facilities! We want a man who knows how to set the pace . . . and HOLD it!

ALSO WANTED

AIR PERSONALITIES . . . Men who are equally at home with live or recorded talent! We want men who believe the way to succeed is to make sponsor and listeners equally happy! If you can stand the sight of a low Hooper . . . don't apply . . . otherwise, give experience and ambitions to Box 921a, BROADCASTING.

(Recorded auditions will be requested later)

WANTED:

Man to build and supervise News Department featuring *local* news. Must be qualified, have good voice, personality. Send qualifications, audition, photograph, expected starting salary.

Radio Station KGVL
Greenville, Texas

Schools

NATIONAL ACADEMY OF BROADCASTING, INC.

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

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Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C

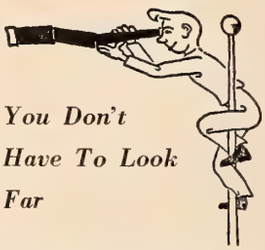
Please send information concerning
☐ **Correspondence** ☐ **Residence Courses.**

Name.....

Address.....

City.....**State**.....

Success Training for the Radio and Airline Industries



You Don't Have To Look Far

for competent engineering help. A call to our placement department lifts the problem off your shoulders and onto ours. Our training staff, which has spent years turning out high-grade AM, FM, and TV engineers, means that you are assured of satisfaction. May we serve you?

CENTRAL RADIO and TELEVISION **SCHOOLS, INC.**
17th and Wyandotte Streets
Kansas City 8, Missouri

Schools (Cont'd)

F. C. C. LICENCE COURSE

Accelerated Training

You are prepared for 1ST CLASS PHONE (FCC) LICENSE in 4 to 6 weeks.

Practical Instruction

Classes and training conducted directly in New York City radio stations.

Arrangements For Quarters

Write or Phone

CAMBRIDGE

School of Radio Broadcasting
220 W. 42nd St., New York, N.Y.
Phone WI. 7-0038

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

SCHOOL RADIO
U. of Neb. Uses KFAB Time

PLANS of the U. of Nebraska to enter educational FM broadcasting have been held up because of lack of funds for a transmitter. The university radio department is equipped with studios, control room and other facilities, but the missing link has been the transmitter.

Solution to the problem came last month when the university completed arrangements with KFAB-FM Omaha for an hour and 15 minutes of broadcasting daily. Announcement of the arrangement was made by William C. Dempsey, acting director of radio at the college. The KFAB-FM time, coupled with the time already provided by KOLN, Lincoln AM outlet, gives the university students a block of an hour and a half for local broadcasting daily, Mr. Dempsey reported.

"We feel that a block of time is essential in proper radio training," he said, "since it provides the pressure of the real radio station. Most anyone can produce a show once or twice a semester, but an hour and a half every day in the week takes work."

Students, working under the direction of the radio department faculty, produce, engineer, write and perform all of the broadcasts. A station staff has been set up with students appointed to the various positions.

For Sale

FOR SALE—One Gates cueing amplifier M02721 **$75.00**—one Shure microphone #556A **$40.00.** One UTC line equalizer **$90.00.** One RCA 77D microphone **$75.00.** Two cabinet mounted Jensen speakers CRT-12 **$40.00 each.** One Meltrone senior boom microphone stand **$75.00.** Two RCA 56E equalizers with hi-frequency compensators **$65.00 each.** One RCA line equalizer BE1B **$140.00** Three RCA brand new 7C21 transmitter tubes **$135.00 each.** Two RCA monitor amplifiers BA4C **$100.00 each.** One RCA limiter **$350.00.** Two RCA LC1A monitoring speakers and cabinet plus filter unit **$250.00.** Two Altec Lansing amplifiers A126A **$250.00 each.** Two Turner U9S microphones **$15.00 each.** One UTC transformer LS50 **$25.00.** Two Altec Lansing duplex systems #612 **$250.00 each.** F.O.B. Pottsville. Contact WPAM, Pottsville, Pennsylvania.

Florida Network Station

- Top exclusive market
- Well operated — profitable
- Excellent network affiliation
- Realistic price for quick action

Price $75,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672



KENNY (r), chief engineer at KA Pittsburgh, advises Father ph A. Lauritis, public relations ctor of Duquesne U., on construc- plans for the Pittsburgh school's station, WDUQ. Station, now un- construction, will operate on nnel 207 (89.3 mc) with 10 w. lios and control room will be on second floor of the university's administration building.

U BALL CASE

FCC Probe Is Postponed

INQUIRY into Western Un- s rates and practices for base- play-by-play service was post- ed last week from May 9 to 17 at request of WIND Chi- .

he investigation, which is to ire into WU's past policy well as charges and regulations er the new tariff which went effect April 18, was ordered the Commission in mid-April. hearing was ordered coin- nt with denial of a petition by WIND in opposition to then proposed new rates DADCASTING, April 18]. IND alleged that certain pro- ns of the new rate was dis- inatory to radio stations and d that the provisions be sus- ded. WIND further asked that be required to show cause it should not be eliminated.

he new rate calls for payment 2 per game by each station g the service in addition to regular fee paid by the orig- ng station subscriber. WIND s opposition said this charge discriminatory since news- rs and press associations re- the information on to non- cribers at no extra fee.

C's hearing order pointed out under the old tariff a sub- er station was not permitted etwork the service to non- cribers and that it wished to tigate reports that WU had ed such retransmittal in cer- instances. FCC indicated that waiving of certain provisions he old tariff may have con- ted violations of the Communi- ns Act.

e Commission order specified Hearing Examiner Elizabeth nith would preside at the in-

REBROADCAST PLAN

Designed to Offset Audience Loss to TV—Poller

REBROADCAST of nighttime network programs the following day is proposed by Lou Poller, WPWA Chester, Pa., as a means of offsetting loss of audience to television.

"A continuing loss in audience is certain to bring either cancellations of costly network programs, demands for reduced time charges or expanded audiences," according to Mr. Poller. "The competition between two of the major networks for Sunday night name shows underscores their own recognition of this condition.

"Since the average network station is committed for specific programs during the daytime, we could, by rebroadcasting night programs during the daytime, recover a good percentage of the audience lost at night.

"We realize that this procedure would call for compensation to the performers and the various unions for rebroadcast (one-time) rights. We are, therefore, suggesting that such performance right funds be used by the local radio stations in the hiring of staff musicians and performers.

". . . We do not think that programming of this nature will affect present network audiences. In fact, many sets not even turned on during daytime hours could be enticed to form an even greater daytime audience. The audience reached by local stations, now lost to networks and their clients, can be recovered in great part to national advertisers."

RELIGIOUS RADIO

CBS Advisors Meet

BOARD of consultants for the CBS Sunday morning *Church of the Air* series, last Monday unanimously endorsed the network's policy of allocating air time to religious groups who, while making positive statements of faith, do not attack belief's of others. The annual board meeting, held at CBS headquarters, also approved the *Church of the Air* practice of working with separate denominations rather than with associations in allocating times.

The group learned that CBS is currently studying means of adapting television techniques to religious subjects, rather than simply telecasting church sermons. Isabel Redman of the CBS-TV public affairs staff, and producer of *Lamp Unto My Feet*, network's Sunday afternoon series showing religious-school children learning their lessons, announced that a new religious television series is being prepared for the summer season. Board members proposed several ideas for religious radio programs, which will be considered by the CBS staff.

Among those attending were: Dr. James E. Hoffman, stated clerk of the Reformed Church in America. Mr. Walter W. Kantack, Christian Science Committee on Publication for the State of New York. The Rev. Carl Lund-Quist, executive-secretary of the Division of Public Relations of the National Lutheran Council. The Rev. Patrick J. Masterson, Office of Catholic Charities, Archdiocese of New York. The Rev. Everett C. Parker, director of programs and production, Protestant Radio Commission. Dr. Emory Ross, executive-secretary of the Africa Committee, Foreign Missions Conference of North America. Dr. Clayton T. Griswold, director of the Department of Radio and Television, Presbyterian Church, U.S.A. Dr. Ralph Stoody, director of the Office of Methodist Information.

Non-members of the board present were: Dr. Moishe Davis, of the Jewish Theological Seminary. Dr. Theodore Savage, charter member of the Board of Consultants, succeeded during the past year by Dr. Griswold. The Rev. Charles H. Schmitz, acting chairman of the Radio Committee of the Northern Baptist Convention.

CBS representatives included Vice President Davidson Taylor; Robert Hudson, director of education and opinion broadcasts; Leon Levine, director of discussion broadcasts; George Crothers, assistant to Mr. Hudson; Gerald Maulsby, assistant director of public affairs; Elinor Inman, director of religious broadcasts, and Miss Redman.

AMATEUR OPERATORS

Guard Training Offered

AMATEUR radio operators may train in the National Guard as members of the Military Amateur Radio System, it has been announced by Maj. Gen. Kenneth F. Cramer, chief of the National Guard Bureau. Newly-established system is authorized to establish amateur radio networks in the Army, Air Force, the Air and Army National Guard, Organized Reserve Corps and ROTC.

Under the plan, operations will be part of regular training programs for Guard communications units and personnel. Equipment for stations would be supplied by U. S. Army and Air Force. Operators who are interested in the program —and who can qualify for National Guard membership—should contact the Adjutant General of their state or nearest Guard armory or air base, the announcement said.

News

JIM McMILLEN has rejoined WMNF Fayetteville, N. C., as news editor. He formerly held that post at station, but had resigned to work in Baltimore.

BOB TERRY, St. Louis sports announcer, has joined KSTL St. Louis. He will feature sports scores and stories on 1:30-5:30 p.m. program of sports and music.

CHARLOTTE SLIFE, assistant to news editor of KROS Clinton, Iowa, has resigned. No future plans were announced.

EVERETT MITCHELL, NBC farm commentator, will receive honorary degree of Doctor of Letters from Carthage College, Carthage, Ill., on June 6. This marks first time in school's history that an honorary LLD has been awarded to person outside field of education, it was reported.

LUCILLE HASTINGS, on newsroom staff of KLZ Denver, received first place award for radio script "Colorado Speaks," and first in news program category for excellence of a radio newscast, in competition conducted by Colorado Press Women.

JACK BRICKHOUSE, sports service manager for WGN-TV Chicago, is father of a girl. Mr. Brickhouse is heard on WGN's *Final Weekend Sports Review* Saturdays.

KWSC Pullman, Wash., provided coverage on local tragedy which involved death of five men last month. Station also sent special events staff to cover earthquake which hit state.

WBUY-FM OPENS

Outlet Duplicates AM Shows

WBUY-FM Lexington, N. C., took the air late last month on Channel 232 (94.3 mc) with effective radiated power of 400 w. The FM outlet duplicates all programs of its AM affiliate WBUY.

Stations are owned by Omar and Greeley Hilton. C. Robert Ray is general manager. WBUY-AM is a fulltime outlet, operating on 1450 kc with 250 w.

OKLAHOMA STATION
Highly Profitable
Network Affiliation
Exclusive
$120,000

CALIFORNIA STATION
Full Time
Well Equipped
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SMALL PROPERTIES DIVISION
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Philadelphia 2, Pa.

WMT FARM DAY

July 29 Set by Worcester

FOURTH annual National Farm Field Day, sponsored by WMT Cedar Rapids, Iowa, will be held July 29 at Delaware County Fairgrounds, Chuck Worcester, station's farm service director, has announced. Farm organizations also are assisting in sponsorship of the huge one-day farm show ,which annually attracts over 40,000.

Theme of this year's event is "Farm and Home Storage," a topic termed by many as the "greatest immediate pressing problem in agriculture." Highlights will be a $1 million display of newest farm equipment, the annual WMT gadget contest and entertainment featuring station's radio stars. Dozens of exhibits will be used to explain and demonstrate storage step by step. Fairgrounds are 40 miles from Cedar Rapids.

AFRA Ball

FOR first time in AFRA Ball history, this year's affair, to be held at New York's Hotel Astor May 20, will include a brief revue about radio, presenting the humorous side of the business from the actor's standpoint. Proceeds from the ball, which also will present numerous stars in headline acts, will be used to send New York delegates to the AFRA Convention in August.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

Production



JOHNNY ROWHER, formerly of program staff of KROS Clinton, Iowa, has joined KCOG Centerville, Iowa, as program director.

RAYMOND F. POTTS, formerly doing radio work for American Legion department of Indiana, has joined WLRP under construction in New Albany, Ind., as head of programming.

FRANK FARRELL has joined announcing staff of WTAM Cleveland.

BOB WATSON, formerly of WCAP Asbury Park, N. J., has joined WVOS Liberty, N. Y., as announcer-engineer.

WILLIAM D. GREGORY, formerly with WHLF South Boston, Va., has joined WRXO Roxboro, N. C., as program director.

EARL STEELE, former announcer at CBS New York, KMOX St. Louis and KLAC Hollywood, has joined WCCO Minneapolis announcing staff. Mr. Steele's wife, SALLY FOSTER, is currently singing on station, and has her own program.

LEWIS LANE, founder of NBC's music research section, has resigned to devote his full time to teaching and lecturing. He joined NBC in 1928.

WILLIAM E. MEREDITH, WRFD Worthington, Ohio, program director, has resigned to accept position as information specialist with U. S. Occupation Forces Far East, in Japan. He will be asigned to Japanese Radio Network as director of public service programs.

JOHN L. HUTCHINSON, WBEN-TV Buffalo, N. Y., producer, and Jean Ashley Kimball, have announced their marriage.

WILL DOUGHERTY, program director of WHHH Warren, Ohio, has been appointed to head all radio programs and publicity for 9th District American Legion convention to be held in Warren June 29.

GEORGE DVORAK, chief announcer at KFI Los Angeles, is the father of a girl, Charlene.

TOM MARSHALL of WNJR Newark, N. J., is the father of a girl, Georgia Pauline.

ROBERT HAFTER, formerly freelance screen writer, has joined KNX-Columbia Pacific Network, Hollywood, as producer. Prior to his screen writing, Mr. Hafter was with CBS as executive producer.

HULL YOUNGBLOOD has joined announcing staff of WOAI-TV San Antonio, Tex.

HAROLD LAWRENCE, formerly with WTOP Washington, has joined WCAU Philadelphia announcing staff as summer replacement.

ELINOR LEE, director of community service for WTOP Washington, has been appointed to serve on executive committee of Assn. of Women Broadcasters.

JERRY SPERLING, formerly with KFRO Longview, Tex., as special events man and sportscaster, has joined KALB Alexandria, La., where he is doing production and m. c. work, and special events.

ROGER KRUPP, former announcer with ABC, NBC and CBS, has joined WBAY Coral Gables, Fla., where he will conduct disc show and do newscasts.

JOHN BROOKMAN, HUGH MEBRY MIX and WALLACE R. JACKSON have been added to NBC Central Division's program staff as assistant AM production directors for daylight savings time operations.

JAMES RAMSEY, former staff organist and musical producer at WXYZ Detroit, has joined production staff of WGN Chicago. He is a former writer and announcer.

DORISLEE NICHOLLS has been named director of special events at WPTL (FM) Providence, R. I. Her former work as continuity supervisor has been taken over by SHIRLEY WHITE.

ROBERT J. BODDEN, program director of KROS Clinton, Iowa, for past two years, has resigned. He has announced no future plans.

JANET GILLESPIE has joined WHHH Warren, Ohio, as continuity writer.

Quaal Registration

WARD QUAAL, director of Clear Channel Broadcasting Service, has filed notice of his recent CCBS appointment with the Secretary of the Senate. Mr. Quaal, who temporarily assumed director's duties during Louis Ruppel's illness, had originally registered Feb. 21 on a temporary basis under Sec. 308 (a) of the Lobbying Act. The CCBS head gave his annual salary as $13,000 compared to $225 per week he received in an acting capacity.

LIQUOR ADS

House Group Gets Petitio

PETITIONS containing nearly 3(signatures were referred to t House Interstate & Foreign Cor merce Committee last week in su port of a pending bill to outla advertisement of alcoholic beve ages on radio and television broa casts. The petitions were fro Women's Christian Temperan Unions in sections of Delaware.

Despite perennial support of t measure, introduced last Februa by Rep. Joseph Bryson (D-S. C there appeared little likelihood la week it would be considered by t FCC-FTC-SEC subcommittee in t near future, according to Hou sources. The legislation (HR 242 prohibits transportation in int state commerce of advertiseme of all alcoholic beverages, includi beer and wine, under penalty of fine between $100 and $1,000 and six months to a year imprisonme Specifically, it would extend t penalty to advertisers in rad newsreels, newspapers and otl periodicals, as well as to stat operators themselves.

COCONINO CO.

Flagstaff Outlet Deni

APPLICATION of Coconi Broadcasting Co., Flagstaff, Ar for new AM station on 600 kc w 1 kw fulltime, was denied by FCC in default.

The Commission's order poin out that the firm had failed to pear at the scheduled hearing March and that the Coconino co sel resigned from the case th days before the hearing beca the firm failed to supply necess information he had requested. F reported the firm had informed attorney by telephone before resignation that it was not s it wished to proceed further.

Coconino originally filed its quest in early 1947.

KATHERINE F. LENROOT, chie Children's Bureau, Federal Secu Agency, will discuss the objective this year's Child Health Day, on day's (May 2) ABC Ted Malone gram.

THE EARLY BIRD CATCHES THE WORM,

But . . .

Early or late or in-between in Memphis, it's

WMPS 10,000 WATTS DA 5,000 WATTS NIGH 680 KILOCYCLE

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPAN

RADIO REPRESENTATIVES, INC.

OTTERIES

FCC Giveaway Approach 'Dubious'—Marks

CC'S proposed move against giveaway programs [BROADCASTING, Aug. 1948] should more logically be based on the ground that these shows not serve public interest, rather than "the dubious ground" that y are lotteries.

This view is expressed in the rent issue of the Georgetown U. ashington, D. C.) *Law Journal* Leonard H. Marks, member of Washington law firm of Cohn Marks, a lecturer on communica- ns law at National U. Law hool in Washington, and a for- r assistant to the general coun- of FCC.

Ample justification exists for cing a taboo on radio giveaways being contrary to public policy, pite the absence of formal re- rements to meet the strict legal ery tests," Mr. Marks concludes er a lengthy study of the ques- ns.

The law reflects public mores, an examination of the history legislation outlawing certain times indicates that the spirit- values at the time dictate gality."

But he feels FCC should proceed tiously before adding giveaways the list of "already condemned tune-telling, astrological, meta- sical and medical advice pro- ms." He writes:

. . Careful consideration must be n to the argument that the latter tune-telling, etc.] each involve an ent of fraud on the public, while aways can at worst be classed as or entertainment," "an attempt to the audience," or "tending to te family discord and encourage bling."

annot similar comments be made ut soap operas, which admittedly y a wide popularity with women ners? If soap operas are outlawed, ld this be an arbitrary and capri- s action?

If FCC decides that giveaways contrary to public interest, the cle says, "this decision can also based upon the argument that eaway programs consist of the e elements which have led leg- tors in the past to prohibit bling activities.' . . . Although money giveaway show may not t the tailored description of a ery in the traditional sense, ainly the same appeal is made he human desire 'to get some- g for nothing'."

he right of the courts to reverse arbitrary and capricious FCC actions appears to be a reasonable safeguard against administrative abuse of power, Mr. Marks asserts. Thus far, he notes, "the actions of the FCC have been regarded by the courts and the public as within the realm of reasonable discretion." He continues:

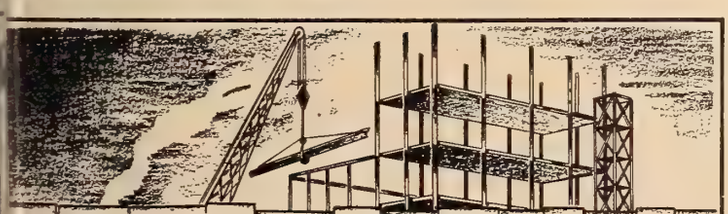
If a similar exercise of administrative discretion results in outlawing the radio giveaway as contrary to public interest, certainly the courts would give great weight to the administrative experience to which the Commission can point in interpreting "public interest, convenience and necessity."

Mr. Marks feels that "a sizable segment" of listeners object to "the low level of entertainment which these [giveaway] lures provide," despite their generally high Hooperatings. He notes that the industry itself, through the NAB Code, is on record against programs designed to "buy" audiences. But, he adds, because the Code "cannot be enforced by legal sanction, it appears that voluntary industry action will not solve the problem."

Voice Personnel

STATE DEPT.'s International Broadcasting Division has moved some of its Washington Voice of America personnel and office facilities from the old War Manpower Bldg., 1778 Pennsylvania Ave., to its new North Penthouse location in the Interior Dept. Bldg. Only remaining radio personnel at former location are those concerned with high frequency matters. Those included in the move were Morton Glatzer, acting assistant chief in charge of IBD Washington, and Barbara Pryor, special assistant to the IBD chief.

WSPB Sarasota, Fla., has been awarded American Legion National Radio Citation for public service in Florida.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Walker's Crusade

CRUSADE by WEBR Buffalo's Georgie Walker to eliminate luxury taxes is gaining momentum in the Buffalo area. Station reports Reps. Chester C. Gorski (D-N. Y.) and William L. Pfeiffer (R-N. Y.) have sent word to Mr. Walker, WEBR disc jockey, that they are in favor of his drive and will support a bill introduced in Congress to banish the luxury taxes. Mr. Walker started his campaign early last month on his *T.N.T. Show*, aired Monday through Saturday, 7-10 a.m.

RADIO CENTER

KFYR Opens New Studios

ELABORATE three-day ceremonies hailed the opening of the new $400,000 Radio Center studios of KFYR Bismarck, N. D., last Thursday. Ceremonies were to have concluded Saturday, according to F. E. Fitzsimonds, KFYR general manager.



Mr. Fitzsimonds

During the opening celebration, Bismarck merchants donated merchandise prizes ranging from auto accessories to electric stoves and console radios. Free dances on each of the three nights and a stage show, with NBC Announcer Bob Murphy as m.c., were presented by the station. List of dignitaries was headed by Judge James Morris of North Dakota Supreme Court.

The two-story Center contains four studios, including a 110-seat auditorium, and rooms for news, recording and auditions. Special feature is a "speaker's" studio, designed like a living room to put speakers at ease. Control room is built to give easy access and visibility into the four main studios, with wood surfaces finished in limed oak. Another feature is a program schedule board which travels electrically, at the push of a button, from offices of commercial manager to program director. Board was designed by program, commercial and engineering departments.

The main auditorium has an expandable stage to accommodate large or small groups of performers, with the front of the stage mounted on rubber-tire wheels. Special floor sections are inserted when the front section is moved forward.

RADIO SHACK Corp., Boston, has issued, free, its 1949 catalog of electronics equipment. Catalog may be obtained by writing corporation at 167 N. Washington St., Boston 10.

CENSUS MEASURE

House Gets Non-Radio Bill

LEGISLATION directing a national census of housing in 1950, as part of the population inquiry of the decennial census, has been reported to the House with amendments by the Post Office and Civil Service Committee. The bill (HR 2203) provides for statistics on number, geographical distribution and characteristics of housing units, but does not include provision for AM-FM-TV sets under utilities and equipment.

A separate bill, authorizing census of broadcast receiving sets and authored by Rep. James Dolliver (R-Iowa), was introduced last January but still pends in the same committee, with no prospect of early action. AM-FM-TV sets would be included as part of the 1950 and subsequent decennial census, to provide data on the number and geographical distribution of sets in the U. S. NAB has already urged inclusion of the question of radio ownership in any 1950 census count [BROADCASTING, April 4].

JACK BRADLEY, sports director of WSAZ Huntington, W. Va., was awarded a plaque and scroll at West Virginia's state high school basketball tournament luncheon for "sportscaster who made the greatest contribution to the promotion of sports in the state" during 1948-49 season.

FINDIN' IT HARD TO DECIDE (Ky.)?

If you're wavering and vacillating about buying radio coverage in Decide (Ky.), better stop fretting and *choose up with WAVE!*

WAVE made up its mind, long ago, to throw everything we've got at the Louisville Trading Area. We broadcast *exclusively* to these 27 choice counties. Thus we can't promise you much in the back country, but we *do* give you Kentucky's greatest metropolitan area, where the standard of living is 46% higher than in the rest of our State.

So don't get schizophrenic from indecision. Get *decisive*, and get *results*, with WAVE!

LOUISVILLE'S **WAVE**
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

Allied Arts

SESAC Inc., New York, has announced production of 39-week series of scripts devoted to American folk music for its subscribers. Firm also announced it is making permanent its experiment of producing holiday and special occasion scripts.

JOHN DUDLEY has joined National Patent Council, Chicago, as radio director after working as copy chief at KHAS Hastings, Neb.

CHARLES MICHELSON Inc., New York, has announced that WVNJ Newark, N. J., has purchased its *The Sealed Book, The Avenger* and *Adventures by Morse,* transcribed mystery shows.

MILTON S. WOLKEN and **ERNEST P. BALDWIN,** resident managers in Chicago and New York of Storadio Adv. Co, national representative for point-of-purchase broadcasting, have resigned, effective immediately. No future plans were announced.

DR. ALFRED T. DeGROOT, dean of Chapman College, Los Angeles, has announced that college's summer school will offer a television workshop, Speech 140, to be taught by **LINDEN LEAVITT Jr.** of Leavitt & McGurk Television Productions.

Equipment

CHARLES E. WILSON, president of General Electric Co., received Bill of Rights Award of American Veterans Committee (AVC) at third annual Bill of Rights banquet of AVC's Washington Press-Radio Wing, on April 30. Mr. Wilson delivered main address at banquet.

S. M. FASSLER has been appointed manager of advertising and sales promotion for Receiver Div., General Electric Co.'s Electronics Dept., Syracuse, N. Y.

HARRY SHOOER has been named to head sales for Nassau and Queens County, N. Y., for Andrea Radio Corp., Long Island City, N. Y.

ARTHUR B. GOETZE, acting works manager of Western Electric Co.'s Tonawanda Plant, Buffalo, N. Y., 42d St. Shops, New York and Allentown Plant, Allentown, Pa., has been appointed works manager. He replaces **WILLIAM K. WIGGINS** who will retire at expiration of his present disability leave. Mr. Goetze has also been appointed acting works manager of Point Breeze Works, Baltimore, Md., temporarily replacing **JOHN R. SHEA,** on leave of absonce because of illness.

LESTER T. GATES, formerly supervisor of radar installations, has been promoted to general service manager of Radiomarine Corp. of America, a service of RCA.

JOHN MECK INDUSTRIES Inc., Plymouth, Ind., has announced production of three speed record player.

WESTINGHOUSE HOME RADIO Div., Sunbury, Pa., has announced expansion of production on all-service TV consoles. New receivers, models 217 and 207, have AM-FM radios, automatic record changers which play all types of records, in addition to 72 sq. in. and 52 sq. in. TV screens, respectively.

MISSOURI HONORS

For Davis, Knight, Johnson

ELMER DAVIS, ABC commentator; John S. Knight, head of the Knight radio and newspaper interests, and Alfonso Johnson, executive secretary of the Southwestern Assn. of Advertising Agencies, will receive individual awards for distinguished service in journalism from the U. of Missouri next Friday.

Similar awards will go to the Memphis *Commercial Appeal,* published by the Memphis Publishing Co., licensee of WMC Memphis, and to the *Saturday Evening Post.*

The awards will be presented by the university's School of Journalism as a feature of its 40th annual Journalism Week May 3-7. Dr. Frank Luther Mott, School of Journalism dean, will make the presentations. Accepting on behalf of the *Commercial Appeal* will be Frank R. Ahlgren, editor.

Mr. Davis will receive a citation recognizing "his notable career as newspaper man, author and magazinist; his distinguished service to the country as director of the Office of War Information from 1942 to 1945, and his fair and incisive interpretation of the news of the world day by day, which has made him one of the American news analysts most trusted by a vast audience of listeners."

Mr. Knight will be honored for "his sound and intelligent leadership in American journalism, as shown during his presidency of the American Society of Newspaper Editors and his liaison work in England during the war, and his outstanding performance as editor and publisher of great metropolitan newspapers devoted to the best standards of the American press."

Mr. Johnson's citation reads as follows: "In recognition of his many services to education for journalism, and training in the advertising field; his career as a high-minded and altruistic journalist, educator, business man, advertising executive, and citizen, and his continuing loyalty to his Alma Mater, who, in turn, is happy to honor him."

The *Commercial Appeal* is to be honored for "its long and proud history as a courageous newspaper. . . . , its notable record of public service, in its 'Plant to Prosper' campaign and in many other projects of wide public benefit, and its greatest achievement — that of being, day in and day out, a good newspaper."



COMMUNICATIONS

Senate Study Meet Held

PROBLEMS of American international and domestic record communications companies, and need for legislation that would permit consolidation in the field, were discussed by a group of company officials and Sen. Ernest W. McFarland (D-Ariz.) in Washington April 22.

Sen. McFarland, chairman of a Senate Interstate & Foreign Commerce subcommittee on radio, telegraph and telephone, said the conference was a preliminary step to a possible study in that field. He had indicated that telegraph matters probably would command the subcommittee's initial consideration [BROADCASTING, April 25]. At the meeting, company representatives were requested to confer among themselves with a view to further discussion with Sen. McFarland. Due to "urgent" legislative business in Congress, however, another conference in the near future was held unlikely.

Meeting with the subcommittee chairman were Brig. Gen. David Sarnoff, chairman of the board of RCA; Gen. William H. Harrison, president of International Telephone & Telegraph Co.; Kenneth Stockton, president of American Cable & Radio Corp.; Gen. Harry C. Ingles, president of RCA Communications Inc.; Walter P. Marshall, president of Western Union Telegraph Co.; Adm. Joseph Redman, vice president of Western Union, and William D. Gailliard Jr., Western Union counsel.

KMBC Kansas City, Mo., carried special broadcast of Kansas City Chamber of Commerce testimonial luncheon for aviation industry.

Technical

WILLIAM F. DRYER, formerl broadcast engineer at KME Kansas City Mo.; **HERBERT WYERS,** formerly ABC Chicago st dio engineer; **FRANCIS M. JOHN SON,** chief engineer, KBUC Coron Calif., and **RAYMOND L. STROC** WEBR Buffalo technician, have joine ABC Hollywood engineering staff.

ORVILLE SATHER, CBS-TV fie technical supervisor, has been a pointed asistant manager of CBS-T technical operations. Mr. Sather h been with CBS since 1935, starting transmitter operator for WC Minneapolis, and later moving New York headquarters.

ALLAN W. HESS, formerly Phil television representative for Goug Industries, Los Angeles (Southe Calif. Philco distributor), has join KECA-TV Los Angeles as studio-fie engineer.

ROBERT B. PARMENTER, former with WHAS Louisville, Ky., has be appointed chief engineer of WLR CP holder at New Albany, Ind.

ROSS WHITESIDE, formerly chi engineer of CKMO Vancouver, a **ERIC LAVELL,** formerly assistant e gineer of CKMO, have joined enginee ing staff of CBR Vancouver.

HERBERT G. EIDSON Jr., chief eng neer of WIS Columbia, S. C., is rec perating from a major operation.

JOAN ROHWER, engineer at KR Clinton, Iowa, for past two yea has resigned.

BEN ADLER, consulting engine has moved his office from 15 Gedn Circle, White Plains, N. Y., to 5 Madison Ave., New York. Telepho PLaza 5-7358.

JACK WILSON, KLAC-TV Hollywo engineer, and **COLLEEN SPROLES** KNX Hollywood mail department ha announced their marriage.

RCA Engineering Products Dep Camden, N. J., has announced produ tion of new FM-AM Isolation U that weighs less than half that of previous unit of this type.

GENERAL ELECTRIC Co., Schen tady, N. Y., has announced producti of long-life miniature tube for mob communication, aircraft radio equi ment, etc.

WESTINGHOUSE ELECTRIC Cor Pittsburgh, has announced producti of new high-voltage selenium rectif cells designed for dc voltage of volts per cell, with an RMS ac volta of 33 volts per cell for single-pha bridge circuits.

AIRBORNE INSTRUMENTS LA Inc., Mineola, N. Y., is producing n recording instrument for use in det mining directional characteristics radar antennas.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager

RCA INSTITUTES, INC.

350 West 4th St., New York 14, N. Y.

OWH-KOAD SALE

Storz Seeks Omaha Stations

ALE OF KOWH, Omaha inde-ndent, and its FM affiliate, OAD, by the World Pub. Co. *maha World Herald)* to Mid-ntinent Broadcasting Co., a wly-formed company headed by bert H. Storz, Omaha business-an, was consummated last week bject to customary FCC approv-Transfer application, to be ed with FCC within a fortnight, expected to show a sales price the neighborhood of $100,000.

Mr. Storz is vice president and director of an Omaha brewery, which he holds 20% interest. e holds 60% in Mid-Continent d is president and director of e corporation. His son Todd, rmer local sales manager of FAB Omaha, holds 40% of the oadcasting corporation and is vice president and secretary d would become general man-er of the stations.

The transfer applications are ing drawn by Francis X. Mc-nough of Dow, Lohnes & Al-rtson, who was in Omaha last eek. The applications will specify e present staffs of the stations ll remain unchanged under the ojected new ownership, with B. Corrigan continuing as station nager under the junior Storz.

KOWH was founded in 1922 as AAW and was acquired by the orld Pub. Co. in 1939. The sta-n operates on 660 kc with 500 daytime. KOAD began opera-n in 1946 on Channel 225 (92.9 c) with 70 kw. Book value of e properties, it is understood, is the neighborhood of $250,000.

JDGET BILLS

House Hearings Deferred

ATES for hearings on two use-passed bills—one covering propriations for State and Jus-e Depts., and the other budgets independent offices—have been ferred by the Senate Appropria-ns Committee. Hearings orig-lly were planned for last week.

The former bill, involving funds State's Voice of America broad-sts, may be considered sometime xt week, with date for a hearing pected to be set this Wednesday Thursday. No consideration has en given to the other measure, ich includes appropriations for veral independent agencies, ong them FCC and FTC. Latter asure provides for increases in mmissioners' salaries from $10,-0 to $12,000 [BROADCASTING, ril 18].

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles

New Business

(Continued from page 15)

ALBERS MILLING Co., Seattle (Friskies canned dog food), April 20 started three weekly sponsorship of *Elmer Peterson Newscasts* on 12 NBC Western stations. Contract is for 52 weeks.

GRUNTAL & Co., New York stock exchange member, sponsoring series of Italian language programs on WHOM New York, offered "in the public interest" to enlighten foreign-language listeners on stock market operations.

SANTA CLARA COUNTY MEDICAL SOCIETY appoints Benet Hanau & Assoc., San Jose, Calif., to handle advertising. Radio will be used.

Network Accounts • • •

JOE LOWE Corp., New York (Popsicles, frozen confection), contracted for first network sponsorship of CBS-TV *Lucky Pup*, puppet show. Firm to sponsor Monday broadcasts in 28 cities, coast to coast, effective today, May 2. Tuesday, Thursday and Friday telecasts of show have been sponsored on WCBS-TV New York only, since March 29. Agency: Blaine-Thompson Co., New York.

PAL BLADE Co., New York, through Al Paul Lefton Co., New York, May 5 starts sponsorship of *The Story of the Week* on ABC-TV. Five-minute video film of news highlights of week is scheduled for Thursdays, 9:25-9:30 p.m., and is set to follow projected Time Inc. sponsorship of *Crusade in Europe* [BROADCASTING, April 18], expected to start on same date.

BONAFIDE MILLS Inc., New York, replaced its *Stop Me If You've Heard This One* April 29 on NBC-TV with show starring comedian Benny Rubin. Agency: S. R. Leon & Son, New York.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, contemplating half-hour telecast of its MBS *Lutheran Hour* on CBS next fall. Decision expected at summer convention in California.

TONI Co., Chicago, chose *That Wonderful Man*, original situation comedy show, for its CBS-TV slot Thursdays, 9-9:30 p.m. EST. Program, originating in New York June 2, will be produced by Charles Irving of Charles Irving Productions, New York, who handles firm's AM show on CBS, *This Is Nora Drake*, and supervised by Roger Pryor of Foote, Cone & Belding, also New York. Plan is to develop a male star with appeal for women customers of Toni's permanent and shampoo. Firm is conducting talent search for the star, who need not have a "name."

PURE OIL Co., Chicago, renews its news program on NBC (Mon.-Fri., 6:45 p.m. CST) for 52 weeks. When new schedule begins today (May 2), company will enter its 10th year of sponsorship on network. Agency: Leo Burnett Co., Chicago.

OZZIE, HARRIET

Rift With Silver Co.

FIVE year romance between International Silver Co., Meriden, Conn., and Ozzie and Harriet Nelson, is heading for the rocks, according to the sponsor's agency, Young & Rubicam, New York. Immediate cause of the rift, agency spokesman reported, is that the sponsor offered Mr. Nelson, who owns the package, a straight one-year contract, while Mr. Nelson is holding out for a five-year pact.

The highly Hooperated program, it was learned, "just didn't sell any silver," but the sponsor fulfilled its original five year agreement (with year to year option). Mr. Nelson wants contract without option.

Last broadcast of *The Adventures of Ozzie and Harriet* will be aired on CBS Sunday, June 26, 6:30-7 p.m., after which the program will take its annual summer hiatus. Whether Mr. Nelson will settle for the one-year pact offered by International, or sign with another sponsor for the fall —several of which it was learned here approached him—will not be known until after May 31. At that time, it is understood, Mr. Nelson's present contract with the William Morris Agency expires, and he will be able to act as his own agent, thereby saving the usual commission.

It is not known at present whether International Silver will sponsor any show should Mr. Nelson stick to his five-year guns.

CBS, which recently wooed the program away from NBC to fill the valuable half-hour period preceding the Jack Benny show, said that another sponsor for the program is expected to be found very shortly.

WILLARD BROWN

Named to New GF Post

WILLARD P. BROWN Jr., former assistant to the production manager in the Maxwell House division, has been appointed assistant to Howard M. Chapin, director of advertising, General Foods Corp.

Mr. Brown, who joined GF in 1942, served two years with the Franklin Baker division. Later he was made head of the methods and standards department of Maxwell House in Hoboken, becoming assistant to the production manager in 1947. Before joining GF he was with the Royce Chemical Co. and the Frosted Food Sales Corp.

Mr. Brown replaces Benjamin F. Grogan, who has been promoted to sales and advertising assistant, Walter Baker division, Dorchester, Mass. Mr. Grogan was formerly assistant advertising manager of the Post Cereals division. Replacing Mr. Brown is Charles Overbeck, who has temporarily transferred from his present job as assistant plant manager at Maxwell House.

CAB CONVENTION

Stress Sales at June Meet

EMPHASIS on selling the medium will have a place at most panel discussions to be held during the 15th annual meeting of the Canadian Assn. of Broadcasters, June 13-16, at the Algonquin Hotel, St. Andrews-by-the-Sea, N. B. Tentative agenda includes various panels on selling the radio medium, selling selective or spot radio, programming, and business sessions on submissions to the Parliamentary Radio Committee and the Royal Commission on Radio and Television.

This will be the first convention of the CAB to be held in the Atlantic Coast provinces of Canada.

In Milwaukee it's
WMLO
One of America's Great Independents

ANTI-CLEAR BILL

Would Threaten Rural Service, Quaal Says

RESIDENTS of rural areas and small towns face "a loss or serious impairment" of their radio service unless action is taken to defeat current legislation pending in Congress, Ward Quaal, newly-appointed director of Clear Channel Broadcasting Service, has declared.

Mr. Quaal's observations were contained in an article written for the *Mining Journal*, Marquette, Mich., and drew the endorsement of Rep. John B. Bennett (R-Mich.), member of Interstate & Foreign Commerce Committee now studying the measure (S 491). Congressman Bennett inserted the piece in the *Congressional Record* three days after Mr. Quaal assumed his new post. He had been acting director to CCBS.

"Farmers have failed to give more than passing notice to a U. S. Senate bill which, if it became law, would deprive them of much of the service they presently receive," Mr. Quaal observed. He referred to explosive legislation authored by Sen. Edwin C. Johnson (D-Col.), who heads the committee.

Citing FCC Chairman Wayne Coy's statement last January that "some 20 millions of . . . people have never had adequate radio service," Mr. Quaal asserted the "only effective way to remedy this defect" is by "retaining . . . and permitting, indeed requiring, clear channel stations to increase their power so as to provide the sort of signal that is necessary for improved service." He termed the need "imperative" despite periodic "bitter attacks by certain interests."

The importance of "local appeal" to the listener—"a loyalty which cannot be severed merely by the signal strength of a distant station"—also was noted by the CCBS director in terms of considering the local advertiser's need.

Two greatest dangers inherent in the bill, which would require duplication of stations on clear channels, would be interference leading to deterioration of remote area service, and limitation of power to 50 kw, "thus foreclosing any reasonable possibility of improving the present inadequate service," according to the CCBS director.

Operation by Mexican stations in excess of 50 kw and a breakdown of U. S. clear channels would "sacrifice the exclusive use of ours to other North American nations," Mr. Quaal stated.



RMA CONVENTION

To Mark 25th Year

TWENTY-FIFTH anniversary will be celebrated May 19 by Radio Mfrs. Assn. with a four-day convention and get-together at the Stevens Hotel, Chicago.

The anniversary angle will dominate the convention this year, though usual business meetings are scheduled. The silver anniversary is to be held coincident with the annual Radio Parts Industry Trade Show.

Sponsoring the show is Radio Parts & Electronic Equipment Shows Inc.; Assn. of Electronic Parts & Equipment Mfrs.; Sales Managers Club, Eastern Group; National Electronic Distributors Assn.; West Coast Electronic Mfrs. Assn., and RMA.

Attendance of at least 2,000 is forecast at the convention. A special train will be run from New York. New feature is a golf tournament to be held May 20 at Olympic Fields Golf Club. The banquet will be held May 19. Business sessions include the annual membership luncheon May 19, board meetings and election of officers. Sen. Homer E. Capehart (R-Ind.), a pioneer radio manufacturer, will address the membership luncheon.

RMA's advertising committee, headed by Stanley H. Manson, Stromberg-Carlson Co., will consider plans for the 1949 Voice of Democracy contest sponsored jointly with NAB and the U. S. Junior Chamber of Commerce. NAB has appropriated $7,500 for the contest if the other two organizations match the sum.

'Red Feather' Series

OPEN END transcriptions in the 1949 series, *Further Adventures of the Red Feather Man*, are being produced by Community Chests and Councils of America, for local station use. Identification with each city's Chest and local agencies will be provided by stations carrying the series during the annual October Red Feather campaign.

AT&T STATEMENT

Debentures To Be Offered

REGISTRATION statement covering $400 million worth of debentures to be offered to capital stockholders of American Telephone & Telegraph Co., New York, has been filed with Securities and Exchange Commission. Company would offer them at $100 for each $100 principal amount, with stockholders entitled to subscribe to one for each six shares of capital stock held on May 6. Offering would not be underwritten, according to the statement.

AT&T said proceeds of the sale will be used for advances to subsidiaries and associated companies; for additions and improvements to its telephone plant; for purchase of stock offered for subscription, and for general corporate purposes. Debentures are convertible into capital stock at $130 per share from Sept. 1, 1949, to June 19, 1951, and $140 thereafter. Initial redemption price of debentures is 106% of principal amount plus interest.

Storecasting Deal

STORECASTING is expected to invade Pittsburgh very shortly, with negotiations in progress between Storecast Corp., New York, the city's FM stations and 125 stores representing three chain organizations. Deal is expected to close very shortly and detailed announcement will be forthcoming.

ELECTRONIC BOOK

Zworykin, Ramberg Autho

PHOTOELECTRICITY AND ITS AP PLICATION. By V. K. Zworykin an E. G. Ramberg. 494 pp. New Yor John Wiley & Son Inc. $7.50.

THIS new volume replaces th second edition of *Photocells an Their Application*, written in 193 by Dr. V. K. Zworykin, RCA d rector of electronic research an vice president and technical co sultant, and Dr. E. G. Ramberg, r search physicist at RCA Labs Div sion, Princeton, N.J. The pu pose of this book, as of the old book, the preface states, "is t familiarize the reader with th properties, preparation and us of photoelectric devices," and t furnish data on the latest develo ments in the field, including th image tube and electronic TV.

The book is divided into tw equal parts. The first 11 chapte deal with the principles and prep aration of photosensitive device and the remainder of the book wit their application. Television an facsimile receive individual atte tion as direct outgrowths of th photoelectric art, with two cha ters devoted exclusively to thes media and other chapters touchin on the subject.

Burton Phones Clancy

DUBLIN, Ireland, has many families by the name of Clancy, but Bob Burton, WEEK Peoria disc m.c., had difficulty reaching any of them (via telephone recorder connector) April 18. The occasion was the birth of the Republic of Ireland, and Mr. Burton, having played the "Clancy Lowered the Boom" record on his *That Burton Thing* show, tried to establish contact with the first Clancy in the Dublin phonebook. One Clancy had moved, another wasn't at home. On the third try Mr. Burton reached Basil Clancy, a publisher, who said he'd never heard "Clancy Lowered the Boom" but would be happy to print a story about Mr. Burton's call.



THE *Fred A. Palmer* CO.

Columbus, Ohio

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on

Management and Operation

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- SALES TRAINING
- SALES PROMOTION

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Telephone—Worthington 2-7346

LMITT EASTCOTT, program di- tor of KGFJ Los Angeles for past two years, has joined ABC estern Division as director of oadcast promotion, serving under RMAN NELSON, promotion man- er.

HN VRBA, formerly copy contact n for Abbott Kimball Co., Los An- geles, has joined KTTV (TV) Hollywood as promotion direc- tor. With Ab- bott Kimball Co. he worked on the Capitol Rec- ords and Capitol Transcriptions account as well as Packard Bell radio. Before joining the agency in May 8, he had operated his own agency 18 months.



Mr. Vrba

E CLARK CHADWICK, publicist NBC *Truth or Consequences*, is the ther of a boy.

BERT PATT, advertising and sales motion manager for WCBS New rk, is the father of a girl, Christy.

Write Your Own Commercials

TENERS to Ruth Welles KYW ladelphia *Home Forum* are being ited to write their own radio com- rcials. Weekly contest offers prizes $25, $15 and $10 for best three mercials submitted. Grand prize be awarded at completion of the test is $100. Mrs. Schlorer's Inc., ker of mayonnaise and other food ducts, is conducting stunt. Copy behalf of Mrs. Schlorer's is limited 100 words.

Boston's Response

O mail audience studies have been tributed by WCOP (ABC) Boston ocal and New England advertisers agencies. Studies indicate re- nse received in distribution of tick- for Boston origination of *Amer- s Town Meeting of the Air* (ABC), receipt of letters resulting from r on the *Let's Have Fun* children's gram.

First Words—Last Words

ST and last public words on one eventy-odd "Week-Ends With Mu- " tendered to outstanding music dents of nation's high schools by ndard Oil Co. of New Jersey in junction with its New York Phil- monic Society series over CBS, went WHOL, CBS outlet in Allentown, First word was given in special

Promotion



announcement over station when selec- tion of Nancy Weitknecht to represent city on April 10 program became final. Last word was aired when Bill Ryan interviewed Nancy on his *School's Out* program. Nancy was royally feted by her city, and publicity program under direction of WHOL's Bob Glover received full local newspaper and radio support.

Beauty Contest

LATEST promotion piece for WWDC-AM-FM Washington is its release stat- ing station will again sponsor Miss Greater Washington contest for 1949. Release begins with definition of "Beauty" as "abridged from an un- abridged Webster's New International Dictionary, second edition. . . ." Fol- lowing this are rules for contest, and some details on what the winner will receive if she is elected Miss America.

Promotion Tie-in

BROADCAST of *One Great Hour* on three major networks for benefit of world relief was occasion for heavy promotion effort by WPAY-AM-FM Portsmouth, Ohio. Station sent post- card notices to 380 ministers and churches in surrounding areas; aired 20 promotions about program and head- lined it on its weekly church news broadcast. Portsmouth *Times* church news page carried reference to broad- cast of *One Great Hour* as its lead item, listing WPAY as station for Portsmouth listeners. And two days before program was aired, number of Portsmouth business concerns spon- sored full-page community ad for show, with WPAY listed as station for local listeners.

WPEN Sales Message

LATEST SALES message by WPEN Philadelphia depicts Fred Bennett standing at microphone flanked by Prof. Muchmore and Frederique Benet, while carpenter in colonial garb fixes an overhead lamp. Message states: "A Sight For Sore Eyes . . . that's what Philadelphians said in 1756 when the street light was first introduced by Benjamin Franklin. 'A Treat For Tired Ears And Jaded Radio Appetites,' is what the modern Philadelphian says today about *The Fred Bennett Show* on WPEN, 8:00 a.m. to 9:00 a.m. every day . . . And why not? . . . What A Show!!! What An Audience For Your Sales Messages In The Great Philadel- phia Market."

Satisfaction Pays

BELIEVING that satisfied client is best salesman, Robert S. Keller Inc., sales promotion firm, has issued new promotion piece featuring letterheads of its station clients and inviting those interested to "Check with our stations —they know!" Front panel features photograph of Bob Keller with hand- written suggestion, "Don't take my word for it—I'm prejudiced." Back panel lists the several services avail- able on a "handshake retainer-fee basis."

MBS Fact-Finder

FOUR-page MBS folder titled "Hunt- ing for facts that will help you—get more for your advertising dollar?" outlines facts about network's facil- ities, coverage, distribution of power, programs and its "flexibility" in special marketing problems. Folder is illus- trated in cartoonist fashion.

Viewed in Comfort

NEW twist for covering baseball oc- curred when KPIX (TV) San Fran- cisco invited Floyd "Bucky" Walter, baseball writer for San Francisco *News*, to cover first game of season— "and the first game to be televised in Northern California," in KPIX studios. An armchair, beer and cigars were placed for his comfort, before a re- ceiver. Mr. Walter's story in *News* included two-column halftone of him- self before receiver, under full page banner: "Video Proves New Boon to Armchair Baseball Strategists."

WPTL 'Newscast'

VOLUME I of the WPTL (FM) Provi- dence, R. I. *Newscast* has been mailed to more than 30,000 persons in the area. The four-page mimeographed sheet, containing station news items and personality notes, will be mailed monthly.

'Student Day'

STUDENTS took over WVOS Liberty, N. Y., on April 19 when station inau- gurated its first "Student Day." They broadcast from sign-on until midnight. Students were selected by competitive auditions, and sponsors were notified of WVOS new "staff." Success of its first "Student Day" has prompted WVOS to offer similar opportunities in succeeding weeks to other major communities in its primary broadcast area.

CKNW Salutes Newfoundland

CKNW New Westminster, B. C., has developed a promotion piece built around entry of Newfoundland into the Dominion of Canada. Piece in- cludes envelope bearing first issue stamp commemorating the event and continuous Elliott-Haynes survey show- ing CKNW as "still second station in Vancouver."

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 29 OF THIS ISSUE

Send Me

BROADCASTING TELECASTING
The Newsweekly of Radio-TV

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CITY ZONE STATE

ONE YEAR AT $7.00
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PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

4-A ELECTIONS

Eleven Local Chapters Name Officers

OFFICERS and governors have been elected at 11 local chapters of the American Assn. of Advertising Agencies and were announced last week by AAAA headquarters, New York. New officers of the group's six sectional councils were announced last week. [BROADCASTING, April 25].

The boards of governors of the AAAA chapters are as follows:

CHESAPEAKE CHAPTER: Chairman, Theodore A. Newhoff of Theodore A. Newhoff Advertising Agency, Baltimore; vice chairman, Sidney Levyne of the S. A. Levyne Co., Baltimore; secretary-treasurer, Fred J. Hatch of MacManus, John & Adams Inc., Baltimore.

Other governors: Joseph Katz of the The Joseph Katz Co., Baltimore; Wilbur Wansant of Wansant, Dugdale & Co., Baltimore.

CLEVELAND CHAPTER: Chairman, Frank Otte of Fuller & Smith & Ross Inc., Cleveland; vice chairman, Howard Meermans of Meermans Inc., Cleveland; secretary-treasurer, H. D. Falls of the Bayless-Keer Co., Cleveland.

Other governors: Kenneth W. Akers of the Griswold-Eschleman Co., Cleveland; R. G. Simmons of Meldrum & Fewsmith, Cleveland.

SOUTHERN OHIO CHAPTER: Chairman, Carter B. Helton of Kircher, Helton & Collett Inc., Dayton; vice chairman, Herman H. Hutzler of Hutzler Advertising Agency Inc., Dayton; secretary-treasurer, William Z. Burkhart of Stockton, West, Burkhart Inc., Cincinnati.

Other governors: Don Kemper of Don Kemper Co. Inc., Dayton; E. G. Forst of Geyer, Newell & Ganger Inc., Dayton.

PITTSBURGH CHAPTER: Chairman, Edward H. Sykes of Sykes Advertising Inc., Pittsburgh; vice chairman, H. B. Peebles of the Albert P. Hill Co., Pittsburgh; secretary-treasurer, Richard W. Cooper of Sykes Advertising Inc., Pittsburgh.

Other governors: James Holding Jr. of BBDO, Pittsburgh; Emil Hofsoos of Ketchum, MacLeod & Grove Inc., Pittsburgh.

TWIN CITY CHAPTER: Chairman, Raymond C. Jenkins of Erwin, Wasey & Co. Inc., Minneapolis; vice chairman, E. A. Cashin of BBDO, Minneapolis; secretary-treasurer, Luther Weaver of Luther Weaver & Assoc., St. Paul.

Other governors: C. L. Greenwood of Knox Reeves Advertising Inc., St. Paul; John T. Foley of Olmstead & Foley, Minneapolis.

ST. LOUIS CHAPTER: Chairman, Oakleigh R. French of Oakleigh R. French & Assoc., St. Louis; vice chairman, James Wilson of D'Arcy Advertising Co., St. Louis; secretary-treasurer, Frank Watts of Watts Adv. Co., St. Louis.

SOUTHEAST CHAPTER: Chairman, Monty Mann of Tracy-Locke Co. Inc., Dallas; vice chairman, Thomas F. Conroy of Thomas F. Conroy Inc., San Antonio; secretary-treasurer, John Stewart of Glenn Advertising Inc., Forth Worth.

Other governors: Dan White of Dan White & Assoc., El Paso; Harold Halsell of Erwin, Wasey & Co. of the South, Oklahoma City; J. B. Wilkinson of Wilkinson, Schiwetz & Tips Inc., Houston; (another governor to be elected).

WASHINGTON CHAPTER: Chairman, Don Madden of Honig-Cooper Co., Seattle; vice chairman, Harry Pearson of Harry S. Pearson & R. E. Morgan Advertising Seattle; secretary-treasurer, Sidny Copeland of Mac Wilkins, Cole & Weber, Seattle;

Other governors: Roscoe Smith of the Comdon Co. Inc., Tacoma; H. O. Stone of Pacific National Agency, Seattle; E. K. Grady of J. Walter Thompson Co., Seattle.

OREGON CHAPTER: Chairman, Charles H. Devlin of Joseph R. Gerber Co., Portland; vice chairman, Leith Abbott of Foote, Cone & Belding, Portland; secretary-treasurer, Milton Foland of Pacific National Advertising Agency, Portland.

Other governors: Harry Burton of McCann-Erickson Inc., Portland; Wayne Leland of House & Leland, Portland.

NORTHERN CALIFORNIA CHAPTER: Chairman: Henry Krieger of Honig-Cooper Co., San Francisco; vice chairman, Ford Sibley of Foote, Cone & Belding, San Francisco; secretary-treasurer, Ross Ryder of Ryder & Ingram Ltd., Oakland.

Other governors: Harrison McClung of J. Walter Thompson Co., San Francisco; Edward A. Merrill Jr. of Young & Rubicam Inc., San Francisco.

SOUTHERN CALIFORNIA CHAPTER: Chairman: Gene Duckwall of Foote, Cone & Belding, Los Angeles; vice chairman, Robert B. Shirey of J. Walter Thompson Co., Los Angeles; secretary-treasurer, Charles John Hawkins of Barnes Chase Co., Los Angeles.

Other governors: Gayb Little of Little & Co., Los Angeles; Charles Levitt of Smalley, Levitt & Smith Inc., Los Angeles.

It's No Bull!

. . . when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Meadville alone.) And too, don't forget for one minute: We not only broadcast your shows . . . we promote them.

WMGW

Studios & Offices—First Nat'l Bank Bldg.
Meadville, Pa.



Good Neighbor Award is presented by Joe L. Smith Jr. (r), WKNA president, to West Virginia's governor, Okey L. Patterson (center), and Mayor Andrews. →

CBA CONVENTION

July Meet at South Bend

THIRD annual convention of the Catholic Broadcasters Assn. will be held July 29-30 at the U. of Notre Dame, South Bend, Ind., Rt. Rev. Msgr. Francis X. Sallaway, CBA chairman, announced last week. Broadcasters from the U. S. and Canada will attend the convention.

Opening session will be held Friday night, July 29, and Saturday will be devoted to panel and workshops on problems faced by Catholics producing their own religious programs. High priority will go to dramatic programming, according to Msgr. Sallaway, with television running a close second. Representatives from commercial radio will assist with the workshop. Msgr. Sallaway said, along with outstanding broadcasters in the Catholic field. CBA headquarters are in Wilmington, Del., P. O. Box 1573.

Catholic Broadcasters

MIDDLE Atlantic regional meeting of Catholic Broadcasters was held April 30 at Seton Hall College, South Orange, N. J. Program was devoted to talks and discussions of religion in radio. Joseph F. Keating, assistant commercial program supervisor of MBS, spoke on "Religious Broadcasts and the Networks."

GOOD NEIGHBOR

WKNA Turns Award Into So

AN ABC promotion gimmick—t Good Neighbor Award on *Brea fast in Hollywood*—was built into city-wide observance last month WKNA Charleston, W. Va. Pr motion resulted in much publici for the station and the sale of t ABC co-op program in that mark WKNA reports.

When the citizens of Charlest collected over $107,000 for a reli fund to provide for families seven firemen killed in a March fi disaster, WKNA decided the pr ect should have some recognitic The station contacted Carl Webs Pierce, producer of *Breakfast Hollywood*, and suggested that t civic action merited the progran Good Neighbor Award. Mr. Pier agreed. WKNA Promotion Ma ager Jim van Sickle arranged wi the West Virginia Safety a Health Council to co-sponsor a cit wide memorial service and May R. Carl Andrews proclaimed t day Fire and Accident Memor Day.

WKNA promoted the event the air, in the local papers and public meetings. Award was pr sented to the mayor and govern at special ceremonies, whi WKNA broadcast from a local a ditorium. As a result of the eve the Bluefield Supply Co., West V ginia distributor of Hotpoint a pliances, signed with WKNA sponsor *Breakfast in Hollywood* that area.

KEITH KERBY

Leaving KSFO-KPIX June

KEITH KERBY, program direct of KSFO and KPIX (TV) S Francisco and connected with A sociated Broadcasters, licensee, f the past 12 years, will resign eff tive June 1. He plans to go ir production and marketing of te vision package shows.

Bill Baldwin, announcer, act writer and special features dir tor at KSFO-KPIX, also plans resign on that date, leaving f Hollywood to handle both radio a movie work.

Mr. Kerby went to KSFO fr KOIN Portland in 1937. He work as an announcer and special ever man until 1939 when Associat Broadcasters bought KROW Oa land and transferred him there assistant manager. During the w he covered the Pacific for AB and returning to the states, join KGO San Francisco as actor a announcer. In 1946, Mr. Kerby turned to KSFO as program dir tor. Last December, when KP began operation, he assumed dut covering radio and television p ductions.

DAILY and Weekly Telenews-I newsreels have been placed on WJE TV Detroit. Ohio Oil Co. is sp soring the daily newsreel on WH TV Dayton.

UTHORIZATIONS
CC Cancels 15 FM, 7 AM

EVEN AM and 15 FM authorizations were deleted by FCC last week to bring total drop outs to date this year to 15 for AM and 7 for FM.

KABR Aberdeen, S. D., turned in its license because of economic factors, the Commission was informed [BROADCASTING, March 14,]. KROM Pueblo, Col., whose license also was deleted at station's request, reported the station's directors had voted to dissolve the corporation.

WNCA Asheville, N. C., gave as reason for turning in its license it said it was the only profitable operation to do so [BROADCASTING, March 7].

Three AM outlets of William Ellon Snowden, oil producer and television applicant, were deleted by FCC for failure to prosecute construction permits. These were KSWN Winfield, Kan., KDXJ Jennings, La., and KCUI Midland, Tex. WGNE Greenville, N. C., was dropped when its owners took over operation of WGTC there [BROADCASTING, March 28].

Of the 15 FM permits cancelled last week by the Commission, 13 were for failure to prosecute. WTTF (FM) Chicago requested withdrawal stating that due to circumstances beyond its control it was unable to proceed. WSFA-FM Montgomery, Ala., stated it has not been able to develop FM revenue and declining revenues in present AM operation brought decision to withdraw.

Following FM permits were cancelled for failure to prosecute:

WTNB-FM Pilot Broadcasting Co., Birmingham, Ala.; KWEM-FM West Memphis Broadcasting Corp., West Memphis, Ark.; WBTC Harry F. Guggenheim, Bridgeport, Conn.; WDFM Riverine State Broadcasting Service Inc., Detroit; KVAI-FM Plains Empire Broadcasting Co., Amarillo, Tex.; KWMP Red Wing Broadcasting Co., Red Wing, Minn.; WHKR Harry L. Crisp, Marion, Ill.; KVOM Madera Broadcasting Co., Madera, Calif.; WANQ American Quartz Labs. Inc., Camden, N. J.; WION American Quartz Labs Inc., Parkers, N. Y.; WKRZ-FM WKRZ Inc., Pittsburgh; KFMU Denny Park Lutheran Church, Seattle, Wash.

Details of AM deletions:

WGNE Greenville, N. C.—Carolina Broadcasting System Inc., CP, April 1. Owners acquired WGTC there.

KROM Pueblo, Col.—Rocky Mountain Broadcasting Co., license, April 14. No reason.

WNCA Asheville, N. C.—Community Broadcasting Co., license, April 12. No reason.

KABR Aberdeen, S. D.—Aberdeen Broadcast Co., license, March 31. Economic.

KSWN Winfield, Kan.—Snowden Radio Enterprises, CP, April 28. Failure to prosecute.

KDXJ Jennings, La.—Snowden Radio Enterprises, CP, April 28. Failure to prosecute.

KCUI Midland, Tex.—Snowden Radio Enterprises, CP, April 28. Failure to prosecute.



OFFICIALS of WHO Des Moines, which celebrated its 25th anniversary April 10 are (l to r) William D. Wagner, secretary; D. D. Palmer, vice president-treasurer; Col. B. J. Palmer, president; Ralph Evans, executive vice president; Paul A. Loyet, vice president and resident manager; Dr. Herbert Hender, board member.

Milestones

► WHO Des Moines, which celebrated its silver anniversary on April 10, is one of radio's pioneer stations. Station was established in 1924 by Bankers Life Co., a life insurance firm, with power of 500 w on 570 kc. Power was increased to 50 kw in 1933 and frequency was changed to 1040 kc in 1941. In 1933 Central Broadcasting Co., Col. B. J. Palmer, president, became owner and operator of WHO. Station's first regularly scheduled broadcast was made April 10, 1924. WHO organized one of the first farm service departments in 1936. It has more than 50 employes who have been with station more than 10 years. In 1948 WHO-FM went on air, and WHO-TV is now in advanced planning stage. WHO has been active in all public service programs including war effort, European aid, and sponsorship of plowing matches and soil conservation field days.

► WBEN-TV Buffalo, N. Y., is planning special variety program in conjunction with its first anniversary May 14.

► John Ademy, associate editor and newscaster on WCAO Baltimore, is now in his third year of broadcasting *Studebaker News*.

► WSUI, U. of Iowa's station at Iowa City, celebrates its 30th year of scheduled broadcasting. Highlight of event will be an open house May 6 and 7.

► George Graves, horticultural authority, began his fifth year on WCOP Boston April 24.

CBC Economy

DRASTIC ECONOMIES are in view for Canadian Broadcasting Corp., according to statement of board of governors chairman, A. D. Dunton, at Toronto, that CBC hasn't enough money to give adequate service on a national basis. Speaking at the Arts Council of Canada on April 21, Mr. Dunton stated that CBC will have to slash its services severely unless more money is provided. He stated that the $2.50 a year license for radio homes is not enough. Last year CBC paid $1,300,000 direct to Canadians for creative work. To keep up that pace, CBC would need listener license fee of $7.50 per radio home to provide three national programs (instead of present two) with French language equivalents. He said television would multiply CBC financial problems five times.

WLWT(TV) Cincinnati has announced number of its sponsors showed gain of 42.2% in March over preceding month. March sponsor total was 57.

AMERICA'S FUTURE
ET Series In Production

AMERICA'S Future Inc., nonprofit, non-political foundation devoted to the preservation of the traditional American way of life and the free enterprise system, has circularized stations offering them a series of quarter-hour weekly transcribed programs, *Americans Speak Up*. Programs, which cost the stations $5 a disc, are available for sponsorship locally.

Each program features Bill Slater as master of ceremonies, interviewing such well-known speakers as Sen. Harry F. Byrd of Virginia; Henry Hazlitt, financial editor of *Newsweek;* Movie Star Robert Montgomery; Maj. Benjamin H. Namm, department store head, and the like, each discussing some aspect of American free enterprise and the need for protecting it against foreign Isms. Series is produced by Laurence Hammond, who has produced *We, the People, America's Town Meeting, Keeping Up With the Wigglesworths,* etc. Six programs are already recorded, with the first 13 scheduled for completion before the series starts June 1.

WCAU-TV Philadelphia has announced ten more advertisers, representing 160 ad periods, highlighted station's business in early April.

Mrs. Gertrude Gentzel
McCann-Erickson, Inc.
New York City

Dear Gert:

Th' fellers wot runs this here WCHS really knows what public service means! They've knowed all along that ever'thin' a good radio station does all day long is public service. It's th' housewife bein' helped with th' dishes and th' cleanin' while she listens t' her soap opreys. It's th' tired businessman jest a settin' in his chair after dinner listenin' ter a mystery. An' it's th' kiddies a laffin' at some o' th thins they likes. 'Course, news, forums, and interviews enters in, too. An' ole WCHS with her 5000 watts does 'em all! Yessir, WCHS is a real puplic service station!



Yrs.
Algy

WCHS
Charleston, W. Va.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

FCC Actions

(Continued from page 66)

April 28 Applications . . .

ACCEPTED FOR FILING

AM—1270 kc

KBND Bend, Ore.—CP change from 1340 kc 250 w unl. to 1270 kc 1 kw unl. DA-N.

AM—550 kc

WSVA Harrisonburg, Va.—CP to change from 550 kc 1 kw to 550 kc 1 kw unl. DA-N.

AM—1280 kc

Wythe County Bcstg. Co., Wytheville, Va.—CP new AM station 1340 kc 250 w unl. AMENDED to request 1280 kc 1 kw D.

Modification of CP

WHHM-FM Memphis, Tenn.—Mod. CP new FM station to change ERP to 18 kw, ant. to 411 ft. above average terrain.

WDSU-TV New Orleans—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—1450 kc

WJMR New Orleans—CP change from 990 kc 250 w D to 1450 kc 250 w unl.

AM—1020 kc

KEYD Minneapolis—CP to change from 1440 kc 5 kw D to 990 kc 10 kw D.

APPLICATIONS DISMISSED

AM—730 kc

Abe Lapides, Pontiac, Mich.—DISMISSED April 25 applications for CP new AM station 730 kc 1 kw D DA.

AM DELETIONS

AM—1580 kc

KSWN Snowden Radio Enterprises, Winfield, Kan.—DELETED April 28 CP new AM station 1580 kc 1 kw D.

AM—1300 kc

KDXJ Snowden Radio Enterprises, Jennings, La.—DELETED April 28 CP new station 1300 kc 1 kw D.

AM—980 kc

KCUI Snowden Radio Enterprises, Midland, Tex.—DELETED April 28 CP new AM station 980 kc 1 kw D.

Corrections

APPLICATION of John W. Boler for new AM station at Charlotte Amalie, Virgin Islands is for 250 w full time on 1090 kc instead of daytime only as incorrectly reported in BROADCASTING, April 18, 25. Also, new AM application of J. E. Bains trading as Oneonta Broadcasting Co. is for Oneonta, Ala., and not Oneonta, N. Y., as reported April 25. Facilities sought are 1 kw daytime on 910 kc.

PHILLIPS H. LORD production, *Counter Spy*, sponsored by Pepsi-Cola on ABC, received *Magazine Digest* award "for providing good entertainment and effective public service. . . ."

Box Score

SUMMARY TO APRIL 28

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,973	1,924	226	...	422	247
FM Stations	724	315	560	24*	95	29
TV Stations	59	8	113	...	326	180

*8 on air

TV APPLICATIONS

Durham, N. C. — Mary Pickford Rogers, Channel 4 (66-72 mc), ERP 18.5 kw visual, 9.25 kw aural, antenna height above average terrain 500 ft.; estimated cost of construction $208,050, first year operating costs $50,000, revenue undetermined. Mary Pickford Rogers, former screen star, owns 33⅓% Comet Productions Inc., 66⅔% Triangle Productions Inc. and 50% Artists Alliance Inc., all in Hollywood; and 50% of United Artists Corp., New York. Filed April 26.

Winston-Salem, N. C.—Mary Pickford Rogers, Channel 6 (82-88 mc), ERP 18.5 kw visual, 9.25 kw aural, antenna height above average terrain 500 ft.; estimated cost of construction $207,800, first year operating costs $50,000, revenue undetermined. Filed April 26.

Longview, Tex.—East Texas Television Co., Channel 5 (76-82 mc), ERP 0.76 kw aural, 1.0 kw visual, antenna height above average terrain 439 ft.; estimated cost of construction $109,000, first year operating cost $70,000, revenue $70,000. Arlington James Henry, sole owner of applicant, is owner of Bagwells Appliance Store and has considerable real estate. Filed April 28.

Fort Worth, Tex.—Texas Telenet System Inc., Channel 10 (192-198 mc), ERP 25.16 kw visual, 12.58 kw aural, antenna height above average terrain 504 ft.; estimated cost $127,050, first year operating cost $110,400, revenue $54,000. Applicant is corporation of 18 stockholders. James P. Nash, Austin oilman, is president, and Herman Heep, oilman and rancher is vice president, [BROADCASTING, Sept. 6, 1948]. Texas Telenet System Inc. has TV applications pending for Austin, San Antonio and Corpus Christi, Tex. [BROADCASTING, Sept. 6, 1948]. Filed April 28.

Waco, Tex.—Texas Telenet System Inc., Channel 3 (60-66 mc), ERP 5 kw visual, 2.5 kw aural, antenna height above average terrain 511 ft.; estimated cost of contsruction $129,550, first year operating cost $110,400, revenue $54,000. Filed April 28.

AM APPLICATION

North Platte, Neb.—John Townsend, 1010 kc, 1 kw, daytime; estimated cost $21,725.36. Mr. Townsend, sole owner, is engaged in manufacture of electronics equipment. Filed April 26.

TRANSFER REQUESTS

KWHK Hutchinson, Kan.—Transfer of control of KWHK Broadcasting Co. Inc. from C. L. Burt, R. L. Evans, Kenneth W. McCrum, John K. Rickard, Vern Minor and Frank Fee to James E. Murray for $21,000. Transfer of 49% of stock takes effect immediately and original owners retain 51% until approval by FCC of transfer request. Mr. Murray sold KWHK to present owners in 1948, but disagreement among directors retarded payment to Mr. Murray who is buying back station. KWHK is assigned 1 kw daytime on 1190 kc.

K S T B Breckenridge, Tex.—Assignment of license from Robert W. Chapman and Manning L. Trammell d/b as Stephens County Broadcasting Co. to new corporation of same name composed of Robert W. Chapman, secretary-treasurer 40%; Manning L. Tram mell, president 40%; Augusta J. Tram mell, 10%; M. Elizabeth Chapma 10%. KSTB is assigned 500 w da time on 1430 kc.

KMPC Los Angeles, WJR-AM-FM D troit and WGAR Cleveland—Transfe of control from G. A. Richards to thr trustees, Dr. John A. Hannah, L. Fisher and Harry J. Klinger. M Richards transfers title and votin rights of 64.6% of stock of KMP Family control of WJR-AM-FM relinquished by his transfer of 28.66 Mrs. Richards holds 33.73% in WJ Mr. Richards transfers 71.64% of WGA to the three trustees. Dr. Hannah president of Michigan State Colleg Lansing; Mr. Fisher is vice pres dent of Fisher & Co. and director General Motors, Detroit; Mr. Kling is vice president of General Motors a general manager of GM Pontiac Mot Division. Each will receive an annu salary of $5,000 as trustee. Mr. Richar said he plans to retire from acti management of his radio interests. A three stations are 50 kw outlets, KMP assigned 710 kc, WJR 760 kc and WGA 1220 kc.

KXGI Fort Madison, Iowa—Assig ment of license from Willis L. Ashb Billy M. Barron and John F. Courri d/b as Hawkeye Broadcasting Co. to Orrie Carson for $55,000. Mr. Cars has multiple publishing interests Chicago and is treasurer and 9% stoc holder of KSMN Mason City, Iowa. H wife, Lillian, owns 40% of KSM KXGI operates on 1360 kc, 500 w, da time.

KWCO Chickasha, Okla.—Transfer control Washita Valley Bcstg Cor licensee, from George C. Robinson a James B. Quattlebaum, 49.1% each, a Kathryn G. Quattlebaum and Franc J. Robinson, 0.9% each, to C. E. Wils 49.1%, Bonnie Wilson 0.9%, P. D. Jac son 49.1%, and Jessie Jackson 0.9 Consideration is $30,000. KWCO is a signed 250 w daytime on 1560 kc.

WMRA Myrtle Beach, S. C.—Transf of control of Myrtle Beach Bcstg C licensee, from Joe C. Ivey, who se 68 of his 126 shares to P. T. Wats for $6,800 and 58 shares to L. B. Hym for $5,800. Mr. Hyman who alrea owns 62 shares, is 24% owner of WD Dillon, S. C. Mr. Watson who holds shares, owns 99.8% of WGTM Wils N. C. WMRA operates on 1450 kc 250 unl.

CAA Brews Storm

(Continued from page 23)

maximum would increase at the rate of 100 feet for each mile, up to the 500-foot maximum height.

In addition to these fixed-height limitations, certain "planes" and "slopes" would be established. Towers would not be permitted to extend above these without areonautical approval. These limitations, Comr. Webster said, are "less restrictive than the height limitations . . . except in the immediate vicinity of the airport."

Some industry spokesmen were particularly disturbed by a section of the proposed standards which they construed to impose substantial limits on towers within seven to eight miles of any airport "which may be used" in instrument landings. They felt any airport might, under this provision, be classified as one which "may" be so used.

Royal V. Howard, NAB's director of engineering, declined to discuss the proposals Friday, declaring they are too involved and complex to permit comment without further study.

Need More Time

Others felt industry would not be able to gauge the full effects of the proposals without applying them to sample cities and sample problems—a tedious task for which they felt more time should have been allowed.

In his letter, Comr. Webster described current policy on clearance of towers and tower sites as "unrealistic." This policy, he explained, is to study the aeronautical effects if (1) the tower will exceed an overall height of 150 feet above ground level, or (2) if the antenna is to be located within three miles of a landing area and will exceed an overall height of five feet above ground for each 500 feet of distance from the nearest boundary of the landing area.

He noted that television and FM frequencies require higher towers for adequate coverage and th thus it has been "almost impo sible" for an applicant to select site without prior study of t aeronautical features.

The problem of getting CAA a proval of antenna sites has lo plagued and delayed broadcaste Charges of inconsistency have be raised frequently against the CA The advisability of making suit bility of tower sites one of t issues in hearing cases was p to FCC in a recent proceeding, yet undecided, while the probl also is due to be aired in forthco ing hearings relating to K Denver and WOR New York.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Campbell Music

SIMILAU (See-Me-Lo)

On Records: Peggy Lee—Cap. 15416; Ray McKinley—Vic. 20-3377; Gene Krupa—Col. 38415; King Sampson—Com. 7552.

On Transcriptions: Lenny Herman—Lang-Worth; Jumpin' Jacks—NBC Thesaurus.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

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Invasion of Privacy
Plagiarism-Copyright-Piracy

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OUR UNIQUE EXCESS POLICY

provides adequate protection.
Surprisingly inexpensive
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'IAR UNDERWAY

Unanimity Exceptional

)URTH Inter-American Radio nference swung quickly into ac- n last week at the State Dept. in shington as delegates from 22 ntries gathered to work out al- ation of frequencies between 10 4000 kc.

The FIAR session is combined h the International Telecom- nication Union's Region 2 Con- ence because the same delegates overlaps in work are involved. The opening plenary session was d Monday afternoon for FIAR- gion 2. In a spirit of exceptional nimity the delegates quickly patched with the preliminaries lecting officers, approving agen- , organizing committees and ning committee chairmen and er matters. By completing in few hours what some interna- al conferences require weeks to omplish, the session was pre- ed to begin committee work the lowing day. Sessions are to be pleted by mid-June, it is esti- ted.

Harmony theme was keynoted by nes E. Webb, Under-Secretary State, who said the "world has e to expect from this Hemi- ere the encouraging spectacle efficient collaboration leading to crete and useful achievement." e sentiment was echoed in behalf visiting delegates by Col. Helio ta, chief of the Brazilian dele- ion.

However, despite the warm feel- s expressed at the outset, cer- of the various countries have n at odds particularly over ndard broadcast matters and it elt these will be major obstacles overcome when they arise. Al- ugh much of the broadcast cy will fall to those revising North American Regional adcast agreement, one issue to met will be use of 540 kc ROADCASTING, Feb. 28]. The U.S. made proposal of limited use 540 kc while Mexico and Canada eady employ the facility.

Other Problems

)ther touchy problems reported possibly cause some friction cern differences of tropical adcasters and common carriers whether to re-establish the er-American Radio Office, now Havana.

n general the FIAR-Region 2 ference proposes to revise the vious inter-American radio con- tions and regulations within the mework of the Atlantic City nvention of 1947. Resolutions) are to be considered pertaining compilation of national station s and their submission to the cial Administrative Conference ed for October 17 in Geneva ROADCASTING, April 18]. The C will prepare the first edition the International Frequency t.

The three previous inter-American conferences were Havana, 1937, Santiago, 1940, and Rio de Janeiro, 1945.

J. Paul Barringer, chairman of the U. S. delegation and deputy director, Office of Transport and Communication, State Dept., was unanimously elected chairman of the FIAR-Region 2 Conference. Vice chairmen elected were Antonio Pastrana, head of the Mexican delegation, and Rafael J. Milans, head of the Uruguayan delegation.

Bodet Lauds Radio

Gerald C. Gross, assistant secretary general of ITU and who acted as temporary chairman to initiate the conference, was named secretary. Mr. Gross read the following telegram from Torres Bodet, director general of the United Nations Economic, Social and Cultural Organization emphasizing the importance of radio in world affairs:

On the occasion of the opening of the Fourth Inter-American Radio Conference I am happy to send to you and all the delegates the greetings and good wishes of UNESCO. Radio broadcasting by its very nature has a decisive role to play in educating the peoples of the world and in promoting understanding between them. In insisting on this twofold mission UNESCO voices the aspirations and endeavors of all men of goodwill in a world whose essential intellectual and moral solidarity radio must help to make into a reality.

Your Conference affords great opportunities to serve a vast region of the world which has given much and has much to give to the common welfare of mankind. I am happy that the high responsibilities of radio in the World Frequency Broadcasting Conference in Mexico City in adopting at UNESCO's suggestion the special resolution calling on all nations to use high frequency broadcasting in the service of peace. Ours is a world in which the peoples can talk directly to each other through the ether. It is the fervent hope of UNESCO that this discourse of the peoples be undistorted and eloquent for peace and human welfare.

FIAR includes all of the countries within the areas of North and South America while Region 2 also includes Greenland and the European colonial possessions in South America. In addition to the countries who sent delegates, there are observers at the conference from the United Nations, UNESCO, International Air Transport Assn., International Civil Aviation Organization and International Frequency Registration Board.

The U. S. delegation includes following:

DELEGATES: J. Paul Barringer, deputy director, Office of Transport and Communications, State Dept. (chairman of delegation); Harvey L. Otterman, associate chief, Telecommunications Division, State Dept. (vice chairman of delegation); Albert L. McIntosh, chief, Frequency Allocation and Treaty Division, FCC (vice chairman of delegation).

ADVISERS: Lt. Comdr. Martin D. Berg, USCG; William J. Carnahan, Bureau of Economic Regulation, CAA; Marshall C. Davie, Office of Chief Signal Officer, Army; I. M. Durgin, chief, Conference Information Branch, Frequency Allocations and Treaty Division, FCC; John R. Evans, assistant chief, Aviation Division, FCC; Brig. Gen. Ivan L. Farman, deputy director of Communications, Air Force; Lt. Col. James D. Flashman, chief, communication liaison branch, Directorate of Communications, Air Force; Lieut. Melvin Eugene Fox, Navy; Thomas N. Gautier, Central Radio Propagation Lab., National Bureau of Standards; Ralph L. Higgs, Office of Chief of Division of Synoptic Reports and Forecasts, U. S. Weather Bureau; Lt. Col. Clinton W. Janes, Office of Chief Signal Officer, Army; Joseph M. Kittner, assistant to general counsel, FCC; Arthur L. Lebel, assistant chief, Telecommunications Division, State Dept.

George MacClain, chief, Marine, Operator and Amateur Branch, Safety and Special Services Division, Bureau of Law, FCC; Richard T. Manhardt, chief, mobile communications section, Office of Federal Airways, CAA; Capt. Donald E. McKay, USCG; Donald L. Mitchell, chief, Technical Branch, Aviation Division, FCC; Comdr. John R. Moore, Office of Chief of Naval Communications; Curtis B. Plummer, chief, Television Division, FCC; Edmond V. Shores and Lloyd H. Simson, Office of Federal Airways, CAA; George V. Stelzenmuller, FCC engineer; Edwin Lee White, chief, Aviation Division, Engineering Bureau, FCC.

INDUSTRY ADVISERS: John S. Anderson, vice president, Aeronautical Radio Inc., Washington; Theodore L. Bartlett, coordinator of aviation activities, RCA New York; A. L. Budlong, secretary and general manager, ARRL West Hartford, Conn.; A. F. Childs, radio engineering section, AT&T New York; J. E. Durkovic, Aeronautical Radio Inc.; Robert V. Howley, president, Tropical Radio Telegraph Co., Boston; John Huntoon, assistant secretary, ARRL; C. M. Jansky Jr., consulting radio engineer, Lake Carriers Assn., Washington; James A. Kennedy, vice president, American Cable and Radio Corp.; Fred E. Meinholtz, director, Press Wireless Inc., Washington; C. A. Petry, Aeronautical Radio Inc.; Edward C. Phillips, director of telecommunications, National Federation of American Shipping; Forney A. Rankin, international advisor to President Justin Miller of NAB; John J. Renner, consulting radio engineer, Lake Carriers Assn; T. I. Rogers, radio engineering section, AT&T; Francis M. Ryan, AT&T engineer; Raymond Simonds, assistant manager, Washington office, RCA Frequency Bureau.

WWJ CHANGES

Walbridge and Parmalee Among Four Promoted

APPOINTMENTS of Willard Walbridge as general sales manager of WWJ WWJ-FM WWJ-TV Detroit and Wendell Parmalee as sales manager of WWJ and WWJ-FM were announced last week by Harry Bannister, general manager of the *Detroit News* stations.

Mr. Walbridge, sales manager of WWJ-TV since 1946, succeeds Harry Betteridge, who announced his resignation effective May 15 [BROADCASTING, April 25]. Mr. Betteridge is resigning to become a partner in the William I. Denman Inc., Detroit advertising agency. The firm will henceforth be known as Denman & Betteridge Inc.

Mr. Parmalee was formerly assistant sales manager of WWJ and WWJ-FM.

Mr. Betteridge joined WWJ in 1935 as local salesman, advancing to eastern representative in 1936 and to assistant sales manager two years later. In 1939 he joined George P. Hollingbery Co., national representative firm. He returned to WWJ in 1941 and was named sales manager, succeeding Mr. Bannister who became general manager.

Two other appointments also were anonunced by Mr. Bannister last week. Don DeGroot, formerly station manager of WTAC Flint, Mich., was named program manager of WWJ and WWJ-FM, succeeding Stanley Swales, who was appointed night manager of the AM-FM-TV operations.



Mr. Walbridge



Mr. Betteridge



Mr. Parmalee



Mr. DeGroot

MAULSBY NAMED

CBS Manager of Broadcasts

GERALD F. MAULSBY, for the past year CBS assistant director of public affairs, has been named manager of broadcasts for the network. He assumes the principal duties formerly performed by William H. Fineshriber, Jr., newly-appointed director of operations (see story page 28.)



Mr. Maulsby

Mr. Maulsby joined CBS in 1934 in what is now the network operations division, becoming division director in 1939 and assistant to the director of broadcasts in 1942.

In March 1943 he joined the Office of War Information serving in its broadcasting activities in London. In 1944 he was assigned to psychological warfare division of SHAEF and became chief of the radio division. He later went to Germany as chief of the radio section of information control division of USFET. There he headed German broadcasting in the American zone.

Returning from overseas in May 1946, Mr. Maulsby was named assistant to the director of public affairs, becoming assistant director in 1948.

At Deadline...

RENEWALS GRANTED 24 STATIONS BY FCC

RENEWALS of license granted by FCC Friday to 24 AM stations and licenses of 17 other outlets were extended on temporary basis.

KSFO San Francisco, whose license was asked not to be renewed by athiest Robert H. Scott for its failure to give him time to answer religious programs, was given renewel for regular period without mention of Scott petition [BROADCASTING, April 25]. Clean slate similarly given WMC and WREC Memphis by regular renewals despite unmentioned pendency of complaint by Barney B. Taylor alleging equal time not given to answer broadcast on racial segregation.

License of WMT Cedar Rapids placed on temporary extension to Sept. 1 pending "receipt of requested information." WQUA Moline, Ill., has filed complaint charging WMT with inducing CBS not to affiliate with WQUA [BROADCASTING, April 4]. Temporary extensions also given Westinghouse Radio Station Inc. developmental stations W10XWA-B-C-D-E and General Electric Co.'s W2XSO to Sept. 1 pending study of qualifications in light of Jan. 19 decision in U. S. District Court of New Jersey in U. S. v. General Electric et al, anti-trust suit.

Renewals granted by FCC:

For regular period—KSFO San Francisco; WMC and WREC Memphis. For period ending May 1, 1952—WMAL Washington; WPIC Sharon, Pa.; KLAC Los Angeles; KLZ Denver; WIAC San Juan, P.R.; WOOF Dothan, Ala.; WNAX Yankton, S.D.; WTMJ Milwaukee; WSYR Syracuse; KECA Los Angeles; KFQD Anchorage; KGFX Pierre, S.D.; KLEE Houston; KOH Reno; KTSA San Antonio; WGTM Wilson, N.C.; WKAQ San Juan, P.R.; WSAV Savannah, Ga.; WSJS Winston-Salem, N.C.; WVLK Versailles, Ky.; WCAX Burlington, Vt.

Temporary license extensions granted:

For 30 days—WJBW New Orelans. For period ending Sept. 1—WKTY LaCrosse, Wis.; KVI Seattle; WMCA New York; WMT Cedar Rapids; KNGS Hanford, Calif.; KFAR Fairbanks, Alaska; KENI Anchorage, Alaska; KCSJ Pueblo, Col.; WIRC Hickory, N.C.; KFRC San Francisco; KVMA Magnolia, Ark.; WVNJ Newark, N.J.; KXXX Colby, Kan.; WCHS Charleston, W. Va.; WPDQ Jacksonville, Fla.; WROL Knoxville, Tenn.; WQQW Washington.

Memphis dispute arose in January 1948 when Mr. Taylor asked time to answer broadcast of Mayor Pleasants arguing for segregation of Negroes and whites at ceremony to welcome Freedom Train. AVC refused offers of time equal only to that portion of mayor's talk on controversy. FCC letter to stations April 14 asked more data and future policy plans, stating: "It doesn't appear from the following that the station has presented a well-rounded treatment of the subject affording a fair opportunity for the presentation of all sides of the controversy."

McDERMOTT PROMOTED

TOM McDERMOTT, radio production supervisor at Benton & Bowles, New York, promoted to assistant to Walter Craig, vice president in charge of radio and television. Mr. McDermott will direct all radio productions for agency. Ralph S. Butler Jr., formerly with Willard Pictures, joined Benton & Bowles as a radio director.

RCA CUTS TUBE PRICES

RCA Tube Dept. announced Friday $200 reduction in price to stations of its 5671 power triode for 50 kw AM transmitters. New price, effective today (May 2), is $1,225. Prices of several other broadcast tubes also being reduced today. These are: 9C22, 891-R, 892-R, 5592 and 889-RA.

KGA ASKS 50 KW ON WBZ'S 1030 KC CHANNEL

KGA Spokane, Wash., petitioned FCC Friday for special service authorization to operate with 50 kw on 1030 kc, 1-B clear channel on which WBZ Boston is only fulltime station. KGA, ABC outlet, is now on 1510 kc with 50 kw.

Petition noted that 1030 kc is technically 1-B channel but is being used as 1-A since KOB Albuquerque, although assigned to that frequency, is and for years has been operating on 770 kc with SSA because of interference with WBZ. Failure to use 1030 kc fully is "manifest violation" of FCC Rules, KGA contended.

Station claimed Pacific Northwest is "most logical location" for ultimate additional use of 1030 kc. By using directional, KOB would be able to protect both WBZ and KGA in event KOB is returned to 1030 kc, KGA continued, promising in return to protect KOB. Use of nighttime directional by KGA will protect WBZ adequately, station said. Operation on 1030 kc, KGA asserted, will permit service to areas not reached by present 1510 kc operation and to 45,667 persons who receive no daytime service from any station and 21,893 who receive none at night.

FALL-WINTER RATINGS ANNOUNCED BY HOOPER

ACCORDING to 1948-49 (fall-winter) C. E. Hooper Inc. Hooperade of Stars, following programs led in popularity by category:

News commentator, Walter Winchell 25.7. Plays, Lux Radio Theatre 25.1; Variety, Jack Benny 24.4. Evening dramatic skits, My Friend Irma 19.9. Audience participation, Stop the Music 17.9. Mystery, Mr. District Attorney 16.8. Male singer, Bing Crosby 14.3. Evening popular music, Your Hit Parade 13.4. Female Singer, Club 15 (Margaret Whiting) 10.1. News reporter, Edward R. Murrow 8.5. Concert music, Telephone Hour 7.2. Children's program, Lone Ranger 10.8. Weekday serial, Ma Perkins 8.5. Daytime dramatic skits, Grand Central Station 8.1. Weekday variety, Arthur Godfrey (10:30-11:30 a.m.) 7.8 Sports, Bill Stern 7.8. Weekday audience participation, Grand Slam 7.0.

Radio Theatre, with rating of 21.9, led first 15 Hooperating April 30 report, Walter Winchell and Fibber McGee & Molly in second place tie with 19.8 and My Friend Irma third with 19.4.

TV MEETS LAW

WGN-TV Chicago newsreel and special events men called to States Attorney's office preparatory to being subpoenaed in robbery case. Station said to have televised defendant giving confession. Defense contends he confessed under duress and was given beating. Prosecution considering showing newsreel film of confession signing. Slated for subpoena are Gene Filip, Hal Lansing and Leonard Bartholomew. Confession also on *Mutual Newsreel* via tape.

LANE LEAVING REXALL TO JOIN McCANN-ERICKSON

THOMAS H. LANE, Rexall Drug Co. vice president in charge of sales promotion and advertising, resigns June 1 to join New York office of McCann-Erickson as vice president. He will be assigned general executive duties, and be member of agency's advisory committee.

Prior to joining Rexall in 1946, Mr. Lane was director of advertising, press and radio for U. S. Treasury Dept., where he directed the expenditure of almost $100 million worth of advertising on war bonds sales. Before that, he was with New York *Herald Tribune*, WOR New York and Young & Rubicam.

NAB MANUAL DESCRIBES TV PLANT CONSTRUCTION

FORMULA for construction cost estimates of proposed TV plants is presented in four chapter of *Television, a Report on the Visu Broadcasting Art* published by NAB. Coope ative study by NAB staff is edited by Charl A. Batson, who spent six months on proje

New chapter deals with site selection, si and design of plants, tower heights and loc tions and other facilities. Discussion of ligh ing goes into types, amounts and placement lights, in non-technical terms. The Bats two-by-four formula chart used in previo chapters is reapplied to plant constructi costs.

LUX TOPS PULSE

PULSE March-April report for New Yor Philadelphia, Boston, Chicago, Cincinnati are showed *Lux Radio Theatre* first with 23 rating, Jack Benny second with 21.8 a *Fibber McGee & Molly* third with 19.8. Oth evening programs in top ten were Walt Winchell 19.1; Bob Hope 18.2; *Godfre Talent Scouts* 17.9; *Amos 'n' Andy* 16.8; *Friend Irma* 15.9; *Inner Sanctum* 15.3; *District Attorney* 15.1.

Closed Circuit

(Continued from page 4)

qualified endorsement of Chairman Edwin Johnson of Senate Interstate & Foreign Co merce Committee. While Sen. Johnson has talked with President, he understands appointment will be forthcoming prior to Ju 30 expiration and predicts confirmation.

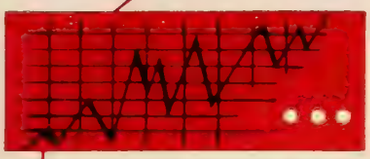
CHANCES dim for inclusion of FM or T question in 1950 decennial census. Final fie test to be conducted in mid-May in Sou Carolina county and section of Atlanta pected to have radio ownership question one out of five questionnaires.

ALTHOUGH (perhaps because) chances of tensive use of 540 kc in this country seem mote, movement to get 530 kc added to bro cast band reportedly in planning stage. Hit is that it's demands for protection of 535 military operations which will limit U.S. of 540 kc. If military won't relent on th skeptics doubt it can be persuaded to broadcasting take over 530 kc.

TELESPOTS Inc. currently bidding on $22 000 worth of open-end film commercials prospective TV advertisers, an increase 100% in past two months, according to pr ident Ralph Cohn.

ALTHOUGH FCC Chairman Wayne Coy w head delegation to International Telegra and Telephone Conference which gets un way in Paris this month (see page 28), likely he will return to Washington ab mid-June to participate in Commission bu ness and then fly back to Paris for confere windup. If he also attends unrelated sessi in London to complete Bermuda Telecommu cations Pact, he may not return to U.S. un mid-August.

MANY APPLICANTS may be in for del at FCC as result of NARBA's expirati Commission hasn't decided how to act applications that would exceed NARBA- posed limits for protection of stations in ot countries. U.S. policy is to proceed as nothing had happened to NARBA, pend new negotiations this fall. But some auth ities can't see "public interest" in denials ba on non-compliance with something that's n existent.



only through EXPERIENCE



Will your new product really sell? Only through experience will you learn whether your product is right... your package appealing . . . your selling theme effective. And WLW-land is the ideal place to test and gain that invaluable experience.

For WLW-land is the proving ground of the Nation.

You'll find a true cross-section of America in WLW's Merchandise-Able Area. Here, in parts of seven states, are nearly 14 million persons — in great cities and tiny hamlets, in country houses and cottages. These millions typify the people of our Nation, for they come from every walk of life, from every income bracket. So if an advertising campaign will work in WLW-land, it's pretty sure to be effective anywhere in America.

Many sales problems have been brought to WLW. And when at all possible, manufacturers and advertising men have received help. But the assistance provided has not been merely time-on-the-air. WLW's service goes deeper. The Nation's Station has facilities unrivaled by any other radio station in the country, plus manpower, plus a "know-how" peculiar to its territory.

Yes, WLW-land is the ideal proving ground for new ideas, products, packages and techniques. And WLW—with its unequaled facilities—can help you gain the experience you need to reach . . . *and sell* . . . consumers.

Do *you* have a sales problem? The Nation's Station will be glad to help you solve it soundly.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation



When You Send Your Advertising Dollar Out To Sell—Put Him On

THE ROAD TO MOST RESULTS

A self-respecting, sales-minded Advertising Dollar looks first of all for *audience*—for people to whom it can tell its sales story. And, in today's kind of market, the more audience it can reach, the better the Dollar can work.



Mutual's weekly audience is not a matter of guesswork. A. C. Nielsen has measured it. A projection of the Nielsen Network Audience Study (Feb.-Mar. 1948) gives us 31,603,000 radio homes, day; and 30,399,000 radio homes at night. That's a lot of audience for one advertising medium.

Next thing an Advertising Dollar is interested in is the distribution of that audience—is it where buying power is concentrated? Is it where selling is profitable because it is in volume?

Here again, Mutual measures up. Mutual delivers 136 of the 137 Metropolitan areas, where 64% of retail sales are made. Not only that: Mutual covers 119 of these markets *from within*—with a station located in the heart of the area. (The nighttime figures are 130 and 113, respectively.)

Point No. 3 is: how economically can this audience and these markets be covered? Let's take just one example. On a Daytime quarter-hour strip, Mutual's time cost *per 1,000 radio homes covered,* for the 5 shows is only 47¢. On the other networks, the figures are 53¢, 57¢ and 60¢. (Figures based on Nielsen Audience Study.)

And Point No. 4 which an Advertising Dollar will want to know about is—is the medium flexible enough to fit my particular distribution picture, my special marketing problems and needs?

Mutual's answer is yes. For instance, for the advertiser with a large budget, our "$1,200,000 Plan" offers maximum flexibility in programming, selection of stations and timing—combined with lowest cost. And for the advertiser who has a limited budget, Mutual has a Plan which enables him to buy network radio to fit his needs. Moreover, Mutual is the only network that guarantees time rates for a full year.



Tailored to your needs—that's Mutual. Why not talk it over with us?

MUTUAL BROADCASTING SYSTEM

World's Largest Network

MAY 9, 1949

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

WOR

—the station that sells more at less cost

than any station of equal power

anywhere

OUR 25TH ANNIVERSARY YEAR

WLS PROTECTED THEIR YOUNGSTERS WITH 1936 BLIZZARD WARNING

WARN

WARNING ··· WARNING ··· WA

Mr. and Mrs. Velma Wikoff, who farm 160 acres near Maroa in Macon County, Illinois, remember WLS particularly because of our weather service. It was in the severe winter of 1936 that Mr. Wikoff heard a blizzard warning on WLS, hitched up the team and drove to school in time to bring the Wikoff youngsters home safe through a sudden blinding blizzard that would have been dangerous to anyone on foot.

It was because the Wikoff family *depended* on WLS that they were tuned in for this one storm warning that may well have saved lives. From the first days of WLS in April, 1924, the station's dynamic aim has always been to render *real* service—service that fills a vital need. So weather reports, like markets, have been given right of way in any emergency situation—and have been scheduled frequently enough to serve both farm and city folks all over the wide Midwest area covered by the 50,000-watt clear channel WLS signal.



Today's weather on WLS is a complete service to listeners in Chicago and the four-state marketplace around it. From 5 in the morning on, temperature and humidity come on every station break. At 5:55 a.m., a complete four-state forecast and weather analysis comes by direct wire from the U. S. Government Weather Bureau. This same service is repeated with up-to-the-minute changes at 6:55 and 7:55. Noontime brings another complete weather forecast for the four-state region, and each newscast covers essential weather information.

Services like this—begun in 1924—maintained, increased and modernized ever since—account for the large number of listeners who keep their dials at 890 most of the time. They *depend* on WLS for both needed service and down-to-earth entertainment. This faith in a radio station—25 years in the building—is translated into faith in our advertisers, too—a faith that means increased sales and customer goodwill among 14,000,000 people in four great states.

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

"GOTTA GET MORE TRACTORS!"



When it comes to big-money farmin', our Red River Valley is mighty hard to beat!

Last year alone, us North Dakota hayseeds in the rich Red River Valley harvested *$311,350,000 worth of farm products*—spent *$400,741,000 in retail stores*—had an Average Effective Buying Income *29.9% above the national average, as computed by "Sales Management."*

WDAY, Fargo, is the *one, Grade-A radio approach* to all this extra dough, because Red River Valley farmers and city folk alike have rated it their *top-favorite station* for 26 years—prefer WDAY, 5 to 1!

Get all the facts today! Write us or ask Free & Peters.

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

IT MAY turn out to be no contest under Avco competitive bidding on sale of KTSA San Antonio by O. L. (Ted) Taylor to company headed by Gene Autry. Competitive bid was filed by *San Antonio Express-News* at identical $450,000 figure for CBS outlet. It's now likely Mr. Autry will withdraw application leaving field clear for newspaper (which operates FM station KYFM), with newspaper to reimburse cowboy-broadcaster in amount of about $7,000 out-of-pocket expenses.

THAT long-simmering anti-trust probe of professional baseball leagues' practices with respect to broadcast rights [BROADCASTING, Dec. 13, 1948] may break into open soon. Though Justice Dept. won't talk, it's been investigating quietly for months. Broadcasters who've been approached for information are confident it'll pop in near future.

CLOSED DOOR auditions of five possible *Amos 'n' Andy* teams for television viewed last week by Charles Correll and Freeman Gosden indicating possible fall telecasting of show over CBS.

CLOSER integration of NBC executive direction in New York headquarters is expected to stem from current revamping of network's operations. First headquarters to be affected, it's indicated, is Central Division, which gradually may be compressed into Chicago operation surrounding WMAQ and National Spot Sales. Move of I. E. (Chick) Showerman, Central Division vice president, to New York headquarters to assume charge of television sales may be in immediate offing.

THOMAS McCRAY, NBC national program director, slated to emerge as top programming executive when Ken R. Dyke, administrative vice president in charge of programs, leaves NBC. Mr. Dyke now considering several other offers. Mr. McCray believed likely candidate for eventual vice presidency although not on administrative level.

P. K. LEBERMAN, principal owner of KRSC and KRSC-TV Seattle, reported negotiating with owners of KING Seattle, and Marshall Field interests, owners of KJR Seattle, in connection with possible sale of KRSC-TV for reported figure of roughly $400,000. Mr. Leberman, who also heads *Family Circle* magazine in New York, is desirous of selling because of absentee aspect. Blackburn-Hamilton Co., media brokers, negotiating for Mr. Leberman.

GLADYS SWARTHOUT may sign with Radio Features, Chicago, for a transcribed show similar to *Deems Taylor Concert*, released by firm as "Long-Haired Disc Jockey" program.

BUTTER vs. oleomargarine fight is having radio reprecussions striking at broadcasters' pocketbooks. Recordings of pro and con positions of members of Congress, made at Congressional radio room, are being sent to dairy state stations on sustaining basis while associ-

(Continued on page 78)

Upcoming

May 11: NAB Broadcast Advertising Bureau Policy Committee, NAB Hdqrs., Washington.
May 12: New England Regional Network dinner for New England Congressmen, Mayflower Hotel, Washington.
May 12-13: Indoctrination new NAB board members, NAB Hdqrs., Washington.
May 12-14: Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.
May 13-14: AWB District 1 meeting, Copley-Plaza Hotel, Boston.
May 16-19: RMA 25th annual convention and Parts Industry Trade Show, Stevens Hotel, Chicago.

(Other Upcomings on page 50)

Bulletins

NEGOTIATIONS between NABET and ABC, NBC, WOR New York and WOIC (TV) Washington (see earlier story page 25) scheduled to resume today (Monday), it was learned late Friday.

URGES BETTER TV WRITING

TELEVISION is suffering from scarcity of good writers, Henry S. White, president of World Video, producer of Peabody award winning *Actors Studio*, said at meeting of Television Writers Guild. Meeting, first craft session called by TWG, was held in RCA's Johnny Victor Theatre.

Business Briefly

LIPTON TEST DRIVE ● Thomas J. Lipto Hoboken, appoints Ruthrauff & Ryan, Ne York, to handle advertising in test campaig for Frostee Frozen Dessert Mix. Hitch-hik announcements after Arthur Godfrey's CB morning show for Lipton's tea and soup wi be used. Test areas are primarily in soutl eastern U. S.

BAKERY TV SPOTS ● Langendo United Bakers, San Francisco, plans TV sp campaign in West Coast markets, starting i San Francisco and Los Angeles, through Bio Co., San Francisco. Film handled by Atkin Gilbert, Hollywood.

STEWART-WARNER NAMES ● Stewar Warner, Chicago appoints O'Grady-Anderse same city, to handle advertising for radio ar TV division. Media plans expected in ear August. National AM and TV to be studie

HOFFMAN APPOINTS ● Hoffman Rad Corp., Los Angeles, appoints Smith, Bull McCreery, Hollywood. Firm's annual budg said to run $150,000, with $60,000 earmarke for TV. Video to be used in San Francis and Los Angeles as starter, radio in oth western markets.

PLANS SPOTS ● James B. Clow & Son Chicago (pipes, radiators, plumbing and hea ing equipment), names Buchanan & Co., Ch cago to handle advertising. Spot and co-c shows considered for New England in fall.

NAB Rejects ASCAP Arbitration Plan

NEGOTIATIONS between ASCAP and NAB Television Music Committee, in progress since last fall, collapsed Friday when ASCAP made —and broadcasters rejected—proposal to submit problem to three-man arbitration board. Unless one of parties retreats in present stand, blanket use of ASCAP music on television after May 31 impossible.

ASCAP proposed arbitration committee be composed of one representative of ASCAP, one of NAB and public representative to be named by Tom Clark, U. S. Attorney General. Broadcasters based rejection on ground no impartial observer could be adequately informed on intricacies of ASCAP structure.

Robert P. Myers, NBC assistant general attorney and chairman of NAB committee, in statement following breakdown of negotiations said broadcasters not only willing to continue negotiations but hoped for resumption "in near future."

Television rights demanded by ASCAP, he said, "would make any extensive use of music on television not only cumbersome and impracticable but impossible." If no agreement reached before May 31, when temporary authority for ASCAP music on TV expires, telecasters will be without blanket rights t ASCAP music, but Mr. Myers said that i that event "we'll use any music available t us."

There was possibility, he said, of dire licensing from some publishers.

He explained radio was contributing $7,000 000 a year to ASCAP and that broadcaste felt ASCAP insistence on special rights syste to television was excessive demand.

Speaking for ASCAP, President Fred I Ahlert said television industry has propose ASCAP composers and authors and their pul lishers allow the use of their music at rates fa below those applicable to radio. Net effect the NAB offer, he contended, would be 58 reduction for TV networks and 40% reductio for local TV stations below "already low rates currently paid by broadcasters.

Mr. Ahlert declared rates asked by ASCA are 2¾%, with ceiling on individually license special uses, minus discount not to exceed 15 for agency fees and 15% to compensate loc stations for payments to national spot re resentatives, minus further discount not t exceed 5% to reimburse TV networks in pa for cost of interconnecting stations.

WHO LISTENERS SEND 260,000 PARCELS TO EUROPE!



IN December, 1945, WHO began telling its listeners about the great need for clothes, medicine and food in Europe—told its listeners that by writing to WHO, they could get the actual names of needy families in Europe to whom relief packages could be sent. The results for the first four months were startling: *Listeners in 39 states sent 22,500 packages to families in Norway, Holland and France!*

Elated, WHO decided to continue the appeals for as long as the need existed, though a rapidly-diminishing response was anticipated. Time proved otherwise. Instead of losing interest in the following three years, WHO listeners *stepped up* their rate of giving—*have now sent more than 260,000 parcels to eight European countries!*

What sort of star-studded program does WHO use for this European Relief Project? It's "The Billboard," a public-service program conducted by M. L. Nelsen, our News Department Editor, and heard three nights a week from 10:30 to 10:45!

Here is magnificent proof of WHO's listener-acceptance.

It stands to reason that advertisers, too, benefit from all the things that make WHO the favorite station in Iowa Plus. Get the *proof*—write for your copy of the 1948 Iowa Radio Audience Survey.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



● Flint is loaded with GM workers (more than in Detroit) . . . and GM workers in Flint are loaded too, *with cash!* High incomes like theirs are a rule in Flint . . . the big reason why Flint merchants are able to do over 200 million dollars worth of business annually . . . why Flint is a rich market worth cultivating!

Whether you're selling buttons and bows, toothpaste or shoes, it pays to get yourself heard in Flint. How to do it? Do as more than 600 local retail advertisers do: use WFDF—Flint's first station. WFDF delivers more listeners than the other four local stations combined. In a word, *it dominates!*

Use WFDF to channel your sales story to this higher-than-average-income market . . . there'll be good news for you!

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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IN THIS ISSUE . . .

Coy Approached by TBA 23
McGee-Molly Capital Gains Refusal Seen 23
BAB Policy Group Meets Wednesday 25
Prospects of Settlement Dim in NABET Talks 25
Webster Reappointment Nomination 26
Appeals Court Returns 3 Cases to FCC 26
Cone Chicago Speech 27
CAA Antenna Plan 27
IBEW Strikes at Yankee Stations 32
'Voice' Jamming Protest Filed 32
Sarnoff Spikes NBC Shakeup Reports 30
Daytime Video Starts on ABC Soon 33
Paramount to Separate TV Interests 34
NBC Layoffs Hit Hardest in Chicago 51

DEPARTMENTS

Agencies 8
Allied Arts 70
Commercial 62
Editorial 42
FCC Actions 64
Feature of Week 10
Film Report 39
Management 59
Milestones 20
Network Accounts 67
New Business 14
News 63
On All Accounts 10
Open Mike 16
Our Respects to 42
Production 73
Programs 61
Promotion 72
Technical 71
Telestatus 36
Upcoming 50

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
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CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, *PLaza 5-8355*
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, *CEntral 6-4115*
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181*
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

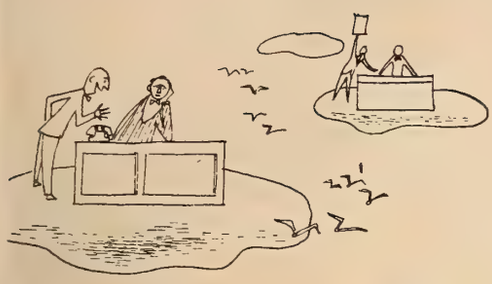
TORONTO
417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy







Mr. Jamison sells no Blue-Sky

In the pleasant month of May (or in any other month for that matter) there is nothing vague about the way our man Jamison does things. People advertise on the air, Mr. Jamison feels, for the purpose of making money. And that's the only basis on which he sells radio and television time.

"Radio is a fascinating medium," he says with reason. "There are hundreds of fabulous success stories associated with it. By dwelling on them in a general way, I imagine I could *peddle* more time than I do now. But I wouldn't *sell* near as much. For in the business of national spot representation, THE ONLY REAL SALE IS ONE OF MUTUAL ADVANTAGE. Both my advertisers and my station clients would find this out soon enough.

"It might be possible, for instance, to sell a lot of New England time to a maker of cowboy boots, and get away with it once or twice. But matching the message, the market and the money is a better way.

"That's how we feel about it at Weed and Company, anyway. Maybe that's why we're doing more business for all of our clients (stations and advertisers alike) than ever before."

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

The Patroon* of the week

JIM RESOR

Time Buyer
McCANN-ERICKSON, INC.
New York



Jim, who has been buying time for McCann-Erickson for five years, handles all spot buying for Columbia Records, Tru-Val Shirts, Chesebrough Mfg. Co., and Hinds Honey and Almond Cream. Welcome to Patroonship was extended Jim today by the William G. Rambeau rep with a membership certificate and the deed to a tract of land in the heart of the Patroon country.



*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

"Among the top couple in getting results from over 100 stations carrying my advertising", says another satisfied WPTR sponsor. (name on request)

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Agencies



WAYNE G. WILLIAMS, former radio and TV director at K. E. Shepa Agency, Chicago, and partner in Universal Radio Productions, appoint radio and TV director and account executive at Goodkind, Joice & Morg Inc., Chicago.

ANDREW G. PALLAG, formerly with Roy S. Durstine Inc., New York, appoint director of media for Gordon & Mottern Inc., New York.

MAL EWING, formerly in production department of Ralph Yambert Organiz tion, Hollywood, joins Davison-Dibble Co., Glendale, Calif., as account executi

JACK C. GRIFFIN joins Sherman & Marquette, Chicago, May 15, as accou executive on Oscar Mayer Co. account.

LEE, PARKS, GREER & HAWKINS Inc., Houston, has changed its name **Greer, Hawkins & Allen Inc.** No change in personnel involved.

ELWARD M. BRESETT, formerly with Duane-Jones Co., New York, joi merchandising and contact staff of Doherty, Clifford & Shenfield Inc., N York.

RODNEY ALBRIGHT, formerly with M-P-O Productions Inc., joins agenc television department.

CALVIN D. WOOD, former president of Wood & Grace Adv. Agency, has af iated with Chris Lykke & Assoc., San Francisco. He will direct firm's adv tising department.

AGENCIES elected to membership in American Assn. of Advertising Agenc include: **M. Belmont Ver Standig,** Washington; **Martin R. Klitten** Los Angeles and **Watts, Payne Adv.,** Tulsa, Okla.

FORMATION of Betty Mouse Adv. & Public Relations at 1321 Taylor San Francisco, has been announced.

JOHN R. CHRISTIE, executive with Dan B. Miner Co., Los Angeles, elec to board of directors of Brand Names Foundation, New York.

GARDNER & GIESECKE, San Francisco, moved to new offices in room Russ Bldg. **FISHER & DILLINGHAM,** same city, moved to 420 Market

GEORGE STEWART, freelance artist, joins Benson M. Sherman Inc., S Francisco, as art and production manager.

HARLEY LEETE, Nevada City publisher, named production manager for R mond L. Sines & Assoc., San Francisco.



KTSA San Antonio joined in celebrating 30th anniversary of one of cit advertising agencies, Pitluk Advertising, as Edgar T. Bell (r), station's g eral manager, and Rex Preis (l), commercial manager, presented birthd cake inscribed with good wishes to Jack N. Pitluk (second from r), age founder and president. Jack N. Pitluk Jr. (second from l) is partner in agen

A

GREATER VOICE

AND A

GREATER BUY!

in the DETROIT area

50,000 watts at 800 kc.

JUNE 1949

The "Good Neighbor Station" has continuously fostered Good Will on both sides of the border. And now, the Detroit Area's best radio buy will hit a new high in effectiveness. From 5,000 to 50,000 watts **in the middle of the dial** . . . at the lowest rate of any major station in this region!

CKLW

Guardian Building, Detroit 26 ★ J. E. Campeau, President

Adam J. Young, Jr., Inc., National Representative

MUTUAL BROADCASTING SYSTEM



WFLA

puts your message into *more* homes in the heart of Florida's most populous trade area—the growing Tampa-St. Petersburg market . . . The payrolls of industry and agriculture give this important Florida market a balanced economy—maintain steady buying power *right around the calendar*. . . . you *sell* more people because you *tell* more people when you use the double impact of the Tampa Tribune Stations —WFLA-AM and WFLA-FM.

Tampa Tribune Stations
WFLA AM FM
NBC affiliate
TAMPA
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

Feature of the Week

WBT Charlotte, N. C., promotional campaign for portable radios as a means of increasing radio listening and building good will for the station has met with hearty cooperation from dealers and distributors, WBT reports.

"Distributors were enthusiastic about the idea of getting this powerful selling help at no cost to them," according to J. R. Covington, WBT promotion manager.


Mr. Covington

WBT is using 15 to 20 station breaks a day urging its listeners to buy a portable radio. The campaign started April 15 and is scheduled to end May 15.

WBT's first step in preparation for the drive was to contact all radio distributors in the Carolinas. This was not difficult, since almost all the distributors have headquarters in Charlotte.

After the distributors had given their approval, WBT sent a broadside to all radio retailers in its area explaining the campaign. The broadside listed cooperating distributors and the make of portable each distributor handles. Included also was a postal card for the retailer to mail to his distributor outlining the help he needed to make the portable campaign a success.

Follow-up mailings have included copies of scripts of the WBT station breaks urging the purchase of portables and reminders of the campaign at weekly intervals.

Among the spots WBT has used in the portable campaign are these:

"Remember those sunglasses . . . and your portable radio, too. WBT Charlotte."

"This is WBT Charlotte . . . and you *can* take it with you, on a portable radio. Get one."

"Get set for the summer with a set for the summer—a portable radio, that is! WBT Charlotte."

"Wherever you go and whatever your mood, a portable radio is a perfect companion. WBT Charlotte."

"If you're short a portable, get one fast. A trip without a radio's thing of the past. WBT Charlotte."

"It's packable . . . movable . . . sportable . . . a portable radio for summer listening. WBT Charlotte reminds you to see your dealer soon."

On All Accounts

"SUNFLOWER" would probably be the last name you'd attach to Ralph Yambert. But if that "born in a Kansas, bred in Kansas" song is right, that's just what the head of the Ralph Yambert Organization, Los Angeles, is.

Ralph turned traitor on the third point of the song, however, and wed a California poppy. But he still retains the friendly and good-natured manner nurtured in him by his native Kansas soil.

It was in that geographical area too that he achieved what he calls his "greatest claim to fame." That was attending high school and Kansas City Junior College, Kansas City, Mo., with Charles Luckman. "Charles pursued his ambitions and became president of Lever Bros., and I . . . became a huckster," he claims.


RALPH

You wouldn't say, however, that the present operator of a successful two year old public relations and advertising agency, with a distinguished five-year Navy career and 15 year background of advertising, public relations and salesmanship behind him, has exactly been wasting his life away!

The Ralph Yambert Organization, a "public relations and advertising agency," was established in 1947, following its founder's return from duty with Naval Air Corps. Ralph has attempted to make his organization more than just an advertising agency. His aim is to offer a complete service to advertisers, including the whole public relations picture as well as actual advertising. The agency does offer either service separately, however.

Agency's billing at present time is $300,000. Among the accounts are Magnetic Springs Water Co., Los Angeles, currently carrying a schedule of newscasts on Los Angeles station; and Pacific Coast Major Cola Co., that city (Major Punch) which plans to go into television and radio in the Los Angeles area in near future.

Ralph started his working career as a reporter on the *Kansas City Star* in 1926, following graduation from Kansas City Junior College. Since then he has stuck pretty close to the creative field.

After a year there he decided that newspaper writers get more glory than money and left. A short while after he succumbed to the "call of the West" and headed for

(Continued on page 20)

For Profitable Selling
INVESTIGATE

WDEL
Wilmington, Del.

WGAL
Lancaster, Penna.

WKBO
Harrisburg, Penna.

WORK
York, Penna.

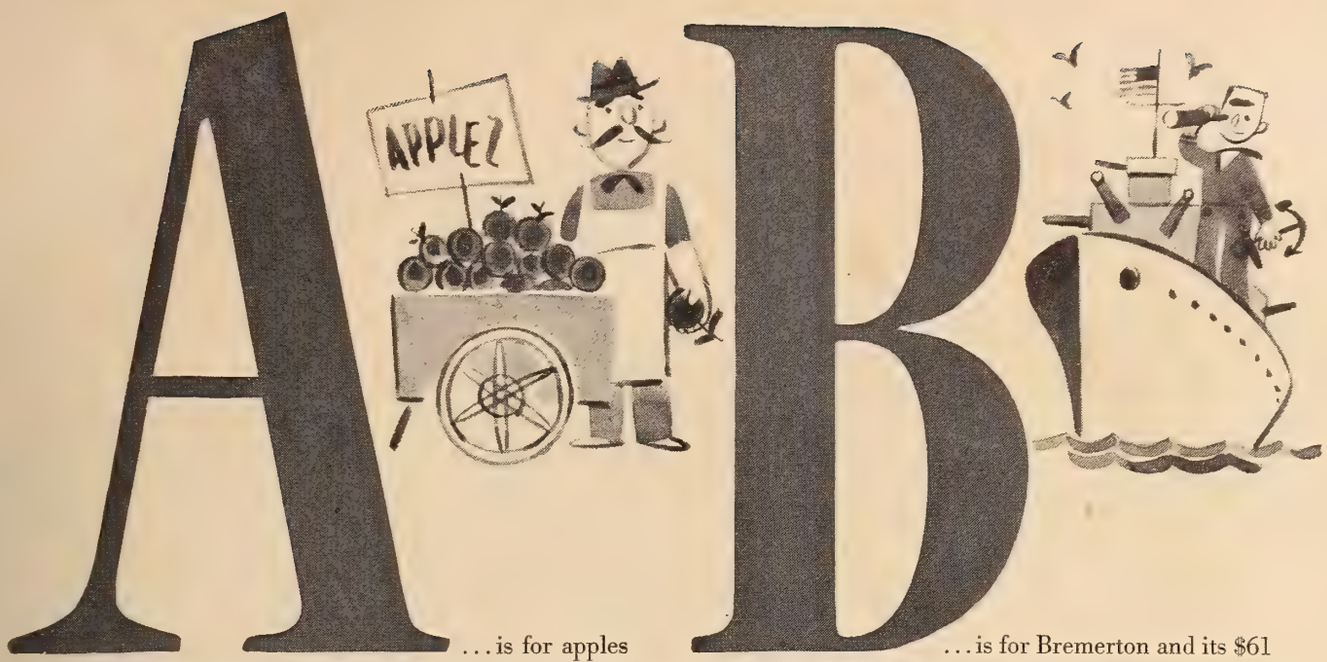
WRAW
Reading, Penna.

WEST
Easton, Penna.

NBC AFFILIATES

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS



. . . is for apples which put Wenatchee on the map. And if you want to polish apples with folks in this $45 million Wenatchee industry get your program on ABC . . . 92% of all radio families there tune in ABC regularly. Yes, and the ABC Hooper index in Wenatchee was 90.5% at last reading.

. . . is for Bremerton and its $61 million boat-building business. For clear sale-ing in this Washington shipbuilding center, anchor your advertising to ABC . . . 86% of Bremerton's radio families listen regularly to our shows. ABC delivers virtually *all* the Coast market, inside, outside and all around the town.



. . . is for cows, which turn the green grass of Sonoma County, California, into oceans of milk and 97 million dollars. If you want to skim the cream off this strictly grade "A" market, remember that ABC is listened to regularly by 85% of the radio families in this rich dairy region.

On the coast you can't get away from

A B C

FULL COVERAGE . . . ABC's improved facilities have boosted its coverage to 95.4% of ALL Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES . . . ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes FOUR 50,000 watters, twice as many as any other coast network . . . a 31% increase in facilities during the past year.

GREATER FLEXIBILITY . . . You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST . . . ABC brings you all this at a cost per thousand radio families as low as or lower than any other Pacific Network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

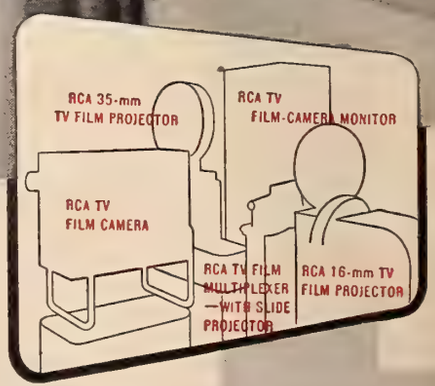
THE TREND TO ABC . . . The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • CIrcle 7-5700—DETROIT: 1700 Stroh Bldg. • CHerry 8321—CHICAGO: 20 N. Wacker Dr. DElaware 1900—LOS ANGELES: 6363 Sunset Blvd. • HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

Everything for TV...





Superior Film Programming Every Time. A completely equipped TV film-projection room by RCA—one of nearly 10 different combinations now being delivered to more than 50 television stations throughout the country.

entire film-projection rooms,

for instance —

YOU are looking at a complete film projection room for a typical small television station—one of nearly ten different "all-RCA" combinations now being delivered to more than fifty stations throughout the country.

As reliable and practicable as the projection room of a modern theatre, this simple, integrated equipment is designed to handle film program material of every description—station identification slides, newsreels, commercial announcements, shorts, feature films, cue-ins for live-talent shows, etc. *And one operator can run it!*

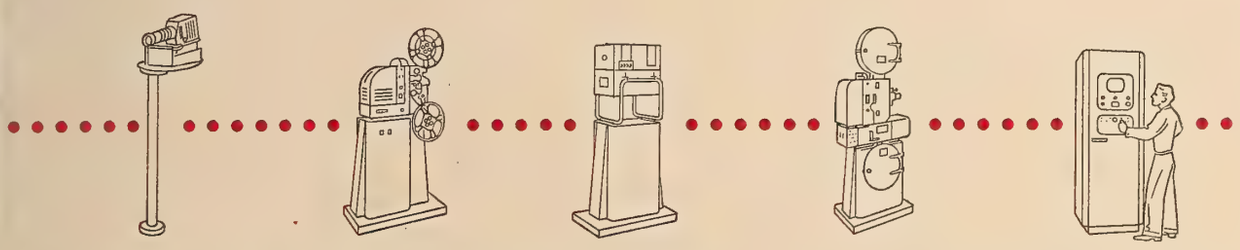
All-RCA from floor to ceiling, the installation includes everything needed to produce bright, flickerless, dependable television pictures: A TV film camera; A new 35-mm film projector; A 16-mm film projector; A multiplexer for using two projectors with *one* film camera; and rack-mounting power supplies, amplifiers, and monitor. Projector switching for the entire room is under finger-tip control from the room itself—or from the studio control room.

Why the extraordinary acceptance of RCA film projection equipment by more than 50 television stations?

Because all RCA projection units are unified and designed to work together in any combination . . . enabling each station to select just the proper units for its special needs and budget. Because RCA makes it practical for a station to start small and add projection units as it grows—without discarding any of the original equipment. Because RCA makes everything required in a television film-projection room—and accepts complete responsibility for the over-all performance of the equipment. Because each station layout is planned *correctly from the start,* by television experts who understand the business thoroughly.

• • •

No need for expensive experiments with your own film-projection room . . . if you let an RCA Television Specialist help you with the planning. Call him. Or write Dept. 19 EB, RCA Engineering Products, Camden, New Jersey.



RCA Multiplexer, Type TP-9A. Produces uninterrupted projection of multi-reel films with only *one* film camera. Complete, with slide projector for station breaks, commercials, etc.

RCA 16-mm Film Projector, Type TP-16A. Popular low-cost projector. Self-contained. Simple. Low cost. Enables *any* station to use the film programming now available. Produces brilliant pictures and high-quality sound.

RCA Film Camera, Type TK-20A. A high-contrast film camera having unusual stability. It is used with either 16-mm or 35-mm film projectors, and slide projectors.

RCA 35-mm Film Projector, Type TP-35A. Projects sharp, flickerless pictures—and high-fidelity sound. Brilliant light output with negligible heating of film and film gate. Can project single frames as stills.

RCA Film Camera Monitor Rack. This is the control center of the projection room. It houses the amplifiers, all necessary rack-mounted power supplies, and the kinescope for viewing the film pictures.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Products

~~PEOPLE~~ are known by the company they keep



Yes, products are also known by the company they keep. It's **NBC**, *No Better Company, when you buy WMC in the more than $2,400,000,000* Memphis market. Since 1923, "the station most people listen to most" in Memphis and the Mid-South has been first choice with the Nation's leading advertisers.*

*Sales Management, 1948

WMC NBC • 5000 Watts • 790

WMCF **WMCT** 50 KW Simultaneously Duplicating AM Schedule
First TV Station in Memphis and the Mid-South

National Representatives • The Branham Company
Owned and Operated by The Commercial Appeal

New Business



ELGIN-AMERICAN, Elgin, Ill., appoints John W. Shaw Agency. Chicag to handle national advertising for its new American Beauty compa line, being introduced now to public. Radio and TV are being considere

PHILLIPS PACKING Co., Cambridge, Md., to sponsor Wednesday telecas of *Lucky Pup* (Mon.-Fri., 6:30-6:45 p.m.; Sat. 6:30-7 p.m.) on seven city CB TV network, effective May 11. Agency: Aitkin-Kynett Co., Philadelphia.

GENERAL BAKING Co., New York, through BBDO, New York, is sponsorin television time signals on behalf of Bond Bread in three East Coast citie Participating in campaign are WNHC-TV New Haven., WFIL-TV Philadelphi and WTTG(TV) Washington.

THE TEXAS Co., New York, appoints Erwin, Wasey & Co. New York, t handle industrial advertising *Texaco Star Reporter* program in Texas, an *Texaco Billings* news broadcast in Montana. New assignments are in additio to publication advertising of Havoline, Marfak, P-T Anti-freeze and Texac Farm Market.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), through BBDO New Yor purchased one-minute television spots before and after sporting event Spots placed on WABD (TV) New York precede or follow Yankee baseba games through Oct. 2. Spots before or after Pimlico races from May through May 14 are scheduled on WMAR-TV Baltimore.

BONAFIDE MILLS Inc., New York (linoleum), May 16 starts half-hour weekl kinescope of *Benny Rubin's Theatrical Agency* on KNBH(TV) Los Angele Agency: S. R. Leon Co. Inc., New York.

HOFFMAN Radio Corp., Los Angeles (radio, television set manufacturer appoints Smith, Bull & McCreery Inc., that city to handle advertising. Tele vision is planned where available in western states and Texas. **E. A. Tischle** is account executive. Firm is currently sponsoring *Hoffman Hayride* telecas on KTLA(TV) Los Angeles.

LUCKY STORES, Oakland, Calif., (supermarkets) launches an extensiv spot campaign on KSMO and KVSM San Mateo, Calif., to promote its newes store at Burlingame. Agency: Botsford, Constantine & Gardner.

AMERICAN TOBACCO Co., (Pall Mall cigarettes), New York, through Sulli van, Stauffer, Colwell & Bayles, also New York, May 2 started participatin sponsorship of *The Rube Goldberg Show* on WPIX (TV) New York, on a 13 week contract. **S. A. SCHONBRUNN** (Savarin Coffee), through Lawrence C Gumbinner, both New York, has renewed its participation on same program which has shifted from Sunday to Monday evenings, 7:30 p.m.

TELEVISION FILTER Co., New York, manufacturer of Opto-Vision televisio filter, contracted for spots on WABD (TV) New York Kathi Norris *Televisio Shopper,* Tues.-Thurs., 10:30-11 a.m. Agency: Shappe-Wilkes Inc., New York.

CRIBBEN & SEXTON, Chicago, for Universal Gas Range, is conductin spot campaigns on WCFL and WIND Chicago during summer months. Othe markets may be added later. Agency: Christiansen Adv., Chicago.

PURITY BAKERIES Corp., Chicago, for Grennan Cakes, to sponsor *The Hone Dreamers,* ABC singing quintet, in a show of their own on WENR-TV (ABC Chicago, Thurs., 9-9:15 p.m. (CDT), effective May 19. Agency: Young & Rubicam, Chicago.

LA PRIMADORA CIGAR Corp., New York, appoints Pedlar & Ryan, New York to handle advertising. Largest campaign in firm's history begins immedi ately on "Rialto", its new all-Havana cigar featuring an entirely new wrap ping process, with sponsorship Tues., Thurs., and Sat., 6:45-7 p.m. of WOR New York Stan Lomax sports program.

CITIZEN'S NATIONAL TRUST & SAVINGS BANK, Los Angeles, May started 13 weeks series of quarter-hour weekly filmed concerts by Vienn Philharmonic Orchestra on KTTV (TV) Los Angeles. Agency: Hixson & Jorgensen Inc., Los Angeles.

WALTER JOHNSON CANDY Co., Chicago, for Powerhouse candy bars, May 6 began sponsorship of Herb Allen's *Hail the Champ,* children's program, on KLAC-TV Los Angeles. Firm contemplating use of program in Chicago, Detroit, Cleveland, Cincinnati, Pittsburgh and St. Louis. Program is packaged by Gresham-Allen-Morton. Agency: Franklin Bruck, New York.

(Continued on page 67)

'OU MIGHT LAND A 12′ 8″ BLACK MARLIN*—



BUT . . . YOU WON'T NET MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

If you want to catch any substantial radio audience in Western Michigan, you've got to use stations within the area . . . . The reason: Our half of the State is blocked off from surrounding areas by a peculiar, impenetrable "wall of fading" that distorts the signals of even the most powerful "outside" stations. Consequently, Western Michigan people depend almost entirely on their own nearby stations.

Within the Western Michigan area, advertisers have one sure-fire combination: WKZO, Kalamazoo and WJEF, Grand Rapids. BMB audience figures prove it for our rural areas—and in Kalamazoo and Grand Rapids themselves, *WKZO-WJEF deliver 41.5% more listeners for 20% less cost than the next-best two-station combination!*

Write to us, or ask Avery-Knodel, Inc., for Hoopers, BMB figures, and all the other evidence of WKZO-WJEF's superiority in the rich Western Michigan market.

** In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

'Fine Coverage'

EDITOR, BROADCASTING:

Going over the press coverage given our recent annual meeting, it strikes us that BROADCASTING did a very fine job.

Frederic R. Gamble
President, AAAA
New York

* * *

Source of Information

EDITOR, BROADCASTING:

All of us here at Ra-Tel are naturally careful readers of BROADCASTING. If we subscribed on a commission basis . . ., we'd owe you a lot of money on the many deals which originated in our minds upon seeing an item in your magazine.

James W. LeBaron
Ra-Tel Representatives Inc.
New York

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Katz Profile Pleases

EDITOR, BROADCASTING:

Well, you certainly got a guy named Joe Katz, all right—pimples and all. It's an honest story, and the best profile of me that's ever been written.

It won't do me any good with my wife—but I know it's already done me a lot of good in the advertising business, for which I'm very grateful.

Joseph Katz
The Joseph Katz Co.
Baltimore

Radio Sells Goods

EDITOR, BROADCASTING:

I am attaching . . . a coupon from an early edition of your publication.

You may send me the 1949 YEARBOOK Edition instead of the 1935 YEARBOOK Edition as stated in the coupon.

Now, as in years past, you are doing a good job reporting for the fifth estate. I notice in the September 1935 edition of BROADCASTING that WOR has travelled 6,436 miles and four months time looking for 2 millivolts—ASCAP was trying to boost rates 40% in rider t contract—Ex-Lax had selected 4 of the 60 stations to carry thei Transcriptions—KNX began fee ing MUTUAL from the West Coa —Daytime audiences were bein studied by NBC—Atwater Ken with a policy of presenting the be in concert music with widely know soloists, was changing to CBS- Don Wilson, announcer on the Jac Benny programs, was operated o for appendicitis in his home tow Denver—Ralph Edwards, an nouncer for KSFO San Francisc had been transferred to Oaklan and had been made production su pervisor of the station's auxiliar studios there—Fred Allen was re turning to the air with Town Hal and your subscription price wa then $3.

See, you were doing a fine jol then and I notice from the recen issues in the office of WKOZ, th local radio station here, you ar still telling them all that radi sells the goods.

George O. Sowell
Kosciusko, Miss.

[Editor's Note: Attached to the lette was a subscription renewal coupo from a Sept. 1, 1935 issue of BROAD CASTING. Do any readers have older is sues in their files?]

* * *

Loss to Radio

EDITOR, BROADCASTING:

A distinct loss to the radio industry is recognized in the tragic death of Robert Lewis Coffey Jr., 30-year old Democratic representative from Pennsylvania's 26th Congressional district. The brilliant young Congressman was killed instantly April 20 when his jet plane crashed after take-off at Albuquerque, N. M.

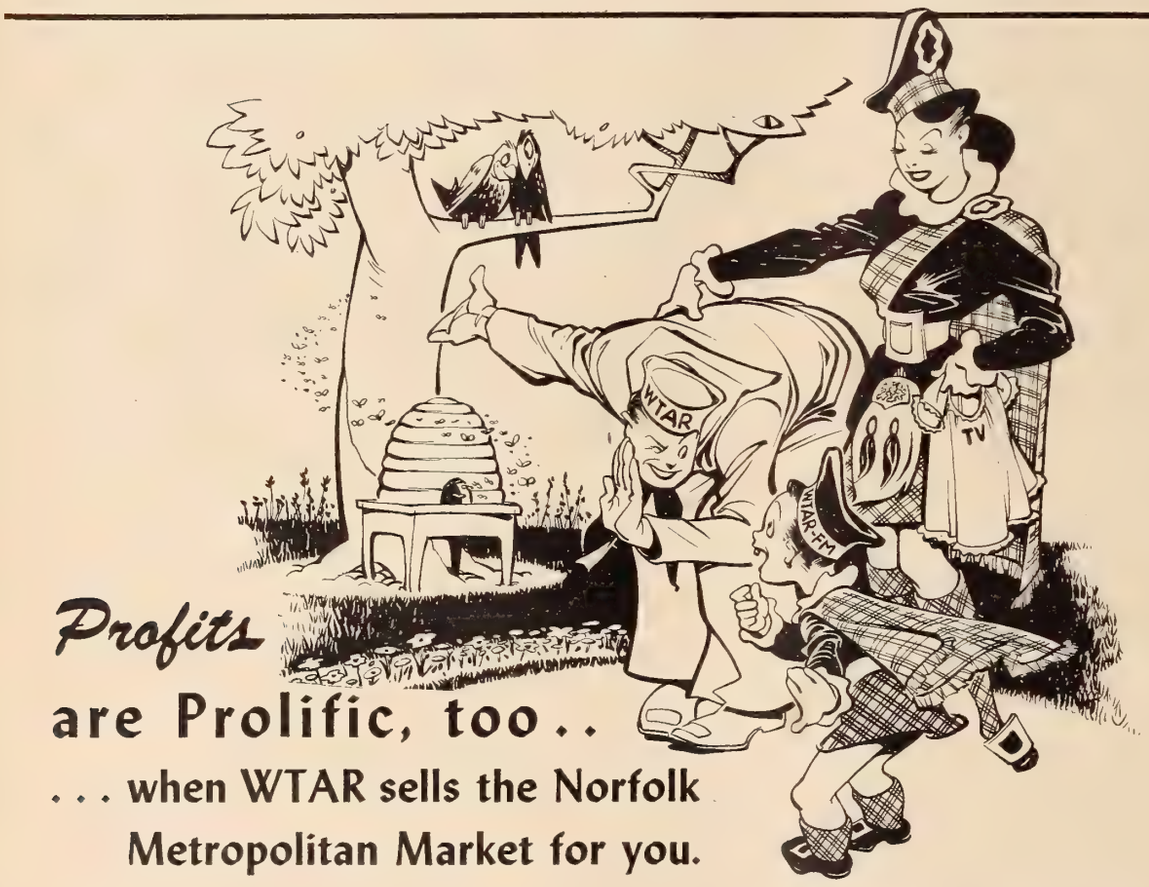


Col. Coffey

The former coal miner was a staunch advocate of free speech. He favored radio as the principal means of mass communication. In conducting his successful campaign to unseat a ten-year incumbent, Col. Coffey broadcast a large number of live and transcribed pre-election messages to his district. . . . Patterned after the national trend, transcribed jingles and spot announcements with sound effects were used by the late Congressman to carry his words to the people. That radio was instrumental in his election was evidenced by continued use of the medium even after he had taken up Congressional duties.

From his office came weekly . . . broadcast transcriptions for radio stations in his home districts. . . . Recently, Congressman Coffey accepted an invitation to appear on the simultaneous broadcast-telecast of *The University of Pennsylvania Forum* over WCAU-TV Philadelphia. The entire program was tape recorded and sent to the Western Pennsylvania cities out-

(Continued on page 55)



Profits are Prolific, too..

. . . when WTAR sells the Norfolk Metropolitan Market for you.

Most of the folks in Norfolk, Portsmouth, and Newport News, Virginia, listen most of the time to WTAR.

Hooper says WTAR's Share of Audience was 44.2 on weekday mornings, and 47.0 weekday afternoons. Sunday afternoon was 31.8 and daytime Saturday 31.0. In the evenings 50.2. Closest competition was never more than 22.4. (Station Audience Index, January-February, 1949.)

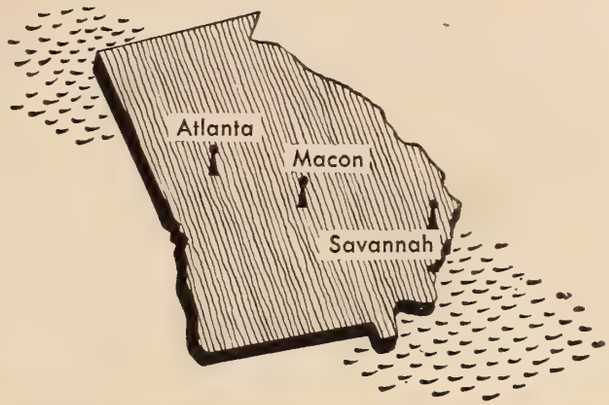
Mate the mighty potential of the Norfolk Metropolitan Market with WTAR's listener preference. Check the cost per listener. Easy to see why WTAR makes sales soar and profits more so. May we tell you more?

WTAR
WTAR-FM
WTAR-TV (CP)

5,000 WATTS DAY AND NIGHT
N.B.C. AFFILIATE

Nationally Represented by EDWARD PETRY & CO.

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS



The Georgia Trio



The C.B.S. Affiliates in Georgia's First 3 Markets

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

Concentrated coverage • Merchandising assistance

Listener loyalty built by local programming • Dealer loyalties

— *IN GEORGIA'S FIRST THREE MARKETS*

The Georgia Trio



Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas



Miss Parker discusses a promotion idea for one of Pomeroy's several shows with Robert G. Magee, vice president and general manager of WHUM Reading.

POMEROY'S

Planned Radio Promotion Sells In Reading

By PRISCILLA PARKER
Radio Advertising Director
Pomeroy's Inc.
Reading, Pa.

SALES RESULTS? Yes. After two and one-half years of thoughtful, consistent and planned use of radio, Pomeroy's answer to that most important question, compromising two of the most highly revered words in a retailer's vocabulary, is an emphatic "yes".

But, to go behind the scenes with radio at Pomeroy's of Reading, our sales successes were not a "star is born" overnight type of happening. They were, and are, the consequence and eventual result of knowing what we wanted to do with radio, followed closely by a thorough analysis of how best to accomplish this goal.

Long-time Schedule

First, if our objectives were to show themselves proven, our radio advertising plan, whatever it might be, must, of necessity, operate on a long-term schedule. Secondly, knowing what customers we desired most to attract, through use of our strong departments, it was natural to program for them the type of entertainment or information in which they would be the most interested. In other words, the time and content of the radio time purchased allied themselves completely with a particular group of potential customers.

Where to start with this beamed program technique? Obviously, since women do 90% of the buying in retail stores, our first consideration must be an appeal to them. To define this vast mass of female buying power in terms of our own local situation, our customers of the moment and desired customers of the future were studied and from them came a major part of our objective, the sturdy middle-class homemaker. For her, and beamed directly to her, we offered a woman's program, *Priscilla Pomeroy*, each morning, six days a week at 8:45 on WHUM Reading, a station that knew our objectives and promised well to help us fulfill them.

Since the day of its inception, this woman's program has consistently maintained its approach to the homemaker, bringing her information of benefit, plus, advertising strong departments, offering her good, wanted merchandise of which she, through common acceptance, is the interested potential buyer. In addition, through the evolution of the program and it's subject matter, over a period of two and one-half years, it now enjoys the reputation of on-the-spot coverage of all events and news of interest to women. Through the extremely helpful cooperation of WHUM, and by frequent use of a tape recorder, we have been able to bring our listeners many "scoops," thus assuring them of many exclusive interviews and special event lectures. By having established this reputation and become such an integral part of community happenings, we assure ourselves of continued and constant listeners.

Influencing the Listener

The presentation to the listener of good, wanted, in-demand merchandise which vitally affects her, along with the repetitive use of this merchandise, is what produces sales and traffic for the store. In merchandising our radio advertising, one department and one type of item from that department is used for at least a week, and, in many cases, for a substantially longer period. Departments and brand lines in ready-to-wear, accessories, toiletries and home furnishings compromise the featured merchandise used on our morning woman's program.

In most cases, the merchandise used is not advertised in the newspaper during the time that it is used on the radio. It is, however, most effectively advertised in the department itself, by using attractive, eye-catching point-of-sale displays. These displays are artistically and specifically designed to carry out the theme of the program on which the merchandise was advertised. They are movable and are transferred from one department to another. Actually, these point-of-sale displays, used for all radio advertised merchandise, carry out the old idea of "tell them you are going to tell them something, then tell them something, and then tell them what you told them." For our listeners and customers these displays "tell them what we told them and where."

With the teen-ager, a definite present customer and an even bigger potential customer of tomorrow, we started, in the fall of 1946, a weekly half-hour program, *Be-Teen Jamboree* on WHUM. Using this program as a medium for creating sales and traffic in our teen-age departments and, through association, training the future buying habits of this particular group, our two-fold purpose was accomplished.

Program Planning

In the planning of the program, a representative group of teen-agers were called in to select the time and day they would most prefer for the broadcast. The program is conducted by a teen-age boy and girl. They are selected annually, by audition, for this purpose. When auditions for a new master and mistress of ceremonies are announced the turn-out of hopeful aspirants is so great that from two to three weeks is usually required to cover all applications and auditions. The format of the program varies somewhat each week, although the general structure of records and school news remains the same. Each week the program features a local teen-age guest performer or well-known celebrity. Quite frequently the program is thrown open to large audience groups. The number is usually limited to 400 and tickets for the broadcasts and parties must be picked up in our teen departments. Tickets are always gone at the end of the first day after the announcement concerning them.

Besides providing for the teen-ager a program of his own choice, *Be-Teen Jamboree* also offers a great number of high school students their first opportunity to appear before a microphone, along with invaluable training in broadcast procedure.

In December 1947 two other beamed programs were added to our radio schedule—a five-a-week newscast at 6:55 p.m., appealing to men and featuring merchandise solely from our men's clothing and men's furnishings departments and a Sunday half-hour, semi-classical musical program, *Highlights in Harmony*. The latter is devoted entirely to national brand merchandise, which is promoted in a dignified, easy manner in keeping with the idea of the program—that of providing pleasant, enjoyable listening for the entire family.

To round out our schedule, and to appeal to our basement trade we have twenty-eight spot announcements a week. They are devoted exclusively to advertising brand name lines in our basement. Frequently one brand name will use all of these spots for a period of six months or more—never for less than one month. The basement slogan is always carried in every spot.

Realizing the need for constant promotion of any merchandise which, in reality, our radio programs are, we regularly call the public's attention to them through newspaper advertisements, window displays, elevator cards, signs at entrances to the store and the before-mentioned departmental displays. In addition, WHUM through its merchandising-promotion plan, contributes taxi-cab signs, hotel-lobby displays and newspaper advertisements.

The merchandise planning, writing, supervision of all displays and promotions of our entire radio schedule, along with commentating our morning woman's program, handled by the radio advertising department of the store. This is done under the guidance of William Dennis, sales promotion manager of Pomeroy's, and Walter Dennis, radio and television director of Allied Stores, of which Pomeroy's is a member.

With a variety of ways of determining sales results at our disposal, let's take this method of checking direct sales results—the week prior to use of radio, the week radio was used and the week after radio was used.

Looking at a line of blouses fe

(Continued on page 50)



One of a Series



Best in 1941 . . . and *still* best in 1949.
Eight years ago, WFAA pioneered a new type sound-diffusing
wall and ceiling construction for broadcasting studios.
Many stations have followed WFAA's leadership . . .
but in studio design, as in broadcasting, WFAA is *still* leading.
In the Southwest, WFAA facilities, staff
and over-all ability to get results are incomparable
. . . any way you look at it!

WFAA
DALLAS
and WFAA FM
820 KC • NBC • 570 KC • ABC
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS
REPRESENTED NATIONALLY BY EDWARD PETRY and COMPANY

Milestones



► TENTH year of *Pure Oil News Time* sponsorship by the Pure Oil Co., Chicago, was observed in a special broadcast May 2 by H. V. Kaltenborn, who reviewed highlights from 1939-49. Each station on NBC network carrying show gave local message of congratulation during 30-seconds after the "Decade of Destiny." Show is aired Monday through Friday at 7:45 p.m. (EDST) and features Mr. Kaltenborn and Richard Harkness, commentators. Agency is Leo Burnett, Chicago.

► GEORGE C. BIGGAR, director of WLS Chicago *National Barn Dance*, observed his 25th radio birthday on May 1. Member of Radio Pioneers Club, Mr. Biggar entered radio with WLS on May 1, 1924. He is in charge of local and ABC originations of *National Barn Dance* which marked its 25th anniversary April 23 [BROADCASTING, April 25], and also directs ABC-TV *Barn Dance* for WLS. Latter show is built by WLS for ABC-TV.

► NBC serial *Lorenzo Jones* is celebrating its 13th year on air.

► KWAD Wadena, Minn., marked its first year of broadcasting May 1 with special program reviewing events of past year and some plans for future.

► KSUE Susanville, Calif., celebrated its first anniversary April 24. Tape recorded special events of past year were aired.

► WBKB (TV) Chicago is planning gala celebration to mark its eighth anniversary in mid-June. Event will feature live telecast of Chicago Theatre stage show. Hollywood stars and political figures are invited. Chicago *Sun-Times* plans to run 24-page section in honor of event.

► *Colorado Speaks*, KLZ Denver's roundup of editorial opinion in Denver and the state, is now in its ninth year of continuous broadcasting. Fifteen minute program is written by Mike Michaelson and produced by Sheldon Peterson, KLZ's news director.

► WTAM Cleveland and Standard Oil of Ohio celebrated 10th anniversary of *Sohio Reporter*. Half-hour documentary drama built around news highlights of past decade was aired over WTAM on April 29. Sohio's tenth anniversary on WLW Cincinnati had been marked with a similar program April 25.

On All Accounts

(Continued from page 10)

San Francisco. For the next two years he was assistant advertising manager for Dorman Commercial Co. (furniture and houseware department store) there.

In 1929 he joined Emil Brisacher & Staff (now Brisacher, Wheeler & Staff) as combined account executive, copywriter, space buyer and producer.

A depression casualty, he left the agency in 1931. The next three years found him engaged in various ventures—selling photo engraving, doing business analysis and sales training and running an advertising agency with Sidney Garfield (now of Garfield & Guild).

In 1934 he headed south to San Diego where he did free-lance business analysis and sales training for the next two years. In 1936 he went back up the coast to Los Angeles and founded the forerunner of his present agency, Ralph F. Yambert & Co., as a business analysis, sales and public relations training office.

With the coming of the war in 1941 Ralph closed his offices and went to enlist in the Army Air Force. After waiting impatiently to be called, he went over to the other side and joined the Naval Air Corps as a lieutenant.

At the end of the war, in 1946 Commdr. Yambert was made public relations director of the Naval Air Reserve Command, with headquarters in Glenview, Ill. Under his direction were coordinated the publicity and public relations of the 21 bases under the command.

With his release the next year Ralph returned to Los Angeles and his agency.

In 1934 Ralph cemented relations with his adopted state (California) by marrying Gladys Adrich in San Diego. At their home in North Hollywood, the Yamberts take pride in their prize roses' and adopted daughter, Patricia, 17, and Gayle, 13.

Ralph's name is on the roster of many Los Angeles clubs—Hollywood Rotary, Sales Executives Assn., YMCA Board of Managers, Hollywood Bowl Associate Board of Directors, Hollywood Ad Club, Los Angeles Breakfast Club.

He still finds time though for active hobbies such as flying (he had a commercial license since 1940; golf and photography—color photos are his meat.

And in his "spare time," when he's not thinking about and planning out his business, he writes articles and addresses various groups. He has to his credit one book on "Effective Public Speaking" and over a dozen published articles. And he's still going strong!

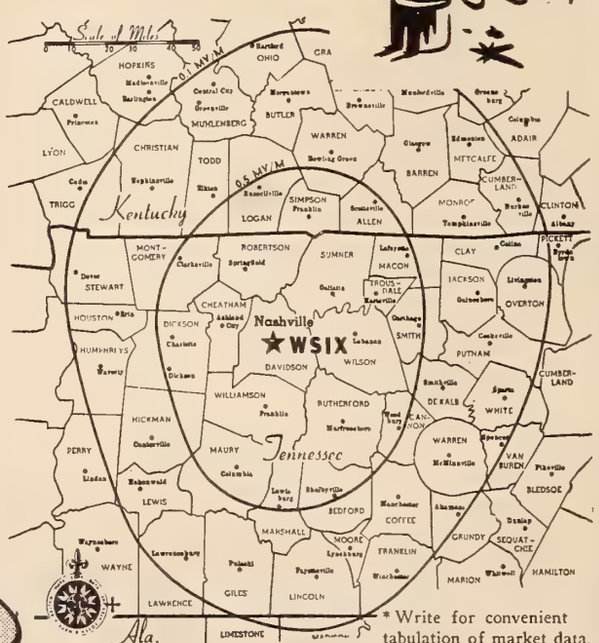
THREE DIFFERENT MAPS PROVE WSIX covers Nashville's trading area!

NO WASTED COVERAGE



Signal strength, mail pull and BMB audience maps all show almost exactly the same coverage. They prove that WSIX gives you Nashville's 51-county retail trading area. In WSIX's 60 BMB counties 1,321,400* people spend $654,888,000 yearly in retail stores alone. No wonder sponsors get results year after year with WSIX. It's a better buy for you, too.

*Projected from Sales Management May '48



* Write for convenient tabulation of market data.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative: The Katz Agency, Inc.

5000 WATTS • 980 KC • ABC

and WSIX-FM • 71,000 W • 97.5 MC

range of recognition



FROM the sublime in great music to the sublimely ridiculous in children's shows, the scope of NBC-produced programs again is reflected in this year's Peabody Awards.

More than to any other broadcaster went awards—for music, for drama, for juvenile entertainment and fine television, for service to the public.

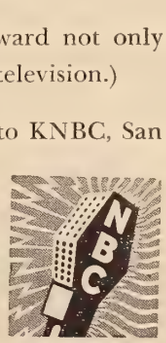
For Outstanding Entertainment in Music: an Award to the Network itself for its over-all contributions to the broadcast of good music, with special reference to the NBC Symphony, Orchestras of the Nation and the First Piano Quartet.

For Outstanding Entertainment in Drama: NBC University Theater.

For Outstanding Children's Program: "Howdy Doody" (This Award not only recognizes a superior children's program but also excellent work in television.)

For Outstanding Public Service by a Regional Station: an Award to KNBC, San Francisco, for "Forests Aflame."

It is gratifying to have critical approval confirm public applause. These awards serve again to illustrate reasons why NBC is always *America's No. 1 Network.*



A service of Radio Corporation of America



NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S

No. 1
SALESMAN
IS

50,000
WATTS
680 Kc.

WPTF NBC
AFFILIATE

RALEIGH, North Carolina

National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 36, No. 19 WASHINGTON, D. C., MAY 9, 1949 $7.00 A YEAR—25c A COPY

COY APPROACHED BY TBA

Proposed for Presidency

FCC CHAIRMAN Wayne Coy can become czar of TV if he's interested.

This prospect was explored with Mr. Coy by a committee representing the Television Broadcasters Assn. at a luncheon conference in New York last Friday. No determination was reached and it is unlikely that one will be for some weeks—perhaps after the Chairman returns from Paris in latter July or August. He was formally named last week to the chairmanship of the American delegation to the International Telegraph & Telephone Conference and he plans to embark for the Paris conference on May 12 [BROADCASTING, May 2].

After the luncheon Mr. Coy was not available for comment but others who were present said no definite decision had been reached.

Only 24 hours before, speaking at the Annual Institute for Education by Radio at Columbus, Ohio, Mr. Coy had waxed eloquent over TV's future, with the flat prediction that TV would be dominant over aural broadcasting in five years. He agreed with optimistic estimates of some manufacturers that half the families in America would own a television set within that time (see page 29).

Though the FCC chairman outlined the bottlenecks to TV—the "freeze," high costs, lack of adequate network facilities, and the settlement of the UHF standards—he was confident that all of these problems will be licked within this five-year period. In the speech he warned AM broadcasters to be cautious in their plans, and those who would enter aural broadcasting should "carefully weigh" the chances.

Similar to NAB

Should Mr. Coy accept the TBA presidency he would find himself directing an operation somewhat paralleling a similar TV department at NAB. In carrying out an NAB board mandate to hire a TV director, President Justin Miller has asked board members to vote by mail on a plan to name Executive Vice President A. D. Willard Jr. to the post (see story page 25).

NAB has been contacting possible candidates for the TV directorship. Among those mentioned for the job, which had a tentative $25,000 salary, was Jack R. Poppele, WOR New York vice president and MBS board member who has been TBA's president.

In contacting NAB directors Judge Miller pointed out that Mr. Willard knows the industry thoroughly, enjoys wide prestige and would make an efficient TV director for NAB. He added that NAB could effect a $25,000 saving at a time when NAB has budget troubles.

The Friday session was arranged following a meeting of the TBA board a week earlier in New York. At that time the topic of a paid presidency was raised and Mr. Coy's hat was tossed into the ring, unbeknownst to him. This was done because of the Chairman's avid interest in TV and his repeated admonitions that there must be orderly development and transition if television is to achieve maximum growth as a mass medium.

A committee comprising Mr. Poppele; Dr. Allen B. DuMont, president of DuMont telecasting and manufacturing operations; Lawrence W. Lowman, CBS vice president and general executive in charge of television, and G. Emerson Markham, station manager of WGY and WRGB Schenectady, was designated to confer with Mr. Coy.

Dr. DuMont, strong man on the TBA board and first president of the organization, vigorously urged retention of a paid executive and espoused the Coy appointment, if Mr. Coy is available. He volunteered personally to seek to raise the necessary commitments from TV set manufacturers to guarantee a three-year tenure for the Chairman. It was presumed that the amount to be sought would be roughly $100,000 a year for three years, through contribution of approximately $5,000 each by the top manufacturing companies.

Would Have Paid Head

Presumably the expanded TBA structure would have a paid president who would be compensated from $25,000 to $35,000 a year and who would headquarter in Washington. He would set up a small cohesive organization, which would direct its primary energies to public relations in behalf of TV along with necessary representation in regulatory, technical and legislative matters.

While no formal word was forthcoming following the Friday conference, it was understood that Chairman Coy took the proposition under advisement. He may return from the Paris sessions—probably in early June — to direct urgent Commission business. Conceivably at that time he might advise the TBA committee whether he will consider their proposal. It is doubted whether he would be disposed to leave government service until after his return from the Paris conference as well as the London Telecommunications Conference scheduled to get under way July 21.

Dr. DuMont, who has no alliance with sound broadcasting, is represented as being opposed to merger of TBA with the NAB, as has been

(Continued on page 57)

McGEE & MOLLY

Capital Gains Refusal Seen

FEDERAL Bureau of Internal Revenue was reported last week to have issued what amounted to an adverse ruling on a proposed contract, containing some capital gains features, between Fibber McGee and Molly and NBC.

The proposal had been submitted to the bureau by Lloyd Wright, Los Angeles attorney representing the comedy team, more than a month ago [CLOSED CIRCUIT, April 4]. It was understood that Mr. Wright reserved the right to withdraw it without prejudice in the event of an unfavorable reaction from the tax authorities.

News of a subsequent withdrawal last week came as a surprise to NBC, it was reported. The proposal was not withdrawn at NBC's instigation, it was said.

The supposition was that government tax experts had advised Mr. Wright of an eminent unfavorable ruling, and that he had exercised his prerogative to withdraw. The bureau did not hand down an official ruling, merely an opinion in view of the withdrawal, it was pointed out.

Although terms of the proposed agreement were not known in detail, it was said that it differed from the capital gains deals which CBS made with Amos 'n' Andy and Jack Benny. Mr. Benny's appeal was subsequently rejected [BROADCASTING, Jan. 1].

Basically, the tentative deal between NBC and Fibber McGee and Molly involved a long-term employment arrangement containing security provisions as well as straight salary clauses. One element of the deal was believed by NBC and Mr. Wright to be subject to capital gains rather than income taxation, and the inclusion of that in the contract motivated the submission to Internal Revenue Bureau scrutiny. The nature of this clause was not made known.

Tentative Agreement

A spokesman for NBC said the network had entered into the tentative agreement with the comedy team, who are now heard over NBC under sponsorship of Johnson's Wax, because the capital gains feature was of secondary importance in the contract.

Meanwhile, the report that NBC had been engaged in a tentative arrangement with talent which included a capital gains provision was at odds with statements made a few days earlier by Brig. Gen. David Sarnoff, chairman of the board of RCA. Gen. Sarnoff advised a stockholders' meeting that NBC had chosen not to enter into the "skyrocket bidding" for talent on the grounds that the cost was not justified (see story page 30).

Negotiations between NBC and Fibber McGee and Molly will probably be renewed on the basis of a contract excluding capital gains elements, now that the Internal Revenue Bureau appeared to have rejected the original plan, it was said.

CBS also figured in negotiations with Fibber McGee and Molly last winter, before NBC entered into the tentative contract which was withdrawn from the tax bureau last week. Whether CBS would also re-enter negotiations with the comedy team was not known.

Assisting Mr. Wright on legal aspects of the case was Joseph Blandi, of Alvord and Alvord, Washington attorneys.

RICHFIELD
Plans Co-op Advertising

RICHFIELD Oil Corp. of New York, whose marketing territory extends along the Atlantic seaboard from Maine through the Carolinas, has begun a cooperative advertising plan under which the company will reimburse dealers for half their cost of local advertising.

The plan will extend throughout 1949, according to B. N. Pollak, sales promotion manager of the company. Distributors may select their own media and negotiate their own contracts. Richfield will supply radio commercials without charge and will reimburse dealers for 50% of their local advertising expenditures.

Richfield distribution is made through independent distributors.

WGUY TO JOIN CBS
WABI May Go to ABC

WGUY Bangor, Me., becomes basic supplementary affiliate of CBS Aug. 1. At that time WABI Bangor, now the CBS affiliate, is expected to go with ABC.

WGUY, a 250 w station, is owned by Guy Gannett Broadcasting Services of Portland and Bangor, owner of WGAN Portland, which has been a CBS affiliate for some time. WABI Bangor, a 5 kw station, is owned by Community Broadcasting Services of that city.

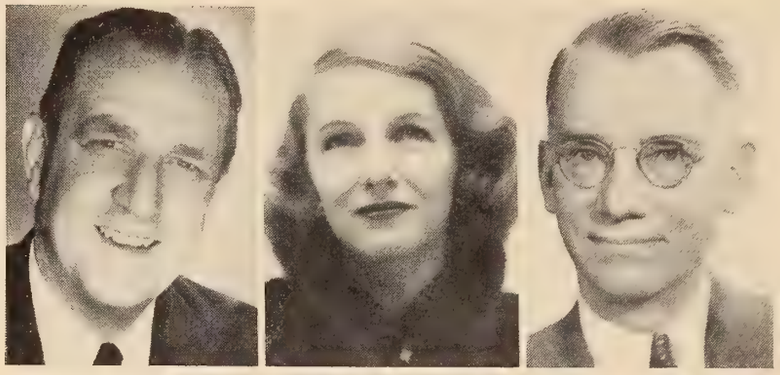
Cantor Negotiates

DESPITE several meetings on the question of Eddie Cantor's fall television entry for Pabst, "nothing final has been settled," according to Sam Weisbord, William Morris representative who has been handling the negotiation on behalf of the comedian. Paul Warwick, agency president, and C. F. Staudinger, agency vice president, have attempted to get the contract settled but Mr. Weisbord advised BROADCASTING "that it will be a matter of weeks before anything definite is settled." He declined to affirm or deny that Mr. Cantor was seeking a contract which would tie his earnings directly to sales results, via salary and bonus agreement.

Repeated Repeat

FOR a few unhappy minutes, WJZ New York May 1 turned time backward, and played the previous week's recording of the Drew Pearson repeat broadcast. The error was noticed after eight minutes had elapsed, and the station played the correct transcription from beginning to end. Mr. Pearson's first broadcast, aired 6-6:15 p.m. on ABC, is sponsored by Lee Hats. The 11-11:15 p.m. program is sponsored on WJZ only by Wallach's Inc., New York retail clothier.

NEW AGENCY
Hixson-O'Donnell Changes Firm Name



Mr. Morey | Miss Johnstone | Mr. Humm

FOLLOWING the retirement of the two directors whose name it bears, Hixson-O'Donnell Advertising, New York, effective June 1, will become Morey, Humm and Johnstone Inc., the present board of directors announced last Thursday.

Retiring directors are Robert Hixson and Julian O'Donnell, both of Los Angeles, neither of whom has been active in agency matters for some time. Mr. Hixson is a principal in the Los Angeles firm of Hixson and Jorgensen, while Mr. O'Donnell is said to be retiring from business entirely.

The change of name and of directors will not affect the agency's personnel, service or location in the Empire State Bldg., New York, the present board said.

Present executive lineup of the agency follows: Sylvester M. Morey continues as president and Llewellyn B. Van Doren, formerly a vice president, becomes executive vice president. Albert W. Humm continues as vice president in charge of the Home Appliance and Utility Division, and Muriel E. Johnstone as vice president in charge of the agency's Rockefeller Center office, specializing in fashion accounts and allied fields.

The agency, which was organized in 1941 with three accounts and 11 people, now has more than 30 accounts and a staff of 42.

Sigmund Named

WILLIAM F. SIGMUND, of Henry J. Kaufman & Associates advertising agency, is the unopposed nominee for president of the Advertising Club of Washington, D.C. He will replace Ben Strouse, president and general manager of WWDC, independent Washington outlet. Radio personnel whose names are up for election to the club's officialdom are, for treasurer, Stanley Bell of WRC and Helen K. Mobberley of WWDC-FM, both Washington.

BAILLIE TO SSC&B
Is Vice President, Director

LLOYD W. BAILLIE, former vice president and director of J. Walter Thompson Co., New York, has joined Sullivan, Stauffer, Colwell & Bayles Inc., New York, in the same capacity. He will concentrate on products in the grocery field.

Mr. Baillie joined JWT in 1919 and has been responsible for the advertising of well-known products sold through grocery stores in the U. S. and Canada.



Drawn for BROADCASTING by Sid Hix

"Success in America! RCA Victor has come out in favor of 45 revolutions per minute!"

POLSKY SALES
Spurt During WAKR Shows

"WINDOW-VISION" broadcasts, utilizing novel promotion aids and live models, were responsible for a sharp increase in the millinery sales of the A. Polsky Co. in Akron, Ohio, during pre-Easter week. The program was staged by WAKR Akron, which airs the *Lynn Lawrence* program daily at 1:15 p.m., and Meg Zahrt, Polsky radio director, who conceived the idea.

Miss Zahrt interviewed housewives, offering shopping advice and comments on ladies' hats worn by models strolling through the window. "Window-vision" project, similar to one staged last fall in the store, may become a semi-annual event, she pointed out. Assisting Miss Zahrt were Bob Wylie, WAKR announcer, and Irv Knopp, engineer.

Boom in sales was attributed to the novel window promotion and radio broadcasts. Store is one of the larger regional advertisers.

FAIRBANKS FIRM
Shifts Sales Personnel

SHIFT of personnel involving New York and Chicago sales offices was announced last week by Jerry Fairbanks Productions, Hollywood. Jack Pegler, who has been in charge of New York office, will be sales chief of the Zoomar Corp., a firm organized by Mr. Fairbanks for the manufacture and sale of Zoomar camera lenses. "Increasing number of stations . . . and expected jump in outlet applications . . . necessitated the setting up of a separate organization," Mr. Fairbanks said.

Taking over the New York office will be B. N. Darling, head of the Chicago office for the past three years. He will supervise both offices. Robert Coffeen will be assistant to Mr. Darling in Chicago and Robert Lawrence, assistant in New York.

Groucho Marx to CBS

ELGIN-AMERICAN Division of Illinois Watch Case Co., Chicago, will move *You Bet Your Life*, starring Groucho Marx, from ABC to CBS Sept. 28. Program will be heard Wednesdays 9-9:30 p.m. Mr. Marx, whose program won a Peabody Award a fortnight ago, is the second major ABC star to decamp to CBS. Bing Crosby, who is heard on ABC for Philco, was signed by CBS several months ago. Agency for Elgin-American is Weiss & Geller Inc., Chicago.

Bendix Spots

BENDIX Home Appliances, South Bend, Ind., is starting a national spot campaign for its automatic washer, in about 90 markets early in June. Agency is Tatham-Laird, Chicago.

BAB POLICY GROUP

Meeting To Start NAB Overhaul

By J. FRANK BEATTY

FIRST of a series of major changes in NAB's structure will get under way this week when the Broadcast Advertising Bureau Policy Committee holds a Wednesday meeting in Washington.

The BAB project is only one of a series of post-convention developments in which the whole trade association structure is involved.

Prospect of a pitched battle to decide who will provide trade association service for television stations is seen as a result of an NAB board referendum, one of three, on a plan to appoint A. D. (Jess) Willard Jr. as NAB television director, dropping his management duties in the executive vice presidency.

As NAB President Justin Miller awaited a board decision on this plan, Television Broadcasters Assn. was working on a comprehensive reorganization by which an additional $100,000 annual fund would be raised to operate Washington headquarters with a prominent industry figure serving as paid president (see story page 23).

Duties Realigned

If Executive Vice President Willard becomes NAB's television director, Judge Miller and Secretary-Treasurer C. E. Arney Jr. will absorb many of his management duties. Mr. Willard had extensive radio experience and had directed NAB-TBA merger conversations last autumn when a union of the groups appeared imminent.

That merger would have brought TBA into NAB on a basis somewhat similar to BMI, TBA having its own officials interlocked with NAB. Most TBA board members are said to oppose a merger with NAB.

TBA's operations have been severely curtailed by inability to raise money from television stations, practically all of which operate in the red. Some feeling had developed within NAB circles that TBA merely wanted NAB to put up money to keep it going as a promotional organization with some trade association aspects.

Should TBA be able to raise a large enough kitty to set up a Washington office and hire a paid president, it likely will find NAB aggressively serving the visual industry.

The NAB plan, if adopted, would start off with a tour of TV stations. TV operators would explain what service they want from NAB and the ideas would be pooled as basis for a complete television service.

It was made clear that NAB has no intention of interfering with the present TBA service but another instance of trade association competition is deemed inevitable should TBA expand to any marked degree, many industry observers feel.

The original FM Assn. project, for example, was strictly promotional, but FMA soon was stepping on NAB's toes and bitter feeling developed as the promotional venture became a full-fledged trade association, though with a smaller budget than the originators anticipated. FMA now is operating on a tiny budget and its activities are mostly confined to promotion of the FM medium.

Judge Miller has two other NAB board ballots in the works. The need for three board decisions by mail less than a month after its last meeting is believed without precedent.

One of these ballots involves a plan to combine the Sales Managers Executive Committee and Small Market Stations Executive Committee. This would be in line with the BAB project, which is to be under way by the end of May.

The other ballot asks board sentiment on a proposal for NAB to take part in litigation involving the suit of KFI Los Angeles against a California judge and KVOE Santa Ana, Calif., based on the court's grant of exclusive broadcast rights to KVOE in a murder trial. The NAB board decided last November that NAB should not take part in the proceedings. Since that time an appellate court has upheld the lower court's decision that KFI had shown no violation of its constitutional rights.

Now that the case is on the Supreme Court level, Judge Miller reminds the board that basic rights affecting every broadcaster are at stake but suggests directors do not vote until they receive the opposition side from Calvin J. Smith, KFAC Los Angeles, NAB District 16 director.

Several other developments at NAB headquarters reflect the demands of the membership that the association adapt its structure to industry trends. These demands were made clear at the Chicago convention last month, topped by the successful clamor for a sales promotion bureau with enough funds to combat the lavish promotions of competing media.

The association is endeavoring to sign up remaining subscribers to the BMB waiver plan. Some 350 stations are understood to have signed waivers, with BMB hoping most of the 200-odd unsigned stations will be in line shortly. NAB assumed responsibility for the second BMB study when the board approved a loan of $75,000 to BMB provided most subscribers sign waivers.

With NAB membership below the 1948 level, battle plans for an intensive membership drive are being drawn, in line with a board order. State chairmen are to direct the campaign.

NAB has six television members, 1,230 AM and 602 FM, a total of 1,838 station members. This compares to three TV, 1,270 AM and 643 FM members a year ago, or a total of 1,916 stations.

Some of this loss was ascribed

(Continued on page 54)



FCC COMR. Frieda B. Hennock (r) and Mrs. Harry Truman were among the guests at the U. S. Chamber of Commerce annual luncheon last Tuesday in the Shoreham Hotel, Washington. (See story page 51.)

NABET TALKS

Prospects of Settlement Seen

PROSPECTS of a nation-wide strike by NABET engineers against ABC, NBC, WOR New York and WOIC (TV) Washington diminished as BROADCASTING went to press.

A management spokesman said a complete settlement was possible by the Saturday midnight deadline. A union spokesman reported merely that "some progress" was made.

Actually, it was learned that until Friday, most of the week-long negotiations were on "working conditions" and not on the main issue —wages. NABET was seeking what amounts to a 15% increase, while the companies, it was said, had been standing pat.

On Thursday, however, negotiations did turn to wage scales for one of the groups—the traffic communications engineers. It was learned that increases for them were tentatively agreed upon. This group numbers only about 40 or 50 out of the 1,000 engineers covered in the negotiations.

Another development Thursday evening was action by two NABET chapters backing its negotiating committee by votes of confidence and by extending them full discretion. This action, by the New York chapter, covering ABC, ABC-TV and NBC engineers, and by the Hudson chapter, covering WOR engineers, was regarded as permitting the negotiators to extend the present contract during negotiations or to call a strike, if the committee regarded that as necessary.

If no settlement were reached by the Saturday deadline, it appeared likely that an extension pending negotiations would be agreed to.

Such an extension was agreed to Saturday, April 30, after expiration of the NABET contracts [BROADCASTING, May 2]. That extension, for seven days, brought the new deadline to midnight Saturday.

As for the networks, they were fully aware that although the word "strike" might not appear in negotiations, a nationwide strike involving almost 1,000 engineers could take place. They were making preparations accordingly and expected to operate as fully as possible should a strike occur.

Negotiations continued on a marathon basis during the week—some days on a 10:30 a.m. to 10:30 p.m. schedule.

Wages, which were the real sticking point, were for the time being sidetracked while working conditions were being discussed.

Tentative agreements were said to have ben reached on meal times, severance pay, vacations and the arbitration of matters considered "hardship" to NABET members. It was possible a permanent arbitrator might be set up.

On meal times, present clauses which provide premium pay when an engineer works right though his meal hour, were supplemented to give him the right to walk off the job—even in the middle of a program—after a certain number of

(Continued on page 57)

WEBSTER
Reappointment Nomination Sent to Senate

THE SENATE Interstate & Foreign Commerce Committee Wednesday received President Truman's nomination of FCC Comr. Edward M. Webster for reappointment to a 7-year term. Confirmation is confidently expected since it is known that Sen. Edwin C. Johnson (D.-Col.), chairman of the committee, endorses the nomination [CLOSED CIRCUIT, May 2].



Comr. Webster

Comr. Webster is scheduled to appear before the committee meeting in executive session Wednesday. His present term expires June 30. Although there is the possibility that formal hearings will be held, as with any executive appointment, the chances are believed to be remote in this instance.

Comr. Webster was first appointed to the FCC by President Truman March 7, 1947, to fill the unexpired term of Paul Porter. Prior to his appointment he had served as director of telecommunications for the National Assn. of American Shipping, and as a commodore in charge of U.S. Coast Guard communications system.

Technical Speciality

During his two years on the Commission, he has been particularly concerned with safety and special services aspects of the FCC's activities, and has participated in many international radio conferences. His extensive technical knowledge in radio and telecommunications has been invaluable in these meetings.

Comr. Webster is a native of Washington, D. C., and was first on the FCC payroll in its engineering department in 1934. A year later he was named assistant chief engineer. In this role, he was the Commission's expert on radio and wire services, embracing marine, aviation, experimental, emergency, amateur and common carriers to the inclusion of cables.

His experience at international conferences rivals that of many members of the State Dept. He has attended more than 20 such meetings, and has assisted in preparations for several more. His service on governmental and international committees has been extensive. In 1947 he was chairman of the Interdepartmental Radio Advisory Committee, assistant secretary of the Board of War Communications and chairman of the Executive Committee of the Central Frequency Propagation Lab, and has served in peace and wartime on many other committees and boards.

Coast Guard Academy Graduate

In 1912, at the age of 24, he was graduated from the U. S. Coast Guard Academy, and served during World War I as a communications officers. He spent more than 30 years in Coast Guard service, serving as chief communications officer for the Coast Guard in 1914, and again in World War II. His duty with the Coast Guard in World War II earned him advancement from captain to commodore, and an award of the Legion of Merit for outstanding accomplishments.

As a result of his work investigating the *Morro Castle* and *Mohawk* steamship disasters, he drafted legislation which placed in operation the radio provisions of the International Convention for the Safety of Life at Sea.

He is a member of neither political party, having been a voteless citizen of Washington, D. C., for his entire life. Comr. Webster is married and the father of two children. He is a Fellow of the Institute of Electrical Engineers, of which he is a former director, and is a member of the Propeller Club, the Veterans Wireless Operators Assn. and the Army and Navy Club.

CBS Dividend

CBS board of directors last Wednesday declared a cash dividend of 35 cents a share on its class A and Class B stock. The dividend is payable on June 3, 1949, to stockholders of record at the close of business on May 20, 1949.

GARDELLA CASE
Players Seek Injunctions

EFFECT of television and radio on baseball should be decided by a trial of the facts, Mark F. Hughes, attorney for organized baseball, argued last week in the U. S. Court of Appeals for the Second Circuit, New York.

He took that line in appeals brought by Max Lanier and Fred Martin, suspended Cardinal players, and Danny Gardella, suspended Giants outfielder. The players were seeking preliminary injunctions pending trial of their anti-trust cases. Federal District Court had denied the injunctions.

Joins McCann-Erickson



Mr. Booraem

HENDRIK BOORAEM, formerly head of his own radio production firm, joins McCann-Erickson, New York, as executive radio producer. Mr. Booream's appointment to the agency is effective today, it was further announced.

HOOSIER OF YEAR
Indiana Group Names Coy

WAYNE COY, FCC chairman, was to be presented with an award as "outstanding Hoosier of the year" at the semi-annual banquet of the "Sons of Indiana," held Friday night at New York's Henry Hudson Hotel. The organization is a group of some 800 transplanted Hoosiers.

Mr. Coy was expected to address the guests at the dinner, speaking "off the cuff." It was expected, however, his remarks would be nostalgic ones about Indiana, and not about the broadcasting indus-

FCC RAPPED
Appeals Court Returns Three Cases

SENDING three cases back for corrective action, the U. S. Court of Appeals for the District of Columbia last Wednesday rapped FCC for failure to show the basis of decisions and for inconsistency in applying its yardsticks to rival applicants.

In the three unanimous decisions the Court also:

- **Tacitly supported FCC's policy of counting newspaper affiliation to an applicant's disadvantage in competitive proceedings.**
- **Reiterated, in such a manner, that FCC staff members took it to be a virtual mandate to look at program plans more closely, reiterated that a comparison of the programming proposals of competing applicants is "not a form of censorship."**
- **Ruled that FCC can't act on an application which was not completed at the time it was sworn to, but said this defect can be cured by an amendment of the application.**
- **Agreed with FCC that FM stations needn't be counted as equals of AM stations in comparing the radio services of two communities.**
- **Read a lecture on the essentials of comparative hearings.**

The cases involved three appeals, all of which the Court upheld at least sufficiently to send them back to the Commission for further proceedings.

These were the appeal of Johnston Broadcasting Co., licensee of WJLD Bessemer, from the 850 kc, 5 kw day and 1 kw night grant to WTNB Birmingham and the denial of Johnston's Birmingham application [BROADCASTING, Dec. 15, 1947]; Easton (Pa.) Pub. Co.'s appeal from the 1230 kc, 250 w grant to Allentown (Pa.) Broadasting Corp. and the denial of Easton's rival application [BROADCASTING, June 30, 1947]; and KFYO Lubbock's appeal from the 790 kc, 5 kw day and 1 kw night grant for KVLU Lubbock and denial of KFYO's bid for the same frequency with 5 kw [BROADCASTING, July 7, 1947].

In the Alabama case, reversal was based on FCC's disregard for the fact that Thomas N. Beach, owner of WTNB and winner of the grant, executed the affidavit on his application a month before the "attached" engineering data was completed.

Rules on FCC's Power

"The Commission had no power to act upon the unverified application," the Court ruled. It did not direct that a grant be issued to Johnston Broadcasting Co. "The better procedure is to let the Commission complete its administrative determinations," the Court said.

On the other charges made by Johnston, the Court supported FCC. It saw "no error in the Commission's failure to find a distinctive difference between the applicants" on the questions of local residence, broadcasting experience, and participation in station affairs. It agreed FCC can't choose applicants on the basis of "political, economic or social views," but it saw no tendency to do so in FCC's preference for the WTNB program proposals.

The Court held further that FCC clearly spelled out the differences it found in the programming and staffing plans of the two applicants.

Not so in the Texas and Pennsylvania cases. In neither one could the Court discover why the Commission acted as it did. Further, it found that FCC had invoked its so-called non-newspaper policy against one of the Lubbock applicants but not against the other.

The Easton-Allentown case hinged upon "fair, efficient and equitable distribution of radio service." FCC concluded that "Allentown is in greater need of another radio station than Easton." The Court declared:

We cannot tell from the findings what caused the Commission to say that Allentown's need was greater.

Present and proposed programs would seem to be an essential element in testing comparative community needs from the standpoints of both the receivers and the broadcasters. . . .

The record contained evidence upon the programs. The Commission made findings as to the composition and character of the program proposals of the two applicants. But it gave no indication of their comparative qualities, or of the lack of any particular type of service in either community, or of the greater ability of either applicant to meet that need.

It may be that the Commission measured the comparative need by the comparative size of the communities.

(Continued on page 56)

CAA ANTENNA PLAN

Broadcasters Protest Changes

PROTESTS that the new CAA antenna-site standards as now proposed [BROADCASTING, May 2] would protect aviation's growth at the undue expense of radio's were aired in an informal Government-radio-aviation conference last Tuesday.

A further conference was set for May 24 to give broadcasters time for further study of the proposals, which they considered too complex for appraisal in the few days which had been allotted them.

FCC Comr. E. M. Webster, chairman of the Interdepartmental Committee which has been working on the standards for more than a year, explained that the committee would review the proposals in the light of comments and suggestions advanced in the conferences. If the final document is acceptable to FCC it will be incorporated into FCC's rules, with broadcasters first given an opportunity to offer protests and observations formally.

FCC Aviation Division spokesmen estimated that the proposed criteria might make antenna-site studies unnecessary for "say, 80%" of the applications, by showing where towers may be erected without specific CAA approval. But broadcasters appeared wary.

The conference developed a demand, among radio representatives, for procedures which will make sure that aviation interests put their reasons on the record whenever they reject a proposed tower site.

Glenn D. Gillett, president of the Assn. of Federal Communications Consulting Engineers, said broadcasters have been subject to rule by "prejudice, suspicion and caprice within the CAA." He charged that it has been impossible to force CAA into a hearing where it would have to stand "on its merits" instead of "prejudice and caprice."

He felt standards are needed, but that they should be "fair."

Raymond F. Guy, manager of radio and allocations engineering for NBC, felt the regional supervisors who investigate proposed tower sites should be required to give the applicant a hearing along with those who oppose him. If the broadcaster and aviation interests can't agree, he said, an impartial arbiter should make the decision.

Dobin Takes Exception

Paul Dobin, of FCC's Law Bureau, took exception when Mr. Guy protested that broadcasters in the past have had no recourse from adverse CAA decisions. Under the law, he said, FCC cannot deny applications without hearings, and denials may be taken into court. He suggested that broadcasters aren't exercising their full rights.

Targets of the broadcasters included provisions of the criteria which would require aeronautical study of (a) any proposed antenna which would be more than 200 feet high and be located within 10 miles of the end of any runway which is or "may be" used for instrument landings; (b) any proposed antenna which would be located in an area 10 miles square centered on the radio facility used for the final landing of aircraft.



Mr. Howard



Mr. Gillett

Royal V. Howard, NAB director of engineering, asked whether this wouldn't virtually preclude towers in congested areas.

Require Study

Edwin L. White, chief of the Aviation Division of FCC's Engineering Bureau, who carried the ball for FCC in explanation of the standards, said towers wouldn't be prohibited in thoses cases but that they would require special study.

It was brought out that there are now about 100 airports with instrument landing systems and that the ultimate total is expected to be about 250.

In response to Leonard H. Marks, counsel for FM Assn., aviation spokesmen declined to agree to change the language regarding runways "which may be used" for instrument approach, to runways "which are used" for instrument approach. They denied, however, that "which may be used" would be construed to apply to any runway.

Big Penalty Claimed

Mr. Marks said he was sure radio wants to cooperate for the protection of air transportation, but that "some consideration" should be given to the growth of radio as well as that of aviation. Ruling out high towers within 10 miles of instrument runways, he contended, is a "big penalty" for radio.

Asked how the proposed standards would affect existing towers, Mr. White said he didn't think there would be any attempt to reopen cases that already have been closed.

FCC spokesmen said that under the standards 24 of the 33 tower sites in the Washington area would have been acceptable, and that there is no assurance that the others would have been rejected.

Representatives of CAA, CAB, National Military Establishment, and commercial aviation interests have endorsed the standards as proposed, though they said they would like even greater protection.

Antenna-site approvals are and would continue to be handled by an Air Space Subcommittee of the Air Coordinating Committee, which includes representation from FCC, CAA, the Army and Navy, and the aviation industry. Regional subsubcommittees make the investigations and recommendations, subject to approval by the committee in Washington and acceptance by FCC. Under the proposals, checks would be required only in cases exceeding the specified standards.

CAA representatives at the informal conference included:

G. R. Gaillard, standardization coordinator; B. F. Spano, his deputy; Paul Stafford, director of airport engineering service; Frank Stanne of the instrument approach procedures staff; T. Chapman, chief of the aides and hazards staff, and Frank H. Cosgrove, technical assistant, air navigation facilities service. Representing CAB was Oscar Bakke, flight operations specialist.

Text of the standards as now proposed, subject to revision when the conferences with broadcasters have been completed:

PROPOSED CRITERIA FOR DETERMINING OBSTRUCTIONS TO AIR NAVIGATION CAUSED BY RADIO ANTENNA TOWERS

Antenna towers will be considered a hazard to air navigation when they project above the heights outlined in this regulation.

1. Antennas over 500 feet in height above the ground will require special aeronautical authorization irrespective of their location. In the aeronautical study, special consideration will be given to antennas shielded by existing obstructions. Antennas less than 500 feet in height will not require special aeronautical study except in the following areas:

a. Certain prescribed areas in the country where antennas less than 500 feet in height would necessitate the raising of the minimum flight altitudes. (Map of U. S. showing present prescribed areas now in preparation. This map will be revised as of January 1 of each year.)

b. Certain corridors in which low

(Continued on page 52)

CONE

Advertising Not 'Expense'

ADVERTISING appropriations should be charged off as cost—rather than expense-items, Fairfax Cone, board chairman of Foote, Cone & Belding, asserted Thursday at a luncheon meeting of the Investment Analysts Club, Chicago.

Discussing "Advertising and the Business Outlook," Mr. Cone outlined why advertising will be a strong factor "in the outlook to come." "Agencies know now there won't always be a Christmas. In this competitive period, the history of every success will be repeated. There will always be somebody who can make a product better and sell it for less.

"Advertising was a luxury for eight years, from 1940 to 1948, and funds for it were allocated after the product was sold and the money was in. Advertising established good will and kept a product name in front of the public, but it was misused. Many industry people came of age in those eight years without learning the competitive facts of life."

Advertising can be classed as a luxury in a competitive market only if "a company is going broke," he claimed. "No firm can stay healthy if it doesn't consider advertising a selling cost. Expense can be trimmed. Cost is vital."

He suggested that an increase in productivity, rather than a general cutback, is the answer to cost-cutting. "Cutting back can shrink the economy of any industry, and decrease reduces advertising losses and decreases with reduced advertising loses any customer eventually." He agreed with the concept that "the miracle of America is the miracle of mass selling and not mass production."

At Record Low

Pointing out that the ratio of advertising to the national income is the lowest in recorded history, he cited the 1947 index at 1.95 contrasted with 2.55 in 1937. "There has never been an inflation in advertising, and the only change in the past 20 years is the decrease in cost-per-thousand."

Selling pressure should never be let down, and in strong competition it should be increased greatly, he said. Mr. Cone included research in a list of fads exploited by agencies during the years. "There is a terrible waste committeed in the name of research, because the tool may not always be used skillfully."

The "greatest tool' in advertising, however, is the planning. Looking at advertising only as a substitute for personnel selling, Mr. Cone—basing his conclusions on the premise that an honest product is being advertised—asserted that cost of advertising can best be regulated by the copy. "Copy gets results, which may be an old fashioned idea, but we are all going back to a lot of old fashioned ideas." Elaborating on the three rules of salesmanship — appeal, direction and approach—he citied Toni and International Cellu-cotton products for their campaigns, in which advertising budgets have increased but actual advertising costs have gone down. "Three years ago Toni spent $1 million to sell $1 million worth of permanents. Last year it spend $7 million to sell $25 million worth," he said.

And, to build a business such as these, "The first goal of any piece of copy, visual or verbal, is to gain confidence."



Attention-getters

These cute Siamese kittens got plenty of attention recently when they made their first appearance in a cat show. We show them here to get *your* attention, so we can make a point about the attention advertisers get over Radio Station W·I·T·H in Baltimore.

They get plenty, too—at real bargain rates! You see, W·I·T·H produces more listeners-per-dollar than any other station in town. This means that you can accomplish BIG things in this rich market with very LITTLE money.

W·I·T·H is the BIG independent with the BIG audience. It covers 92.3% of all the radio homes in the Baltimore trading area. If W·I·T·H isn't already on your list, and if you're looking for low-cost results, call in your Headley-Reed man today and get the whole W·I·T·H story.

W·I·T·H
AM Baltimore, Md. **FM**
Tom Tinsley, *President* · *Represented by* Headley-Reed

RADIO'S FUTURE

TV To Lead by 1954, Says Coy

WAYNE COY placed the date for television's dominance over aural broadcasting as 1954—five years from Thursday, May 5, when he addressed the 19th Institute for Education by Radio at Columbus, Ohio. It was his flat prediction that "Five years from tonight most Americans will be getting most of their broadcast information, education and entertainment from television."

His address was not confined to television, but included some crystal gazing for AM, and FM, and facisimile.

● Five years from now AM will feel the heavy impact of television, and "financial returns will undoubtedly be considerably less."

● For FM he said that millions of people can be reached by an adequate signal only with FM. He repeated his suggestion that AM operators with FM stations be required to duplicate their programming so that "programs which have been developed in radio over more than a quarter of a century may thus be made available to the people over this better system of broadcasting."

● For facsimile he conceded that "much more experience is apparently needed before we estimate the future of this art of radio printing. He did say, however, that the trend would be toward multiplexing so that the printed material could be sent over the receiver simultaneously with voice or music.

His optimism for FM included the statement that he did not think it would "be squeezed out by television," and it would grow in the next five years.

It was in television, however, that the chairman of the FCC opened up with his predictions. "I concur in the estimates of the manufacturing industry that five years from tonight 40 to 50% of the homes in America will have television receivers."

In this same period he said that 600 to 800 television stations would be built and in commercial operation, reaching an overwhelming majority of the people of the United States.

What this would do to aural broadcasting was appraised by Chairman Coy in these words:

"Radio broadcasting faces not only the loss of some of its revenue to television, but it may face a more serious consequence as a result of television, . . . there will be a very considerable readjustment of night time radio programming within the next five years and a more drastic revision of it in the following years as television circulation reaches sizable proportions."

In spite of this, Mr. Coy declared that AM broadcasters would not accept defeat early in the game, and would make "vigorous efforts to make their programming more attractive in an effort to hold their audience or a reasonably large part of it."

He quoted AM revenues figures as estimated by the FCC for 1948, [BROADCASTING, April 19], which indicated that 58% of the stations licensed during the year failed to make money, whereas in 1945 the percentage of new stations which lost money in their first year was 62%. In pre-war experience (1939-1941), an average of 60 stations went on the air each year, and about 30 of them lost money.

TV Expansion Bottlenecks

TV's "freeze" would continue for another "three or four months," Commissioner Coy declared. Admitting that this might be an optimistic prediction he told his audience, "While the freeze will be extended beyond the time that had originally been anticipated, I am quite sure that television service will be much improved because of the very careful scrutiny given the data and the sound basis provided for the revision of Television Engineering Standards."

The second bottleneck to TV's growth, he said, was the limitation of the present 12 channels in the VHF band. The third he listed

(Continued on page 77)

American Exhibition of Educational Radio Awards

QUALITY of radio programs heard in the U.S. and Canada in 1948 improved considerably over a year ago. At least that was the opinion of judges for the 13th annual American Exhibition of Educational Radio programs. They announced a total of 125 awards—57 firsts, 59 honorable mentions and nine special awards—at the opening day's session of the 19th annual Institute for Education by Radio in Columbus.

This was the largest number of awards in the Exhibition's history. Last year the awards totaled 87 with 50 firsts, 32 honorable mentions and five specials. A part of the increase was believed due to the new plan of decentralized judging, adopted this year, which gave several metropolitan committees the final say.

In the network program classification, judged live by a New York board, NBC took the lion's share with seven firsts, including three TV awards. CBC was second with four; CBS and ABC had three each; while the DuMont network took one first award in television.

It also was the first time that television programs were judged in a group and five first awards for TV were announced.

In all, 761 programs were evaluated in the exhibition. Of these, 201 were national network shows while the other 560 were submitted as regional, local and transcribed shows.

National Networks and Organizations

Religious—"Greatest Story Ever Told" (ABC) and "Way of the Spirit" (CBC)—both first awards; "Catholic Hour" (NBC) and "Eternal Light" (NBC)—both honorable mention.

Agricultural — "Columbia's Country Journal" (CBS)—first award. Special award "Garden Gate" (CBS)—Citation: ". . . of particular appeal to the expressed needs of urban and suburban listeners. . . ."

Cultural (excepting music)—"Stage 48-49" (CBC) and "NBC University Theater" (NBC)—both first awards. "CBC Wednesday Night" (CBC) and "You Are There" (CBS)—both special awards. Judges comment: Regretting that discussion programs could not be included, special note is taken of the contribution offered by "Invitation to Learning." The Judges urge further exploration into this type programming.

Cultural-Music—"Boston Symphony Dress Rehearsal" (NBC)—first award. "E. Power Biggs" (CBS) and "Your Ballad Man" (MBS)—both honorable mention.

Public Affairs, Drama—"Living 1949" (NBC) and "V. D.—The Conspiracy of Silence" (ABC)—both first awards. "Mind in the Shadow" (CBS) and "Doorway to Life" (CBS)—both honorable mention.

Public Affairs, Talks-Discussions—"Child's World" (ABC)—first award. Also honorable mention to four programs: "On Trial" (ABC), "Cross-Section U. S. A." (CBS), "Meet the Press" (MBS), and "America United (NBC).

Children's Programs — "Mind Your

(Continued on page 74)

IER SESSIONS

Katz, Marks Speak

"IF education is to qualify in radio or in television or in any other medium, educators must face the fact that their programs must earn and hold an audience that is free to leave."

With that, Oscar Katz, director of research for CBS, last Friday sounded a warning to the 19th Institute for Education by Radio on intellectual and cultural leaders foisting their ideas on the American listening audience. He told the assembly in Columbus for the May 5-8 proceedings that if this is done, "the people as a whole will reject the media."

Mr. Katz brought out his point near the conclusion of a talk in which he had outlined the role television can fulfill for education, while citing the tremendous strides the medium has already made. Since video had such broad appeal, he declared, most of its programs would be entertainment, adding "that is what most people want most of the time in radio and other mass media."

Mistakes of Past

Mr. Katz brought out that in the history of radio mistakes had grown out of the "failure to recognize the inherent attributes of the mass media." He concluded: "Let's hold to the idea that progress in television will and should be paced by the choices of the majority."

Television, which one short year ago occupied the status of an "added starter" at the Institute, signalized its impressive gains by virtually monopolizing the opening two days of the IER.

The first general session May 5 was to consider the future of all types of broadcasting—AM, FM, TV and Facsimile—but it turned largely upon TV, to the evident delight of the over 500 persons in the audience, with the basic presentation address by Wayne Coy, FCC chairman. The highlight in his talk came when he predicted that within five years TV will be "the dominant medium of broadcasting." (See story above.)



Commdr. Loewi

Representing TV broadcasting, a warning note was sounded by Commdr. Mortimer W. Loewi, DuMont director. He told broadcasters and educators that "television is a motivating force—not merely an entertainment medium." He foresaw "serious economic repercussions" if the present race in TV to give "free entertainment" is continued. Furthermore, he stated, "a race raised on a diet of entertainment shortly will display many of the characteristics of a moron, including the demand for more and more at less and less, and lack of appreciation for favors received."

Alternate Choice

The alternate for industry is to use TV for the "magnificent sales stimulant" that it is. Said he: "We are selling TV short when entertainment is allowed to dominate the schedule to the exclusion of a sales message well presented." In the field of education, he said that TV, properly used, is "the greatest instrument for mass dissemination of information and knowledge since the days of Guttenberg."

In his address last week at IER, Leonard H. Marks, Washington attorney and counsel for the FM Assn., bluntly asked FCC Chairman Coy for official action clarifying the future of FM broadcasting. Specifically, Mr. Marks asked that the FCC hold immediate hearing to determine future policy in this field.

Demanding an explanation as to what extent possible regulations would require FM stations to dupli-

(Continued on page 77)

SIGMA DELTA CHI

O'Connor, Mueller Honored

MERRILL MUELLER, NBC London correspondent, and George J. O'Connor, WINR Binghamton, N. Y., news editor, won two of the nine Sigma Delta Chi 1948 awards for distinguished service in journalism. Awards were announced last Friday at Chicago headquarters of the professional journalistic fraternity.

Seven of the awards went to newspapermen, according to Carl R. Kesler, Sigma Delta Chi vice president in charge of the contest. Two additional awards, for courage and research in journalism, are to be announced later.

Mr. Mueller won the radio newswriting award for his dispatch of Feb. 28, 1948, reporting the overthrow of the government of Czechoslovakia and the substitution of a Communist regime. Calling it a distinguished example of newswriting, the judges—radio news executives, newspaper editors and journalism school deans—recalled how Mr. Mueller hastened from a holiday in Spain to Prague when he received word of the crisis.



Mr. O'Connor



Mr. Mueller

"There, under trying circumstances," the citation said, "he gathered facts and gave the world its first word that Czechoslovakia was being drawn behind the Iron Curtain and that Jan Masaryk was in danger. . . ."

Mr. O'Connor was judged to have done an outstanding job of radio reporting when he anticipated that a flood was moving towards Binghamton and other communities and went ahead on his own initiative to warn the public and "perform a spirited public service."

The judges said: "On March 16, 1948, O'Connor noticed that the Susquehanna River was rising extremely fast. He checked the weather bureau but was assured there was no danger of a flood. Nevertheless, he phoned upstream communities and learned rain was approaching cloudburst proportions there.

"He prodded the Broome County officials into action and, on his own authority, began broadcasting flood warnings. From a remote line to his own home on the river ten miles north of Binghamton, O'Connor broadcast frequent bulletins on the flood and eye-witness accounts of evacuations.

"He abandoned his microphone only when the water reached his ankles on his own front porch and rowed to safety with his wife. Sheriff Arlington B. Thatcher credited O'Connor's alertness and enterprise with preventing loss of life and greater property damage."

Each of the award winners receive a bronze medallion and a certificate. The seven newspapermen winners were: Richard C. Looman, San Diego *Journal*, general reporting; Virginius Dabney, Richmond *Times-Dispatch*, editorial writing; Herbert Block, Washington *Post*, editorial cartooning; W. McNeil Lowry, Washington bureau, James M. Cox Newspapers, Washington correspondence; Nat Barrows, Chicago *Daily News*, foreign correspondence; Frank Jurkoski, International News Photos, news picture, and Ed Dodd, creator of "Mark Trail" strip, cartooning.

WMLO to WMIL

WMLO Milwaukee officially changed its call letters to WMIL April 28, Jerome Sill, executive vice president, has announced. The station is licensed to the Cream City Broadcasting Co. and operates on 1290 kc with power of 1 kw day.

1889 Elmer J. Boos 1949

ELMER J. BOOS, 60, vice president and treasurer of the Crosley Broadcasting Corp., died last Tuesday at Bethesda Hospital, Cincinnati, after an illness of several months.

A native of Cincinnati, Mr. Boos began his business career while still in his teens in the accounting department of the old Cincinnati Hamilton & Dayton Railroad. At the age of 26, after several promotions, he was named treasurer of the railroad.

Later the Baltimore & Ohio Railroad took over operation of the CH&D line, and Mr. Boos left in 1917 to become auditor of the Cincinnati Street Railway Co. Six years later he became secretary-manager of the U. S. Shoe Co., a consolidation of a number of shoe making plants in Cincinnati with other factories in Kentucky, Maine and New York.

He returned to Cincinnati Street Railway in 1931 as executive assistant to the president, and also was in charge of the company's taxicab operations.

Resigning in 1942, Mr. Boos joined Crosley as comptroller. He was named a vice president in 1946. During the war he was in charge of administrative activities connected with building of the Bethany shortwave transmitters for overseas use of the Office of War Information.



Mr. BOOS

Surviving are his wife, the former Edna Hummel of Cincinnati, and two children, Katherine and Julian.

PEARSON

Transferring to N.Y. Office

JOHN E. PEARSON, president and sole owner of John E. Pearson Co., will leave Chicago within a few weeks to supervise the firm's radio representative business in New York and take over duties of Hines H. Hatchett, New York manager. Mr. Hatchett has resigned to promote and manufacture a radio scheduling board of his own invention. New York manager eight years, he will leave "within a few weeks," Mr. Pearson said.

Mr. Pearson has named Frank Breslin of the Chicago office to take charge of activities there. No other personnel changes will be made. New quarters in another building will be occupied by July 1.

Before January the New York staff will move to larger offices on the 11th floor at 250 Park Ave.

Other reasons for Mr. Pearson's transfer are consolidation of the 45-station list, the firm's entry into TV in the fall and the concentration of spot business in the East, he explained. Trimming of the station roster began April 15 when the agency resigned its Broadcasting Corp. of America account, which owns KPRO Riverside-San Bernardino, KROP Brawley-El Centro, KUCB Blythe and KREO Indio, all in California.

Mr. Hatchett is a veteran broadcaster, and has been in advertising more than 20 years, 13 of which were with station representatives. Before joining Pearson, he was associated with Gray Agency and John H. Perry & Assoc., both New York.

The board which he has patented was developed as a hobby during the past few years. It includes removable tabs designating features by the day and hour, and has been installed in 1,300 stations, 21 countries and a dozen major universities. Details of his plans will be released when he begins operations from a New York office. The manufacturing plant is in Long Island City, N. Y.

RCA REPORT

Sarnoff Denies Shakeup

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, last week brushed aside reports that a shake-up impended in NBC and defended the network's policy in refusing to indulge in "skyrocket bidding" for stars who decamped to CBS.



Gen. Sarnoff

Gen. Sarnoff's remarks were made at the annual RCA stockholders meeting last Tuesday at RCA headquarters, New York.

In response to an inquiry from a stockholder as to whether reports were true that a shake-up among the top echelon of NBC was in the wind, the chairman of the board said that "if it is so, I haven't heard about it."

In his prepared talk, Gen. Sarnoff referred to "talent raids" on NBC and said: "We could have matched the millions involved in such skyrocket bidding had we been indifferent to the interests of our stockholders, artists and clients."

He said RCA believed, however, that "time will show there is no profit to the network, the sponsor or the artists in the purchase of overpriced talent packages."

"Commercial program costs," he said, "must be measured by what radio is able to deliver to advertising sponsors. According to recent trade reports, some of the so-called "assets" purchased in these talent raids already are dwindling.

"Leadership built over the years on a foundation of solid service cannot be snatched overnight by buying a few high-priced comedians. Leadership is not a laughing matter."

Reminding the stockholders that 1948 was the most successful year in RCA's 30-year history, Gen. Sarnoff announced that profits in the first quarter of 1949 exceeded those of the first quarter of the record year previous. He warned,

(Continued on page 59)

Does Television Deserve Stepchild Representation?

This is addressed to those people who have had the courage to invest millions of dollars in this new medium of television. You've invested money in towers, sites and technical equipment, you've planned the programming, set up technical staffs that had to be schooled, you've organized your business and local sales structures and you took for granted that your sales representation was as soundly planned as all your other planning.

Television is different

No one has to tell you that this "newest medium" is *different*. It is no stepchild of radio by a long shot. It is unto itself. It is the most powerful medium yet developed. You appreciate this, or you would not have put the huge sums into it you have. Let's not kid ourselves. Television is competitive to all media—magazines, newspapers, supplements, outdoor, radio, network and spot. The public knows it's competitive. You know it from your own experience with your own set at home. No one yet has figured a way to read a magazine and look at a television set at the same time.

Television has arrived

Agencies are showing their clients how television right now is an economical advertising buy on a dollar basis. Advertisers are not only anxious but well aware they must get into television to protect their trade positions. But whom can their agencies turn to for full-time advice, full-time service and information?

National advertisers and their agencies have always been well informed on media, but have little or no information on television stations and have a hard time getting it. In many cases they have had to go direct to you for it.

Ask yourself these questions:

★ *Does your representative have the same faith and confidence in the television medium you have?*

★ *Is your representative making any investment such as you have in the future of television?*

★ *Is your representative providing the television manpower necessary?*

★ *Is your representative giving you the adequate sales effort you need?*

★ *How well has your representative familiarized himself with your local television operation?*

The answers to these questions are all too clear. More than a few representatives have actually stated that they wished television had never happened and would give plenty to get the guy who invented it. Your representative today is taking the easy way out—is doing as little for you as fits *his* pocketbook. And, this is all too understandable.

They have done well with AM. They have worked hard and long and built up a prosperous organization. You can't blame them for not wanting to start all over again. After all, life's too short. They've made their money. Television today is only a headache and an expense to them.

Furthermore, let's face the facts about what REALLY happens when a radio representative sets up a TV Department within his own organization. Both cannot get the services of the best people—the full-time wholehearted application that's required to do a real job. From the management level right down the line AM or TV or both *must* suffer.

How do you come out?

You have a big investment in TV. You expect TV to develop into the greatest advertising medium ever, but you need help. You need sales help that means the kind of manpower that can give you intelligent service in the national field *full time*. Your story must be told to advertisers and their agencies with aggressiveness, experience, ability and a singleness of purpose. You need a specialized organization to help solve the complex problems arising in television—problems that have never arisen before in advertising. You need the *undivided* attention of a company for the efficient development of new accounts that find television a natural but who have found other consumer media difficult to use. You need an organization whose conscience is clear on television, one that is not torn between the other older media and the new.

Now's the time

Why wait? You can get what you need now. Ours is an organization with the know-how to provide effective and *active* service. It's a young company looking to the future with conviction and confidence in television. *Our revenue and business future depend solely on television.*

HARRINGTON, RIGHTER & PARSONS is not complicated with radio and/or newspaper problems which thwart your television progress in the national field. Further, we have the stability and interest to do the sound selling job you need in television.

Harrington, Righter & Parsons, Inc.

270 Park Avenue, New York 17, N. Y.

THE FIRST INDEPENDENT TELEVISION STATION REPRESENTATIVE

'VOICE' JAMMING

Protest Filed Through ITU

SOVIET attempts to stifle the Voice of America at its larynx and reduce programs to a mere whisper behind the Iron Curtain were receiving urgent attention of State Dept. officials last week along both technical and diplomatic channels.

While Voice engineers were periodically penetrating effective Russian jamming operations, George V. Allen, assistant secretary for public affairs, awaited official reaction from Moscow on protest filed through International Telecommunications Union headquarters in Geneva April 30.

Mr. Allen charged the Soviet with "complete violation of the Madrid and Atlantic City Telecommunication Conventions and the Cairo and Atlantic City Radio Regulations." He asked ITU to request that Soviet authorities immediately "take necessary steps to put an end to the jamming operations . . ." In addition, Mr. Allen requested that copy of his message be circulated among the other members of ITU, to which Russia is a signatory.

ITU officials last Tuesday acknowledged receipt of the Allen protest, and said it had forwarded the U. S. complaint to Moscow. The Union pointed out it acts merely as clearing house for protests and has no power to implement its requests with authority. There was no official reaction from Moscow late Thursday. At the same time the Moscow Radio remained silent on either protest or jamming actions.

Meanwhile, the State Dept. was prepared late Thursday to request reinstatement of certain cash allowances for the Voice originally deleted by the House Appropriations Committee. Voice personnel were scheduled to appear before a Senate Appropriations Subcommittee Friday. It was believed the department would seek additional funds, in view of Soviet jamming efforts, to provide for increased signal strength at relay bases.

The department's information and education branches would receive a $2,900,000 increase overall but $2 million less than budget estimates—under the House-passed version. The Voice would get an approximate $1 million boost. Specifically the House group deleted an item request of $514,900 for two new curtain-type antennas at domestic shortwave transmitters [BROADCASTING, April 11].

Acheson Requests

Last Thursday State Secretary Dean Acheson asked the Senate group to restore the initial $2 million cut in the foreign information program. He testified that its activities were beginning "to pay big dividends" and were necessary to "refute deliberate misrepresentations which are being widely disseminated in non-democratic powers."

The jamming was so successful it reportedly blotted out Voice transmission both in Moscow and the U. S. The Voice countered by stepping up its Russian language schedule to 24 hours daily, with two and a half hours reportedly getting through to Soviet Union last Monday. Between 50 and 60 transmitters are being used by Moscow, it is estimated, to jam Voice programs around the clock.

Mr. Allen announced last Wednesday the State Dept. had "succeeded partially" in overcoming the jamming, attributing the breakthrough to "technical facilities" developed by American engineers.

Meanwhile, the Voice is continuing its 24-hour schedule of broadcasts to the USSR, with transcriptions of the regular one and one-half hour program to Moscow repeated continuously.

The State Dept. said the Soviets reportedly were using from five to eight jammers on each frequency. International Broadcasting Div., which supervises Voice programs, had attempted to counteract the blackout by utilizing other wavelengths on the shortwave scale throughout all broadcast hours. American engineers found, however, that jammers were able to "get on" any changes in frequency within 15 seconds.

The engineers took bearings with radio direction finders and found most of the jamming emanated from the Minsk and Khabarovsk areas. A State Dept. source contended, however, that the Russians had blanketed the whole Iron Curtain region from the Crimea to Vladivostok with "strategically located" transmitters with power ranging from 5 kw up.

In his telegram to ITU, Mr. Allen pointed out that Russian jammers have been interfering with Voice transmissions for more than a year now, despite U. S. protests to the Soviet government which "proved of no avail."

Interference caused by jamming also was reported by BBC during its Russian-language programs to the Soviet Union.

Reports of Russia's jamming efforts have persisted since early last year, with the State Dept. admitting interference with its transmissions to eastern Russia in March 1948. State Dept., through the then U. S. Ambassador to USSR, Walter Bedell Smith, protested the jamming at that time and demanded "effective remedial measures." The official complaints went unheeded, however. Other protests were lodged, with the latest expressed at the International High Frequency Conference in Mexico City.

The Voice maintains relay transmitter bases at Munich and Wooferton, England. In operation at Munich are four 100 kw shortwave transmitters. At Wooferton are five 50 kw shortwave transmitters supplemented by BBC's 50 kw and 400 kw mediumwave facilities.

Until recently IBD had aired two hours out of a total 23¼ to eight Iron Curtain countries, with an estimated potential audience of 42,400,000 people. Number of shortwave receivers in those countries is placed at 8,263,000, or 19% of the population.

IBEW STRIKE

Six Yankee Network Stations Affected by Walkout

TECHNICIANS at six New England stations of Yankee Network were on strike last week in a dispute involving a proposed 20% wage cut affecting 80 IBEW members.

The stations remained in operation with executives, sales and office personnel in charge. Officials said they are prepared to carry on indefinitely.

The strike started at 6 p.m. last Tuesday, forcing cancellation of a Braves-Cubs baseball telecast on WNAC-TV Boston and loss of time on Yankee stations ranging from 15 minutes to over three hours.

Company-owned stations affected were WNAC (AM, FM and TV), WAAB Worcester, WEAN Providence, WMTW Portland, WICC Bridgeport and WONS Hartford.

Linus Travers, executive vice-president and general manager of Yankee, said that six weeks ago union and management had met to negotiate a new contract, a company survey having shown that 17 more technicians were employed than were needed. Management had proposed that the 17 be laid off, he declared, adding they would eventually have been absorbed by the network's expanding TV operations.

Mr. Travers said that when the union would not agree to the personnel cut, a 20% wage cut effective May 1 was proposed for all engineers in stations outside of Boston—a readjustment down to the scale of wages prevailing in the areas where they worked.

Russell D. Lighty, IBEW international representative, said the strike was called to protest the 20% wage cut. He said current wages range from $57.50 to $94 in Boston and $55 to $90 outside Boston. He charged Yankee had refused to arbitrate or consider anything but a wage cut and had refused to keep present contract provisions in force while negotiations were in progress.

"We are not a strike organization," he declared. "We try to settle disputes, if possible, by arbitration. In the last 10 years I doubt that we've had more than 10 strikes in the whole electrical industry in the New England states. However, we had no choice in this matter. We're defending ourselves against a cut the company instituted with unilateral action."

Announcers and newsmen at WNAC finished their day's work last Tuesday and then voted not

(Continued on page 54)



AUDIENCE participation television show, Happy Felton's *Guess Who?*, which starts on WNBT (TV) New York, May 15, will be sponsored for 52 weeks by Sheffield Farms Co. Giving final okey to the contract is Edwin Funk (seated), Sheffield advertising and sales promotion manager. Standing (l to r) are James V. McConnell, NBC Spot Sales director; William McFarland, account executive at N. W. Ayer & Son, agency for the account, and Thomas McFadden, WNBT manager. Program will be telecast Sundays, 6-6:30 p.m.

A Service of Broadcasting Newsweekly

TELECASTING

MAY 9, 1949

DAYTIME VIDEO

To Start on All ABC TV Stations Soon

DAYTIME programming for WJZ-TV New York will start May 17 and will be extended to all other ABC owned and operated stations as rapidly as possible, Robert E. Kintner, ABC executive vice president, advised a news conference in Hollywood May 3.

Mostly concerned with TV, he made the following high-points:

(1) KECA-TV Los Angeles will debut early in August.

(2) With the operation of KECA-TV, network will have spent a total of six and a quarter million dollars to launch television.

(3) Plan is under study to sell Television Center, its 20 acre television studio site in Hollywood to Prudential Insurance Co. and lease it from them on long term basis.

(4) Deal being closed with 20th Century-Fox for its Movietone Newsreel to be telecast on ABC stations. Package would be backed by Camel cigarettes which now sponsors similar type show on NBC-TV.

(5) Hollywood would be the television production center within nine months to a year.

(6) TV is wiser long-haul investment than competing for services of high priced AM stars.

Starts at 2 p.m.

Stopping over in Los Angeles, en route to San Francisco where KGO-TV opened last week, Mr. Kintner said that WJZ-TV would begin to telecast at 2 p.m. each day. He also said that KECA-TV would start at that time when it went on the air in August and would telecast 10 hours per day five days a week. He said that kinescope material from the East would fill part of the time and that he looked for Hollywood to build programs which could be kinescoped and transmitted east after KECA-TV commenced operations.

In the wake of Mr. Kintner's statement of how much ABC will have invested in television when its fifth station is operative, he said that the network did not know when it would be in the black and hesitated to make any bold predictions.

In discussing programs, Mr. Kintner said that much would be "live," but added that films would be produced for the network. Declining to name prospective film producers under consideration, he did say that *Bride and Groom*, five weekly AM program, would have a weekly airing via film. He also said that an audience participation program for television—featuring Bert Parks—also was being considered for film treatment via television.

'Believes in Giveaways'

Asked whether "giveaways" were being considered for television as well as radio, Mr. Kintner replied "ABC believes in giveaways." While on the subject of programs, he said ABC was aiming at radio formats which cost between $5,000 and $7,000. Furthermore, he pointed out that $2 million a year is expended in AM programming and that this would continue.

He expressed regret over the loss of Bing Crosby and Groucho Marx but felt that suitable replacements would follow them next season. Furthermore, he said that ABC considered it wiser to invest in television rather than being involved in bidding for the services of high priced AM talent. He said that ABC would develop its own stars in television.

When Mr. Kintner disclosed the purchase of the Movietone Newsreel from 20th Century-Fox, he was asked whether there was any significance to the move. He said it was "a simple purchase" and that ABC stands ready to do business with all film firms.



STANDING on site where new buildings will be erected to house WTAR WTAR-TV Norfolk, Va., are (l to r): Henry Lewis, managing editor, Norfolk *Ledger-Dispatch*, with which WTAR is affiliated in ownership; Sheldon B. Hickox Jr., manager of NBC Station Relations Dept.; John W. New, WTAR commercial manager, and Dick Lindell, WTAR assistant chief engineer.

CAPITOL

First Major Record Firm To Enter Television

CAPITOL RECORDS became the first major record company to enter television when Glenn Wallichs, its president, announced his firm's entry in Hollywood last week.

Mr. Wallichs said that Elmo Williams, formerly of RKO, will head the Capitol Television Division. Mr. Williams, who has spent the past several months in experimental work in television production, will organize a staff immediately. It will be headquartered in Hollywood.

In making the announcement, Mr. Wallichs said, "We believe television will be an ideal partner for records and that Capitol is equipped to produce television entertainment. Entertainment is our business. And with our background of producing phonograph records for home enjoyment and transcriptions for radio, plus our advantageous location in the world's entertainment capital, we feel that we are in an unusually strong position to add television to our other entertainment productions.

Besides having worked for RKO, Mr. Williams was associated with several British studios before coming to this country in 1940.

First Production Plans

It is expected that the firm's first production will involve the conversion of "Bozo the Clown" to a film series. For several months the character has been used in a live television format over KTTV (TV) Los Angeles. Capitol controls the television rights of this character.

Although Capitol does not own the television rights of any of its top recording stars, it is expected to make a strong bid for some of their services.

THEATRE ARTS

TV Impact to Be Discussed

TWO-DAY session on "Television In Theatre Arts" will be conducted at U. of Southern California at Los Angeles May 13-14 under the auspices of the Southern California section of the American Educational Theatre Assn.

Opening session Friday evening, May 13, will be a panel on "Television and the Theatre Arts Curriculum." Hunton D. Sellman, professor of drama at UCLA, will be chairman. The panel will consist of Gordon Minter, KTLA (TV) Hollywood producer; David Crandall, KPIX (TV) San Francisco director of studio operations; Kenneth Macgowan, chairman of UCLA Theatre Arts Dept.; Robert Whitten, director of radio at Los Angeles City College.

Saturday program will open with a symposium on "Facts and Figures on TV—Its Status and Future Prospects." Panel will consist of Edward Simmel, vice president in charge of production, Simmel-Meservey Productions, Hollywood; Klaus Landsberg, West Coast director of television for Paramount Television and general manager of KTLA, and Harry Lubcke, technical director of Don Lee Television and president of Academy of Television Arts & Sciences.

Another panel titled "What Television Can Do For Education" will be led by William H. Sener, director of radio and television at U. of Southern California. A television demonstration is scheduled to be given Saturday afternoon, with the cooperation of ABC. Meetings will close with symposium on "Production Requirements for Television" featuring Edward H. Sobol, NBC Hollywood executive producer, and Marshall Grant, president, Marshall Grant Productions.

ABC-TV RATES

New Card Provides 7% Rise

ABC's new television network rate card No. 2, effective May 15, to be distributed this week to agencies and advertisers, includes 35 stations, an increase of 75% over the network's 20 TV affiliates listed in the revised rate card No. 1 issued last November.

Total evening hour rate for the full 35-station network is $10,420, an average of $318.50 per station. This compares with the previous total 20-station evening hour rate of $6,370, an average of $297.71 per station. Average rate is up only 7%, ABC points out, depsite the great increase in the number of TV sets since last fall.

New rate card shows the same rate of discount applying to all time classes, day or evening, and an increase in the annual discount rate from 7½% to 12½%, same rate that ABC grants clients using its sound network facilities for 52 consecutive weeks. Advertisers may combine purchases of the various classes of time in figuring discounts.

Class A time for ABC-TV is 6-10:30 p.m., Monday through Friday, and noon-10:30 p.m., Saturday and Sunday. Class B time (priced at 75% of the A rate) is 5-6 p.m., Monday through Friday, and 10:30-11 p.m. seven days a week. All other times are rated Class C (priced at 60% of A rates). Prices for time units of less than one hour are: 45 minutes, 80% of the hour rate; 30 minutes, 60%; 15 minutes, 40%.

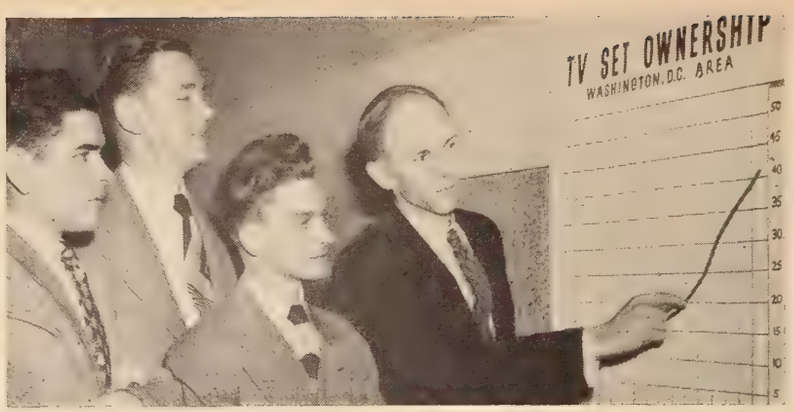
Video recordings are now furnished without charge to ABC-TV advertisers for use on non-interconnected stations or on interconnected stations not available at the time of the original broadcast one print is provided for each station, regardless of the number of stations used. Formerly only one print for each two stations was provided free, and then only if the program was sent to a minimum of six non-interconnected outlets. The new card also shows reduced charges and requirements for film and studio rehearsal facilities.

CBS COLOR VIDEO

Denies Rumor of Transmitter

CBS has stated that reports it was installing a new color television transmitter in New York were without foundation.

"Apparently a misunderstanding developed from the fact that CBS requested temporary permission of the FCC to test the transmitter of its existing experimental ultra high frequency station, W2XCS New York, which went into operation in 1946," an official CBS statement said. The purpose of the tests, for which temporary permission was sought, said CBS, was to measure "certain technical characteristics prior to a routine change in frequency of the station."



PIONEER in its field, Washington Television Circulation Committee has been keeping track of TV growth in nation's Capital since December 1947. Committee members, examining graph showing video set ownership increase of more than 600% in Washington in 16 months, are (l to r): Howard Bell, WMAL-TV; Gordon Williamson, WTTG (TV); Bill Treynor, WOIC (TV), and James Seiler, WNBW (TV), all Washington stations.

PARAMOUNT

Separation of TV Interests Pending, FCC Told

FCC WAS ASKED last week to withhold action in the Paramount-DuMont case and accept evidence on the separation of Paramount Pictures' television interests through a corporate reorganization [BROADCASTING, Feb. 14, March 7].

The request was made by United Detroit Theatres Corp., Paramount subsidiary, in the case involving its application and that of WJR Detroit for a television station in Detroit.

FCC has held, in a proposed decision, that Paramount's 29% interest gives it control of Allen B. DuMont Labs, operator of three TV stations [BROADCASTING, Dec. 20, 1948]. Through acknowledged subsidiaries, Paramount owns two stations. Its other TV applications and those of DuMont accordingly would have to be denied to comply with FCC's multiple-ownership limitations.

In the petition filed last week, FCC was formally notified that the anti-trust consent decree signed by Paramount would split the company into separately owned firms, one to handle production and distribution of pictures, the other to handle exhibition (theatres).

United Detroit Theatres, it was explained, will be a property of the theatre company, United Paramount Theatres Inc., after March 3, 1950. The only established TV station which this company will own is WBKB Chicago. Under FCC's five-station ceiling, therefore, United Paramount Theatres will be eligible for four other stations.

The DuMont interest and Paramount's other established station, KTLA (TV) Los Angeles, will go to the new production and distribution company. Thus the picture company would be allowed one more station even if the Commission made final its ruling that the film firm controls DuMont.

United Detroit asked FCC to hold up action on its proposed decision until evidence on the new corporate plans can be taken. The company also requested oral argument on its petition. The request was filed by the Washington law firm of Hogan & Hartson.

The United Detroit application will be amended "at an appropriate time" to reflect the corporate changes, FCC was told.

Meanwhile, another question hangs over all Paramount radio plans. This is the question of the radio qualifications of all firms involved in adverse anti-trust decisions. FCC currently is studying the problem and in the meantime is passing over the applications of such companies.

Reiterating that Paramount is not disqualified by the anti-trust decree [BROADCASTING, March 21], the film company submitted a memorandum to FCC last week calling atention to the fact that its radio interests will be in the hands of new companies in the future.

When Paramount is separated into the two new firms "the nature of Paramount's business and its organization will be completely changed and the disability, if any, which may have existed because of the anti-trust proceedings must of necessity fall," the company asserted. The memorandum was filed by D. M. Patrick of Hogan & Hartson, and Thurman Arnold, Abe Fortas, Paul A. Porter and Walton Hamilton of Arnold, Fortas & Porter.

In addition to Detroit, Paramount Theatre subsidiaries are applying for television in Boston and Tampa; Paramount Television Productions, operator of KTLA, is applying in San Francisco; and Tri-States Meredith Broadcasting Co., half owned by Paramount, is applying in Des Moines. DuMont owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh and is applying in Cleveland and Cincinnati.

VIDEO HOOPERS

To Start TV-Network Reports

C. E. HOOPER Inc. in June will publish a report on May's TV-network program audiences, inaugurating monthly publication of TV-network Hooperatings comparable to those for programs on the AM networks. Announcement was made to Hooper agency, advertiser and network clients in a letter dated May 4.

The new network TV audience reports will be based on random sampling in 31 cities (nearly all of which now have TV service), the report on each program being based on samples from only the cities in which it is telecast. Individual programs will be reported in terms of Hooperating, share of broadcast audience and share of TV audience, each weighed to reflect the number of radio homes in a 50-mile area of each transmitting city in compiling the overall network rating.

In addition to the daytime and nighttime ratings for network video programs, sustaining as well as sponsored, on an overall network basis, the new reports also will contain individual city ratings for the programs in New York, Chicago, Los Angeles, Philadelphia and Washington.

Radio-TV share of broadcast audiences trends will be reported monthly for most TV cities, giving day-part comparisons of the audience acceptance of each type of broadcast service. The reports also will carry the TV stations' share of audience by day-parts in each surveyed TV city.

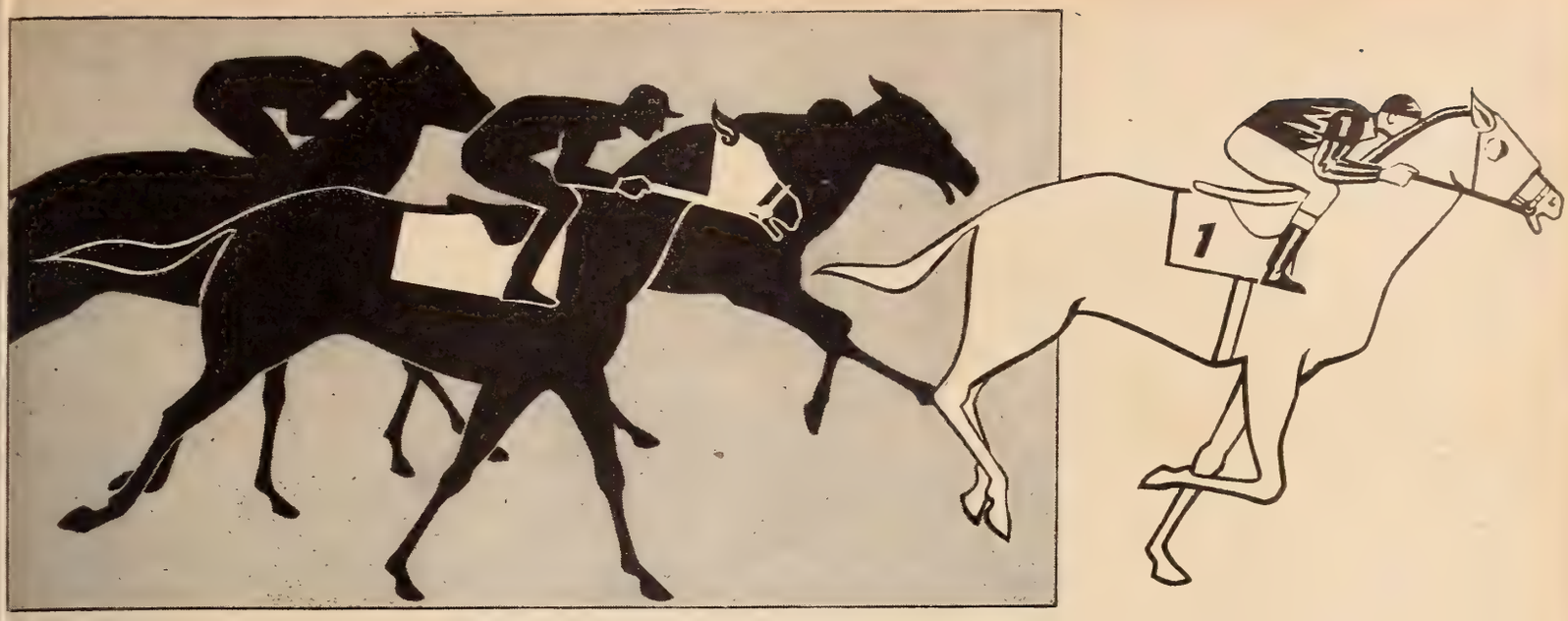
UN VIDEO

Facilities Now Available

PERMANENT facilities for television coverage of the United Nations activities at Lake Success and Flushing Meadow, N. Y., are now available to NBC and CBS. With TV cameras permanently emplaced, the networks will be able to have instantaneous feeds in the event of quick-breaking action.

In addition, the United Nations will make kinescope recordings of important happenings and ship the films all over the world. All cameras and equipment will be supplied by RCA Victor Division of RCA, which is also installing television receivers throughout the Security Council and General Assembly buildings.

CBS plans to carry the meetings daily from 10:30 a.m. to noon and from 3 to 5:30 p.m. on days when it is not telecasting baseball. NBC has announced no definite schedule but will monitor the discussions continually for events or discussions of particular interest to which it will switch the network.



WWJ-TV first television station in Michigan

still leading the field . . .

More than two years of daily operation have given WWJ-TV the television know-how that results in better pictures, better programming and better commercial adaptability. This know-how is reflected in its local schedule of top crowd-drawing attractions including three seasons of University of Michigan football . . . three seasons of Detroit Tiger baseball . . . as well as two seasons of Detroit Red Wing hockey, and horse racing. Such features, together with outstanding NBC shows, are the main reasons why WWJ-TV is first, by far, with Detroiters . . . as proven by surveys . . . and with advertisers as proven by results.

Yes, WWJ-TV is the sure bet in television in the multi-billion-dollar Detroit market.

FIRST IN MICHIGAN . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

Telestatus

BBDO Studies 'Television's Future'
(Report 58)

TO FATHOM television's future, to bolster up its own opinions and guesses for the benefit of its curious clients, BBDO approached a group of leaders in radio, television, advertising and allied fields, and asked them six questions. The answers to these questions, summarized, tabulated, charted and illustrated with numerous quotations, BBDO has published as a 43-page brochure, simply titled, *Television's Future.*

In its foreword the agency points out that those questioned form "a highly selective group—less than 35 people. Yet in terms of their connection with the industry, these are people who are close to the picture—the heads of the networks, the key people in each field who must keep alert to the future progress of television and radio." Noting that some crystal gazing was unavoidable in dealing with an unknown future, the agency states: "Yet it will be found that there is often a remarkable amount of agreement on this future. If these men are gazing into crystal balls, at least they are some of the best crystal balls available at the present time."

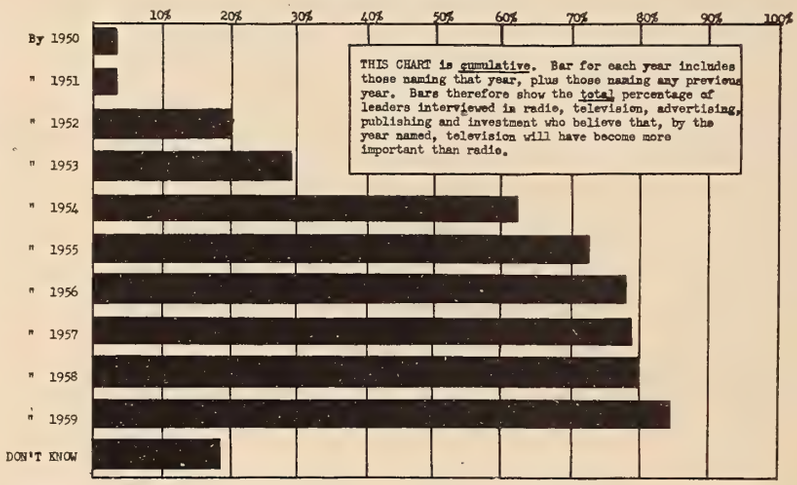
TV vs. Radio

Question I: When will television become more important than radio?

Five years from now, in 1954, was the majority answer to this question, with 60% moving TV into top rank before the end of 1954 and 77% foreseeing it as more important than radio by the end of 1957. A fifth of the group believes that television will pass radio by 1953.

TABLE I

When Will Television Become More Important Than Radio?



(Chart 1) The manufacturers of radio and TV receivers see television as more important to them right now, in that, as one of them phrased it, "television has a future and radio hasn't."

Question II: How will the eventual cost of television time and facilities compare with what we now pay for radio?

"As might be expected, nobody sees television as costing any *less* than radio," BBDO reports. "However, there are many who feel that the increase over present-day radio costs will not be too great. And there are a few who believe that, in the long run, the cost of television will become roughly comparable with current radio costs."

However, the report hastens to add, "any optimism as to TV network costs is *not* shared by the networks. In contrast to the other answers, the heads of the major networks estimated future television costs as follows: 100% greater; 'three to four times greater'; 'four to five times greater.' There is still a gap between those who guess the future and those who will set the rates," the agency concludes. (Chart 2)

Question III: How will the cost of television programs compare with current costs of radio programs?

"While almost everyone expects the cost of television *time and facilities* to be considerably larger than those for radio, there is not quite the same feeling about television *programs,*" the report notes. "Opinion was divided about two to one between those who expected television's program costs to be higher (63%) and those who expect them eventually to run about the same as radio (27%)." It is noteworthy that network officials agreed that generally the cost of TV shows will be comparable with those of today's radio programs. (Chart 3.)

Question IV: How will advertisers use television—once a month with a costly show or once a week?

More Than Monthly

"Opinion is overwhelmingly that advertisers will use television on a more frequent basis than once a month." BBDO summarizes the answers to this question. "Once a week" is the majority choice, with "the overall feeling that television will be used in much the same manner as radio is now used." The report notes that in finding once a month too infrequent for good advertising, some of the respondents pointed out that "in order to obtain the desired frequency in an era of higher costs, shorter programs may be required."

Question V: Will radio die as silent films died or will a few radio networks still be important advertising mediums?

Unlike some public stotements predicting radio's early demise, those queried by BBDO largely agree that radio will survive, but differ as to the role of sound broadcasting when TV has matured. A number see radio becoming a daytime medium; others believe it will serve principally the remote areas not easily reached by

(Continued on page 38)

TV SET figures reported to BROADCASTING during the past week:

Washington—44,500 as of May 1, reported by the Washington Television Circulation Committee, representing WMAL-TV WNBW WOIC WTTG, all Washington.

San Francisco Bay Area—5,000 as of April 1, reported by KPIX (TV) San Francisco.

Chicago area—129,602 on March 31, according to Chicago Electric Assn.

TABLE II

How Will the Eventual Cost of Television Time and Facilities Compare With Radio?

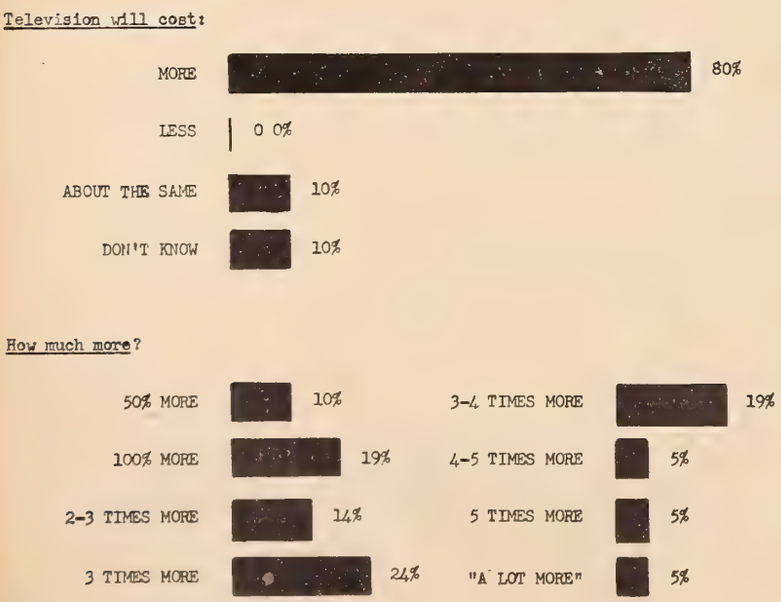
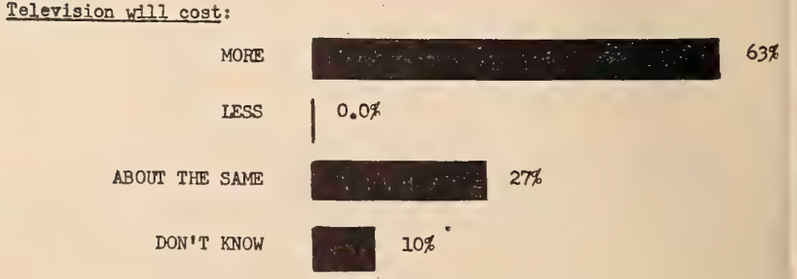


TABLE III

How Will the Cost of Television Programs Compare With Current Costs of Radio Programs?





"CUT-OUT" LADY

another "first" for WHIO-TV

Dayton's FIRST Television Station

• Dayton, Ohio, and Miami Valley children by the thousands are enchanted by the adventures of Timothy Terrier, Benny Bunny, Esq., and Christopher Quimby Skunk. Stories are told with warmth and beauty by the "Cut-Out Lady," Ann Rike, who cuts out silhouettes of the animals and mounts them on backgrounds which she creates while telling her story.

Written and directed by WHIO-TV's own Joan Ames and Catherine Steffan, and produced in WHIO-TV's studios by Don Wayne, this unique program has a wide appeal for children from three to seven. Grown-ups love the show, too. Endorsed by educators and parents alike. First and only television program for children produced in Dayton. Now available for sponsorship. Contact your nearest Katz representative for details.

WHIO TV

DAYTON, OHIO

AM • FM • TV

Represented Nationally by
The Katz Agency, Inc.

Telestatus

(Continued from page 36)

television; a few think it will continue to provide musical programming where sight is not so important. One interviewee thinks there may be "two sound networks—one programmed for markets *with* video; the other for markets *without* video." (Chart 4.)

Question VI: Will advertisers use both radio and television?

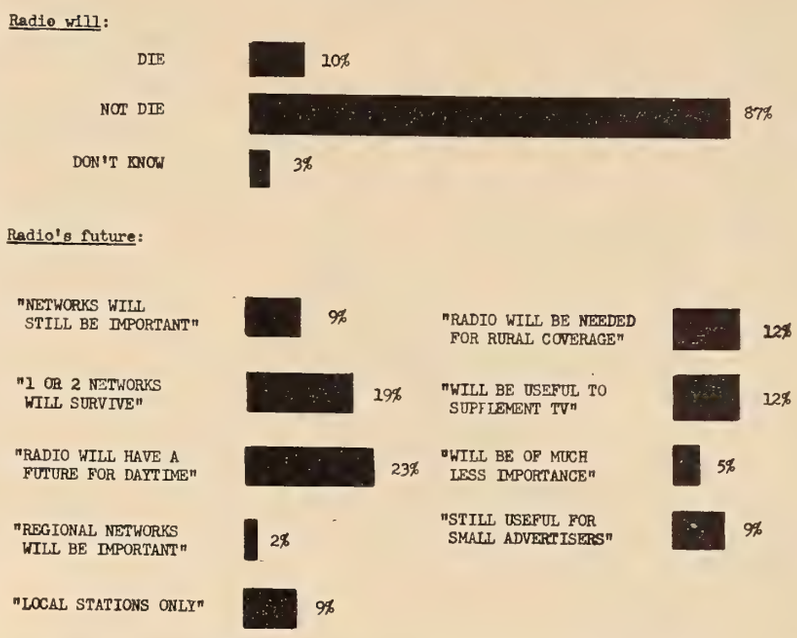
There were no negative answers to this one, but the unmodified "Yes" votes (73%) were accompanied by a minority (27%) who replied: "Yes, but only for a while," believing that eventually TV will take over completely from sound radio. Network opinion was "emphatically yes," BBDO states, the network executives all believing that advertisers will continue to use both forms of broadcasting.

New TV Console

DELIVERIES to distributors of Westinghouse's first television console with a 16-inch picture tube will be made by the end of this month, J. F. Walsh, sales manager for firm's Home Radio Division, announces. Suggested retail price for the new receiver, model H-216, is $599, plus excise tax and installation fees. Price will be slightly higher in the West. The receiver has 27 tubes, plus five rectifiers and picture tube. It is equipped with a 10-inch permanent magnet speaker.

TABLE IV

Will Radio Die as Silent Films Died?—Or Will a Few Radio Networks Still Be Important Advertising Mediums?



FCC CRACKDOWN

More Time Denied 3 TV Grantees

A TIGHTENING ATTITUDE toward television permittees was evidenced by FCC last week.

In actions Thursday, the Commission refused additional construction time to three grant holders because of "apparent lack of diligence."

FCC also turned down two requests—filed by WMBR-TV Jacksonville, Fla., and WAFM-TV Birmingham—for "interim" operation with 500 w until the stations can get on the air with their authorized facilities.

Permittees denied further time to complete their stations were the City of Jacksonville, Fla. (WJAX-TV); Jacksonville Broadcasting Corp. (WPDQ-TV), and West Central Broadcasting Co. (WEEK-TV Peoria, Ill.).

The Commission provided in each case that the denial will be set aside, pending hearing, if the permittee requests hearing within 20 days. Comrs. George E. Sterling, Paul A. Walker and Frieda Hennock voted to give WJAX-TV more time. Comr. Hennock did not participate in the WEEK-TV case.

Action in the WMBR-TV case indicated a relenting rather than a more stringent approach. There an earlier request for additional time had been set for hearing. Although it denied WMBR's request for interim operation with 500 w, the Commission called off the hearing and allowed WMBR until Nov. 3 to complete installation of its 5 kw transmitter. Comr. Jones dissented, voting for hearing. Chairman Wayne Coy did not participate in this or the WAFM-TV decision.

In refusing WAFM-TV authority to operate temporarily with 500 w, the Commission said it was prompted by the fact that "not only would the signal furnished to the city and metropolitan district of Birmingham be reduced substantially, but a substantial loss in service to the rural areas and populations would result."

Meanwhile the Commission granted additional construction time to three other permittees: WCON-TV Atlanta, to Dec. 15; WTVN (TV) Columbus, Ohio, to Oct. 1; and WMBT (TV) Peoria, Ill., to Sept. 29. Comr. Jones voted for hearing on the WCON-TV and WMBT requests and for denial of WTVN's. Comr. Sterling joined him in the WMBT case. Comr. Hennock did not participate on WMBT.

Don Lee Grant

Don Lee Broadcasting System meanwhile won a grant of its application for reinstatement of construction permit for its experimental W6XAO (TV) Hollywood and for an additional six months for completion. With Comrs. Sterling and Hennock voting for a partial grant, the majority ordered into the pending file W6XAO's application to change transmitter site, increase power and make changes in equipment. The actions do not disturb Don Lee's current operation of W6XAO commercially under temporary authorization from the Commission.

RADIO LEADS

With TV Owners, Poll Shows

RADIO is still the principal source of home entertainment among television set owners in Greater Cleveland, according to a poll taken by the *Cleveland Press* and published May 2. In answer to a question: "Do you listen to radio since installation of your television set?", 93 % replied "yes" as against 4% "no" and 3% "seldom."

The poll showed radio listening is predominant during the day, while television is the principal attraction in the evening hours. TV set owners also were asked if some members of the family listened to radio shows while the video set is operating—27.5% replied "yes", 72.5% "no."

Among non-TV set owners who were asked if they planned to buy a receiver, 48% answered "yes" and 18% "hope to." Of the 30% who answered "no," the major reason given was the cost of the sets. The majority indicated their desire to buy later if prices come down.

WOIC Film Showing

DOCUMENTARY film story of the present status and significance of television will be shown by WOIC (TV) Washington and the CBS TV network at the Washington Advertising Club luncheon May 10, Eugene S. Thomas, WOIC general manager, announced last week. Titled "Television Today," the 35-minute film was produced by Victor M. Ratner, CBS vice president in charge of promotion, and was photographed in CBS-TV's recently completed Grand Central studios.



CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

Film Report

NATIONWIDE TELEVISION Corp. will release a series of **Hal Roach** pictures for **Regal Television Corp.** starring Fredric March, Brian Donlevy, Joan Bennett and others. In addition to the 12 feature pictures the company announced that it will release 18 **Hal Roach** streamliners, 26 two-reel **Hal Roach** comedies and ten Laurel and Hardy features. A number are available for television immediately. **Robert Wormhoudt** is general manager of the firm. . . . **MacMillan Petroleum Corp.**, Los Angeles, has contracted with **Telefilm Inc.**, Hollywood, for a 13 weeks showing of *Roving Camera* on WNBT (TV) New York The firm also has renewed a 13-week series over KTLA (TV) Hollywood.

Princeton Film Center has announced the appointment of **Lynn L. Barnard** to direct the expanded television activities of the film center. Formerly with BBDO, **Mr. Barnard** produced TV shows for several of BBDO's leading accounts, including Servel Refrigerator and Royal Crown Cola. He produced one of the first large scale shows ever put on a television network, entitled *Old Man River*. **Mr. Barnard** served as a Lt. Commdr. in the Navy during the war and was in charge of a film producing unit. . . .

Perez Joins Cinemart; Sagner's Buys on ABC-TV

Paul V. E. Perez has joined **Cinemart Inc.**, New York, as director of television sales. He will specialize in promotion of one-minute spot film commercials among ad agencies and their clients. **Mr. Perez** was formerly with **Muzak Corp.**, New York. . . .

A. Sagner's Son Inc., Baltimore on behalf of Northcool suits and Englishtown men's clothes, sponsoring series of 15-minute film highlights of Pimlico races on ABC-TV, effective May 6, for ten successive evenings. Agency: **I. A. Goldman & Co.**, Baltimore. . . .

Tressel Television Productions, Chicago, has sold its Projectall to KTLA (TV) Los Angeles and WFIL-TV Philadelphia. Firm has signed freelance actor **Richard Victor** to a talent contract . . . Four one-minute live action, sound-on-film commercials are being made by **Douglas Productions**, Chicago, for **Hollingsworth and Collins** agency, Rockford, Ill. Product, a gas range, is featured in two modern kitchen settings . . . One-minute spot made by the same company for the **Chicago Motor Club** will be telecast on WGN-TV Chicago. Live action and stock-shots film shows motor club's facilities for planning all kinds of travel and its insurance plan . . . **Encyclopaedia Britannica**, Wilmette, Ill., is releasing four classroom films — "English Children," "Rikki the Baby Monkey," "Making Glass for Houses" and "Making Soap"—for use on video.

Spring meeting of the **Screen Directors Guild** will be held at 8 p.m., May 17 at Park-Sheraton Hotel, New York. The Guild's paper, *The Screen Director*, will now have an editorial board, with Guild President **Jack Glenn** continuing to supervise publication. Television trade news will be handled by **Lloyd Durant**, R.K.O.-Pathe Inc.

Toluca Firm Formed; Weiss Makes Animal Shorts

Toluca Productions, Hollywood, formed by **William T. Crespinel** and son, **William A. Crespinel**, will produce 52 television films based on college campus. Programs on 15 minute format will be shot on 16mm. **William T. Crespinel** is former head of **Cinecolor . . . Lou Weiss & Co.**, Hollywood, is making series of 10 minute animal shorts aimed at children's audiences . . . **Bel Air Productions**, Hollywood, will produce 13 half-hour films utilizing fairy tales . . . **Franklin Television Productions**, Hollywood, plans 26 half-hours on film titled *Arabella's Tall Tales*, featuring juveniles four to 12 years old. Producer is **John Jay Franklin**. . . .

Caston Productions, Los Angeles, currently producing series of eight one-minute TV film commercials for **Fortner & Perrin Mfg.**, Los Angeles. Films to be distributed in East for national use. Company also producing 13 one-minute commercials for **Players Restaurant**, Los Angeles. . . .

Telecom Offers Spots; Villager Features 16mm

Telecom Productions, Oak Park, Ill., is offering advertising agencies and their clients one-minute commercials starting at $200, as described in a four-page color brochure which has been mailed to 1,500 agencies in St. Louis, Milwaukee, Detroit and Chicago . . . Studio staff of **The Villager**, Chicago suburban photographer for 12 years, is specializing in 16mm sound films for TV exclusively . . . **Gardner Bread Co.**, Madison, Wis., is showing a series of six one-minute films in Wisconsin and Minnesota theatres preparatory to telecasting in the same areas. Produced by **Bowman Films**, Chicago, the series features a four-year-old girl [pictured as the firm's

(Continued on page 44)



WGN-TV's "Plan-a-Room"

. . . the answer to your advertising and home planning problems

"Plan-a-Room," conducted by Paul MacAlister, presents scale model miniature rooms and furniture. Employing the "before and after" technique, MacAlister discusses the latest money-saving ideas and effective treatments of interiors . . . deftly moving the tiny furniture and fixtures to illustrate his authoritative technique of room planning.

Paul MacAlister is a charter member of the American Institute of Decorators . . . scholarship student at French Ecole Des Beaux Arts . . . winner in Chicago Tribune's Better Homes Contest . . . former consultant to one of the country's largest mail order houses . . . an actively engaged decorator and designer.

Here is a "how-to-do-it" program with an expert for your personal demonstrator and salesman . . . at the amazing low price of only $359.00, commissionable, time and talent for 13 weeks.

DUMONT WGN-TV CBS

CHANNEL 9 · CHICAGO



. . . class "A" musical showcase with high Sponsor-appeal

✰ This is the music of America, the melody favorites of a nation that loves to dance and sing. This is music in many moods, reflecting the varied backgrounds of the people who make up this land of ours. This is "Music For America," performed by today's *star conductors and soloists.*

✰ But more! Production is BIG, to attract the listener, but *simple* for fool-proof local presentation. Every moment is *commercially* planned; every cue is timed to the second; every musical selection is individually auditioned. Scripts are expertly written; no excess wordage robs the music of its charm or the commercial of its sales punch.

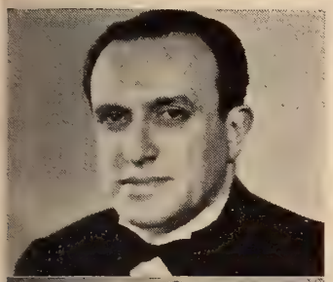
✰ Promotion aids include pictures, stories, teasers . . . all in a sales-appealing brochure . . . available to all Associated subscribers.

✰ Here's a half-hour weekly of completely professional radio . . . which, like other Associated "Shows That Sell," is STAR entertainment . . . *planned* for sponsorship. Program "Music For America" and you'll be "programming for profit."

* *Another in the series of profit-building "Shows That Sell"*

...star soloists

...choral groups



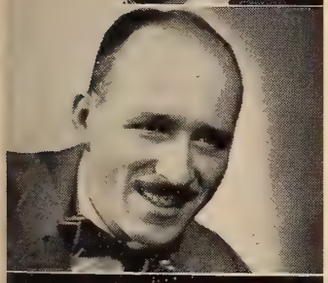
AL GOODMAN . . . musical director of more than 150 Broadway shows, a radio name with "Prudential Family Hour," "Fred Allen Show" and "Hit Parade" credits.



TED DALE . . . the sensation of the current radio season — his brilliant arrangements spark the Buddy Clark "Contented Hour."



GLENN OSSER . . . ABC staff conductor; chief arranger and assistant conductor for Paul Whiteman; his music has paced the Treasury Star Parade, the Schaeffer Revue, "Tea and Crumpets" and the ABC television show, "American Minstrels."



RAY BLOCH . . . who holds the record for having the most radio shows at one time — currently on "Toast of the Town" and "Sing It Again" for CBS and the WNBT Arrow television show.



JAY BLACKTON . . . wielded the baton for such stand-outs as "Oklahoma!," "Carousel," "Inside U.S.A." and "Annie Get Your Gun."



D'ARTEGA . . . Three-in-one ace, composer-arranger-conductor, penned "In the Blue of Evening," "Fiesta en Granada" and a host of other Latin-American favorites.

This is Associated...

Completely diversified library of more than 5000 selections.
More selections by more performers.
Two full program-hours of new music each month.
Talent selection with a "sixth sense."
Sixteen hours of planned programming each week.
Specially arranged themes for artists.
Vertically cut on quality-controlled, cherry-red Vinylite.
Wide variety of production aids.
Modern, stream-lined steel cabinet and rapid index system.
Across-the-board programming without repetition.
Complete promotion aids.

THE BASIC RADIO LIBRARY

Associated program service

A DIVISION OF MUZAK CORPORATION

151 West 46th Street, New York 19, N.Y.

Editorial

Plowed Under Down Under

AUSTRALIA'S commercial broadcasters have solved their giveaway problem without recourse to government, or lottery laws.

The down-under broadcasters, who readily admit their program structure closely follows ours, jumped the giveaway bandwagon several years ago. They found that (1) the mention of brand names of merchandise resulted in advertising content beyond the limits of their code; (2) that it was "space farming," i.e., a free-ride for non-paying advertisers; (3) that the paying advertiser failed to derive maximum benefit; (4) that it artificially stimulated audience.

So the Australian Federation of Commercial Broadcasting Stations acted. It did not ban giveaways. It decreed simply that as of last March 1, prizes could be awarded, but there could be no brand-name mentions.

FCC, are you listening?

'Order Out of Chaos'

TWENTY YEARS ago the radio catch-phrase was: "Bring order out of chaos." It was purely a problem of electrical interference stemming from the hit-and-miss authorization of about 700 stations on the then standard (AM) broadcast band—96 channels in all.

Came the reallocation of 1928, and on its heels introduction of the directional antenna and a change in licensing philosophy. Today there are 2,000 stations in the AM band on 106 channels, with most of those channels so overloaded that nighttime service has been degraded. Add 725 operating FM stations and 60 TV stations and you get the radio picture.

Today there's talk about bringing order out of *impending* chaos. There's some hysteria. There are operators who feel that FM was forced down their throats under dire threat from an FCC most of whose members have now left the Washington scene. There are operators who feel that the present FCC is seeking to do the same in TV.

An irate broadcaster puts it this way:

"Now we are told to get into television by no less a person than the [FCC] Chairman himself. He does not tell us how to raise the money or to finance the losses; he does not tell us how, as an industry, we can continue to make profits when the Commission violates its own rules and piles stations on top of stations on frequency after frequency, causing unending and indiscriminate co-channel interference. In a word, the Commission itself now tells us that we must get into TV but they actually have so curtailed the profits of radio that the very thing we need most to get into television is being denied us."

There's no doubt that many broadcasters harbor this view. They feel they were sold a bill of goods on FM. Most of them feel the tremendous impact of TV. But they are wary lest they buy another bill of goods.

No rule-of-thumb can be applied in TV. People who risk their capital are entitled to some degree of protection—protection against overloading and degrading of assignments that will result in the kind of travail plaguing some AM operations. This means engineering and licensing standards that will give such reasonable assurance.

We do not go along with those who may feel that broadcasters are being pressured into TV. Broadcasters are free agents. They may or may not seek to enter TV. At this writing they cannot stake a new TV claim even if they desired because of the long-pending freeze.

Chairman Coy is a TV zealot. So are many of the leaders in radio not now in TV but chafing to get in. TV is there for all to see. Sound radio is there for all to hear. Some extremists feel TV will spell the end of sound radio everywhere and swiftly. We think it won't spell the end of sound radio anywhere in the next few years. There's hysteria, uncertainty and confusion. There was much of the same 20 years ago when the investment in radio was a bagatelle in contrast with today's chips.

First things come first. And the first thing is to get a sound technical structure for TV, profiting from the abysmal allocations errors made in AM and FM. From there on out it's free competition, in the tradition that has made American radio the greatest anywhere—and the richest in public stewardship and in return to its entrepreneurs.

Jam-ski Session

THE TEMPEST over Soviet jamming of Voice short-wave broadcasts is making headlines, and, collaterally, a lot of hay for expanded operations under State Dept. auspices.

Russia, it appears, has sunk some $30 million into 60 high-power jam-mitters to blast away at VOA broadcasts to Europe. England reports similar air-jamming. The all-out campaigns, we're told, had been timed for opening of conversations looking toward lifting of the German economic blockade. Our counter has been the use of higher power.

This radio conflagration is really only the most spectacular phase of a long-smouldering ether war with the Soviet. Russia has either walked out of or kicked over the traces at every international communications conference held since the war's end. The most recent occasion was the Mexico City conference which closed in confusion a month ago when the Soviet attempted to force a disproportionate allocation of the very short-wave frequencies it is now jamming to a fare-thee-well.

The Soviet has been jamming for months. Comr. George E. Sterling, who headed our delegation at Mexico City, has said so in repeated plenary session statements. It is evident now that Russia never intended to agree to planned use of the short-waves. Sixty high-power transmitters costing a half-million dollars each can't be installed overnight.

We have been the jaundiced-eye department on the efficacy of the Voice of America. The Soviet activity seems to belie our contention that the Europeans seldom listen to short-wave (1) because they do not have the sets; (2) because the Europeans, like the Americans, listen to their home long-wave stations. We believe the foreign offices, rather than the people tune the short-waves.

Whether we're right, or whether the Russian jamming proves we're wrong is a reasonable question. With the Russians what appears to be obvious isn't obvious at all. Why, for example, the VOA jamming while the Soviet holds out the olive branch on lifting of the Berlin blockade?

Since there is reasonable doubt, and since millions in taxpayers' funds are involved, one course of action remains. Let's have a survey —an international coincidental. A high-level mission of representatives of radio as well as of the government could do it. The mission could ascertain whether they listen to VOA in Europe; or whether they listen to their domestic stations or to the military government stations, like RIAS in Berlin, which is faced with closure because of an extraordinarily high operating budget.

A U.S. delegation goes to Paris this month, with FCC Chairman Coy as its head. Sen. Ernest W. McFarland (D-Ariz.), chairman of the Senate subcommittee on communications, is a member. Couldn't this group comprise an on-the-spot mission? Add a few broadcasters, and the job could be done swiftly and economically.

Our Respects To —



RALPH DONALD FOSTER

BACK in 1924, when radio to most people was a mysterious gadget that "could never amount to much," Ralph Foster closed off 4 x 12 feet of space in a corner of his St. Joseph, Mo., tire shop, set up a microphone and opened a radio station. What at that time was strictly a hobby has developed into a life's work. Today Mr. Foster is president and general manager of the highly successful KWTO Springfield, Mo.

Born in St. Joseph on April 25, 1893, Ralph Donald Foster came by his pioneering spirit honestly. His father was one of the first persons to start weather forecasting in this country. The Washington Weather Bureau archives still hold many records of the early forecasting ideas of the elder Foster.

Ralph Foster received his schooling in Washington, D. C. As a young man he returned to St. Joseph and opened a Firestone tire shop, preparing to enter the fast-growing automobile industry—until his hobby diverted his interest.

His first radio venture was developed primarily as an outlet for his vocal talents and those of his tire store partner, Jerry Hall. Operation began with 15 w power on a 347.8 meter wave length and a home-built panel designed by Fritz Bauer, who is still with Mr. Foster as KWTO chief engineer.

Partners Foster and Hall were the announcers and entertainers and anyone who came in the store and could sing, whistle or act, served as talent. Programs were frequently interrupted and the air left dead as the announcers stepped outside to patch an inner-tube.

Fame soon came to the two young men, however. Firestone dubbed them the "Rubber Twins" and featured them—and the mysterious new radio medium—in newspaper ads all over the country. Lucky Strike cigarettes used their pictures on posters and billboards and they toured the country, singing at conventions of all kinds.

The idea that radio was really a commercial vehicle came to Ralph Foster when Firestone sent him a bunch of small rubber tire ashtrays. He made an announcement on his 15-watter that the first 100 people buying gas at his store would be given an ashtray free. Traffic was stopped for more than an hour in that section of St. Joseph and every ashtray was given away.

In 1930 the cubby-hole operation changed to

(Continued on page 44)

HOW TO "ALTER" A BRAND!



When sales figures of your brand need to be altered UPWARD in South Texas... legally, of course... better heat up a campaign over



Another FAMOUS WESTERN BRAND

Brands Reproduced
© C. C. DABNEY, Fredericksburg, Texas

WOAI San Antonio

NBC - 50,000 WATTS - CLEAR CHANNEL - TQN

Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas, San Francisco, Atlanta, Boston

Respects

(Continued from page 42)

the commercial station of KGBX and late in 1932 Mr. Foster's brother-in-law, C. Arthur Johnson, bought out Jerry Hall's stock in the station. Both partners long before had fallen in love with the Ozarks of southwest Missouri and northwest Arkansas while on fishing and hunting trips. In 1933 they decided to mix business with pleasure and moved KGBX to Springfield, Mo., to try the untapped market of the Ozarks.

Establishing the outlet on 1370 kc with 100 w, Mr. Foster started building his "ideal radio station." His theory about the industry was —and still is—that if a station was going to survive and make money, it must be built with local talent and with a definite personality of its own—"not just another chain station, but one the people of the area would feel was a part of the Ozarks scene."

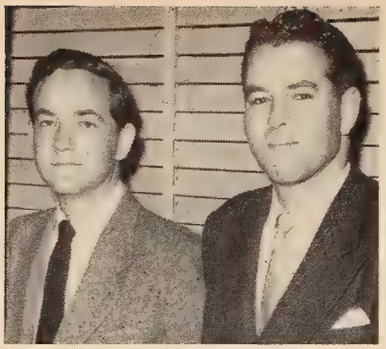
First came a complete news department under a veteran newspaperman of the hills, John E. Pearson, now head of KWTO's national representative, John E. Pearson Co. Mr. Pearson wrote and broadcast about local people and human interest items and won friends for the station by handling market broadcasts for the Union Stockyards in Springfield.

Next Mr. Foster developed a staff of homespun talent. Commercials were "folksy" and hillbilly entertainers were coached to "do the pitch" personally. Since weather means everything to the highly-diversified Ozarks region and since it had played an important role in Mr. Foster's life, he induced the local U. S. Weather Bureau to broadcast several times daily via remote control lines, as well as provide copy for newscasts. Ralph Foster is generally credited with conceiving the idea of regular remote weathercasts. The chief of U.S. Weather Bureau in Washington soon established the format of the Springfield bureau as a standard for other bureaus throughout the country.

KWTO Begins

Dream of a station that could reach every deer lick, rabbit warren and "hawg waller" in the Ozarks, brought KWTO into being in 1933. Unable to get more power for KGBX, Mr. Foster obtained the license of a station north of St. Joseph at Grant City, Mo. Changing its frequency to 560 kc and raising the power to 500 w, he tagged the station KWTO—"Keep Watching The Ozarks."

KWTO broadcast daytime only and picked up KGBX at night. Mr. Foster continued to increase KWTO's power—to 1 kw in 1935; to 5 kw in 1936, and in 1943 began nighttime operation with 1 kw. Separate ownership of KWTO-KGBX was ordered by the FCC in January 1944, so Mr. Foster turned his full attention to "Keep Watching The Ozarks." The two stations continued to share the building at



IT'S Jerry Lawrence, either way you look. To clear up confusion resulting from having two men by the same name in radio in Hollywood, Jerry Lawrence (r), m.c. of KNBH-TV Hollywood *Can You Picture This*, recently had Jerry Lawrence, (l), radio writer, as guest on his program.

508 St. Louis St. in downtown Springfield until late in 1948.

Shortly after the ownership separation, KWTO became affiliated with NBC Blue and remained with ABC when that network became a separate operation.

Mr. Foster's emphasis on personalizing the KWTO operation also extends to his business office and community activities. He is one of the area's most enthusiastic boosters and is tireless in his efforts to introduce "outsiders" to the sports and scenic charm of the hill country.

Ralph Foster's hunting lodge on Lake Taneycomo and his fishing shack on Beaver Creek serve as a Shangri-La for many of radio's luminaries. Among his most frequent guests are B. Earl Puckett, president of Allied Stores; John Pearson, and ABC *Breakfast Club's* Don McNeill, who has vacationed there every spring for the past seven years.

Mr. McNeill gets the brunt of one of Mr. Foster's favorite stories that illustrates his thesis: "The people around here care more for KWTO's Slim Wilson than they do for famous network personalities."

As Mr. Foster tells the story, he and a party of friends, including Don McNeill, were making a float trip on the White River deep in the north Arkansas hills. A native, who had heard of the trip, stuck his head out of the brush on the bank and called, "Thet thar the KWTO fishing party?" "Sure is," Mr. Foster replied, and, pointing to a man in the next boat with John Pearson, he added, "And there's Don McNeill." "So what," the native returned. "I want to know what ever come of John Pearson. Is he with you?"

Mr. Pearson had left the station five years previously, after nine years with KWTO's news department.

The atmosphere of the Foster hunting lodge also is found in the Foster business office. There among mounted fish and stag horns he combines his roles of radio executive and civic leader. A typical day's scene in his office finds a couple of fellow Rotarians or Shriners, a fellow director on the Salvation Army Board, a float guide from Lower White River, two hillbilly guitarists who want to borrow one of his bird dogs, an announcer with a new program idea, a yodeler, and his talent chief with script in hand.

Ralph Foster lends a hand and a sense of showmanship to the tailoring of all KWTO programs, but his pet is *Korn's-A-Krackin'*, a half-hour jamboree parading most of his live talent, and now in its third year on MBS. Another favorite project is Radiozark Enterprises, which transcribes shows for national advertisers seeking western and hillbilly type programs for spot advertising.

Although still in his early fifties, Mr. Foster pioneered a proving ground for much now-famous talent. His alumni list includes the Brown Brothers of Nashville; Paul Phillips, producer of the Phil Harris show; Russ Davis, TV groundbreaker now with WBKB (TV) Chicago; Tom Moore, *Ladies Be Seated* m.c.; Thomas R. Reid, vice president of McCormick & Co. of Baltimore; Joe Rex Hainline, chief news commentator on WJR Detroit, and John Pearson.

His hobbies, obviously, are hunting and fishing, and, he adds, "raising the best doggoned bird dogs in the United States."

The Fosters—she is the former Harriet Johnson also of St. Joseph —have no children. Their home is in Springfield and is as much a mecca for persons interested in antiques and collector's items as the hunting lodge is for his sports-minded friends.

DuMONT SALES

Firm Hits Price Cutting

HITTING at "some DuMont dealers who have been indulging in price cutting and transshipment," Ernest A. Marx, general manager of DuMont's television receiver sales division, has written an open letter to all the company's dealers and distributors.

"Beginning at once," he stated, "the DuMont policy of Fair Trade price maintenance will be rigidly enforced and DuMont will expect every dealer to adhere closely to such a policy. In order to implement this policy, the DuMont organization has again taken on a shopping service and will deal summarily with any dealer found guilty of such price cutting or transshipping practices."

Apartment TV

A $3,500,000 apartment building being constructed in Seattle will be completely wired for television, the contractors, Walter W. Harfst Co., reported last week. Scheduled for completion in about 14 months, the project is sponsored by a group of 13 Seattle financiers, and has been designed as a complete village in itself.

WKY-TV DEBUT

June 6 Starting Date Set

TELEVISION will make its formal debut in Oklahoma on June 6 when WKY-TV Oklahoma City begins its broadcast schedule. [BROADCASTING, May 2].

The station will be taking the air only a year and four days after the FCC granted it a construction permit, P. A. Sugg, station manager, said.

WKY-TV studio is in the Little Theatre of the Municipal Auditorium, Oklahoma City. The balcony has been walled off for control room space. Seating capacity of the Little Theatre is 300.

Five field cameras will be used on the video set. For its remote broadcasts, WKY-TV has a custom-built bus, made by Flexible. The station has signed contracts with ABC and CBS television net works.

TBA REPORT

Sent to Membership

FIRST of a new series of quarterly reports by Television Broadcasters Assn. Inc., on "The Status of the Television Industry," is now being distributed to group members. Will Baltin, TBA secretary-treasurer, supervised the booklet's production, with Richard Ives, public relations aide, in charge of compilation and editing.

Included in the 40-page booklet is information on the number of operating stations, status of the "freeze," network business facts and figures, sponsors and product classification, network facilities, survey digests on TV set markets, video's effect on U.S. living, industry problems, show ratings, estimated set ownership by cities, receiver production and shipments and television sponsor "success stories."

Film Report

(Continued from page 39)

trade mark on each bread wrapper] as heroine in nursery rhymes. Each film starts with a familiar rhyme, and ends with a commercial message rhyming in the same meter. One set shows a fairyland house made of bread, with a roof of toast, which collapses when the announcer says "You can't have your bread and eat it too." . . .

Filmack Trailer Corp., Chicago, is producing continual spots of motion picture preview attractions for the Chicago Theatre, the Interstate Theatres [Houston, Dallas, Ft. Worth] and the Wometco Theatre Corp., Miami. Films, which utilize only title cards, music and voice, are later shown on video . . . Seasonal spots are also done monthly for **Spiegel's**, Chicago retail and mail order firm. **Irving Mack**, president of the firm, is now in San Francisco, where he attended the annual convention of the Variety Clubs of America last week.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

May 2, 1949.

To the PRESS and RADIO:

Subject: BOX CARS BELONG ON RAILS

One way of looking at our vast system of railroads is to regard it as a special sort of highway -- a highway constructed for the transportation of extra-heavy and extra-large loads with unequalled efficiency and economy.

Because this system exists, there is no necessity for over-straining and breaking down our public highways with excessive loads. These public highways are built and maintained at public expense -- by taxes paid by you and me.

Highway authorities are becoming more and more concerned over the fact that the public roads are being overloaded in both traffic volume and structural capacity, with consequent heavy damage and high cost to the taxpayers.

According to these authorities, these heavy loads are prematurely destroying thousands of miles of the nation's public highways. They are making bituminous pavements rough and rutted. They are causing concrete roads to pump at the joints and deteriorate rapidly.

Our railroads were built to provide heavy, mass transportation -- the sort of transportation which, when done on the highways, forces the public to pay more and more for roads out of which it is getting less use because of a relatively few extra-large and extra-heavy vehicles. Box cars are built to do heavy, long-distance hauling, and they should be kept on roads of rails and not put on our already crowded public highways.

Sincerely yours,

William T. Faricy

TALENT TANGLE *May End at Meeting In New York Today*

A MEETING tonight (May 9) in New York may end the television talent angle which has delayed organization of a video actors' union.

Jurisdictional squabbles among branches of the 4A's (Associated Actors and Artists of America) which have prevented a settlement are now said to have been largely ironed out.

In fact, so far along are the negotiations between the 4A members that Actors Equity council last Tuesday decided not to adopt a "prodding resolution" recommended by the Equity membership—at least until after tonight's meeting of the 4A committee seeking to solve the television union puzzle.

At this juncture, what appears likely to emerge, although details have not been made public, is a new 4A organization called the "4A's Television Authority."

It will bargain for video actors and make contracts for them. Members of 4A branches will not pay separate initiation fees or dues to the new organization but their branches will contribute to its support, at least initially.

The governing board of the new organization will be elected by members of the various 4A branches governing boards. The governing board of the new organization will select its own paid chief executive. There is considerable talk that George Heller, executive secretary of American Federation of Radio Artists, will be chosen for this job. If so, it is expected that he will be required to relinquish his AFRA post.

Efforts to end the television talent deadlock have been the subject of negotiations among 4A branches for many months. A plan based on the merger of AFRA, Actors Equity, Chorus Equity, American Guild of Variety Artists and American Guild of Musical Artists —all 4A members—failed last winter. Had it gone through, Screen Actors Guild and Screen Extras Guild in Hollywood would have become a partner in the merged organization in so far as TV in concerned.

That merger effort failed finally after Actors Equity turned thumbs down. After that, however, Actors Equity took a prominent part in reviving talks for some other solution. That it has thrown its prestige behind such an effort is regarded as one reason for current progress. Equity has been spurred by the feeling that television is advancing so rapidly that it already is late in the day for such organizational work to be in so elementary a stage.

Equity members, feeling the same way, resolved at their quarterly meeting April 29 to recommend that the Equity negotiators among the 4A television committee wind up their negotiations as quickly as possible, that they be permitted to endorse the plan of the 4A television authority without coming back to Equity council for approval and that other 4A branch councils authorize their negotiators to do likewise. The resolution further provided that if other 4A branches do not so empower their negotiators within 30 days, a general membership meeting of all 4A people be held in New York to go over the whole plan.

It was this resolution which Equity council had before it Tuesday. It is understood that council members were so impressed with reports of progress that council decided to defer action on the resolution. Should the meeting tonight not produce an agreement or offer prospect of an agreement in the near future, Equity council may reconsider the resolution at its next meeting tomorrow.

WCAU-TV Rate Card

WCAU-TV Philadelphia has issued its new rate card No. 3, effective May 1, 1949, to agencies, advertisers, timebuyers and other purchasers of television time. This third rate card of the station since its formal opening on May 23, 1948, is based on the 150,000 TV receivers now in operation throughout the Philadelphia market.

KGO-TV OPENS

Uses Extensive Promotion

KGO-TV San Francisco, the Bay Area's second television station, went on the air May 5, [BROADCASTING, May 2] following an extensive promotion campaign which began early in April. The campaign included everything from full page newspaper ads—placed in conjunction with special TV editions—to street giveaways and free balloons distributed to children at Golden Gate Park playgrounds.

Opening night for the fourth ABC owned and operated TV station was a Hollywood type extravaganza. Golden Gate Theatre, where comic Garry Moore handled the dedicatory program on the stage, was bathed in flood lights, as were KGO-TV's Television Center and it towers atop Mt. Sutro.

A special welcoming program for KGO-TV was telecast the day preceding the debut by KPIX(TV), San Francisco's first television station. Guests on the program were Robert E. Kintner, ABC executive vice president; Robert H. Hinckley, ABC vice president, and Gayle V. Grubb, general manager of KGO-AM-FM-TV. They were greeted by Philip G. Lasky, vice president and general manager of KPIX and KSFO.

KGO-TV operates on Channel 7 (174-180 mc).



TV FILM MAKERS In Hollywood Elect Board

ELECTION of a new board of directors and setting up of four-man panels to negotiate with four movie unions took place at meetings last week of Television Film Producers Assn., Hollywood.

Re-elected to board were Hal Roach Jr., Hal Roach Studios, president; Carl Dudley, Dudley Pictures, vice president; Roland Reed, Roland Reed Productions, treasurer; Wallace Worsley, of Amtelco Productions, Bernard Carr, of Cascade Pictures, and Herbert Strock, of Imppro Inc., board members.

New members include Glenn E. Miller, Jerry Fairbanks Productions, secretary; Al Herman, Wilding Pictures, and Perry King, Perry King Productions, board members. Negotiating panels which will meet regularly with movie unions during next 30 days have been set up as follows: For IATSE—Mr. Roach, Mr. Miller, Guy Thayer, of Roland Reed Productions, and Mr. Herman; IATSE alternates, Mr. Strock and Rudy Able, of Grant-Realm Productions; for SAG—Mr. Dudley, Mr. Roach, Marshall Grant, Grant-Realm Productions, and Mr. Reed; SAG alternates, Mr. Carr and Harlow Wilcox, Rockett Pictures; for SDG—Mr. Worsley, Vernon Keays of Vernon Keays Productions, Turner B. Shelton of Screen Adettes, and Hiram Brown, Showcase Productions; SDG alternates, William Cameron Menzies, Menzies-Finney Productions, and Charles Bardwell, John Sutherland Productions; for SWG — Harlan Thompson, of Imppro Inc, Fred Kline, Fred Kline Productions, Joe Parker of Vallee Video, and Harper, Sentinel Productions; alternates, Paul Parry and George Frank of Telefeatures.

MOVIE SERVICE

NBC Possibilities Listed by Denny

NBC last week announced its willingness to provide television program service to theatres.

In a letter to Gael Sullivan, executive director of the Theatre Owners of America Inc., Charles R. Denny, NBC executive vice president, outlined "potential" program services which the network may make available.

Mr. Denny said there were three principal types of programs which NBC may provide to theatres: (1) shows built by NBC on special order for the primary use of theatres; (2) special event programs, like a Presidential inauguration or an important address, that are not sponsored, and (3) regular commercial or sustaining shows.

In the first category, Mr. Denny wrote, NBC would present programs for exclusive theatrical use, and these would not be generally telecast. The second and third categories would be programs primarily designed for telecasting and their use by theatres for either simultaneous or subsequent showings could be arranged under special license from NBC.

Any commercial television program would have to be shown in theatres in its entirety, Mr. Denny said, with commercial announcements included. Naturally, the consent of advertisers would be a prerequisite to theatrical presentation of sponsored programs.

As to special events programs, Mr. Denny said that in "appropriate cases" NBC would license theatres to use them, providing NBC owned or could clear all rights for theatre showing. In cases where NBC was one of several broadcasters carrying a program, theatres would, of course, have to make arrangements with all members of the group.

The question of television rights for theatrical presentations, Mr. Denny pointed out, "is still largely unexplored." He foresaw that negotiations on this subject would be required in each instance.

"In addition," said Mr. Denny, "there may be union problems which would have to be resolved in connection with theatre showings of television programs. On its part, NBC would be willing to supply these programs as indicated in this letter, and if theatres so desired, NBC would in appropriate cases attempt to negotiate the clearing of necessary rights, the interested theatres to pay any added costs for the acquisition of these rights."

On the subject of fees, Mr. Denny said NBC would set them on the basis of covering the network's expenses in providing programs to theatres plus "a fair profit." Initially, at least, he said, fees would be subject to negotiation in each case.

Mr. Denny emphasized that NBC would not permit use of its television programs in theatre auditoriums without licenses, whether the program is picked up by the theatre from the telecast or delivered by other means. He pointed out, however, that the network had not objected to the showing of its programs on "home television instruments installed in theatre lounges and lobbies."

"NBC has treated the use of its television programs in theatre lounges or lobbies, where no additional admission or other charges are levied, as more akin to normal home television reception than to theatre television," he said. The network has not taken steps to prevent this use.

ZETKA TELEVISION TUBES Inc., Clifton, N. J., is producing an all-glass 16 inch television tube, company announced.

"Arthur Smith and His Crackerjacks" are so exceptional that last year The Billboard awarded them two first prizes as the best group of their kind on any 50,000-watt station in the country!

The prize with these Crackerjacks is a TOP rating!

Buy this WBT prize package and you win a Charlotte Hooper of 6.7—a bigger rating than you'll find on any competing station all afternoon long!* In 94 "outside" counties, Arthur ("Guitar Boogie") Smith and his boys have virtually no Charlotte competition.

To get the big prize that comes with these Crackerjacks, get in touch with us or Radio Sales. Before they're sold.

Jefferson Standard **WBT** Broadcasting Company

50,000 WATTS • CHARLOTTE, N. C. • REPRESENTED BY RADIO SALES

*Noon-6:00 PM, Monday thru Friday; C. E. Hooper, Oct. 1948—Feb. 1949

ABC-TV 'CRUSADE'

To Be Repeated—Woods

ABC will show the television series, *Crusade in Europe*, a second and perhaps a third time, Mark Woods, ABC president, said last Tuesday during a TV closed circuit news preview of the program. The series of 26 film episodes started on ABC-TV last Thursday (May 5) under sponsorship of *Time* and *Life* magazines [BROADCASTING, April 25].

As new video stations go on the air, the series will be repeated, Mr. Woods said, in order to reach as many people as possible. Tuesday's preview was fed on a closed circuit from New York to the 32 video stations carrying the series, with news conferences being held at each station. In ABC's New York studios to discuss the program and answers questions of newsmen were Mr. Woods, Roy E. Larsen, president of Time Inc., and Richard de Rochemont, producer of the series. Jerome H. Walker, managing editor, *Editor & Publisher*, represented newsmen.

Cleveland TV Survey

MORE than 3,000 questionnaires have been sent to Cleveland area television set owners by Ohio Advertising Agency, Cleveland, in the agency's third TV survey. Melvin Tenenbaum described the survey as the most ambitious TV study made to date in Cleveland. Survey results will be announced in mid-May, he said.

LIMITED-UHF

New TV Allocation Plan Offered by McKenna

FCC WAS TOLD last week that with 10% of the UHF television spectrum, plus present VHF channels, it could accommodate TV's growth for the next three to five years and avoid the need for setting UHF standards before adequate technical information is available.

James A. McKenna Jr. of the Washington law firm of Haley, McKenna & Wilkinson offered the limited-UHF plan on behalf of Helm Coal Co., operator of WNOW and WNOW-FM York, Pa., and TV applicant for Channel 8.

He estimated that "half a dozen" six-mc channels in television's 475-890-mc band would provide enough commercial channels for the cities which need them and yet would not glut the market with so many high-band channels that demand would be retarded.

It would also, he said, permit an early lifting of the present VHF freeze.

The few UHF channels should be allocated on the basis of standards "identical with, or as similar as possible to, the present VHF standards, so that the public may, with inexpensive converters, use the same receiver for reception" of both UHF and VHF, Mr. McKenna declared.

He thought it undesirable to change present VHF standards "basically," on grounds that "the best way of continuing the rapid development of television is to allocate the largest number of VHF channels consistent with reasonable interference standards and to disturb as little as possible the present VHF allocation plan."

He said "full-scale UHF allocation at this time would be a technical mistake because of the lack of sufficient experimental and other data on which to base long-term standards."

Mr. McKenna thought there are about 30 cities not adequately provided for in the present VHF allocations:

If a minimum of one channel were made available for each of the cities with a population of less than 100,000 to which Channel 1 was formerly assigned [before it was deleted], and a minimum of two for each of the cities with population in excess of 100,000, there probably would be adequate channels to meet all reasonable needs and demands for the next three to five years.

This, he said, would make it necessary to allocate two channels ("VHF or UHF") to approximately six cities, a second channel to about 24 cities of more than 100,000, and "a minimum of one channel to three cities of less than 100,000 population."

Allocation of the whole of the UHF, Mr. McKenna said, "would diminish the incentive to apply now and encourage those who prefer to hold back if they can be assured of a channel in the future." Allocating a few channels now will produce "the same relative benefits of competition during the next three to five years that might be obtained from the allocation of the entire UHF band," he said.

Further, he said, the "principal part" of the high band could thus be reserved for color or high-definition monochrome television.

To allocate the entire UHF region now and to allocate UHF channels to cities which have several VHF services already, he said, would give the public little incentive to buy UHF receivers and broadcasters little incentive to establish UHF stations. He continued:

It seems probable that the only way that UHF can avoid suffering a fate in these areas similar to that which befell FM, is by providing a service, either in the form of color or high-definition monochrome, so novel or so much superior to that now being provided that there will be adequate incentive for telecasters to construct UHF stations and for the public to purchase UHF receivers. This can be made possible by new technical advances, but it will take time.

Mr. McKenna cautioned FCC not to take the number of pending VHF applications as an "indication that channels equal to or in excess of that number are needed or demanded in those cities."

He felt "there can be no real doubt that the reaction which would follow the allocation of a substantially increased number of channels to the various cities would be dismissal of many of the applications now pending and reluctance on the part of those who have obtained grants, or will obtain grants, to proceed with construction."

He said he realized that there is no "easy solution" to the television problem. But he noted that "it will be one year ago tomorrow [May 6] that the Commission announced its proposed revised VHF plan and its UHF hearing." Both remain unsettled. "Television, although now stronger than ever, and continually growing, can stand only so much artificial restraint," he told the Commission.

HIGH-BAND TV

Experimental Grant to NBC

OPERATION of television's first high-band "satellite" station was authorized by FCC last Thursday in a grant to NBC.

The station, an experimental operation, will be established near Bridgeport, Conn. to pick up and rebroadcast programs of NBC's commercial, low-band WNBT New York.

In conjunction with RCA, its parent corporation, NBC will distribute "a limited number" of special high-band receivers in the area so that results of the operation may be observed.

The plan has been viewed as a possible forerunner to RCA entry into high-band transmitting and receiving operations on a production-line basis [BROADCASTING, Feb. 14]. The special UHF sets may become RCA's first commercial line in that field if the tests are successful and if FCC opens the high band on compatible standards.

FCC said "the Commission has requested NBC to advise it immediately should RCA decide to sell receivers in the Bridgeport area capable of receiving the UHF signal."

The test operation will be conducted at about 529 mc, at the lower end of the 475-890 mc UHF television band. Cost of the satellite is expected to approximate $220,000 including $145,000 for an entirely new transmitter but exclusive of operating costs.

The commission refused to allow identification of the station as WNBT-1, This, FCC said, would violate the Atlantic City Convention and Commission rules. Call letters will be assigned in accordance with usual procedure. FCC also denied a request that the requirement of hourly announcements be waived.

In addition to observation of the operation on special sets, measurements of the satellite's signal will be made under varying conditions to obtain data on UHF propagation, the Commission explained.

RCA-NBC authorities have indicated belief that they have surmounted tube difficulties experienced in their high-band experiment in Washington last fall, when excessive heat was blamed for tube failures. In the Bridgeport tests they planned to employ a cluster of tubes expected to develop about 1 kw power. Antenna gain would raise effective radiated power to 15 to 20 kw.

2nd Station in the Nation!

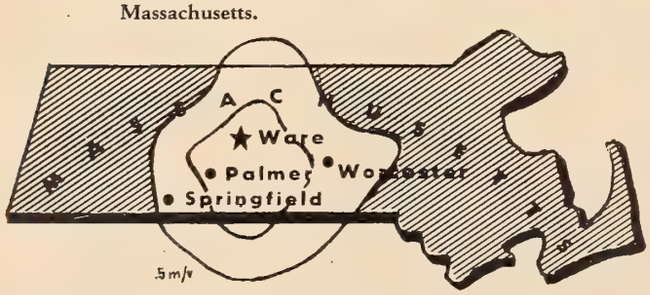
1250 KC WARE REGIONAL CHANNEL

WARE, MASS.

SERVING CENTRAL MASSACHUSETTS

With FCC authorized call letter change, WARE (formerly WRMS) becomes the second U.S. Station with call letters spelling the name of the city where studio is located.

Watch for WARE for sales in Central Massachusetts.



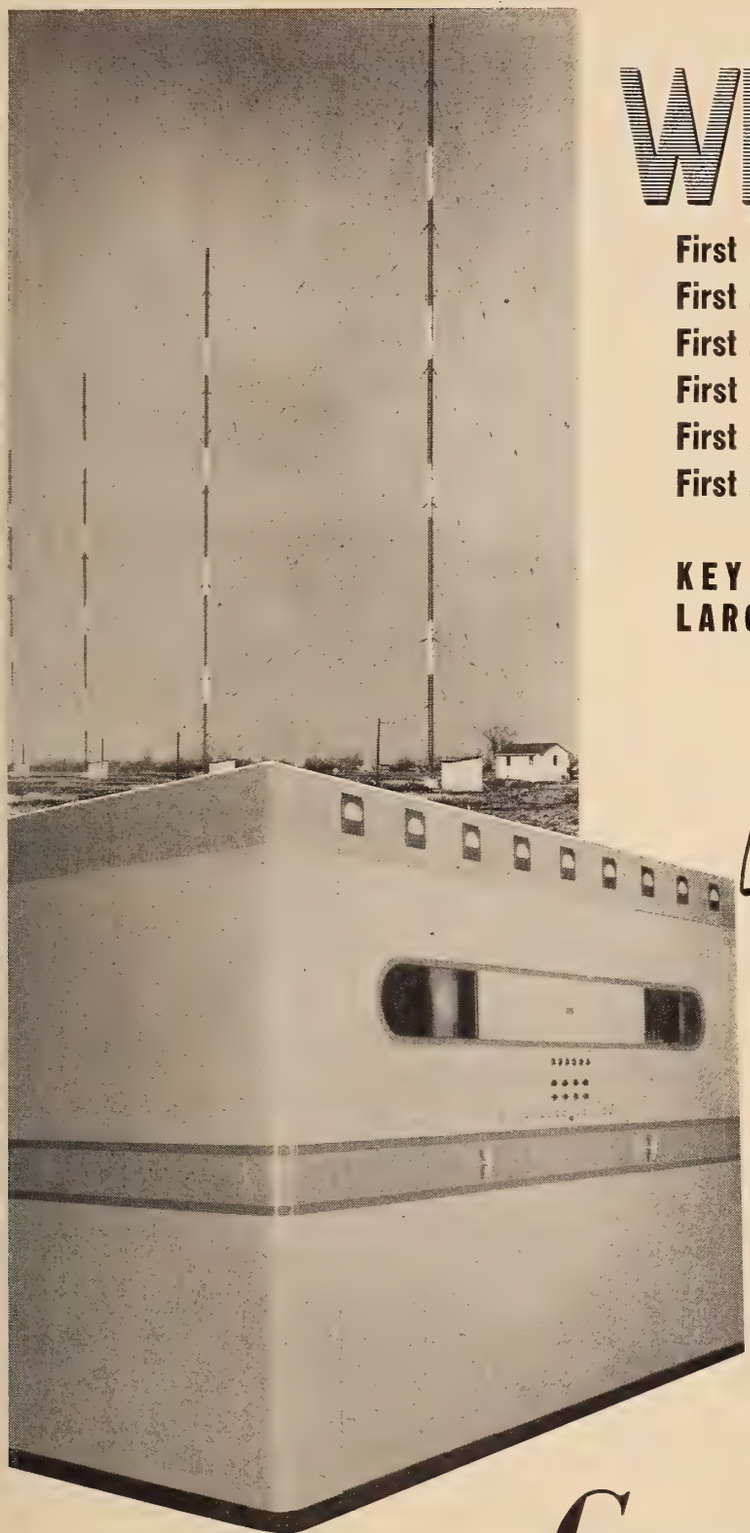
WARE dominates Central Massachusetts

In Ware, WARE pulls 70.3 for entire week of 9 key-city Noonan Survey!

Time	Sets In Use	WARE	Sta A	Sta B	Sta C	Sta D
Morning and Afternoon Entire Week	27.8	38.2	13.1	22.6	5.7	2.4

(Noonan Ratings in 9 Key-City Area)

WARE delivers . . . "Central Massachusetts from the INSIDE"



WIL • • FIRST IN ST. LOUIS

First . . . Commercial Station in St. Louis
First . . . . . Play by Play Major Baseball
First . . . . . Blow by Blow Boxing
First . . . . . Election Returns
First . . Washington News Correspondent
First . . . . . Remote Broadcast
and
KEY STATION FOR THE WORLD'S LARGEST BASEBALL NETWORK

INSTALLS COMPLETE

GATES 5 K.W. EQUIPMENT

Established in 1922 — WIL, St. Louis is a prestige station — with a background as glamorous as the history of radio itself its choice of Gates equipment excellently ties in with the WIL progressive attitude through 27 years of broadcasting. The new 5000 watt voice of WIL beamed over the rich St. Louis area is headed by L. A. Benson who at 14 was in radio, at 17 pounded brass on Lake Michigan, at 19 held the first commercial operator's license in St. Louis and at 20 broadcast the Harding election returns over WEB (forerunner to WIL).

We at Gates feel — the WIL choice of all Gates equipment by an oldtimer is symbolic —Two oldtimers join hands to do a job — WIL, St. Louis established 1922. Gates, Quincy, Ill. established 1922.

Eastern Zone Office
Gates Radio Company
Warner Building
Washington 4, D. C.

Gates Radio Company
Quincy Illinois



TV IN SAN DIEGO

KFMB-TV to Start May 16

KFMB-TV, San Diego's first television station, will start telecasting May 16 with at least 50% of its time commercial, Jack Gross, owner and general manager, advised BROADCASTING late last week.

Coincident with station's opening, the San Diego Chamber of Commerce will co-sponsor a dinner May 16 in recognition of the event. Harold Starkey, president of the Chamber; Harley Knox, San Diego mayor, and Clark Chamberlain, head of the Bureau of Radio and Electrical Appliances, will officiate.

While details of locally sponsored programs have not yet been announced, Mr. Gross said the following national advertisers' programs will be presented via kinescope: Admiral Radio's *Broadway Revue*, General Electric's *Fred Waring Show*, Crosley Division's *Who Said That*, and Time & Life's *Crusade in Europe*.

Personnel added to handle TV operations, according to Mr. Gross, are: Alvin G. Flanagan, formerly producer at KTSL(TV) Hollywood, program coordinator, and Dick Darley, formerly on production staff of KTSL, prduction supervisor. John Bainbridge program director of KFMB, will extend supervision to include television. Similarly Bob Lee, chief engineer of the standard station, will oversee television as well.

Assisting Mr. Lee in engineering will be James Duncan, formerly an engineer with KTLA(TV) Hollywood. He will become chief transmitter engineer of KFMB-TV. Gary Gramman, formerly of WISH Indianapolis, also has joined engineering staff.

Al King, former sales manager of KFMB, is sales coordinator of KFMB-TV.

Pomeroy's

(Continued from page 18)

tured on *Priscilla Pomeroy*, we see that the week radio was used, with no newspaper advertising, sales jumped 100%. Another three-week checking period, when a "name" group of shoes was used, showed 255 pairs sold the week radio was used exclusively, against 216 pairs the preceding week when a large newspaper ad was run, and against 244 pairs the following week, when another large newspaper ad was used.

On *Be-Teen Jamboree*, with one commercial, 28 cotton dresses were sold in three days. After another program, 500 Humphrey Hats were sold in the boy's department. After plugging a forgotten child, the record department, on *Be-Teen Jamboree*, the increase in departmental sales was 123%.

Highlights in Harmony almost doubled sales of a certain household cleaning device the week the brand name was advertised on the program. Another week, when a national brand coat was used, the increase in that line was over 100%.

During a week of advertising a certain brand of shirts on our men's newscast, 234 shirts were sold against 64 during the week prior to radio.

After promotion on our basement spot schedule, 1,300 pieces of just one style blouse were sold in a few months.

These are only a very small part of the consistently excellent direct sales results obtained from our programs and spot announcements. There are many, many more, plus substantial increases in departmental figures, another method of determining radio's pulling power.

As a tribute to our individual radio programs, the NRDGA has awarded, in the past three years of the annual contest held in conjunction with the NAB, seven awards to Pomeroy's of Reading.

The complete cooperation from WHUM in the handling of our radio schedule has contributed immeasurably to its success, and the thorough understanding on the part of the management of the station of our objectives and how we hoped to achieve them has played no small part, either.

WHAM-TV BASIC NBC

Planning June 11 Start

STROMBERG-CARLSON Co., has announced that its Rochester, N.Y., television station, whose call letters have been changed from WHTM (TV) to WHAM-TV, is basic NBC, as is its Rochester AM outlet, WHAM.

Company also announced that it has contracted to carry certain other TV network programs, including those of CBS [BROADCASTING, May 2].

WHAM-TV is now on the air with test patterns and will open commercially June 11 with both local and network shows, the management announced. Station is assigned Channel 6 (82-88 mc).

Timely Scoop

IN THE WAKE of the exodus of 32 NBC Chicago staff members Monday after a Central Division personnel slash, an alert crew in the news and special events department came up with a local scoop. A fire was blazing furiously in the unemployment offices at the Merchandise Mart, site of NBC's midwest offices.

HAYES ELECTED

WTOP Inc. Vice President

JOHN S. HAYES, general manager of WTOP, Washington CBS outlet, was elected vice president and a member of the board of WTOP Inc. at the corporation's regular meeting last Thursday. Mr. Hayes, former manager of WINX under *Washington Post* ownership, assumed the same post at WTOP with the approval of the transfer of that station to *Post* control last February. CBS, former sole owner of WTOP, now holds a 45% interest in the station. Its stock, however, is voted by Philip Graham, president and publisher of the *Post* and president of WTOP Inc.



Mr. Hayes

Mr. Hayes joined the *Post* organization as its radio head in December 1947. He left WQXR, *New York Times* station, to assume his Washington connection where he succeeded Wayne Coy, now FCC chairman. During the war he was in charge of the American Forces Network in the European theatre.

OPERA RIGHTS

For TV Secured by DuMont

DUMONT Television Network has secured full rights to a series of grand operas, produced for video by H. R. H. Television Features Corp., New York. To be telecast from DuMont's Adelphi Playhouse, the operas will be sung in English and run will run 50 minutes in length, for presentation as an hour-long program.

Principals in H. R. H. are Gustave Haenschen, president; Paul Rosen, general production director, and Delores Hayward, talent director.

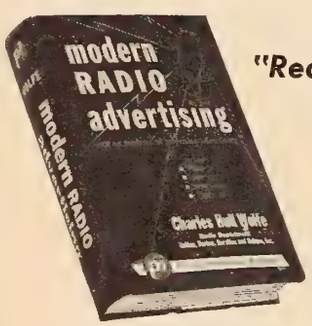
Gordon to DuMont

MAX GORDON, veteran Broadway producer, joins the DuMont television network today (May 9) as consultant on programs, Mortimer W. Loewi, director of the network, announced last week. Producer of many hit plays, including the current success "Born Yesterday," Mr. Gordon will continue as a producer of plans for the legimate theatre in addition to his duties at DuMont.

Upcoming

May 18: Massachusetts Committee, George Foster Peabody Awards for Radio, award dinner Hotel Statler, Boston.
May 19: Southern California AAAA meeting, Los Angeles.
May 20: AFRA Ball, Hotel Astor, New York.
May 23-25: Broadcast Engineers Conference, Biltmore Hotel, Atlanta, Ga.,
May 26-27: Virginia Assn. of Broadcasters, Tides Inn, Irvington, Va.
May 29-June 1: Advertising Federation of America 45th annual convention, Houston, Tex.
June 3: Kentucky Broadcasters Assn., Louisville.
June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.

A PRINTERS' INK BUSINESS BOOK



"Required Reading for everyone in the radio field."

says EDGAR KOBAK

President of Mutual Broadcasting System

PACKED with up-to-date facts, ideas and techniques, this new book has the practical, detailed information advertisers, admen and broadcasters want to know about: planning radio campaigns, buying radio time, writing radio commercials, and testing radio advertising for better results. In addition, it gives a complete, current analysis of television advertising, its impact, circulation, techniques, costs and potentials.

Among the specific information it gives 38 uses and advantages of spot radio, 16 steps in a radio campaign, advantages and disadvantages of 18 types of commercials, etc. "Not only the newest and largest but the most useful book ever written on how to get better advertising results from radio and television."—*John Caples, Vice Pres.*, BBD&O.

"Congratulations on the best and most comprehensive book so far ever written on RADIO ADVERTISING."—*H. V. Kaltenborn*

43 CHAPTERS COVERING:

Fundamentals
Techniques
Network Advertising
Spot Radio
Commercial Announcements
Past, Present and Future Opportunities

modern RADIO advertising

With an analysis of television advertising

By Charles Hull Wolfe

Director of the Radio & Television Testing Bureau, BBD&O

Over 750 pages $7.50

SEND THIS COUPON TODAY

FUNK & WAGNALLS Co. Dept. B59
153 East 24th St., New York 10, N. Y.

Send me MODERN RADIO ADVERTISING. After ten days I will send $7.50 plus a few cents postage or return the book postpaid.
If remittance is enclosed, we pay the postage. Same return privilege.

Name .....
Address .....
City ..... Zone ...
State .....
Position .....
Company .....

NBC LAYOFFS

Central Division Hardest Hit

SOME 60 NBC employes reportedly were released last week as a step in the network's plan to reduce operating overhead by $1 million [CLOSED CIRCUIT, May 2].

The heaviest blow fell in Chicago where approximately 10% of the network's staff of 332 was eliminated. A dozen employes were released in New York. Other staff reductions in Washington, Cleveland and San Francisco offices of the network and its owned and operated stations were said to have brought the total to at least 60.

NBC's West Coast operations were apparently unaffected by the economy move. Lewis Frost, assistant to Sidney N. Strotz, vice president in charge of the Western Division, said there have been "some minor reductions in tightening personnel operations". He was optimistic that television and "increased activity in building house packages" would bring about some increase in staff. Discussing the general situation in Hollywood and San Francisco he pointed out that the gradual reduction which started after the war had not assumed the proportions of a drastic staff cut.

Although there was no official comment on the staff eliminations or on the $1 million economy plan, it was understood that RCA had assigned efficiency experts to investigate the operations of its wholly-owned subsidiary, NBC. The investigation is being conducted by Booz, Allen & Hamilton, a management consultant firm which last year was paid $147,651.38 by RCA for services in other divisions of the corporation.

Booz, Allen & Hamilton have been at work in NBC for several weeks, it was understood, and their investigation will continue for another month at least. Their presence aroused the belief that further staff reductions, realignments or both would ensue.

A majority of the employes who already have been relieved were understood to have been in the lower grades—clerks, typists, receptionists and the like. In Chicago, staff members of higher levels were also involved.

Before the discharges, NBC had 2,667 on its payroll. These were divided among the network's divisions and stations as follows: New York (including foreign service), 1,678; Washington, 143; Cleveland, 122; Chicago, 332; Denver, 64; San Francisco, 145, and Hollywood 283.

The NBC economy campaign is in harmony with statements made by Brig. Gen. David Sarnoff, chairman of the board of RCA, early last week to stockholders that RCA expected 1949 to be a difficult year (see story page 30).

Revenue for NBC in 1948 was $70,949,218, a $5,259,217 increase over 1947, the annual review of the company, released last week, reported.

Departments hardest hit in Chicago, where 32 AM staffers were dropped Monday, were Guest Relations and Program and Press, according to I. E. Showerman, Central Division vice president.

H. D. Livezey, Guest Relations head, was laid off, while in Programs William Murphy, continuity editor, was assigned to staff writing. His work will be handled by Robert Gilbert, continuity acceptance editor. In Press, six of the present nine staff members will be eliminated "as quickly as reorganization allows," Press Chief Jack Ryan said. Mr. Ryan has made provisions, however, for four of the six to be transferred to other Central Division departments.

The Chicago layoffs also involved personnel of WMAQ, NBC's owned and operated outlet. The cost of television is "largely responsible" for the layoffs, Mr. Showerman said. He explained that several jobs were being transferred to New York for handling.

Denying that another major layoff will take place before June, Mr. Showerman added that "no more changes are even being considered, except perhaps for the Agriculture Dept." That department is headed by William Drips, national NBC farm director, who works with an assistant and a secretary. It has been suggested that agricultural activity in the Midwest, which centers on production of the *National Farm and Home Hour*, be directed from New York.

New York will also handle all legal matters, as Thomas Compere has been released as attorney for the Central Division. No eliminations were made on the talent lineup, according to Jules Herbuveaux, TV manager.

Most of those dismissed in Chicago are believed to have left the same day with severance pay.

CHAMBER MEET

Spending Must Be Cut, Senators Warn

THERE is no serious danger of a depression, most speakers from private industry agreed last week at the annual meeting of the U. S. Chamber of Commerce in Washington.

On the other hand, two U. S. Senators warned that the government must reduce spending or run the risk of a major recession.

Harry A. Bullis, chairman of the board, General Mills, predicted a prosperous economy for the next three years.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, said that if the "present military spending spree and European aid program are not drastically reduced by next year this nation will be launched on the wildest inflationary binge of all history." The result will be depression and high prices, he said. Sen. Johnson did not refer to radio regulation or legislation in his talk.

Sen. Harry F. Byrd (D-Va.) predicted an increase in taxes would bring a major recession and called for a drastic reduction in public spending.

Frieda B. Hennock, FCC commissioner, told the chamber's women's luncheon that government should help business "where it must, and then step out and let business carry the ball." Miss Hennock said she is "firmly convinced" that America's economic future is bright. "Rigid self-discipline by business and whole-hearted cooperation with government are necessary to counteract periodic maladjustments," she declared.

"I look for one of the greatest eras in our country's long productive history, during the next three years," Mr. Bullis said. "I look for a higher standard of living. I predict a vast flow of industrial goods at prices that more people will be willing to pay."

He continued "Business should win public favor by telling its operating story and accepting its full social responsibilities." He also urged business to lower its prices wherever possible, to maintain purchases for plant and expansion, to maintain full productive employment and to extend corporate ownership to smaller investors.

General Mills spent more than $7 million on network radio in 1948. That this level would be maintained was indicated in Mr. Bullis' warning that retrenchment in business expenditures might start a serious trend, and should be avoided where possible.

Government should aid in maintaining prosperity by reducing taxes, removing barriers to investment, giving assurance that industry would not be crippled by control and adopting economy in its own operations, Mr. Bullis stated.

In a series of resolutions the Chamber called for government reorganization in the interests of economy and efficiency; termed it essential that the commercial and economic value of advertising be acknowledged and its key role in the future economy of the nation recognized; endorsed the program of regular census statistics; declared government can best serve by encouraging maximum opportunity for the individual.

Herman W. Stenkrauss, president of Bridgeport Brass Co., Bridgeport, Conn., was elected Chamber president for the coming year.

FOR SALE



This transmitter is now operating at WBKB and will be available May 15, 1949 when WBKB switches to its new equipment.

TELEVISION TRANSMITTER, sound and picture, now operating on Channel 4, Chicago. Power output 4Kw. Includes RCA 3 bay super turnstile antenna, 600 feet 1⅝" air coax, Blaw-Knox self-supporting two-hundred foot tower, water cooling equipment. Excellent condition. Ready to operate immediately on any low band channel. All reasonable offers considered.

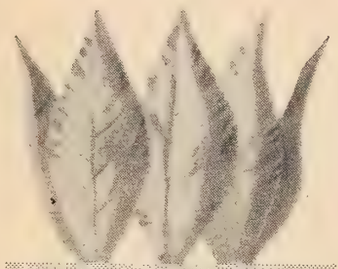
WRITE OR WIRE JOHN H. MITCHELL

BALABAN & KATZ TELEVISION THEATER

WBKB CHICAGO



IN EASTERN NORTH CAROLINA TOBACCO IS KING



WGTM

Covers This Rich Market . . . with a King-Size Voice!

Mutual Exclusive in this Area.

Write or phone us or our National Representative

WGTM

"THE VOICE OF THE GOLDEN PLAIN"

WILSON, N. C.

5000 Watts—Full-Time
590 Kilocycles
Serving 1,125,000 People

NATIONALLY REPRESENTED BY WEED AND COMPANY

Antenna Plan

(Continued from page 27)

level flight is required for National Military Establishment and Coast Guard air operations conducted from air stations located within 20 miles of the Atlantic, Pacific and Gulf Coasts. These corridors will be 10 miles in width, extending from coastal air stations to the nearby seacoast.

c. Airport and airport approach areas (Par. (3) below).

2. Antenna structures under 170 feet in height above ground will not be considered hazards to air navigation or require painting and marking except in the areas outlined in paragraph 3 below. Antenna structures 170 feet in height up to 500 feet in height will require painting and marking in accordance with specifications.

3. Antennas in airport and airport approach areas, as defined in paragraphs d (1), (2), (3), (4) below, are considered hazards to air navigation and will require special aeronautical study if they project above the following heights above ground or surfaces. (In case of conflict, the lowest heights will prevail.)

a. In instrument approach areas, more than 100 feet above the ground or 100 feet above the elevation of the approach end of the runway, whichever gives the higher elevation of the structure, within three miles of the runway end, and increasing in height above ground in the proportion of 25 feet for each additional mile of distance outward from the runway but not to exceed 200 feet within ten miles of the runway end. The approach area requirements for instrument runways shall apply to all runways which may be used for instrument operations and to both ends of such runways.

b. More than 170 feet above the ground or the established airport elevation, whichever gives the higher elevation of the structure, within three miles of the reference point of a feeder or larger class airport and increasing in height above ground in the proportion of 100 feet for each additional mile of distance from the airport but not to exceed a maximum of 500 feet above ground.

c. Antenna structure of an elevation which would increase the final approach minimum flight altitude which is normally established from the highest point within five miles of the centerline of the final approach course of the radio facility used for final let-down for an airport, and extending for a distance of ten miles along this course outward from the radio facility, will be considered a hazard to air navigation and require special aeronautical study.

d. In addition to the requirements mentioned above, antennas which project above the landing area or any of the imaginary surfaces outlined below will be considered hazards to air navigation and will require special aeronautical study. (Under most conditions, the limits prescribed in paragraphs a, b and c above will be the determining factor. However, in the areas immediately adjacent to the runways and under certain conditions where the terrain rises rapidly in the airport areas, the surfaces outlined below become a more limiting factor than the absolute height requirements.)

(1) **Approach Surfaces**—The approach surface is an inclined plane located directly above the approach area. The dimensions of the approach area are measured horizontally.

(a) **Length**—The approach area has a length of 10,000 feet beginning 200 feet (1,000 feet for regular National Military Establishment Air Bases) from the end of each runway and extending outward, ending at a point 10,200 feet (11,000 feet for regular National Military Establishment Air Bases) from the end of the runway on the extended centerline of the runway. In addition, the approach areas of all runways which may be used for instrument operation shall extend outward an additional 40,000 feet. The approach area requirements for instrument runways shall apply to all runways which may be used for instrument operations and to both ends of such runways.

(b) **Width**—The aproach area is symmetrically located with respect to the extended runway centerline, and for all instrument runways has a total width of 1,000 feet (1,500 feet for regular National Military Establishment Air Bases) at the end adjacent to the runway. The approach area flares uniformly to a total width of 4,000 feet at the end of the 10,000-foot section and to a total width of 16,000 feet at the end of the additional 40,000-foot section. For all other runways not intended for instrument operation, the approach area has a total width at the end adjacent to the runway, and at the approach end, respectively, as follows: For express air carrier service, as indicated in TSO-N6a*, and larger airports, 500 feet and 2500 feet; for trunk line air carrier service airports, 400 feet and 2400 feet; for feeder air carrier service airports, 300 feet and 2300 feet for secondary airports, 250 feet and 2250 feet and for personal airports, 200 feet and 2200 feet.

(c) **Slope**—For instrument runways the slope of the approach surface along the runway centerline extended is 1:50 for the inner 10,000-foot section and 1:40 for the outer 40,000-foot section. All other runways, not intended for instrument operation, which meet or exceed the minimum runway length requirements for feeder air carrier service (specified in TSO-N6a) shall have a slope of 1:40. On airports with shorter runway lengths than those specified for feeder air carrier service, the slope of the approach surface is 1:20 for all runways.

(2) **Horizontal Surface**—The horizontal surface is a plane circular in shape, with its height 150 feet above the established airport elevation and having a radius from the airport reference point as indicated in the following table:

Intercontinental express airports and National Military Establishment Air Bases	13,000 feet
Intercontinental airports	11,500 feet
Continental airports	10,000 feet
Express airports	8,500 feet
Trunk Line airports	7,000 feet
Feeder airports	6,000 feet
All smaller airports	5,000 feet

(The above airports except National Military Establishment Air Bases are defined in TSO-N6a.)

The established elevation of the airport is the elevation of the highest point of the usable landing area. The airport reference point is a point selected and marked at the approximate center of the airport landing area.

(3) **Conical Surface**—The conical surface extends upward and outward from the periphery of the horizontal surface with a slope of 1:20 measured in a vertical plane passing through the airport reference point. Measuring radially outward, from the periphery of the horizontal surface, the conical surface extends for a horizontal distance of 7,000 feet for intercontinental express airports, intercontinental airports (in accordance with TSO-N6a) and National Military Establishment Air Bases; and 5,000 feet for continental, express, trunk line and feeder airports, and 3,000 feet for all smaller airports.

(4) **Transitional Surfaces**—The transitional surfaces are inclined planes with a slope of 1:7 measured upward and outward in a vertical plane at right angles to the axis of the runway. The transitional surfaces, symmetrically located on either side of the runway, extended upward and outward from a line on either side of the runway, extend upward and level with the runway centerline. These parallel lines are at a horizontal distance from the runway centerline equal to one-half of the minimum width of the approach area indicated in 3d (1) (b) above. Transitional surfaces extend from the edges of all approach surfaces upward and outward to the intersection with the horizontal surfaces or the conical surface. The approach surfaces for instrument runways projecting through and beyond the limits of the conical surface shall have 1:7 transitional surfaces extending a distance of 5,000 feet measured horizontally from the edge of the approach surfaces and at right angles to the runway axis.

Applicants will find the following charts of assistance to them in determining where their proposed antenna sites lie with respect to airport and approach area:

1. Aeronautical Sectional Charts.
2. Aeronautical Local Charts.
3. Instrument Approach and Landing Charts.
4. Flight Information Manual.

The above charts may be purchased from the U. S. Coast and Geodetic Survey, Department of Commerce, Washington 25, D. C.

The Flight Information Manual may be purchased from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

To determine the applicability of the foregoing criteria to individual locations, it is recommended that the applicant consult the Commanding Officer or the Civil Aeronautics Regional Administrator concerned.

* TSO-N6a, October 4, 1948, Runway Strength and Dimensional Standards for Air Carrier Operations, Civil Aeronautics Administration, Department of Commerce.

PROGRAM CHIEFS

NAB Plans Chicago Clinic

NAB is completing plans for the first NAB Program Directors' Clinic, to be held June 27-29 on the downtown Chicago campus of Northwestern U., according to Harold Fair, NAB Program Dept. director.

Programmed on a shirt-sleeve basis, the sessions will be devoted exclusively to discussions designed to improve program structures at local stations and aid program directors in using available services.

Topics to be covered include programming for sales, slated for a full day of discussion, along with news, music, copyright, public interest features, program promotion, research as a program tool, farm service programming, special events, sports, TV planning, experimental programming, engineering tools and disc jockey programming.

NAB President Justin Miller will address the delegates.

MITCHELL

Addresses Wichita Group

MAKING HIS first appearance since being named director of NAB's new Broadcast Advertising Bureau, Maurice Mitchell addressed a Wednesday luncheon of Wichita, Kan., broadcasters. He was invited by four stations serving Wichita, KAKE, KANS, KFBI and KFH. Guests included 250 prominent Wichita retailers and broadcast personnel.

Five radio advertising axioms were emphasized by Mr. Mitchell in his address: have an objective; beam the sales message to the audience that is desired; feature wanted items—strong lines of merchandise—rather than "white elephants"; speak in the language of the public in terms of self interest; and, coordinate the radio advertising campaigns with other media, making one type of advertising fit in with the others.

Bob Enoch, general manager of KTOK Oklahoma City and director of NAB's 12th District, was an honored guest at the luncheon. Mr. Mitchell was presented with a Western-style engraved and handtooled belt from the four stations. Frank V. Webb, general manager of KFH, made the advance arrangements for Mr. Mitchell's visit, in cooperation with managers Jack Todd of KAKE, Kay Pyle of KFBI and Archie J. Taylor of KANS.

NARND Slates Miller

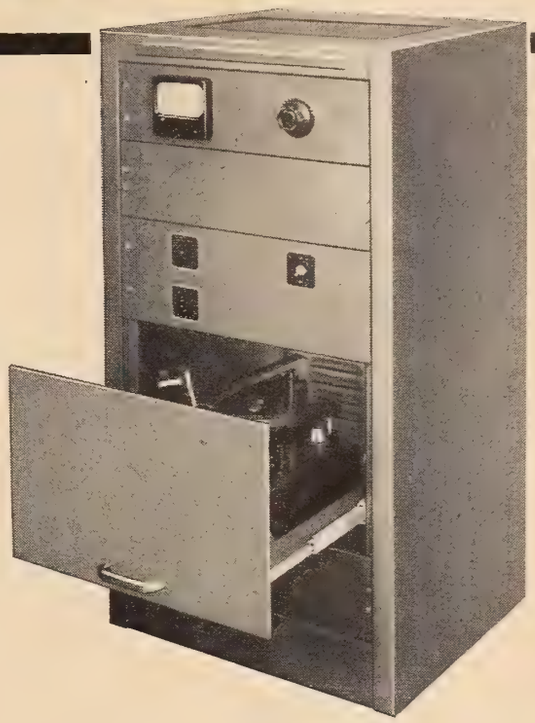
NAB President Justin Miller will address the 1949 convention of the National Assn. of Radio News Directors in New York Nov. 11-13.



GraybaR recommends KARP CABINETS

with these 11 features!

- Easily removable double doors permit installation close to wall.
- Extensively louvered doors and ventilated top allow heat dissipation.
- Polished stainless steel top trim, side trim optional.
- Bright aluminum interior finish for improved illumination.
- Attractive, light, aluminum gray (Western Electric) exterior finish; other finishes furnished to order.
- Handy spare tube socket supports (6 sockets each).
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- Cable forms each side.
- 110 volt receptacle box.
- Two ground terminations.
- Two large 6" x 6" cable entrances.



Here are excellent-quality, reasonably priced rack cabinets to facilitate the operation and enhance the appearance of your broadcasting and sound system equipment. Designed in accordance with R. M. A. "specs", they simplify problems of mounting and of servicing the apparatus.

Immediate deliveries of standard types, models, and sizes are now available from Graybar. Optional accessories include rear-panel rack mountings, front-mounted doors, drawer, power and audio terminal mounting. Graybar also can provide cabinets of any special designs you want.

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way — for a small maintenance job or a complete new station — call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 4946

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2, 18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
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EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities.
These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA E. W. Stone, Cypress 1751
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CLEVELAND W. S. Rockwell, Cherry 1360
DALLAS C. C. Ross, Central 6454
DETROIT P. L. Gundy, Temple 1-5500
JACKSONVILLE W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO. R. B. Uhrig, Grand 0324
LOS ANGELES R. B. Thompson, Trinity 3321
MINNEAPOLIS W. G. Pree, Geneva 1621
NEW YORK F. C. Sweeney, Watkins 4-3000
PHILADELPHIA G. I. Jones, Walnut 2-5405
PITTSBURGH R. F. Grossett, Court 4000
RICHMOND E. C. Toms, Richmond 7-3491
SAN FRANCISCO K. G. Morrison, Market 5131
SEATTLE D. I. Craig, Main 4635
ST. LOUIS J. P. Lenkerd, Newstead 4700

IBEW Strike

(Continued from page 32)

to cross the picket lines thrown around the station. The newsmen are members of the Boston Editorial Writers Assn., like IBEW an AFL union, with announcers belonging to AFRA.

WNAC's AM and FM operations were off the air 58 minutes Tuesday, with WNAC-TV off three hours. WAAB Worcester was silenced from 6 p.m. to 9:13 p.m.; WEAN Providence resumed at 7:30 p.m. and WICC and WONS lost about 15 minutes.

Thomas F. O'Neil, Yankee vice president, said he had pointed out in a letter to Mr. Lighty that the company "had failed to secure the union's agreement to any plans permitting the elimination of unneeded personnel." This required interim measures, the letter continued, if the company was to preserve its status and identity in the industry pending a final contract with the union.

"In view of these facts the company ordered an adjustment of wages in Portland, Hartford, Worcester, Bridgeport and Providence to correspond with the average wages for like work prevailing in these cities," he said. "The readjustment does not apply to Boston." Mr. O'Neil explained efficient use of personnel requires a realignment of jurisdictional duties between IBEW and AFRA "so that, when feasible, one man would perform those duties for which two men have been required by virtue of jurisdictional restrictions in our union contracts. He said:

> Factors beyond the control of management made unnecessary any decision as to whether these combined duties should be assigned to IBEW or AFRA in that AFRA has outstanding contracts in all of our stations which are not subject to negotiations for a number of months. This fact alone required a decision that the combined duties be assigned to AFRA members, except at WEAN where the announcers are members of IBEW.
>
> With reference to WEAN, you will recall that management there proposed that if the announcers and engineers employed at that station desired, competitive auditions would be conducted among all such personnel to determine which were best qualified for the duties in question. . . .
>
> It is believed fair to state that the union categorically refused to consider any proposal which would reduce its jurisdiction although it was admitted that the combination duties proposed by the company were possible and that, while IBEW was not seeking duties now assigned to other unions, it would be willing to consider such additional duties as proposed by management if management desired to assign such duties and pay for their performance.

IBEW said negotiations have been under way for some time, the union asking changes only in the 1947 two-year agreement. The company gave notice of termination on the anniversary date, April 30, according to IBEW. The union declared it offered to refer all disputed issues to an arbitration panel but that the company refused all such proposals by IBEW as well as by a federal conciliator who entered the case in the latter stages. The union denied that jurisdictional or artificial restrictions were back of the rupture in negotiations and accused the company of attempting to inject issues that had not been raised during the negotiations.

IBEW Wins at WTOP

TECHNICIANS of WTOP Washington voted for a union shop, the National Labor Relations Board announced last week. Of 31 employes eligible to vote, 25 voted, two votes were challenged and no votes were cast against the union shop. The International Brotherhood of Electrical Workers local at WTOP is authorized to enter into a contract with WTOP by which union membership is a required condition of continued employment, it was stated.

BAB Policy Group

(Continued from page 25)

to the increased dues put in effect by the board and some to dissatisfaction with association services, particularly in the sales field.

Another pending project at NAB is appointment of a Standards of Practice information officer. The standards become completely effective, covering all contracts, on May 19. This is the anniversary of the code's adoption at Los Angeles. At that time it was decided to allow a year's grace on contracts in force prior to formal adoption of the standards.

The Standards of Practice Committee recommended at Chicago that an information officer be hired but the board revised the idea by referring the matter to program officials. This likely means that the Program Dept. will do the code job. Harold Fair, director, and Ben Miller, assistant director, have handled much of the code work since its conception nearly three years ago.

Affecting composition of the board itself is a proposed amendment to permit directors-at-large to serve two years instead of one. The By-Laws Committee is to draft a by-laws amendment for membership vote.

Though interest is running high in NAB's television future, there still is pending a general reorganization proposal. This is in the hands of a special realignment committee which has not scheduled its next meeting. The committee proposed a new structural setup at the last board meeting, but the board concentrated on the BAB project.

Presiding at the BAB Policy Committee meeting Wednesday will be John J. Gillin Jr., newly elected chairman of the Sales Managers Executive Committee. The board's BAB action makes the SMEC chairmen automatically a member of the BAB Policy Committee.

Other policy committeemen are four board members named by Judge Miller. They are Robert Enoch, KTOK Oklahoma City, chairman; G. Richard Shafto, WIS Columbia, S. C.; Howard Lane, WJJD Chicago; Frank U. Fletcher, WARL-FM Arlington, Va.

Maurice B. Mitchell, who will be director when BAB gets into operation, conferred last week with Chairman Enoch while on a sales promotion mission in Oklahoma City. Mr. Mitchell addressed a meeting of Oklahoma city retailers, arranged by local stations.

Prior to absorption by BAB, the Dept. of Broadcast Advertising is going ahead with several projects. These include a slide-easel sales promotion pitch for station use and preparation of TV contract forms.

The policy committee will take up a list of proposed projects covering AM, FM and television. Some of the TV proposals were suggested by Washington TV station managers [BROADCASTING, May 2].

Starting off the BAB activity with $100,000 more than the previous broadcast advertising budget, the BAB committee will consider the plan to set up offices in New York and Chicago and possibly obtain West Coast representation. These cities originate the bulk of national business.

BAB's sponsors originally favored New York headquarters, with a setup similar to that of national representatives. For economy reasons BAB headquarters likely will be kept in Washington for the time being.

The policy committee will make recommendations to NAB management, which is expected to supervise BAB in cooperation with the committee's wishes.

At the weekend NAB headquarters had not yet disclosed board wishes on the proposal to combine the Sales Managers and Small Market Stations Executive Committees.

NAB officials declared the merger idea in no sense implies abandonment of any activities on behalf of small market stations. It was claimed that the merger will effect economics and that BAB will be able to provide better service in the sales promotion field. Other committees will absorb non-sales activities, if the board approves the merger idea. Actually the service to small market stations will be expanded, it was stated.

After BAB is formally constituted, a new BAB Executive Committee may be named to replace the sales manager group.

All developments add up to a major adjustment of the industry's trade association to needs of the times. Many of the ideas cost money. The new board finance committee [BROADCASTING, May 2] has the job of finding the money. Committee chairman is John F. Meagher, KYSM Mankato, Minn., District 11 director, who succeeds Clair McCollough, WGAL Lancaster, Pa. Mr. McCollough resigned from the committee after looking over the board's list of financial demands.



Jerry Franken, Radio Television Editor, telegram reads:

WSGN has been awarded second place for regional channel network affiliates in the audience promotion category of The Billboard's Eleventh Annual Radio and Television Promotion Competition . . .

WSGN THE NEWS • AGE • HERALD STATIONS

WSGN-FM • Birmingham, Ala. • Headley Reed, National Reps.

Open Mike

(Continued from page 16)

side WCAU coverage.

In recognition of his meteoric rise to fame, WARD Johnstown prepared a glowing tribute to the lawmaker. . . . Exactly 24 hours following his death, the local station aired a 15-minute salute to the Congressman. . . .

Of particular importance was the conclusion of the program when the Congressman's last words to his constituents were broadcast as recorded one day preceding the fateful flight. The flying legislator had . . . recorded a brief statement concerning labor legislation. . . .

Countless requests for copies of the recording have been received. . . . Further requests . . . directed the station to repeat the broadcast. . . . This was done and complete home recordings of the work were presented to the next kin who gratefully received them. The entire program was written and narated by Bob Nelson, WARD manager. . . .

Robert R. Nelson
Manager
WARD Johnstown, Pa.

* * *

ANPA's Version

EDITOR, BROADCASTING:

On page 54 of your issue of May 2 reporting on the ANPA Convention is the following paragraph:

Cranston Williams, general manager of ANPA, who summed up the meeting for reporters, said a canvass indicated a general opinion that radio would be "on the rocks" in three years. That opinion was expressed by publishers who cited the large number of stations and the advent of television as the reasons for their views.

The above is not a correct statement and it is sloppy reporting.

After the Tuesday morning and afternoon sessions when topics were discussed we had all of the members of the committee present who presided at these two sessions. They attempted to cover the high-spots and answer all questions. Joe M. Bunting, *Bloomington* (Ill.) *Pantagraph*, presided at the session for papers from 10,000 to 50,000 circulation.

Mr. Bunting stated to the reporters that he commented at the conference that in case newspaper publishers who already own radio stations or those who contemplate building radio stations have not read it be recommended a recent article in *Look* magazine by Mr. Aylesworth, at one time head of NBC. Mr. Bunting said that Mr. Aylesworth confidently predicts that radio as we know it today will be as dead as the dodo bird within three years. Mr. Bunting said that Mr. Wayne Coy, Chairman of the FCC, disagrees with Mr. Aylesworth, but only on the matter of time. Mr. Bunting said Mr. Coy thinks it will take maybe a couple of years longer than three years. Mr. Bunting concluded: "You will find it interesting reading. Maybe it will chill you the way it did me."

My only comment to the reporters in response to questions was that the average newspaper publisher did not know exactly where television and radio would wind up nor how it would develop in competition with newspapers, but that no newspaper publisher was afraid of the future and publishers generally thought the newspaper was a good medium to compete with anybody or anything.

Cranston Williams
General Manager
American Newspaper Publishers Assn.
New York

[Editor's Note: BROADCASTING is happy to publish Mr. Williams' letter. The NEW YORK TIMES, April 27, Page 25, reporting on the session discussed above, said: "Discussions at the meetings which were closed to reporters, were summed up later by Cranston Williams, general manager of ANPA, and the discussion leaders.

"The view was expressed that the situation in radio today was as confused as the newspaper field was in the year 1900. Mr. Williams said a canvass indicated a general opinion that radio would be on the rocks in three years, both because of the large number of stations and the advent of TV."]

* * *

FM Ignored

EDITOR, BROADCASTING:

As a small stockholder in Columbia Broadcasting System Inc., I have just received their Annual Report To Stockholders for 1948.

I had understood that CBS and CBS affiliates had made and are making considerable investments in order to provide improved service through FM. In the forty-three page report I can find "FM" only once where a change of management at KQW-FM is mentioned. As far as I can tell from the list of 179 CBS owned and affiliated stations, none of them have FM facilities.

This seems somewhat peculiar since 85% of the listed CBS affiliates could receive increased physical coverage through the use of FM, to say nothing of FM's other advantages. Now, obviously, a large proportion of CBS affiliates duplicate on FM but the question is, why is it such a big secret?

Many surveys show substantial FM listening in competition with AM stations. FM is here! For a lot of AM stations it is doing more than was ever expected.

Why not promote it instead of hiding it?

Edward A. Wheeler
President
WEAW(FM) Evanston, Ill.

Prichard Indicted

EDWARD F. PRICHARD Jr. of WKLX Lexington, Ky., was one of two persons indicted by a federal grand jury on a charge of conspiracy to forge ballots in last autumn's general election in Bourbon County, Kentucky. Also indicted was A. E. Funk, Jr., son of the state attorney general. The defendants issued a statement in which they said they were "completely innocent" and requested a speedy trial. Mr. Prichard is son of Edward F. Prichard Sr., owner of WKLX. He has served as aide to several top Washington officials.

LEGAL AIDES

For FCC Commissioners Ok'd

ASSIGNMENT of a legal assistant to each of FCC's seven Commissioners [CLOSED CIRCUIT, April 25] was approved by the Commission last week, with assignments to be worked out probably this week.

The Commissioners will choose their assistants from within the Law Bureau. It will be for each commissioner to decide whether his assistant devotes fulltime to these duties or divides his time between these and Law Bureau assignments.

Comr. Frieda B. Hennock has led the move for special legal aides, contending that the Commissioners can operate more efficiently under their current workload if they have expert and experienced assistants, particularly on the complex legal problems involved. Comr. Robert F. Jones also has urged the need of special counsel.

The plan has been under study for some time but doubtless was given impetus by the charges of Sen. Edwin C. Johnson (D-Col.) that the Commission currently is dominated by the Law Bureau [BROADCASTING, April 25]. Backers of the proposal see it as a means of permitting the Commissioners to get counsel and assistance independent of the Law Bureau.

The assistants picked by the Commissioners presumably will take up their new duties at their present salaries, subject to later promotion in accordance with customary Civil Service procedures.

NEW REC SLATE

Karol Is Named President

RADIO Executives Club last Thursday unanimously elected a new officer slate for the coming year. Installation of officers is to be held May 19.

Those elected at the club's luncheon meeting at the Roosevelt Hotel, New York, were: John Karol, CBS sales manager, president; Gordon Mills, general manager, radio department, Kudner Agency, vice president; Lewis H. Avery, Avery-Knodel, treasurer, and Claude Barrere, talent representative, secretary.

Carl Haverlin, outgoing president, who presided at Thursday's meeting, announced that REC roster is in the mail this week, and that since more than 95% of the membership had objected to the suggestion that the club's name be Radio and Television Executives Club, its present title stands.

The meeting paid tribute to the United Nations. Speakers were Dr. Herbert Evatt of Australia, president, UN General Assembly, and Mrs. Eleanor Roosevelt, of the American delegation. Both acknowledged the efforts of radio on behalf of the UN.

BUY A DOZEN

Get a Half-Million!



In twelve counties along the southeast coast of Florida, 668,500* people have a net buying income of $778,561*. In the same twelve counties in 1948 . . . retail sales totaled $789,451*!

When you buy WIOD . . . you buy solid coverage of this twelve-county market —coverage proved by results . . . by BMB . . . by mail response . . . by engineering data! This was true yesterday—and it is today, too!

*Sales Management's 1949 Survey

WIOD
FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers

FCC Rapped

(Continued from page 26)

But difference in size does not necessarily spell a difference in need.

But the Court rejected suggestions that FCC must make a "mathematical evaluation of existing service" by putting unit values on power, hours, etc.

Nor did the Court think, as Easton Publishing had urged, that FCC should count the FM as well as the AM stations in the two communities when comparing the amount of radio service in each.

The Court approached this decision from behind. The law does not require FCC to consider the available AM service in making FM assignments, the decision concluded. If it did, the Court said, "the development of the newer system in areas which have shown progress in establishing the old, would be greatly impeded."

Having established the converse, the Court ruled on the original question. "What is true of the converse is true of the proposition in this instance," the decision asserted.

The Court conceded that there could be times when "the general overall situation"—AM plus FM—"might in the last analysis, after all the facts are viewed, be the controlling feature in the determination. But the Commission is not required to ignore the basic difference between the two services. If the comparison is for the purpose of locating an AM station, and if one community has an FM station, the Commission is not required to consider that community as though it had an AM station."

In the Lubbock case the grantee, KVLU, had based its program plans on the assumption that it would affiliate with Mutual. Before the grant was made final, another Lubbock station got the Mutual affiliation. KFYO contended this made it impossible for KVLU to accomplish its program proposals.

FCC granted KVLU anyway, holding that in any event KVLU's plans indicated "a well-rounded and balanced program service." Said the Court:

. . . The proposal made by [KVLU] was "based upon" a Mutual network contract. The final decision of the Commission recites the improbability of such contract and rests upon "the type of programming" proposed and the probability that the applicant will present "a well-rounded and balanced program service."

We are not told by any findings what type of program [KVLU] proposes, absent the Mutual network affiliation. Moreover, this is a comparative consideration, and the question is not whether the applicant will present a well-rounded program but whether its proposals will better serve the public interest than those of another applicant.

How can a conclusion be reached as to which proposal is better, if the nature of one of them is not known? Perhaps a mere finding that an applicant will present a well-rounded program would suffice, if the decision related merely to the bare qualification of the applicant for a license. But that is not the inquiry here. The Commission is making a comparison, and it says, correctly, that the comparison of the program proposals is an important criterion in that determination. Then, we think, it must make findings . . . and it must receive evidence upon which to base those findings.

The Court also took FCC to task for applying its non-newspaper preference against KFYO and not against KVLU. The non-newspaper policy is designed to avoid concentration of the media of mass communications. Yet, the Court noted, FCC gave no weight to the fact that the owners of KVLU are identified with the ownership of stations at Brownwood, Waco and Austin, and with newspapers at Brownwood, Del Rio, and Lamesa, Tex.

The decision upheld FCC's right to consider the fact that some 74% of the increased service area which KFYO was seeking is served by KGNC Amarillo, commonly owned with KFYO.

"We think that competition in service is a feature which may be considered by the Commission, among other factors, in reaching a choice between applicants," the Court declared.

KFYO's Protest

KFYO also had protested that FCC granted KVLU 5 kw day whereas its application was for 1 kw. The Court agreed "generally" that FCC is confined by law to the application as made out and that it could not find KVLU qualified for 5 kw on the basis of evidence relating solely to 1 kw. But it also agreed with FCC that the Commission can grant facilities which are "reasonably related" to those requested—provided, the Court said, that "reasonably related" means "within the ambit of the issues and the evidence."

In this case, the Court said, "our difficulty is that we cannot tell from anything brought to our attention in this record whether operation at 1 kw is reasonably related to operation at 5 kw."

In its decisions, all written by Associate Justice E. Barrett Prettyman, the Court made plain that competitive cases involve "more than the bare qualifications of each applicant," though "bare qualifications" may be enough when the application is uncontested. For comparative decisions, the Court laid down these "essentials" (in the Alabama case):

1. The bases or reasons for the final conclusion must be clearly stated.

2. That conclusion must be a rational result from the findings of ultimate facts, and those findings must be sufficient in number and substance to support the conclusion.

3. The ultimate facts as found must appear as rational inferences from the findings of basic facts.

4. The findings of the basic facts must be supported by substantial evidence.

5. Findings must be made in respect to every difference, except those which are frivolous or wholly unsubstantial, between the applicants indicated by the evidence and advanced by one of the parties as effective.

6. The final conclusion must be upon a composite consideration of the findings as to the several differences, pro and con each applicant.

But the Court felt it is the competing applicants' task, in comparative cases, to point out the essential differences between the rivals. The Commission is not bound to look for differences, during the course of the hearing, "although in its discretion it may do so." The Court explained:

In sum, we think that there are no established criteria by which a choice between the applicants must be made. In this respect, a comparative determination differs from the determination of each applicant's qualifications for a permit. A choice can properly be made upon those differences advanced by the parties as reasons for the choice.

To illustrate, if neither applicant presents as a material factor the relative financial resources of himself and his adversary, the Commission need not require testimony upon the point or make a finding in respect to it, beyond the requisite ability for bare qualification. It may assume that there is no material difference between the applicants upon that point.

If the choice is not between two applicants alone, but also between communities, then "still further considerations are involved," the Court said in the Easton case. Thus there may have to be "a determination of the relative needs of the communities for more service and the relative abilities of the applicants to meet the greater need."

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI

$81,238.00

WORTH OF PROMOTION

FREE to WSYR and NBC Advertisers in 1948

That's what the bill would total at regular rates for WSYR's program promotion last year in

Daily Newspaper Advertising
Spot Announcements
Station-Break Tag Lines
Window Displays • Mailings to Dealers
Preparation of Publicity
Outdoor Displays

WSYR SYRACUSE *570 kc – 5000 watts*
NBC Affiliate in Central New York

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

AWB DIST. 1

4th Annual Meet May 13-14

FOURTH annual convention of District 1, Assn. of Women Broadcasters, will be held in Boston May 13-14.

At the opening session at the Copley Plaza Hotel, the New England women delegates will hear Mrs. Benjamin A. Riggs, personnel director of Porteous, Mitchell & Braun, Portland, Me., describe the successful methods employed by her department store in a talk, "A Sponsor Endorses Radio."

A cocktail party and dinner will follow the program panel. The dinner, featuring a skit on "Mike and His Women," will include a welcoming address by A. N. Armstrong Jr., commercial manager of WCOP Boston and District 1 AWB counselor, and greetings from Paul Morency, general manager of WTIC Hartford.

Principal speakers at the dinner meeting will be Craig Lawrence, general manager of WCOP, discussing "Women in Radio," and Frances Farmer Wilder, vice president and director of Social Research Inc., on "Social Research and Radio."

The Saturday morning sessions will be transferred to WEEI Boston, where the women broadcasters will attend an early-morning broadcast of the station's *Beantown Varieties*. A business meeting will be held at which Pat Griffith, NAB director of women's activities and AWB executive secretary, will explain the new NAB-AWB set-up.

The convention will close with a panel discussion on "Women on Both Sides of the Microphone" by Herbert Krueger, commercial manager of WTAG Worcester; Sally Larkin, vice president of H. B. Humphrey agency; Nona Kirby, regional sales manager of WLAW Lawrence, and Julie Blake of WMUR Manchester.

Fay Clark, WBIS Bristol, Conn., and AWB District 1 chairman, will preside.

NABET Talks

(Continued from page 25)

hours. Meal times thus became a right, it was said; severance pay was increased and senority was said to be strengthened by permitting the union arbitration on layoffs for whatever cause.

Progress of the negotiations was being communicated to NABET members throughout the country by TWX and telephone, it was said. Involved are about 650 at NBC, 250 at ABC, and 115 at WOR and WOIC. For each network, separate contracts for engineers, sound effects men and communication traffic engineers are being negotiated.

Back to the NABET negotiators in New York came replies from NABET offices across the country. It was said that "the Grass Roots" could not understand company arguments that no pay increases were possible. The negotiators were asked how this stand jibed with RCA reports it had its best year in history in 1948 and that its earnings in the first quarter of 1949 were running high.

NABET officers said they were making no effort to persuade members as to the course of conduct they should follow. It was said that the negotiators felt it was enough to send factual bulletins on the developments. The negotiators admitted they were sensitive to "the rumbling" from the membership, who would in the last analysis, decide policy. The memberships, by mail referendum, already have authorized a strike if negotiations are unproductive.

Albert C. Rider

ALBERT C. RIDER, 76, educational director of WPRO Providence, R. I., and director of public relations and radio advertising for Cherry & Webb Co., WPRO owner and department store operator, died at his home in Providence April 29. For 19 years previous to joining Cherry & Webb, Mr. Rider was a reporter, special writer and secretary to the editor of the now defunct *Providence Tribune*. He is survived by his wife, the former Edna M. Hanson, and four children.

CBS ENGINEERS

Contract Talks to Start

NEGOTIATIONS for approximately 500 CBS engineers across the country will begin next Monday (May 16) in New York between representatives of the network and the International Brotherhood of Electrical Workers (AFL).

In advance of the meeting date, IBEW already has sent the network a series of proposals which, it was learned, include wage increases of as much as $35 weekly in some categories.

The network has parried with counter-proposals, but is understood to be standing pat on wage questions.

The IBEW simultaneously will bargain for four groups—for engineer-technicians, for machinist-technicians in CBS laboratories, for draftsmen doing television layouts, and for sound effects men.

Covered will be engineers in CBS installations in San Francisco, Hollywood, Chicago, St. Louis, Minneapolis, Boston and New York. In the latter city alone about 300 are said to be involved.

Meanwhile, IBEW's Local 1212 in New York announced that it has completed wage negotiations for engineers employed by Columbia Records Inc., a CBS subsidiary, accepting a $5 a week raise for staff men, who will now get $132.50, and for supervisors, who will now be paid $158.00.

Charles Calame, business agent of the local, said that the one-year contract can be terminated by either party on seven days' notice. Covered by the agreement are engineers in Columbia Records offices in New York, Chicago and Hollywood.

WNLK Progress

WNLK Norwalk, Conn., has begun work on its second tower installation, which is required for night broadcasting. The structure, to be completed around July 1, is to directionalize WNLK's signal.

Pacific Northwest Kilowatt
For Sale
$150,000.00

This fulltime kilowatter is located in a major market in the Pacific Northwest and has had an unbroken record of high earnings for the last ten years. It is priced to be sold immediately. Station is well equipped with studios, offices and transmitter all in one building. Real opportunity. Price $150,000.00. Terms.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

NUNN AIDS W&L

Gift Starts Radio Courses

PRACTICAL classroom training in broadcasting techniques is being added to an expanded curriculum at the Lee Memorial Journalism Foundation, Washington and Lee U., Lexington Va. Expansion was made possible by a gift from Gilmore Nunn, head of the Nunn radio stations—WLAP Lexington, Ky.; KFDA Amarillo, Tex.; WBIR Knoxville, Tenn.; WCMI Ashland, Ky.; WMOB Mobile, Ala.



Mr. Nunn

Mr. Nunn, a W&L journalism graduate in the class of 1931, established a fund from which the foundation purchased modern tape recording equipment, amplifers, microphones and other studio essentials. Charles O. Voigt Jr., W&L professor of journalism, is conducting radio news-writing classes in cooperation with WREL Lexington, Va. Other types of programs will be added later. Radio practice is supplemented by classroom appearances of practicing radio experts. Ted Koop, Washington director of news and public affairs for CBS, was a recent lecturer.

Coy Approached

(Continued from page 23)

repeatedly proposed. He feels that the television broadcasters and manufacturers can put their best foot forward only through an organization exclusively devoted to espousal of the visual cause.

The TBA board, at its meeting April 29, was understood to have been virtually unanimous in its view that it would be desirable to have a personage of the caliber of Mr. Coy as its directing head. Rather than a sprawling organization covering all phases of trade association activity, the TBA organization contemplates a smaller staff surrounding its president, probably comprising mainly an attorney and an engineer.

While Mr. Coy has denied reports that he will leave the FCC at any certain date, those close to him feel that he would be disposed to consider cessation of government service after the FCC has completed major policy projects now before it. These include the clear channel decision, now regarded as immediately forthcoming, and lifting of the TV freeze on new construction, with the concomitant action of establishing rules for opening of the UHF band for television. The latter determination is not expected prior to August, after which customary hearings and arguments normally would be in order.

It is also known that at least two other organizations have discussed possible associations with Mr. Coy. No firm proposals, however, have been made, since Mr. Coy has not felt himself a free agent up to this time.

THE SKY IS THE LIMIT



CARBIDE AND CARBON BLDG.—CHICAGO

COMPLETE erection of 5 tons of supporting steel and FM antenna—600 feet above street level.

ERECTION OF FM AND TV ANTENNAS AND TOWERS

B D N
STEEL ERECTING CO.
82 W. WASHINGTON ST.
Phone: FInancial 6-3496
CHICAGO 2, ILLINOIS

FCC SALE RULE

Proposed Change Scored

A CHORUS of protests was directed last week against FCC's proposed new application-advertising and cutoff procedures [BROADCASTING, Feb. 28], charging they are complex and ambiguous and would waste more time than they would save.

In nine petitions and letters received at the May 4 deadline for comments, there was none endorsing the Commission's proposals fully. In three filed previously the plan got full endorsement only from Frank U. Fletcher, Washington radio attorney and half owner of WARL Arlington, Va. [BROADCASTING, April 18].

Main target of attack was the proposal to require local advertising of all major broadcast applications. The principle of cutoff dates for mutually exclusive applications was generally endorsed, though it was thought the 90-day waiting period proposed by FCC in such cases is far too long.

There was no rigorous objection to the Commission's plan to eliminate competitive bidding on stations that are up for sale. But the idea of competitive bidding was defended by one group of stations who denied that the Avco Rule on station transfers has failed.

In comments prepared by former FCC Chairman Paul A. Porter and his colleagues in the Washington law firm of Arnold, Fortas & Porter, ABC maintained that "the proposed revision appears in general to increase rather than to reduce the administrative burden. Complexity and ambiguity seem to have been achieved instead of simplicity and an understandable plan."

ABC asked the Commission to issue a statement showing what its proposals are driving at, so they can be understood and properly appraised.

The network felt the advertising requirement would serve no useful purpose. It supported the "apparent purpose" of cutoff dates but thought the present rule—which prohibits mutually exclusive applications unless filed within 20 days before the hearing on the application with which they conflict—is more reasonable than FCC's proposed allowance of 90 days from advertisement of the first application.

The Federal Communications Bar Assn. suggested a cutoff period extending for 20 days after the original application is set for hearing. It opposed the advertising requirement as one that would be "an invitation to the curious, the envious and the meddlesome, creating unnecessary burdens on the proper activities of the applicant." The public has ample opportunity to register complaints against broadcasters without having to be invited to do so via advertisements, the bar group said.

FCBA's comments, involving a detailed analysis of the Commissions' proposal, were prepared by a committee headed by Leonard H. Marks and including Percy Russell, Ralph L. Walker and Charles E. Thompson. The brief was filed by FCBA President Guilford S. Jameson.

A group of stations represented by Haley, McKenna & Wilkinson thought the proposal would be a "dismal failure" if designed to expedite FCC work, but would "succeed admirably" if its purpose is to "superimpose more bureaucracy and red tape" on broadcasters and applicants.

They defended the competitive bidding principle of the Avco Rule on station sales but opposed the projected advertising requirement and considered the cutoff provisions "too complex and too involved."

The group is composed of KCMO Kansas City; KVOS Bellingham, Wash.; KMA Shenandoah, Iowa; KXRO Aberdeen, Wash.; WABF (FM) New York, and Lake Broadcasting Co., Gary, Ind.

NAB endorsed the repeal of the Avco Rule but asked FCC to take no action on the rest of its plan. It asked that the cutoff proposal be set down for hearing in a separate proceeding. The brief was filed by Don Petty, Vail Pischke and Richard Jencks, NAB attorneys.

Neither NBC nor CBS could see any benefit to be derived from the advertising proposal.

"The operator of a broadcasting station is on trial before the public each day," NBC said in brief by General Counsel Gustav B. Margraf and Attorneys Robert G. Zeller and James F. E. Greeley. "When the public is dissatisfied, either the broadcaster or the Commission soon hears about it."

Julius F. Brauner, CBS general attorney, felt the cutoff principle is "sound" but that 30 days from the time an application is accepted for filing would be a more reasonable waiting period than the 90 days proposed by the Commission.

Stephen Tuhy Jr., counsel for WGTL Kannapolis, N. C., and other stations, said his clients "strongly protest" the advertising plan and "bitterly resent" the proposal that applications be posted locally for home-town inspection. The latter provision, he said, would give "competitors and purely curiosity seekers" access to financial and similar data.

George S. Smith, a member of the executive committee of FCBA, filed a separate statement "in complete agreement" with the FCBA position and offering tabulations showing actual experience on time-lags involved in competitive cases.

William E. Benns Jr., secretary of WVOK Birmingham, told FCC he supported all of its proposal except provisions relating to advertising and renewal applications.

NARBA Proposals

FCC's REVISED proposals for changes in the North American Regional Broadcasting Agreement, drawn up following lengthy FCC-industry studies and conferences [BROADCASTING, Dec. 13, 1948, April 25], were sent to the State Dept. last week. Pending FCC's decision on the clear-channel case, they contain no references to specific channel uses, and like the last NARBA they contain nothing requiring or prohibiting power above 50 kw on clear channels.

Get More Recording For Your Money

BY THE SENSATIONAL NEW

COLUMBIA

(Lp) MICROGROOVE METHOD

Savings Like This!

★ Substantially Lower Cost Per Record

★ More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side—10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

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Los Angeles: 8723 Alden Drive, Bradshaw 2-5411

New York: 799 Seventh Avenue, Circle 5-7300

Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

WAAT SUED

By Jersey City Mayor As Election Nears

WAAT Newark and "Freedom" ticket candidates for mayor and commissioners of Jersey City are being sued for $2,800,000 in a libel and slander action filed Wednesday in the New Jersey Superior Court in Trenton by Jersey City's Mayor Frank Hague Eggers and deputy Mayor John F. Malone. Election is to be held tomorrow (May 10).

Basis for the suit is a political speech broadcast on WAAT last Monday by James F. Murray Sr., candidate for commissioner on the "Freedom" ticket headed by John V. Kenny, candidate for mayor. One alleged statement to which Mayor Eggers, who succeeded his uncle, Frank Hague, to that office, and Deputy Mayor Malone objected was: "Mr. Hague surely has a short memory. He has been accused and proven guilty by public opinion, of ballot stuffing, ballot thievery, shakedown, kickbacks and municipal graft and corruption, and I accuse him of being the protector of gamblers and underworld characters."

Mayor Eggers and Deputy Mayor Malone seek $2 million damages from Mr. Kenny, Mr. Murray and three other "Freedom" candidates for commissioner, Louis A. Messano, Donald Spence and Charles Witkowski. An additional $800,000 is asked of WAAT for disseminating the alleged libelous and slanderous remarks. The plaintiffs also have filed charges against WAAT with the FCC.

Irving Rosenhaus, president and general manager of WAAT, said he was familiar with the difference of opinion between the FCC and the special House committee which criticized the FCC for its Port Huron decision. He felt accountable to the FCC, Mr. Rosenhaus added, and relied entirely on the Port Huron case. Being unsuccessful in his effort to persuade the speaker to revise his text, he accepted it because he has to answer to the FCC. The commission told him to take it in light of the Port Huron case, he explained.

RCA Report

(Continued from page 30)

however, that despite the bright first quarter report, 1949 "will be a more difficult year than 1948."

The switch to a buyer's market and the impact of television on the corporation's broadcasting operations impose "no easy task during this conversion period," he said.

Consolidated gross income of RCA in the first quarter of 1949 was $92,327,827. It was $88,053,297 in the same period last year. Net profit in the first three months of 1949, after provision for federal income taxes, was $5,932,083, compared with $5,764,498 in the same period last year. Earnings per common share in the 1949 quarter were 37.1 cents, compared with 35.8 cents in the same period of 1948.

Gen. Sarnoff saw a bright outlook for television in 1949. He said the television industry "is one of the safeguards against a serious economic recession, for it promises to be a vital factor in the nation's economy."

Color Still Years Away

In a question period following his address, Gen. Sarnoff was asked to comment on the development of color television. He said he had predicted two years ago that the inauguration of color television service was five years away, which would make it three years from now.

"If I were making a prediction today," he said, "I would say it would be more than three years before we had color television service." Engineers, he explained, still were not sure of the characteristics of radio waves in the ultra high frequencies where color transmission was destined to reside.

Stockholders were given demonstrations of RCA Victor's new 45-rpm records and record players, late model television sets and its new theatre-size television system.

Four directors of RCA whose terms had expired were re-elected to the board. They were John T. Cahill, Gano Dunn, Edward F. McGrady and Edward J. Nally.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

GARDNER AGAIN

To Handle Service Accounts

FOR the second consecutive year, Gardner Advertising Co., St. Louis, has been awarded the advertising contract for recruiting and personnel procurement for the U. S. Army and Air Force branches. The two services made the joint announcement last Wednesday.

Gardner was one of four agencies which made presentations to a board designated by the two department secretaries. Others were Ruthrauff & Ryan, N. W. Ayer & Son and The Caples Co. [BROADCASTING, May 2]. Contract covers the fiscal year 1949-1950.

The two services said the amount is contingent on Congressional action on the 1950 budget, still pending, and whether Coast Guard and Navy budgets will be incorporated. The overall media appropriation is placed at roughly $2,300,000 with about $1,800,000 set aside for the national campaign, it is estimated. Total for 1948-49 is about $5 million, with about four-fifths allotted nationally. Radio is expected to get a fair share of all appropriations.

WBT PROMOTIONS

For Tredwell, Jorgenson



Mr. Jorgenson



Mr. Tredwell

PROMOTIONS for two WBT Charlotte staffers were announced by Charles Crutchfield, general manager of the station, last week.

Ken Tredwell, assistant program director, has been named WBT WBT-FM program director, and Wally Jorgenson of the sales department has been promoted to local sales manager. He will report to Keith Byerly, general sales manager. John McCann Jr. has been assigned to the sales department to work with Mr. Jorgenson.

Mr. Tredwell joined WBT in the spring of 1947 as production manager and was made assistant program director Jan. 1, 1948. Mr. Jorgenson has been with the sales department since June 1948.

Puerto Rican Ad Assn.

SAN JUAN, P.R., office of McCann-Erickson, under direction of Sherwin Helms, has instigated the formation of a Puerto Rican advertising association. Entitled "Asociacion Publicitaria de Puerto Rico," it is composed of agencies and commercial firm representatives on the island. Alberto Pillado, assistant manager of McCann's San Juan branch, was elected president at the first meeting.

Management

JOSEPH A. JENKINS has been appointed manager of WNBK (TV) Cleveland. He succeeds **CHARLES C. BEVIS Jr.**, who has been appointed director of NBC owned and operated TV stations, with headquarters in New York [BROADCASTING, May 2].

R. MAIN MORRIS, commercial manager of KLZ Denver, has been promoted to assistant manager. He will continue to serve as commercial manager. Mr. Morris joined KLZ's sales staff in 1942, and was named commercial manager in 1947.



Mr. Morris

A. E. MICKEL has joined WHHT Durham, N. C., as general manager. Mr. Mickel has been active in broadcasting since 1924.

WILLIAM J. HALL has been appointed station manager of WKRT AM and FM Cortland, N. Y. He has been with station since its inception in 1947, serving as program director and as assistant manager since August 1948.

MYRON COY has been appointed assistant manager and sales manager of WBYS AM and FM Canton, Ohio. **KENNETH SCHLEIFER** has been appointed program director.

E. J. (Mike) HUBER has been promoted from commercial to general manager of KTRI Sioux City, Iowa. He succeeds **DIETRICK DIRKE**, who has sold his interest in station. Mr. Huber has worked as general manager of WGIL Galesburg, Ill.; partner in Schoenfeld, Huber & Green Agency, Chicago, and advertising and sales promotion manager of ABC. He was assistant advertising manager of Kellogg Co.

ALPHONSE OUIMET, assistant chief engineer of Canadian Broadcasting Corp., has been appointed coordinator of television for CBC.

LOREN B. STONE, general manager of KIRO Seattle, has been appointed to Washington State Adv. Advisory Committee by Gov. Arthur B. Langlie.

New Lewis Sponsors

WITH signing of 32 additional sponsors in the past three weeks for the Fulton Lewis, jr. cooperative program (MBS, Mon.-Fri., 7-7:15 p.m.), the Washington commentator's advertisers now total 750 on the 306 Mutual stations carrying the program. The number is said to be the highest for any cooperatively sponsored show on any network, and the program, which started in 1937, is reported to be the first of its type to have been introduced on a network basis.

THE PULSE Inc. has announced that its Chicago television sample will be increased to 150 television homes for each day studied. Increase in Chicago from the present 100-home sample to 150 is effective with May report.

Yes KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*



*ASK ANY JOHN BLAIR MAN TO PROVE IT

First!
• ON THE DIAL
• IN LISTENING
• IN NETWORK
WSJS
LEADS
DAY AND NIGHT
IN
NORTH CAROLINA'S
RICH TRI-CITY
MARKET
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
WRITE FOR OUR BMB FOLDER
WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS
NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, March 31..... 285
Number of network commercials starting during April..... 5
Number of network commercials ending during April..... 12
Number of commercials on the four nationwide networks, April 30..... 278

April Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
P. Lorillard Co.	Stop the Music	ABC	Sun. 8-8:15 p.m.	Lennen & Mitchell Inc.
International Harvester Co.	Harvest of Stars	NBC	Sun. 5:30-6 p.m.	McCann-Erickson Inc.
Albers Milling	Elmo Peterson	NBC	Wed.-Thurs.-Fri. 5:45-6 p.m. (PST)	Erwin Wasey
Red Cross Brand Foods	Take A Break	MBS	Sat. 10:45-11 a.m.	Brooks & Co.
U.S. Tobacco Co.	Man Next Door	MBS	Sat. 8:30-9 p.m.	Kudner Agency

April Cancellations

Dr. Posner's Scientific Shoes for Children	Big 'n' Little Club	ABC	Sat. 12:30-1 p.m.	Hirshon-Garfield
Wm. H. Wise & Co.	Get More Out of Life	ABC	Mon.-Wed.-Fri. 10:45-11 a.m.	Thwing & Altman Inc.
Mars, Inc	Dr. I. Q., Jr.	NBC	Sat. 5:30-6 p.m.	Grant Adv.
Standard Brands	One Man's Family	NBC	Sun. 3:30-4 p.m.	J. Walter Thompson Co.
Swift & Co.	Meet the Meeks	NBC	Sat. 11-11:30 a.m.	J. Walter Thompson
Amer. Bird Products	American Radio Warblers	MBS	Sun. 1:30 1:45 p.m.	Weston-Barnett
Piedmont Shirt Co.	William Shirer	MBS	Sun. 1-1:15 p.m.	Wm. Weintraub
Shotwell Mfg. Co.	True or False	MBS	Sat. 5:30-6 p.m.	Wade Advertising
Standard Oil Co. of New Jersey	N. Y. Philharmonic	CBS	Sun. 3-4:30 p.m.	Marschalk & Pratt
Wm. A. Wise Co.	How to Get More Out of Life	CBS	Sun. 11:05-11:15 a.m.	Thwing & Altman
Wm. A. Wise Co.	How to Get More Out of Life	CBS	Sat. 2-2:15 p.m.	Thwing & Altman
Wm. A. Wise Co.	Handy Man	CBS	Sat. 2:15-2:30 p.m.	Thwing & Altman

April One-Timers

Hudson Motor Co.	Anniversary Program	MBS	April 18, 3-3:30 p.m.	BSF&D

ENGINEERS
To Hold Ga. Meet May 23

A THREE-DAY Broadcast Engineers Conference will be held under joint sponsorship of the Georgia Assn. of Broadcasters, the Atlanta section of Institute of Radio Engineers and the Georgia Institute of Technology beginning May 23 in Atlanta.

Purpose of the conference, scheduled for the Biltmore Hotel, is to present new technical developments and information in radio broadcasting, according to Ben Akerman, chief engineer at WGST Atlanta, general chairman. Manufacturers are expected to display equipment of interest to broadcasters during the meet.

Program will consist of about 20 technical papers, to include the following topics: studio design; AM-FM-TV test equipment; economics of transmitter, television and FM coverage; microwave relays; recording and playbacks, and new tube and components developments. R. L. Holbrook, assistant chief engineer of WSB (AM-FM-TV) Atlanta, who is in charge of arrangements, and Henry I. Metz, president of IRE's Georgia chapter, are other committee chairman.

March Tube Output

SALES of radio receiving tubes in March by Radio Mfrs. Assn. member manufacturers totaled 14,505,349 compared to 12,643,788 in February and 18,208,842 in March a year ago. March sales for new sets totaled 9,847,090, with 3,420,843 replacements, 1,143,855 exports and 93,561 for government agencies. First quarter sales in 1949 totaled 40,658,043 compared to 51,311,230 a year ago.

Bolt Strikes WEAM

WEAM Arlington, Va. was silenced for one hour last Monday night when lightning struck directional equipment at Minor Hill, East Falls Church, Va. The voltage surge from the power line burned out a transmitter control relay, according to Howard Stanley, general manager.

COY
Stresses Listeners' Role

THE PUBLIC must look to broadcasters rather than to federal regulation for its standard of radio service and the preservation of frequencies as a "cherished" national resource, FCC Chairman Wayne Coy told a CBS radio audience May 1. He spoke from WTOP Washington studios during intermission in the New York Philharmonic Symphony Orchestra broadcast.

Pointing out that "people spend more time listening to radio than doing anything else except sleeping and working," the FCC chairman noted their preferences for a variety of radio programs, and said all are "entitled to expect that radio will fill their needs . . ." Specifically he mentioned quiz shows, great music and comedy programs.

Broadcasters "hold in trust your interest in radio frequencies," he told listeners. ". . . They know that they must meet the needs of America. They know that the needs of America are dynamic. And the support given American radio by the people is assurance that by and large they have met those needs."

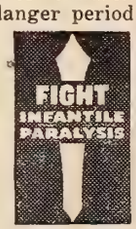
Chairman Coy concluded that if radio stations are not the "voice" of America, their State and their community, "they have not fulfilled their promise to serve the public interest. They must serve you. They do."

He paid tribute to CBS for its 19-year schedule of Philharmonic broadcasts and to Standard Oil (of N. J.), sponsor, for "high standards in its commercial announcements."

Advertisement

FIVE POLIO PRECAUTIONS ARE LISTED FOR PARENTS

Warning that the 1949 polio season is "just around the corner," the National Foundation for Infantile Paralysis today issued a list of precautionary measures to be observed by those in charge of children during the epidemic danger period which usually runs from May through October, reaching its peak during the hot, mid-summer months. The five easy-to-follow health rules for children are:



1. Avoid crowds and places where close contact with other persons is likely.

2. Avoid over-fatigue caused by too active play or exercise, or irregular hours.

3. Avoid swimming in polluted water. Use only beaches or public pools declared safe by local health authorities.

4. Avoid sudden chilling. Remove wet shoes and clothing at once and keep extra blankets and heavier clothing handy for sudden weather changes.

5. Observe the golden rule of personal cleanliness. Keep food tightly covered and safe from flies or other insects. Garbage should be tightly covered and, if other disposal facilities are lacking, it should be buried or burned.

The National Foundation also listed the following symptoms of infantile paralysis: headache, nausea or upset stomach, muscle soreness or stiffness, and unexplained fever. Should polio strike in your family, call a doctor immediately. Early diagnosis and prompt treatment by qualified medical personnel often prevent serious crippling, the National Foundation pointed out.

The organization emphasized that fear and anxiety should be held to a minimum. A calm, confident attitude is conducive to health and recovery. Parents, it said, should remember that of all those stricken, 50 per cent or more recover completely, while another 25 per cent are left with only slight after effects.

If polio is actually diagnosed, contact the chapter of the National Foundation for Infantile Paralysis serving your community. The chapter will pay that part of the cost of care and treatment which patient or family cannot meet.

CUT OUT AND KEEP FOR REFERENCE

Programs

INTERESTING facts behind rise of new political personalities on national scene are being brought to *Sunoco 3-Star Extra* (NBC 6:45 p.m.) listeners by National Affairs Editor Ned Brooks in special once-a-week series. In addition to his regular nightly commentaries, Mr. Brooks each week makes a flying visit to a governor who is making a name for himself on the political scene. After chatting with the governor, Mr. Brooks gives a detailed analysis of what makes a political "comer" stand out in his field.

'Junior Hucksters'

NEW Monday feature on WLWD (TV) Dayton, Ohio, is *Junior Hucksters* program. Series offers business and economics students of Dayton-area colleges chance to sell merchandise on television and earn actual commissions. Scholarship offered by Home Store, sponsors of show, will go as grand award to student whose sales total is highest at end of program series. Four students are featured on each program, each being allowed three minute talk and demonstration on one article. All articles are of comparable cost.

Theatre Time

HALF-HOUR *On Stage* is being aired on WXRT (FM) Chicago in cooperation with *Chicago Stagebill*, theatrical program. Music and songs from legitimate productions, along with comment on plays and actors, comprise format. Narrator scans both current attractions in Chicago and coming events. *On Stage* is aired Saturdays, 6:30 to 7 p.m. CST.

American Folk Music

PROGRAM of old American folk songs and ballads is being aired by KMBC-KFRM Kansas City, Mo. Hiram Higsby sings songs, and in addition tells story and background of each of his selections. A recent request for a song, the tune which he knew, but not the words, netted Mr. Higsby several hundred copies of old song books and sheet music, including a book dating back to Civil War period.

'Teaching by Television'

WBAL-TV Baltimore April 23 inaugurated series of six experimental *Teaching by Television* programs to determine feasibility of television as part of general study courses of a city's school system. For six Fridays science students at Baltimore Polytechnic Institute will watch television experiments on electricity during their regular science class. Eugene B. Link and Dr. Phillip F. Gottling, members of Poly faculty, will demonstrate from WBAL-TV's studios from 2:05-2:30 p.m. Following their teaching, other instructors in classroom will elaborate on video lesson. Idea was conceived by Dr. David E. Weglein, public service counselor for WBAL and WBAL-TV, and has received support of Board of Superintendents of Baltimore schools.

'Know Your Schools'

LISTENERS' questions on any phase of public school operations are answered in new WTMJ Milwaukee public service feature, *Know Your Schools*. The *Milwaukee Journal* station, cooperating with the Milwaukee Public Schools, presents a group of panelists weekly (Mondays, 9:30 to 10 p.m.). Dr. William Lamers, assistant superintendent of schools, moderates. Members of panel include supervisors, principals and teachers, who are changed each week.

'Stories to Remember'

THIRTEEN *Stories to Remember* of tolerance and racial understanding are being presented as weekly public service on KFMV (FM) Los Angeles. Part of the "Lest We Forget" series produced by Institute for Democratic Education, the half-hour transcribed programs are being presented in cooperation with the Jewish Labor Committee and B'nai B'rith Anti-Defamation League. Included in the series are "The Outcasts" by B. J. Chute; "Rosika the Rose" by Claudia Cranston; "My Little Boy" by Carl Ewald.

Electrical Living

SPONSORSHIP of half-hour weekly cooking and home appliance demonstration program has been started on KDYL-TV Salt Lake City, by Utah Power & Light Co., making use of complete kitchen installed in KDYL's Television Playhouse. Using theme, "Better Living Electrically," Utah Power's home service director, Evelyn Hansen, presides over kitchen each Wednesday from 3-3:30 p.m., demonstrating proper use of electrical equipment in the home.

Indianapolis Classic

WFBM-TV Indianapolis, Ind., will telecast entire running of 500-mile Speedway Classic in that city May 30. Telecast will last five hours. Cameras will be placed in Paddock stands and atop grandstand on southwest turn. Fred Mullen and Gene Starbecker, who recently joined WFBM-TV as producer-directors, will supervise the telecast. WIBC Indianapolis will feed AM broadcast of race to MBS. Telecast was arranged through cooperation of MBS, WIBC and Indianapolis Motor Speedway.

Welcome Teensters

DOORS are open and it's time to dance at WPGH Pittsburgh's *Teen Canteen* of the air. *Teen Canteen* is aired daily, 4-4:30 p.m., from auditorium of local YMCA under sponsorship of Zeuger Milk Co., which installed a milk and soft drink bar for youngsters. Dancing is featured from 3:30 to 5 p.m., and program plan includes weekly talent shows. Bettelou Purvis conducts the show.

International Airport

A NEW drama series, *International Airport*, began over Philadelphia's WIP-MBS on April 27. Produced and directed by Hi Brown, programs feature an all-star cast of nationally known radio actors portraying fictional statesmen, captains of industry, movie stars and just plain people arriving at and departing from the "airport."

'Meet Your Match'

TOM MOORE, emcee of ABC's *Ladies Be Seated*, inaugurated *Meet Your Match*, audience participation quiz show, on WGN Chicago and the Mutual network 9:30 to 10 p.m. CDST. Show, to originate weekly in Chicago, awards $1,500 in merchandise prizes to contestants and $5,000 in merchandise to person answering the "super brain twister" question. MBS will carry it 8 to 8:30 p.m. CDST.

'Triple Crown'

RACING's "Triple Crown"—the Kentucky Derby on May 7, Preakness on May 14 and Belmont Stakes on June 11—will be telecast in Washington by WOIC (TV). Derby was presented by film May 8, due to fact that cable connections have not been established to Kentucky. Other races will be telecast live. Gillette Safety Razor Co. is sponsoring all events.

'Baseball Scoreboard'

NEWEST show on WXYZ-TV Detroit is *Baseball Scoreboard*. Program features WXYZ's sports director, Don Wattrick, in resume of day's ball games. Sixteen different scoreboards are used, one for each game of day. Boards are superimposed during program to break monotony of "face-on" show. Cartoons of an umpire holding an umbrella are used whenever a game is rained out. News that a night game score is not complete is signaled by same umpire equipped with a lantern. John Pival produces and Pete Strand directs show. Program is sponsored, seven days weekly, by Ford Dealers of Detroit, through J. Walter Thompson Co., Detroit.

'Hoover Report'

WPAT Paterson, N. J., with permission of CBS, has transcribed network's series of discussions of the "Hoover Report." Series was rebroadcast May 2-7 from 7:30-7:45 p.m.





Commercial

GEORGE HARTFORD has been appointed director of sales of WTOP AM and FM Washington. He has been acting director of sales since January, and has been associated in sales capacities with Bethesda (Md.) *Record*, *Washington* (D. C.) *Post*, and WINX Washington.

JOSEPH RUGGIERO, former sales manager of **Forjoe & Co.**, national representative firm, Eastern Div., has been appointed Eastern general manager. **JAMES R. CONNOR**, former sales manager of Chicago-Midwest Div., has been appointed general manager of that division.

THOMAS L. RILEY has been promoted to commercial manager of WKRT Cortland, N. Y. He joined station as account executive this year.

DUDLEY TICHENOR resigns as general and commercial manager of WNAO Raleigh, N. C., effective about June 1, to join national spot staff of WWL New Orleans.



Mr. Tichenor

JOSEPH W. STRAUSS, former salesman with Cyma-Tavannes, New York and Switzerland watch maker, has joined sales department of WHLI and WHLI-FM Hempstead, L. I., as account executive.

Mrs. Edna Cathcart
J. M. Mathes, Inc.
New York City

Dear Edny:

You city folks oughta come down an' see how ole WCHS does thin's in a big way! We're doublin' on everthin' down here! Fer one thin' when yuh uses WCHS y'reaches double th' number o' listners! Fer 'nother, we're doublin' our efforts ter please th' folks wot uses us! An' then we're doublin' our sports coverage by addin' 'nother fifteen minutes of sports at 11:15 at night since th' baseball season has got goin'! On top o' all o' that, our sports man, Ernie Saunders, has done gone an' had twins! Yessir, at WCHS we does thin's in a big way!

Yrs.
Algy



WCHS

Charleston, W. Va.

CKBL Matane, Que., has appointed **Joseph A. Hardy & Co.**, Toronto and Montreal, as exclusive representative.

ROY J. SPRINGER has been appointed commercial manager of WDVA Danville, Va. He has been with station's sales department for past several months, and was formerly with sales staff of WBBB Burlington, N. C.

NAMED BY NAB

Fox Heads AWB Committee



Miss Griffith



Miss Fox

FIRST appointments to NAB executive committees for the year were announced last week by Justin Miller, NAB president. The appointments are for the NAB Assn. of Women Broadcasters Executive Committee.

Judge Miller is working on a revision of membership for NAB executive committees, terms of all members having expired with the NAB Convention in Chicago last month.

The AWB committee's function is "to coordinate AWB plans and policies with those of the NAB," Judge Miller wrote in his letter of appointment. AWB became a full-fledged NAB department in April when the revised AWB constitution was adopted by the NAB board. This constitution had been adopted by overwhelming vote of the AWB membership. It provides that the NAB director of women's activities, Pat Griffith, serve as executive secretary.

Meeting of the new AWB committee will probably be called in the near future.

Named chairman of the committee was Katherine Fox, WLW Cincinnati. Other committee members are Marjorie Christopher, WQAM Miami; Martha Gaston, KFOX Long Beach, Calif.; Anne Hayes, KOMO Kansas City; Elinor Lee, WTOP Washington; Kaye Witmer, WKBO Harrisburg, Pa.; Sally Work, WBEN Buffalo.

Network advisers are Doris Corwith, NBC; Elinor Inman, CBS; Dorothy Kemble, MBS; Ruth Trexler, ABC.

Ex-officio members are Ruth Crane, WMAL Washington, AWB past president, and Linnea Nelson, chief timebuyer of J. Walter Thompson Co., New York, representing AWB associate members.

BOB MORGAN of WMBO Auburn, N. Y., was disc jockey award winner among more than 100 entries with his statement on "Why I Like to Spin Dennis Day's RCA Victor Recording 'Clancy Lowered the Boom'," an NBC program contest.

PROGRAM TYPES FOR BANKS

ABA Booklet Suggests Entertainment Shows

IN A BOOKLET, *Your Bank's Advertising*, distributed last week by the American Banking Assn., banks were advised to make full use of radio.

ABA suggests that banks employ local newscasts, variety programs featuring request musical numbers, or chatter programs in which poems and letters from local listeners are read.

ABA has prepared for sale to individual banks and local associations more than 50 transcriptions in two series for use on local stations. Prices range from $150 for one bank in a city under 20,000 population to $485 for four or more banks in a city of 60,000 population and over.

In a discussion of the principles of effective radio use by banks, the booklet declares that lack of continuity is the major criticism of bank advertising. The medium, ABA says, should be givein a fair time trial.

ABA advises against "lectures" and "education" in bank presentations, and tells banks to aim for entertainment, with programs prepared from a listener's point of view rather than from the bank's viewpoint. Radio experts should be consulted, the booklet warns. It also suggests short commercials, and messages that do not "talk down" to audiences.

A paragraph is also devoted to the popularity of spot announcements and the use of cooperative programs.

Banks are comparative newcomers to radio, ABA points out. In a survey the association made two years ago, it was disclosed that in ten years (1937-1947) the number of banks on the air had grown from 145 to more than 2,000.

PULSE SURVEYS

Away-From-Home Listening

SPECIAL survey conducted for WNEW New York by The Pulse Inc. has indicated a large listenership by people away from home. In response to the question, "Did you listen to the radio any place out of your home either today or last night after 7 p.m.?" 28.7% of those interviewed said yes.

Places where the away-from-home audience did its listening were: Automobiles, 38.7%; while visiting, 32.1%; at work, 26.5%; bars and restaurants, 9.8%; retail and service establishments, 7.3%; clubs and schools, 1.4%, and outdoors (portable radios) 1%. Claire Himmel, WNEW research director, said that away-from-home listening would increase with the approach of summer.

Information Sources

OVER 400 sources of information on radio and television are listed in a bibliography just issued by the Federal Security Agency's Office of Education. Radio and television guide was prepared by Gertrude Broderick, radio education specialist, under direction of Franklin Dunham, chief, Educational Uses of Radio. Bibliography gives summaries of published information on careers in radio, broadcasting techniques, script writing and radio education. Copies are available at 15¢ each from Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

SIX-PAGE article in the May 10 issue of *Look* Magazine concerns "Don McNeill, King of Corn." Written by Ben Wickersham, article covers all phases of format of ABC's *Breakfast Club*, which Mr. McNeill emcees.

APPLIANCE SALES

WOR Continues Promotion

WOR New York has decided to continue its promotion of household appliance sales into May, R. C. Maddux, station's vice president in charge of sales, announced last week.

The promotion, in which editorial comment on the value of appliances is integrated into all broadcasts over which the station has editorial control, has evinced considerable distributor interest, WOR reports. The gas appliance industry, not included in the early stages of the promotion, which started in April, has been added to the project.

Loewi Quits Exchange

MORTIMER W. LOEWI, director of the DuMont Television Network, sold his seat on the New York Stock Exchange for $47,000, the highest figure of the year, it was learned last week. Mr. Loewi has been a member of the Exchange since 1917.

JOS. WEED & CO.,

350 Madison Ave., New York,

Know About the

5000 WATT TRANSMITTER

Now in Use at

CHNS

HALIFAX NOVA SCOTIA

The Maritimes

BUSIEST

Commercial Station

AD COUNCIL

Promotes Democracy, Clubs Told

WORK of the Advertising Council in using advertising techniques to promote democratic ideals has "forged a new weapon in the arsenal of democracy," A. D. (Jess) Willard Jr., NAB executive vice president, told a joint luncheon May 4 of the Chicago Radio Management Club and Federated Advertising Club.

Mr. Willard was introduced by William A. McGuineas, commercial manager of WGN Chicago and president of the Radio Management Club. He also presented persons at the speakers table—James Stirton, general manager of ABC's Central Division and president of the Chicago Television Council; Walter Schwimmer, of Schwimmer & Scott, president of radio features; Wesley Nunn, advertising manager of Standard Oil of Indiana; Walter Wade, executive vice president of Wade Advertising; William White, division vice president of Wieboldt's and president of the Federated Advertising Club; Melvin Brorby, executive vice president of Needham, Louis & Brorby; Reuben Richmond, advertising manager of Goldblatt's, and Mrs. L. S. Schwartz, Chicago representative of Advertising Council.

A tape recording of Mr. Willard's address was broadcast on WGN Wednesday night.

The formula for meeting the problems of democracy was found during the war, Mr. Willard said, when it was discovered that advertising techniques could give people the will to work, fight and win. It had become apparent that news broadcasts, commentators, news columns, editorials and magazines, and propaganda weren't enough, he said.

"Only the profession of advertising had learned to repeatedly hammer messages home and still hold audience and interest," he continued. "Only the profession of advertising had learned the techniques of appealing to the conscious and the subconscious over and over and over again—from every imaginable psychological approach."

Today, he warned, "there is ample and increasing evidence of a disconcerting lack of understanding of the very function of advertising by our people." He ascribed this to lack of knowledge, to sincere but misguided motives of economic reform and to coldly calculated and carefully propagandized efforts to undermine "our individual, political and economic heritage.

The current fad in important educational and governmental circles, he said, is "to disassociate all advertising matter from the public interest concept. He cited a bill in Congress designed to increase postal revenues from second-class mailings. This bill, he explained, "would withhold that privilege entirely from publications which exceed stipulated requirements concerning advertising content."

Another bill, he continued, would prevent business from using penny postcards for advertising purposes. And the FCC "Blue Book" sought to determine the public interest status of radio stations by the percentages of sustaining versus commercial program content, he recalled.

Mr. Willard told of a proposal of the Joint Army-Navy Audit Coordination Committee to disallow most advertising expense as a cost item in cost-plus contracts with the government. This was modified only after urgent appeal by media, he continued.

"It is almost beyond belief that a responsible group of Army, Navy and Air Force officers and their civilian advisers would need to be educated to the value of advertising, the spark plug of our American economic system," he said. "They simply forget that the great mass production industrial machine upon which they rely in time of war exists only because mass distribution, created by mass advertising, builds it in time of peace.

"They forget that the great mass media—radio, newspapers, magazines—upon which they depend to stimulate and activate the people to the supreme war effort, would shrivel up and die without advertising support; leaving only the grim alternative of a government subsidized radio and press—an alternative completely abhorrent to the American people in war or peace."

Mr. Willard added that the American economic system is the "only real barrier to Marxist domination in all the world."

Mass. Peabody Awards

CITATIONS for meritorious public service will be awarded to nine Massachusetts stations May 18 by the Massachusetts Committee, George Foster Peabody Awards for Radio, the committee announced last week. Presentations will be made at the committee's annual award dinner at the Hotel Statler, Boston. Citations are for outstanding locally originated broadcasts in the fields of drama, news, music, education, international relations and children's programs.

News

BRYSON RASH, director of special events for WMAL-ABC Washington; **HAZEL KENYON MARKEL**, program director of WTOP Washington, and **CARTER BARRON**, Eastern Div. manager of Loew's Theatres, were named to take charge of arrangements and entertainment for Washington's "I AM an American Day," May 15.

ROBERT HECKERT, noted writer, lecturer and news commentator, is presenting his new program, *Robert Heckert's Commentary*, on WFLN (FM) Philadelphia, Mon., Wed., and Fri.

DICK JOY, co-owner of KCMJ Palm Springs, Calif., has started as newscaster for six daily quarter-hour newscasts on CBS Northwest and Arizona stations.

BOB CASEY, WKRC Cincinnati morning news editor, has been named manager of Cincinnati Symphony Orchestra.

WALT HAGEN Jr., son of the famous professional golfer and amateur champion in his own right, is featured in Sunday evening sports show on WRNL Richmond, Va.

GEORGE A. GAGAN, managing editor of Lowell, Mass., *Sunday Telegram* and author of column "The Observer" in that paper, is airing his own news show, *Top O' The Morning*, on WLAW Lawrence, Mass.

ERNIE SAUNDERS, WCHS Charleston, W. Va., sportscaster, is the father of twin girls, Carolyn Lou and Marilyn Sue.

HAL NEWHOUSER, pitcher for Detroit Tigers, has been signed for weekly television show on WJBK-TV Detroit.

RESULTS COUNT



Twenty-seven years of solid growth in AM broadcasting is pretty good evidence that KDYL knows how to make those cash registers ring up sales for its advertisers.

Now—beginning its *second year* in telecasting, KDYL-TV has amply demonstrated the showmanship and leadership that gets phenomenal results for users of this newest medium.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative:
John Blair & Co.

for NETWORK CALIBRE PROGRAMS



. . . at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.

FOR RESULTS

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.



It's 630 in Savannah WSAV 630 kc. 5,000 watts Full Time

Represented by Hollingbery

ACTIONS OF THE FCC

APRIL 29 TO MAY 5

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

April 29 Decisions . . .

BY COMMISSION EN BANC

Extension of License

WKTY LaCrosse, Wis.—Granted temporary extension of license to Sept. 1, pending receipt of requested information.

KVI Seattle, Wash.—Same.

WMCA New York.—Same.

License Renewal

KSFO San Francisco, Calif.—Granted renewal of license for regular period.

WMAL Washington, D. C.—Granted renewal of license for the period ending May 1, 1952.

WPIC Sharon, Pa.—Same.

Extension of License

W9XEK Louisville, Ky. — Granted temporary extension developmental broadcast station license to Sept. 1, pending further study of showings made by licensee of developmental operations.

W1XHR Cambridge, Mass.— Same.

W2XSP New York. — Same.

WMT Cedar Rapids, Iowa—Granted temporary extension of license to Sept. 1, pending receipt of requested information.

License Renewal

Granted renewal of licenses for period ending May 1, 1952: KLAC Los Angeles; KLZ Denver, Col.; WIAC San Juan, P. R.; WOOF Dothan, Ala.; WNAX and Aux. Yankton, S. D.; WTMJ Milwaukee, Wis.; WSYR and Aux. Syracuse, N. Y.; KECA and Aux.; Los Angeles; KFQD and Aux. Anchorage, Alaska; KGFX Pierre, S. D.; KLEE Houston, Tex.; KOH Reno, Nev.; KTSA San Antonio; WGTM Wilson, N. C.; WKAQ and Aux. San Juan, P. R.; WSAV and Aux. Savannah, Ga.; WSJS Winston-Salem, N. C.; WVLK Versailles, Ky.; WCAX Burlington, Vt.

Extension of License

WJBW New Orleans, La.—Upon petition granted extension temporary license for period of 30 days.

License Renewal

WMC Memphis, Tenn.—Granted renewal of license for regular period.

WREC Memphis, Tenn.—Granted renewal of license for regular period.

Extension of Licenses

Licenses of following stations were extended on temporary basis to Sept. 1, 1949: KNGS Hanford, Calif.; KFAR Fairbanks, Alaska; KENI Anchorage Alaska; KCSJ Pueblo, Col.; WIRC Hickory, N. C.; KFRC San Francisco; KVMA Magnolia, Ark.; WVNJ Newark, N. J.; KXXX Colby, Kan.; WCHS Charleston, W. Va.; WPDQ Jacksonville, Fla.; WROL and Aux. Knoxville, Tenn.; WQQW Washington, D. C.

License Renewal

Granted renewal of following developmental broadcast station licenses to May 1, 1950: W9XLZ Quincy, Ill.; W1OXF and W1OXR area New York City.

Extension of License

Granted temporary extensions of licenses of Westinghouse Radio Stations Inc. developmental broadcast stations W1OXWA, W1OXWB, W1OXWC, W1OXWD, W1OXWE and General Electric Co. developmental broadcast station W2XSO, to Sept. 1, 1949, pending study as to question of applicants' qualifications in light of decision of United States District Court of New Jersey, filed Jan. 19, 1949, in United States of America v. General Electric Co. et al., Civil Action No. 1364.

Petition Denied

KYOR San Diego, Calif. — Denied petition to waive publication requirements of sec. 1.321 with respect to assignment of license and permit of KYOR to San Diego Bcstg Co. [assignee], accepted present publication which applicants have instituted as requested by supplemental petition filed March 21, and determined that the 60-day period specified in sec. 1.321 will, therefore, be deemed to have started running as of March 19, the first date of publication.

Hearing Designated

WOBS Jacksonville, Fla.—Designated for hearing application for mod. CP to change hours of operation from D to unl., install DA for day and night use, specify studio location and extension of commencement and completion dates.

Extension of SSA

KFAR Fairbanks, Alaska—Granted extension of SSA to Sept. 1, 1949 to operate on 660 kc with 10 kw, unlimited time.

Hearing Designated

WEXT Milwaukee, Wis.—Designated for hearing application for change in facilities from 1430 kc 1 kw D to 910 kc 1 kw unl. DA in consolidated proceeding with application Metropolitan Bcstg. Co. of Milwaukee, Whitefish Bay, Wis. and Rock River Valley Bcstg. Co., Watertown, Wis. made WSUI Iowa City, Iowa, WLS Chicago, and WENR Chicago, parties to proceeding; amended previous order of designation for hearing of dockets 8202 and 8887 to include WEXT application.

Petition Denied

Bay State Bcstg. Corp. New Bedford, Mass.—Denied petition for reconsideration and grant without further hearing application for new station to operate on 1230 kc 100 w unl.

WBRE Wilkes-Barre, Pa.—Adopted memorandum opinion and order granting petition WBRE insofar as it requests clarification of issues in proceeding, denied petition insofar as it requests continuance of proceeding in Dockets 9131, 9132, 9133; ordered that issues in this proceeding heretofore specified in order of Aug. 19, 1948 are not intended to place in issue question of compliance with commission's rules and standards of good engineering practice of booster or synchronously operated amplifier trans. generally; further ordered that if, as result of this consolidated proceeding, it appears that were it not for the policy expressed in public notice Feb. 28, 1947 that applications for booster or synchronously operated amplifier trans. be held without action pending determination of certain overall questions of policy, public interest would be best served by a grant of application of WBRE, then such application shall be returned to pending file until after adoption of rules and standards relating to booster and synchronously operated amplifier trans.

Oral Argument Set

Scheduled for oral argument May 13, at 10 a.m. in Washington, D. C., matter of Amendment of Part 3 of commission's rules relating to special provisions for standard broadcast stations in Virgin Islands.

April 29 Applications . . .

ACCEPTED FOR FILING

AM—1390 kc

Camellia Bcstg. Co. Inc., Lafayette, La.—CP new AM station 1340 kc 250 w unl. AMENDED to request 1390 kc 500 w D.

Modification of CP

WHLD Niagara Falls—Mod. CP new AM station for change in frequency etc. for extension of completion date.

Transfer of Control

WWSO Springfield, Ohio—Transfer of control from Gus Sun, Phil Chakeres, Robert Shaw and Gus Sun Jr. to Bradley Kincaid, S. A. Cisler Jr. and Robert Shaw.

AM—1420 kc

Chester County Bcstg. Co., Coatesville, Pa.—CP new AM station 1420 kc 1 kw unl. AMENDED to request 1420 kc 1 kw D.

AM—740 kc

WNCA Aiken, S. C.—CP new AM station 1300 kc 1 kw D. AMENDED to request 740 kc 1 kw D.

AM—1430 kc

KSTB Breckenridge, Tex.—Mod. license to change from 1430 kc 500 w D to 1430 kc 1 kw D.

License for CP

KNAL Victoria, Tex.—License CP new AM station.

WDET-FM Detroit—License CP new FM station.

KMUW Wichita, Kan.—License CP new non commercial educational FM station.

TENDERED FOR FILING

Assignment of License

WAZF Yazoo City, Miss.—Assignment of license from B. J. Barrier Jr., H. T. Barrier and H. P. Holmes d/b as Yazoo Bcstg. Co. to WAZF Inc.

AM—960 kc

WHIT New Bern, N. C. — CP to change from 1450 kc 250 unl. to 960 kc 1 kw unl. DA-N.

SSA—1030 kc

KGA Spokane, Wash.—SSA 1030 kc 50 kw unl. DA-N for period ending not later than May 1, 1951.

AM DELETIONS

AM—1270 kc

KPSC Phoenix, Ariz. — DELETED April 29 CP new AM station 1270 kc 5 kw unl. DA-N.

AM—580 kc

KTSC Tucson, Ariz.—DELETED April 29 CP new AM station 580 kc 1 kw unl. DA-N.

AM—730 kc

WFAK Charleston, S. C.—DISMISSED April 29 CP to change from 730 kc 1 kw D to 600 kc 1 kw unl. DA-DN.

FM DELETIONS

WSYO Sylacauga, Ala. — DELETED April 27 CP new FM station for lack of prosecution.

WBKT Brockton, Mass.—Same.

WFRB Utica, N. Y.—Same.

May 3 Decisions . . .

ACTION ON MOTIONS

By Commissioner Hennock

KOA Denver, Col. and WHDH Boston, Mass.—Granted joint petition for continuance of hearing scheduled May 2, to May 25 at Washington.

Miami Bcstg. Co., Miami, Fla. — Granted petition for leave to amend TV application so as to make current the information relating to corporate organization, etc.

WABB Mobile Press Register Inc., Mobile, Ala., and Mosley Bros, Picayune, Miss.—Granted petition of Mobile Press Register to dismiss without prejudice its application, and application of Mosley Bros., was removed from the hearing docket on the Commission's own motion.

Crescent Bay Bcstg. Co., Santa Monica, Calif.—Granted petition for leave to amend application to show change in corporate structure organization, etc.

Greenwich Bcstg. Corp., Greenwich, Conn. — Granted petition for withdrawal of "Petition for elimination of issues and continuance of hearing", in re application.

WMAW Milwaukee, Wis.—Commission on its own motion continued hearing from May 16 to June 16 at Milwaukee in re license to cover CP and transfer of control of WMAW.

WENR Chicago — Granted petition of WENR for continuance of consolidated hearing presently scheduled for May 10, to July 6 at Washington.

WTPS New Orleans — Commission on own motion continued indefinitely, hearing scheduled for May 2 at Washington, pending action on petition for reconsideration and grant.

Cushing Bcstg. Co., Cushing, Okla., and Payne County Bcstrs. Cushing, Okla.—Granted joint petition to change place of hearing from Washington to Cushing, Okla.

Beacon Bcstg. Co. Inc., et al., Boston, Mass.—Commission on own motion continued indefinitely, consolidated hearing presently scheduled for May 23 at Boston, pending action on request for waiver of hearing.

Ukiah Bcstg Co., Ukiah, Calif., and Mendocino Bcstg. Co., Ukiah, Calif. — Granted [1] joint petition requesting leave to withdraw joinder in re petition to set place and date of hearing; [2] denied joint petition to set date and place for hearing to coincide with field hearings presently arranged for Calif. in June.

Rock River Valley Bcstg. Co., Watertown, Wis.—Referred to the full Commission petition for leave to amend application.

WFEC Miami, Fla.—Granted petition for continuance of hearing presently scheduled for April 28 to July 28 at Washington.

News Publishing Co., Rome, Ga. — Granted petition for continuance of hearing presently scheduled for April 27 to May 31, at Washington.

May 3 Applications . . .

ACCEPTED FOR FILING

License for CP

WSIP Paintsville, Ky.—License for CP new AM station.

AM—1300 kc

WCLA Baton Rouge, La.—CP change from 1220 kc 250 w D to 1300 kc 1 kw unl. DA-DN.

AM—1020 kc

KEYD Minneapolis—CP to change from 1440 kc 5 kw D to 1020 kc 10 kw D.

AM—910 kc

Piedmont Bcstg. Co., Greenville, S. C.—CP new AM station 890 kc 1 kw D. AMENDED to request 910 kc 1 kw unl. DA-DN.

Modification of CP

KTSA San Antonio—Mod. CP new AM station to increase power, etc. for extension of completion date.

(Continued on page 66)

SERVICE DIRECTORY

Custom-Built Equipment
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TELEVISION FACILITIES ENGINEERS
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DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
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JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
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William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

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NATHAN WILLIAMS
Allocation & Field Engineering
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A. R. Bitter
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4125 Monroe Street
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GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

WALTER F. KEAN
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

FCC Actions

(Continued from page 64)

Applications Cont.:

AM—930 kc

WSAZ Huntington, W. Va.—CP new AM station 930 kc 5 kw unl. AMENDED to request 930 kc 5 kw unl. DA-DN.

Modification of CP

KECA-FM Los Angeles — Mod. CP new FM station for extension of completion date.
WBGE-FM Atlanta, Ga.—Same.
WCAR-FM Pontiac, Mich.—Same.
WNAO-FM Raleigh, N. C.—Same.
WBIR-FM Knoxville, Tenn. — Mod. CP new FM station to change ERP to 2.84 kw. Change to Channel 227 (93.3 mc).

TV DELETION

Television Enterprises, Fort Worth, Tex.—DELETED April 28 CP for new commercial TV station.

May 4 Decisions . . .

BY THE SECRETARY

Licenses for remote pickup broadcast stations granted for period ending May 1, 1952: KA-3008, KA-3009, area, San Diego; KA-3010, KA-3011, KA-3012, KA-3013, KA-3014, KA-3015, KA-3016, KA-3017, area, Los Angeles; KA-3018, KA-3019, KA-3020, KA-3021, KA-3022, KA-3023, area, Washington, D. C.; KGA-302, Washington, D. C.; KA-3024, KA-3025, area, Washington, D. C.; KA-3087, KA-3026, KA-3027, KA-3028, KA-3029, area, San Francisco; KA-3030, area, Birmingham, Ala.; KA-3031, KA-3032, area, Salt Lake City; KA-3033, KA-3034, KA-3097, KA-3035, area, Syracuse, N. Y.; KA-3036, area, St. Petersburg, Fla.; KA-3037, KA-3038, area, Portland, Me.; KA-3039, KA-3040, KA-3041, area, Miami, Fla.; KA-3042, KA-3043, KA-3044, KA-3045, KA-3046, area, Milwaukee; KA-3047, KA-3048, KA-3049, area, Denver, Col.; KAA-398, Denver; KA-3051, KA-3052, area, Wichita Falls, Tex.; KA-3056, area, Fresno, Calif.; KA-2412, area, Bangor, Me.; KA-3059, area, Miami, Fla.; KA-3057, KA-3058, area, Memphis, Tenn.; KA-3061, area, Corvallis, Ore.; KA-3062, KA-3063, KA-3064, area, Philadelphia, Pa.; KA-3068, area, St. Louis, Mo.; KA-3069, area, Omaha; KA-3070, area, Manchester, N. H.; KA-3071, KA-3072, area, Duluth, Minn.; KA-3073, area, Phoenix, Ariz.; KA-3074, area, Columbia, S. C.; KA-3098, KA-3075, KA-3076, area, Topeka, Kan.; KA-3077, KA-3078, area, Philadelphia; KA-3079, area, Syracuse, N. Y.; KA-3082, area, Worcester, Mass.; KA-3083, KA-3084, KA-3085, KA-3086, area, Norfolk, Va.

Licenses for remote pickup broadcast stations were extended to Sept. 1: KA-3088, KA-3089, KA-3090, area Charleston, W. Va., KA-3050, area Phoenix, Ariz.; KA-3053, KA-3054, KA-3055, area San Francisco; KA-3060, area Fairbanks, Alaska; KA-3184, KA-3785, area Portland, Ore.; KA-3065, KA-3066, KA-3067, area Tacoma, Wash.; KA-3080, KA-3081, area New York.

WPRT Prestonsburg, Ky. — Granted mod. CP for approval of ant. and trans. location, specify studio location.

KTSC-FM Sun Country Bcstg. Co., Tucson, Ariz.—Granted request to vacate CG new FM station.

KPSC-FM Sun Country Bcstg. Co., Phoenix, Ariz.—Granted request to vacate CG new FM station.

KFDX-FM Wichtex Radio and Television Co., Wichita Falls, Tex.—Granted request to cancel CP and mod. thereof for new FM station.

WQUA-FM Moline Bcstg. Corp., Moline, Ill.—Granted request to delete CP for new FM station.

WHTM Rochester, N. Y.—Granted mod. CP to change ERP from vis. 2.28 kw, aur. 1.14 kw to vis. 3.81 kw, aur. 1.81 kw.

WBCA Schenectady, N. Y.—Granted mod. CP for extension of completion date to 7-20-49.

KYUM Yuma, Ariz.—Same to 10-15-49.

KLUF Galveston, Tex.—Same to 6-13-49.

WCAE-FM Pittsburgh, Pa.—Granted license new FM station; Chan. 241 [96.1 mc] 12 kw, 600 ft.

WCFM Washington, D. C.—Granted license new FM station; Chan. 258 [99.5 mc] 20 kw, 485 ft.

KA-3136 area of Detroit—Granted CP and license for new Experimental TV Relay station.

KG2XAX Harrisburg, Pa.—Granted CP new Experimental TV station.

KG2XAY Reading, Pa.—Granted CP for new Experimental TV station.

KG2XAZ area Bethlehem, Pa.—Granted CP new Experimental TV station.

WKJB Mayaguez, P. R.—Granted mod. CP to change type trans.

WWWR Russellville, Ala.—Granted mod. CP to change type trans.

Correction issued by FCC: April 29 Decisions renewal of licenses for auxiliary trans. KFQD and WKAQ was made for 30 days only, instead of for the period ending May 1, 1952.

WGWD Gadsden, Ala.—Granted mod. license to change studio location.

WHO Des Moines, Iowa—Granted CP to install new vertical ant. and mount FM ant. top of AM tower and change trans. location 400' due east of present location.

WNOE New Orleans, La.—Granted mod. CP for approval of DA and change trans. location.

WUSJ Lockport, N. Y.—Granted mod. CP for approval of ant. trans. and studio locations and change type of trans.

KCBS San Jose, Calif.—Granted mod. CP for extension of completion date to 11-24-49.

WIXME New Haven, Conn.—Granted CP for reinstatement of CP for new Experimental TV station.

KRPO San Jose, Calif.—Granted mod. CP for extension of completion date to 8-16-49 on condition that construction be completed or interim operation provided by that date.

WCPO and Queen City Bcstg. Inc., Cincinnati, Ohio and WLAP Lexington, Ky.—On commission's own motion extended time to file proposed findings to May 25.

WPOR Portland, Me. — On Commission's own motion continued the hearing scheduled for May 9, to June 6, at Washington, D. C.

WDSU-TV New Orleans, La.—Granted mod. CP for extension of completion date to 9-16-49.

WGTM-FM Wilson, N. C.—Granted mod. CP for extension of completion date to 8-15-49.

WIPR Santurce, P. R.—Granted license new AM station 940 kc 10 kw unl.

WKXY Sarasota, Fla.—Granted mod. CP to change type trans.

Following were granted mod. CP for extension of completion dates as shown: KALW San Francisco to 11-10-49; WFDR New York to 5-15-49; KROC-FM Rochester, Minn. to 8-1-49; WCNR-FM, Bloomsburg, Pa. to 8-8-49; WNLC-FM New London, Conn. to 11-18-49; KREL-FM Goose Creek, Tex. to 5-21-49.

WKJF Pittsburgh—Granted license new FM station; Chan. 229 [93.7 mc] 20 kw, 500 ft.

KTRN Wichita Falls, Tex.—Granted license new AM station; 1200 kc 5 kw-D 1 kw-N unl. DA-N.

WSAL Logansport, Ind.—Granted license new AM station 1200 kc 5 kw-D tion: 1230 kc, 250 w Unl.

KVOP Plainview, Tex.—Granted license covering installation new trans.

WCKY Cincinnati, Ohio—Granted license covering installation auxiliary trans. at location main trans.

WGBS Miami, Fla.—Granted license covering installation old main trans. at location main trans. for auxiliary purposes.

May 4 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KSOL Yuma, Ariz.—Mod. CP new AM station for extension of completion date.

WWRL Woodside, L. I.—Mod. CP new AM station to increase power etc. for extension of completion date.

License for CP

KXJX Forrest City, Ark.—License for CP new AM station.

Assignment of License

KXGI Fort Madison, Iowa—Assignment of license from Willis L. Ashby, Billy M. Barron and John F. Courrier d/b as the Hawkeye Bcstg. Co. to A. Orrie Carson.

Transfer of Control

KWCO Chickasha, Okla.—Transfer of control from Washita Valley Bcstg. Co. to C. E. Wilson, Bonnie M. Wilson, P. D. Jackson and Jessie M. Jackson.

WMRA Myrtle Beach, S. C.—Transfer of control of Myrtle Beach Bcstg. Co., licensee, from Joe C. Ivey to P. T. Watson and L. B. Hyman.

WAZF Yazoo City, Miss.—Assignment of license from B. J. Barrier Jr., H. T. Barrier and H. P. Holmes d/b as Yazoo Bcstg. Co. to WAZF Inc.

AM—1450 kc

WJMR New Orleans—CP new AM station to change from 990 kc 250 w D to 1450 kc 250 w unl.

AM—560 kc

WCPM Middlesboro, Ky.—Mod. CP new AM station to change from 560 kc 500 w D to 560 kc 500 w-D 100 w-N.

AM—1260 kc

KROX Crookston, Minn.—CP new AM station 1260 kc 1 kw-D 100 w-N AMENDED to request 1260 kc 1 kw-D 500 w-N DA-N.

AM—960 kc

WHIT New Bern, N. C.—CP new AM station to change from 1450 kc 250 w unl. to 960 kc 1 kw unl. DA-N.

AM—1240 kc

Winter Garden Bcstg. Co., Crystal City, Tex.—CP new AM station 1240 kc 250 unl. AMENDED to change name of applicant from John H. Mayberry and William T. Stubblefield d/b as Winter Garden Bcstg. Co. to John H. Mayberry tr/as Winter Garden Bcstg. Co.

Modifications of CP

KRON-FM San Francisco—Mod. CP new FM station for extension of completion date.
WGNB Chicago—Same.
WRCM New Orleans—Same.
WFNS-FM Burlington, N. C.—Same.
KVNJ-FM Fargo, N. D.—Same.
WNAM-FM Neenah, Wis.—Same.
WJUN Philadelphia—Mod. CP new FM non-commercial educational station for extension of completion date.
WEXI St. Charles, Ill.—Mod. CP new FM station to change ERP to 380 w.
WFNS-FM Burlington, N. C.—Mod.

(Continued on page 75)

GA. INSTITUTE

Davis, Crutchfield Slated

ELMER DAVIS, ABC commentator and former Office of War Information director, and Charles Crutchfield, vice president and general manager of the Jefferson Standard Broadcasting Co. (WBT Charlotte, N. C.), will be featured speakers at the fourth annual Georgia Radio Institute to be held May 12-14 at Athens, Ga.



Mr. Woodall

Institute again is being sponsored by the U. of Georgia's Henry W. Grady School of Journalism, John E. Drewry, dean. Institute chairman is Allen Woodall, WDAK Columbus, Ga.

Opening address will be given by Georgia's Gov. Herman Talmadge at a dinner sponsored by WGAU and WRFC, both Athens, Ga., and Di Gamma Kappa, honorary radio fraternity.

In addition to the addresses, the program will include discussion group sessions, luncheons and dinners, Dean Drewry said.

PERFEX CO.

Expansion Plans Announced

THE PERFEX Co., Shenandoah, Iowa, manufacturer of Perfex Super Cleaner, Plastic Starch and Shina Dish, effective early this month places its *Kitchen Club* on 18 stations. Latest additions to station list are WHO Des Moines and WDAF Kansas City, Mo. Agency is Buchanan-Thomas Adv. Co., Omaha.

Firm also announced that it has placed its own sales organization in Missouri, Kansas and Oklahoma. Addition of Arthur H. Denessen, in charge of North Missouri; Willis A. Hagel in South Missouri; Ralph Jorn in Topeka, and Claud V. Mercer in Wichita, to its sales staff also was announced.



The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

RELIGIOUS RADIO

Make It Listenable—Keating

RELIGIOUS broadcasts should be more listenable, the Catholic Broadcasters Assn. Middle Atlantic regional meeting was told by Joseph F. Keating, assistant commercial program supervisor of MBS. Meeting was held April 30 at Seton Hall College, South Orange, N. J.

He urged that the religious message be combined with showmanship.

Sessions were further highlighted by reports on the importance television will have in religious broadcasting.

James R. Rynall, director of public relations of WNJR Newark, counselled that the preaching and round-table type of religious presentation was not good radio and did not succeed as well as did the program which wrapped its serious message up in entertainment form.

Irene Petroff, television technician formerly with DuMont and RCA, said presentation of religion on television is more effective than radio—but more difficult. She stressed the importance of considering the visual elements of programming in telecasting.

Sister M. Nina of Corpus Christi High School, New York, who produced the Catholic division of *Lamp Unto My Feet* on the CBS television network, acclaimed video an "important new messenger of religion."

Among others who took part in the conference: Dr. Adolph M. Wasilifsky, professor of radio at St. Joseph's College, Philadelphia, who was chairman; A. Dorothy Arthur, Wilmington, Del., coordinator for CBS; the Rev. Terence Cummings, director of *Ave Maria Hour;* Joseph A. Murphy, acting director of Institute of Sacred Music in the Archdiocese of Newark; Raymond P. Lukshis, drama director of WSOU-FM Seton Hall College; the Rev. Anthony Ostheimer, Philadelphia, and the Rev. Dr. John. L. McNulty, president of Seton Hall.

CKMR Newcastle, N. B., new 250 w station on 1340 kc, went on the air early in April. Art Martin is manager and station is represented nationally by William Wright, Toronto.

New Business

(Continued from page 14)

PEIRCE SCHOOL of Business Administration, Philadelphia, appoints Gray & Rogers, Philadelphia, to handle advertising, publicity and public relations.

Network Accounts • • •

REXALL DRUG Co., Los Angeles, sponsoring Guy Lombardo and his orchestra as summer replacement for *Phil Harris-Alice Faye Show* on NBC, Sun., 7:30-8 p.m., effective July 3. Agency: BBDO, Los Angeles. Harris-Faye show returns this fall in same time slot.

LIGGETT & MYERS TOBACCO Co., New York, through Newell-Emmett Co., New York, renews its sponsorship of five-weekly Arthur Godfrey morning series on CBS for 52 weeks, effective May 30. Program sponsored by Chesterfield cigarettes, from 11-11:30 a.m., with Gold Seal Co. and National Biscuit Co. sponsoring quarter hours during show's first half hour, 10:30-11 a.m.

GENERAL MILLS renews 8-8:15 a.m. (CDT) portion of the *Breakfast Club* on 239 ABC stations May 30 for 52 weeks through Tatham-Laird, Chicago. Don McNeill is toastmaster of show, aired daily, 8 to 9 a.m. Firm has sponsored first segment since last August.

CANADA DRY GINGER ALE Inc., New York, extends 13-week contract with ABC-TV for Sunday 5-5:30 p.m. portion of hour-long *Super Circus* to 52 weeks. **DERBY FOODS,** Chicago, sponsors second portion on 52 week basis. Canada Dry agency, J. M. Mathes, New York. Derby agency, Needham, Louis & Brorby, Chicago.

Adpeople • • •

O. PARKER McCOMAS, executive vice president of Philip Morris & Co., New York, elected president to succeed **ALFRED E. LYON,** who becomes chairman of board.

J. R. CARRINGER, vice president and assistant to the president of Esso Standard Oil Co., retired May 1 after 45 years with firm.

NLRB ORDER

WOV To Hold Election

NATIONAL Labor Relations Board last Thursday directed that a secret ballot election be held within 30 days among radio technicians employed at WOV New York to determine whether they wish to have Radio & Television Broadcast Engineers Union, Local 1212, IBEW (AFL), as their bargaining representative. Fourteen technicians, including the control room and transmitter supervisors, are involved.

NLRB denied the American Communications Assn. (CIO) a place on the ballot on the grounds that it had not complied with registration and filing requirements. The association had sought dismissal of the broadcast engineers union petition asking that the union be designated as exclusive bargaining agent. ACA contended that the 14 employes in the proposed unit "do not constitute a homogeneous grouping of craft employes," and, further, "the history of collective bargaining . . . between the intervenor [ACA] and the employer [WOV] covering a broader unit of employes renders a separate unit of radio technicians inappropriate."

OPERATOR JOBS

Field Limited, Says USES

JOB prospects for radio operators are limited at the present time, according to an analysis of this field completed by the U. S. Employment Service. Report on the analysis is presented in the April issue of the *Labor Market,* published by the Bureau of Employment Security and affiliated State Employment Security Agencies.

"Most areas throughout the country report very little demand for radio operators and more than enough qualified applicants to fill both replacement openings and the few jobs that develop through expansion," the article states.

The broadcasting field, which now employs some 11,000 operators, is expanding and a "considerable" number of openings is expected in the near future, according to *Labor Market.* Prospect of new jobs is seen in the opening of new FM and television stations for operators especially trained in those fields.

ONE WORLD

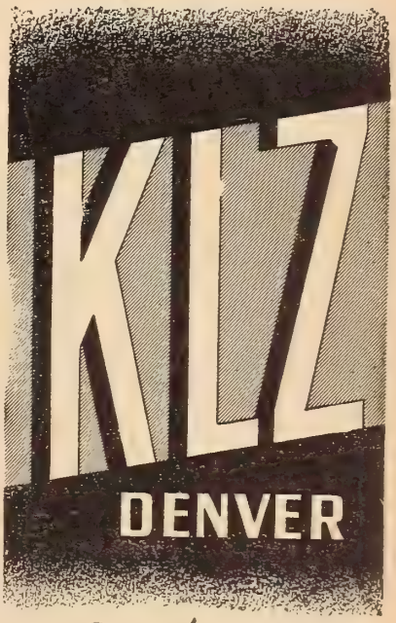
Awards To Be Presented

ONE WORLD awards for outstanding contributions to the cause of international understanding will be presented to Ira Hirschmann, president and manager of WABF-FM New York; Bartley Crum, ex-publisher of the *New York Star,* and John Huston, motion picture director and writer, at the fifth annual One World awards dinner, May 11 at New York's Plaza Hotel.

Mr. Hirschmann and Mr. Crum will receive silver trophies. Mr. Hirschmann's award is given in view of his "outstanding record of public service in community and international affairs, his leadership in cultural progress as a founder of the University From Abroad and as founder and president of the New Friends of Music and WABF-FM, and particularly his humanitarian services to the victims of Nazi persecution during the war as special envoy to the Near East, and to the displaced person of Europe as inspector general of UNRRA." The award to Mr. Crum recognizes "his outstanding record of liberalism . . . and his valiant efforts to perpetuate the American tradition of crusading journalism."

Hon. Benjamin Cohen, assistant secretary general of UN, will be dinner chairman. Awards will be presented by Prof. James H. Sheldon, chairman of the nominations committee, and writer Norman Corwin, who is a previous winner.

A PAYING PROPOSITION



Ask the Katz Agency

CBS 560 kc.

IT "PAYS"

TO BE A GOOD LISTENER

But it pays better to Buy

the "good listeners" in Memphis

who always listen to—

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager for one kilowatt station in rich market, Great Lakes region. Salary and commission open to right man. Box 839a, BROADCASTING.

Salesmen

Wanted—Salesman for midwest one kilowatt daytime station. Give details including salary. Box 838a, BROADCASTING.

Aggressive, alert sales manager. Southwestern station. Weekly draw against commission. Guarantee living income 60 days. Attractive potential. Box 990a, BROADCASTING.

Good pay for right salesman. Must be experienced. Local net affiliate in Texas city 20,000. Earnings and future virtually unlimited if you qualify. Send full details, references and photo. Box 4B, BROADCASTING.

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information, references, photo, income requirements. KSEI, Pocatello, Idaho.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

Announcers

Announcer with first class license can earn above-scale wage with aggressive newspaper-radio organization in Oregon. Real money for real ability. IBEW conditions. Bud Chandler, KFLW-ABC, Klamath Falls, Oregon.

Wanted — Capable, experienced announcer and disc jockey for 5000 watt day, 1000 watt night, ABC affiliate. Permanent position, good pay. Liner's Broadcasting Station, Inc., Radio Station KMLB, Monroe, Louisiana.

Announcer—Preferably single, strong on news. Only experienced need apply. Full information in first letter. Radio Station WEAV, Plattsburg, New York.

Wanted—Announcer-engineer with accent on announcing. Also one experienced announcer. Southeast Georgia station, pleasant working conditions. WRQN, Vidalia, Georgia. Phone 327.

Technical

Radio engineers desiring to travel. Will be installing specialized audio devices throughout the United States. Good salary plus expenses. Transportation provided. Must have 10 years technical experience, not including military training, be over 28 years of age, have automobile operator's license. Send complete references and personal photograph. Box 915a, BROADCASTING.

Engineer, experienced, capable of supervisory position, midwest station. Car necessary. Send full details and photograph. Box 996a, BROADCASTING.

Chief engineer who can do some announcing. Excellent future with progressive organization. Car needed. For further details contact Fred Wamble, KANA, Anaconda. Montana.

Wanted — Combination operator-announcer to work vacation relief May 21st to July 3rd. Contact Jack R. Wagner, Mgr., KSYC, Yreka, California.

Production-Programming, others

Experienced commercial continuity writer, male or female, for regional Michigan network station. Permanent position, opportunity for advancement to administrative duties. Send samples of work, complete background, references to Box 935a, BROADCASTING.

Help Wanted (Cont'd)

Wanted, experienced woman's commentator to do half-hour's woman's show, 50 kw station, midwest market. Send audition disc, background, references and salary. Box 987a, BROADCASTING.

Program director—production, writing, announcing experience essential. Permanent position with expanding organization in growing Texas town of 20,000. If you're low man on a 50 kw totem pole, here's a chance to broaden your radio experience, handle every type of program—to learn radio thoroughly. Send disc, sample programs, references, photo, etc. Box 5B, BROADCASTING.

Situations Wanted

Managerial

Man 47, expectionally qualified to manage radio station seeks that position with station in town not less than 30,000. Need $150 weekly plus opportunity earn considerable more through bonus plan or profit sharing arrangement. If interested please address Box 563a, BROADCASTING.

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Manager or sales manager. Will go anywhere. Opportunity wanted. Past eight years same station. Good references. Box 904a, BROADCASTING.

Desire station in red or one in tough market. Well educated, veteran, experienced all phases of radio. Box 920a, BROADCASTING.

General Manager independent station 100,000 group city past 5 years; previously salesman, seeks larger opportunity. Box 923a, BROADCASTING.

Manager, commercial manager, twenty three years background in all phases. Best references. If you want two men that can produce and know radio write now. No commission jobs. We earn our salary. Box 991a, BROADCASTING.

Expect CP in six months, can do announcing, production and selling, but need experience as manager. Young, single, east coast preferred. Box 8B, BROADCASTING.

Owners—Finding just the right man in whom you can have faith and trust, and in whom you can have confidence to delegate authority to build, develop and manage your station, is next to impossible these days. Good proven station managers just aren't available. I know! I own the largest block of stock in a top market station, (it's making money) and I've had one H--- of a time replacing myself. My reasons for this move you'll appreciate and understand. They're bonafide. As an applicant I can substantiate a highly creditable record with the best of national connections. So, — if you're looking for just the right man to manage your radio property, I'd like to talk it over. If its new construction (I've been through it); if its poor operation (I've the proven facts); or if you seek a good reliable experienced manager (I'm a married man with two children and sober habits). Now, you probably figure that the type of man you want just isn't to be found through a blind ad, and to be truthful, I've always figured that way too. However, give it a try just this once. If you've a good bonafide proposition, I can hold up my end. It should prove mutually beneficial. Address Box 11B, BROADCASTING.

Station-commercial manager. 15 years experience in all departments. Network and independent experience. Can build station into community leader thru good programs and saleable ideas. Also build or take stations out of red. Reliable and sober. Married. Prefer south. Box 26B, BROADCASTING.

Situations Wanted (Cont'd)

Long hours and hard work essential and I'm not kidding. 16 years experience includes management, program, production and announcing. Salary and commission. Box 17B, BROADCASTING.

Salesmen

Always say "no" to "no radio experience"? Miss some good men that way. Here's one: N. Y. agency man, 27, experienced handling accounts, sales, determined to work up in station through sales. Quick, energetic, likable. Better investigate. Box 995a, BROADCASTING.

Salesman-newsman, disc jockey, actor, announcer. Will go anywhere in U. S. for $60.00 per week. Box 997a, BROADCASTING.

Salesman—Background as announcer and program director. Desires connection with sound eastern station. Hard worker, family man, 30 years old. Box 2B, BROADCASTING.

Over a years radio experience. Rural sales my specialty. Can announce. East coast preferred. Box 9B, BROADCASTING.

Successful in putting present 1000 w daytime station in black desires connection in larger market. $150.00 per week plus per cent of profits. Box 12B BROADCASTING.

Announcers

Morning man. 7 years. Lively. 25. Family. 50 kw exp. Box 685a, BROADCASTING.

Announcer—2 years experience. University graduate. Presently at 5 kilowatt station. Newscasts, music shows, adlib. Can travel. Disc, information. Box 901a, BROADCASTING.

Announcer—Experienced all phases, strong play-by-play sports. Seeks AM deal with TV future. Top references, travel anywhere. Box 911a, BROADCASTING.

College student desires sportscasting position following June graduation. Three years play-by-play experience. Football, baseball, basketball. Also staff announcing experience. Disc, photo, references available. Box 936a, BROADCASTING.

Morning man, tops in field, desires major market affiliation. Can break down strongest competition. $7000.00 minimum. Box 941a, BROADCASTING.

Dependable, staff announcer, 27, married, pleasant voice with selling appeal. Tops in special events and sports. Box 964a, BROADCASTING.

Combination man now employed with Mutual affiliate desires change. Prefer midwest or west. One year experience, married. Box 973a, BROADCASTING.

Exp annc'r Box 974a, BROADCASTING.

Good announcer seeking position preferably, but not necessarily, with new station. Also would like opportunity to do sports. Box 978a, BROADCASTING.

Disc jockey, morning or night. Experienced, college, excellent reference, good staff man. East. Box 980a, BROADCASTING.

Experienced staff and feature announcer. Also writer. Flair for ad-lib. Disc shows, audience participation, sports, comics, etc. Available immediately. Transcription, photos, scripts and references upon request. Box 983a, BROADCASTING.

Disc jockey-announcer, working in metropolitan New York wants disc show—preferably all night. Box 984a, BROADCASTING.

Vacation relief announcer—two years experience. Two years graduate study speech, Columbia University, 33, single, resonant voice. Available June 1. Box 985a, BROADCASTING.

Network announcer with many years experience, now program director regional station, available immediately for job in AM or TV. University graduate, family man. What do you offer? Box 986a, BROADCASTING.

Experienced announcer—Young married veteran, presently employed, desires sports editor or staff position with a progressive organization in northeast. References. disc etc. upon request. Box 994a, BROADCASTING.

Announcer-continuity writer. Experienced, all phases announcing, writing, controls. Married, have car, will travel. Box 7B, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, veteran 23, has some experience. Will work at your station, on the job training under the GI Bill. Disc upon request. Prefer southeast and south. Box 20B, BROADCASTING.

Experienced announcer and newscaster, with eye on the future, wants position with progressive station. 2½ years experience, both independent and net affiliate. Minimum salary $65.00 per week. For further information and disc, write Box 22B, BROADCASTING.

Announcer—University graduate, radio courses, experience, specializing classical music and news. Primarily interested in station wishing to expand programming in classical music. Photograph, references, audition record on request. Box 23B. BROADCASTING.

Announcer—experienced (2 years) desires immediate employment. Disc, will go anywhere. Married and family. Box 27B, BROADCASTING.

Sportscaster—Two years experience play-by-play, staff announcing, copywriting, news, control board, remotes. Willing to work. Prefer sports. Veteran. Disc on request. Box 28B, BROADCASTING.

Ambitious, reliable announcer, experienced all phases, commercial announcing my specialty. Over 2 years' experience with network affiliate. Know production and programming. Wants permanent position in midwest. Presently employed. Box 31b, BROADCASTING.

Announcer—3 years experience. Can do fine disc show, authoritative newscast, handle board, write copy. Young, ambitious, single. Good voice, available June 1. Disc and information on request. Will travel anywhere. Box 33b, BROADCASTING.

Experienced young announcer, specialty in news, music. All-round dependable performance with voice that builds audiences. University grad, single. Wants change to position with a future. Available in three weeks. Prefers midwest but will travel. Disc et al. on request. Box 36b, BROADCASTING.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15. Atlantic 5-0516.

Announcer — Experienced, capable newscaster, disc jockey, operates console. Desires position with progressive station. All offers considered. William Hunt, 2715 Division St., Chicago, Illinois.

Combo man with 7 years experience in southwest will go immediately. Must be permanent, within 500 miles at least $1.50 an hour. Hal Leland, Box U U, Palm Springs, California.

Well educated, reliable, topnotcher, 29, seeking announcing-writing-programming opportunity in or near large town. Preferably east. Currently program director-chief announcer, musician 1000 watter. Character, working references present boss. Write me. Leonard Loftin, c/o WKNS, Kinston, N. C.

Not world's best announcer but good, dependable man looking for experience. Single. Will go anywhere. Strong on DJ. Good background. Eligible for on-the-job training. Sam McClaughry, 8521 S. Loomis, Chicago 20. Tri. 4-1459.

Technical

Experienced engineer—18 years AM-FM construction, economical maintenance. Presently employed (12 years) as chief small station. Desire warmer climate or larger station. Box 917a, BROADCASTING.

Veteran, 26, married. Desire permanent position in southern Oklahoma. 1st phone since 1942. Chief since 1946. Experienced in construction, maintenance, and operation. Combination work if necessary. Box 946a, BROADCASTING.

Engineer—1st phone, 7 years experience, 2½ years chief engineer. 31, married, conscientious. Will consider minority interest. Midwest or west preferred. Box 972a, BROADCASTING.

Engineer—RCA graduate, 1st phone, knowledge FM and TV. Box 992a, BROADCASTING.

1st phone. One year, 10 months experience with 250 watt station. Available immediately. Box 993a, BROADCASTING.

Engineer—First phone, single, veteran, have car. Southern states only. Box 998a, BROADCASTING.

Radio operator 1st phone. Ambitious, conscientious. Seeking position with AM, FM, television stations. Class A amateur ticket. Box 999a, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—20 years old, presently employed AM-FM. Desires change. Box 1B, BROADCASTING.

Experienced chief engineer wants less announcing and more engineering. Prefer midwest or southwest. Best references. Two weeks notice. Box 10B, BROADCASTING.

Engineer with first phone. Experienced. Desires position in middlewest. However will accept reasonable offer elsewhere. Box 13B, BROADCASTING.

Twenty years of radio—five present chief engineer position regional network directional plus FM. Thorough experience all phases radio. Want permanent setup with congenial operation possible management. Make offer. Write Box 14B, BROADCASTING.

Eight years experience—Installation of five transmitters, two studios, transmitter operation, trouble shooting, and preventive maintenance. Also two and a half years of 50 kw studio operation, recording, remotes, etc. Prepared for chief's job, tools and all. What am I offered. Box 24B, BROADCASTING.

Engineer-experience in AM, FM station. 3 years technical training in radio engineering. Desire position with progressive station. Single, available immediately, excellent references. Box 18B, BROADCASTING.

Holder first class telephone desires broadcasting position AM, FM. Any location considered. Box 19B, BROADCASTING.

Engineer, veteran, 26, single and reliable, with car. Two years transmitter and turntable operating experience in kilowatt directional station. Box 21B, BROADCASTING.

Experienced engineer — Installation, operation, maintenance. Now employed with good reason for desiring a change. Consider permanent position only. Prefer midwest. Box 25B, BROADCASTING.

Your man desires broadcasting work. No experience. Hard worker. Excellent references. Attend radio school 15 months. Willing to travel. No reasonable offer refused. First class radio telephone license. Box 32b, BROADCASTING.

Holder first phone, single, will travel anywhere. Need start, give beginner a chance. Felix D'Ambrosio, 439 East 121 St., N.Y.C.

Operator, first class license. 13 months radio school. Inexperienced, willing to learn. Appreciate opportunity in Indiana or S. Illinois. Charles Donaldson, 114 Dewey Ave., Washington, Indiana. Ph. 1733-J.

Holder 1st phone, single, will travel, engineering or combination engineering and announcing job wanted. Angelo P. Imbruglia, 8 Upland Road, Brookline 46, Mass.

Transmitter operator, 18 months experience in AM, station has announcing potentialities. Desires position in liberal station. 27, single, colored, veteran. Will write full particulars upon request. Good references. R. Johnson, 2604 Eddie St., Youngstown, Ohio.

Experienced engineer—eight years experience, present employment three years as chief local, desires small progressive community to make home, best references, wage open, contact Joe Kyle, 407 Cedar Street, Elizabeth City, N. C.

EE student—announcing and technical experience. Desires summer employment available June 15, engineering preferred. Single, 24, veteran, 1st phone, car. Equipment from slide-rule to soldering iron. West coast. Bob Lennard, Albany, Oregon.

Combination engineer-announcer. First phone. 14 months CBS affiliate. Experienced all types announcing. Good engineer. Immediate availability anywhere. H. E. Lundquist, General Delivery, Reno, Nevada.

Holder of 1st phone license, single, no experience, desires position at transmitter, preferably in midwest area. C. W. Peterson, 4133 42nd Ave., S., Minneapolis, Minn.

Situations Wanted (Cont'd)

Production-Programming, others

Idea team. Radio and televison. Presently employed. Woman—competent director women's programs, continuity, traffic. Man—producer-director, experienced all phases. Box 794a, BROADCASTING.

Experienced program director-announcer-newscaster. College background. Desires midwest, west. Box 906a, BROADCASTING.

My momma done tole me I should know better, but I'm interested in radio. Have more than three years experience as a continuity director and producer and have done all types of programs. All I want is a livable wage and an opportunity for advancement. Am particularly interested in the west or southern California. Make a wise investment. All it takes is a three cent stamp for details. Box 958a, BROADCASTING.

Program director, (sales, copywriter, announcer). Owns prospectus of salable presentation ideas. Desires change to station within 150 miles of N.Y.C. Top references. Resume on request. Box 3B, BROADCASTING.

Creative continuance of career sought in San Francisco—Bay area. Promotion-publicity director, 5 kw eastern net station at present. Formerly two years CBS New York. Married. College education. Knowledge production, copy, TV. Resume on request. Available in June. Box 979a, BROADCASTING.

Losing money? Experienced specialty time-sales organization available for worthwhile percentage deal. Box 981a, BROADCASTING.

Continuity director wants similar position with possibility of programming or production future. Writes solid copy campaigns. Experienced in local programming. Young, family man interested in settling permanently. Box 15B, BROADCASTING.

If you have a local station and want a combination program director, announcer, salesman and continuity writer, many years experience, please write Box 16B, BROADCASTING.

Producer-announcer, young, versatile, college, NBC trained. Excellent voice. Production thoroughness plus showmanship. Resume, disc, available. Box 30B, BROADCASTING.

Producer-announcer, five years commercial experience wants permanent position in the West. Conscientious, reliable family man, BA, MA. Top references. Box 35B, BROADCASTINC.

Television

Announcers

TV announcer, sportscaster. Skilled other TV operations. Presently employed New York, available June 1. Box 988a, BROADCASTING.

Technical

Engineer now employed FM desires break into TV. Experienced all phases studio xmitter AM-FM. Gladly take summer replacement on TV. Box 821a, BROADCASTING.

Chief engineer 250 watter, 18 years AM experience including construction two locals, one year radar field engineer desires chance enter television; consider position in AM until your television plans materialize. Box 968a, BROADCASTING.

Production-Programming, others

Television aspirant. Radio promotion, copywriting, programming experience. Presently employed. Desires change leading to similar television position. Box 976a, BROADCASTING.

For Sale

Stations

1000 watts fulltime regional in large rich Calif., coastal market at approx. cost of construction. Real opportunity for experienced ownership. Half interest or controling interest or full ownership available. Write Box 6B, BROADCASTING.

For Sale (Cont'd)

Equipment, Etc.

1—640AA WE cond. mi. with 1—RA1095 WE Cond. mi. amp. First come first served. Price, $354.95. Box 37B, BROADCASTING.

Collins 1 kilowatt transmitter, type 20-K; 2 years old; used only as auxiliary; spare tubes; $4500. WHDH, Boston.

GE model BT1A 250 watt FM transmitter with tubes and crystal used but in new condition. Will tune to your frequency and guarantee performance. Attractively priced for quick sales. Gates Radio Company, Quincy, Illinois or Warner Bldg., Washington, D. C.

Wanted to Buy

Wanted in good condition—Studio console; turntables with heads; disc recorder; recording amplifier. State price, manufacturer, model, condition. Box 975a, BROADCASTING.

Modulation monitor General Radio 731B or 1931A. Give history and price. KFEL, Denver.

Wanted—Need used combination FM and AM console. Send type and your sale price to Sedalia, Mo., Box 149.

Studio console, late model, good condition. Airmail full description, cost, KULA, Honolulu.

Employment Service

Want a better job? Register today for the job of your choice. Announcer-technicians—$325. Good announcers-salesmen (proven ability). RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Miscellaneous

Wanted: Persons wishing to invest sums as low as $1000 or more to buy part interest of radio station. Write Box 982a, BROADCASTING.

For Sale

Equipment

FOR SALE—One Gates cueing amplifier M02721 **$75.00**—one Shure microphone #556A **$40.00.** One UTC line equalizer **$90.00.** One RCA 77D microphone **$75.00.** Two cabinet mounted Jensen speakers CRT-12 **$40.00 each.** One Meltrone senior boom microphone stand **$75.00.** Two RCA 56E equalizers with hi-frequency compensators **$65.00 each.** One RCA line equalizer BE1B **$140.00** Three RCA brand new 7C24 transmitter tubes **$135.00 each.** Two RCA monitor amplifiers BA4C **$100.00 each.** One RCA limiter **$350.00.** Two RCA LC1A monitoring speakers and cabinet plus filter unit **$250.00.** Two Altec Lansing amplifiers A126A **$250.00 each.** Two Turner U9S microphones **$15.00 each.** One UTC transformer LS50 **$25.00.** Two Altec Lansing duplex systems #612 **$250.00 each.** F.O.B. Pottsville. Contact WPAM, Pottsville, Pennsylvania.

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Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

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Practical Instruction

Classes and training conducted directly in New York City radio stations.

Arrangements For Quarters

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CAMBRIDGE

School of Radio Broadcasting
220 W. 42nd St., New York, N.Y.
Phone WI. 7-0038

Situations Wanted

Production-Programming

Program Director with two years independent and Mutual experience. Announcing, news and special events background. Family man, 29 with college degree. Now located in New England but will consider all offers. All inquiries promptly answered.

BOX 977a, BROADCASTING

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

This issue of BROADCASTING hits home ... 527 copies go to homes of key radio buyers whom we estimate control over 75% of all national radio billing.

This is in addition to 4703 office copies. Press run: 15,200

Allied Arts



BRUCE EELLS & Assoc., Hollywood, has announced that seven additional stations have subscribed to its Broadcasters' Program Syndicate. Stations are: KSWO Lawton, Okla.; WIP Philadelphia; WBBW Youngstown, Ohio; KSOO Sioux Falls, S. D.; KXIT Dalhart, Tex.; WPAY Portsmouth, Ohio; CJAV Port Alberni, B. C.

LYNN L. BARNARD, formerly with BBDO, has joined Princeton Film Center, Princeton, N. J., to direct expanded television activities of center.

FRANK R. NORTON has been appointed chief engineer, Bendix Radio-Television and Broadcast Div. of Bendix Aviation Corp., Baltimore. He was formerly in charge of television and receiver development for firm.

DEMETRY I. VINOGRADOFF has retired as assistant to the director of National Bureau of Standards and head of its Office of International Relations. **FRANCIS W. DUNMORE,** pioneer in development of radio aids to marine and air navigation, has retired after 31 years of research in Bureau's radio laboratories.

GEORGE ELLSWORTH MELLON Productions Inc. has been formed in Los Angeles for production of transcribed adventure stories for children. **George Ellsworth Mellon** heads firm. Offices are at 3315 5th St. Phone is Drexel 2694. Firm's production, *The Castle Land of the Sky*, first of series of three folk stories, is now underway. Series will eventually be adapted to television.

PEGGY WOOD has established promotion and publicity offices at 1610 North Wilcox, Hollywood. Phone is Granite 2956. Miss Wood was formerly publicity director, Zeder-Talbott Inc., Hollywood, and before that assistant director of radio publicity, J. Walter Thompson Co., same city.

BOB SIEGEL, former program director of WGYN-FM New York, has joined United States Television Mfg. Corp., New York, engaging in advertising and sales promotion activities.

DOG TALES, New York, has announced production of thirteen quarter-hour shows by Tom Farley dedicated to pet care and training. Series was produced through grant from American Meat Institute. Set is distributed on an "exclusive in your city" basis and is still available in some areas. Programs are available without cost for use on sustaining basis.

DR. RALPH J. SLUTZ, formerly with Institute for Advanced Study, has joined Electronics Division of National Bureau of Standards, Washington.

Equipment

RALPH J. CORDINER, vice president and assistant to **CHARLES E. WILSON,** president of General Electric Co., Schenectady, N. Y., has been elected executive vice president and director of company.

HUGH WAINWRIGHT has been appointed sales engineer for Electronics Div. of Sylvania Electric Products Inc., New York.

ROGER M. WISE, noted electron tube expert now active in tube research and development for Philco Corp., was awarded Certificate of Merit by President Truman in recognition of his outstanding war work.

CONRAC Inc., manufacturer and distributor of electronic equipment, with offices in New York and Hollywood, has purchased the Peyton Television Co., Glendora, Calif., according to **E. Z. WALTERS,** Conrac president.

H. B. HALL has been appointed manager of Graybar Electric Co.'s Nashville, Tenn., branch.

H. A. BREWER has been appointed Northwestern District manager for Westinghouse Home Radio Div. He will headquarter in Chicago.

B. W. SAUTER, assistant superintendent of RCA Victor Factory 2 plant at Harrison, N. J., was named one of 10 recipients of an Alfred P. Sloan Fellowship for a year's advanced study at Massachusetts Institute of Technology.

SYLVANIA ELECTRIC PRODUCTS Inc., New York, has announced another 10% reduction in prices of its 12½ inch TV tubes. Another 10% cut, on 10 inch tubes, went into effect.

ANDREW Corp., Chicago, has announced the closing of its New York office at 421 7th Ave., until further notice.

REHABILITATION

Transcription Offered Free

A TRANSCRIPTION containing eight public service open-end spot announcements for local tie-in with vocational rehabilitation agencies has been produced by the Federal Security Agency's Office of Vocational Rehabilitation.

The announcements, designed to tell employers and the public why it is good business to employ handicapped men and women who have been rehabilitated, are made by Jinx Falkenburg and Tex McCrary, Bill Stern, Paul Whiteman, William L. Shirer, Drew Pearson, Al Capp, Kate Smith and Lawrence Spivak. Overall broadcast time is 60-75 seconds. Transcription is available free to all stations. It can be obtained by writing to OVR in Washington or to state divisions of OVR, usually located in the state's capital, W. Oliver Kincannon, chief of information service for OVR, announced.

Children's Radio

PROVIDING Junior gets a balanced radio diet, a little rootin' tootin' cowboy stuff won't hurt any, according to David Mackey, radio and drama instructor at the U. of Texas. "The fast action and melodrama appeal to the active imagination of the child," Mr. Mackey said. "But parents should help the child select some additional programs of a more cultural nature." The university, through the Texas School of the Air and the State Dept. of Education, produces two shows weekly for school children's listening.

CIVIL RIGHTS

Bills Affecting FCC Introduced

CIVIL rights legislation, looking toward fair employment practices in communications and other fields, and toward study of employment policies in such independent agencies as FCC and FTC, was introduced in both houses of Congress April 29.

A Commission on Civil Rights would be set up under a measure (S-1734) introduced by Sen. Hubert H. Humphrey (D-Minn.). The Commission would be empowered to conduct studies and investigations on civil rights and to investigate present organization and operation of FCC, FTC and similar offices, as well as all departments, including State. The bill was referred to Senate Judiciary Committee.

The House measure (HR-4453), authored by Rep. Adam C. Powell Jr. (D-N. Y.), would prohibit discrimination in employment. Bill would be known as the Fair Employment Practice Act, with provisions covering all interstate trade, commerce and communications. Hearings have been scheduled for Tuesday by the House Education and Labor Committee.

DuMONT REPORT

First Quarter Gain Shown

ALLEN B. DuMONT Labs in the first quarter of 1949 had net earnings almost three times those for the same period of 1948. Gross sales were two and a half times as large, Dr. Allen B. DuMont, company's president, told the annual stockholders' meeting May 2.

Net income, he reported, was $1,481,000 for the period Jan. 3-March 27, 1949, equal to 70 cents a share after preferred dividends, compared with a net of $553,000, or 27 cents a share for the like period of 1948. First quarter sales for 1949 totaled $11,092,000, against $4,549,000 for 1948. Increase stems from accelerated production of tubes and receivers made possible by expanded plant facilities, Dr. DuMont said.

CALIFORNIA-HORN OF PLENTY

If you haven't read "California, Horn of Plenty" in the May 1949 issue of The National Geographic Magazine then you should and after reading it then read this ad—

Do you want to make large profits and live? . . . Yes, really LIVE!!!!? We have a radio property that has an earning record that is excellent. It has made money from the end of its first six weeks of existence and it continues to make money . . . it is easy to operate . . . it will continue to be a winner. This facility is very well equipped; it is well managed and one of the outstanding operations of its kind in the west. Valuable real estate is included. You can buy it for a substantial down payment and the balance can be financed. Price $130,000.00.

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BLACKBURN-HAMILTON COMPANY, INC.

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FOR IMMEDIATE SALE — FACTORY NEW

COMPLETE TRANSMITTING AND STUDIO EQUIPMENT FOR ONE KILOWATT AM STATION

FOR BEST PRICE OFFERED

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GATES, WESTERN ELECTRIC AND OTHER MANUFACTURERS

Quantity	Equipment	Current List Price
1	BC-1E One-Kilowatt AM Broadcast Transmitter, complete with tubes	$5,980.00
1	Oven and Crystal, 690 kc.	48.00
1	28-CO Limiting Amplifier	200.00
1	Dynamote Amplifier	255.00
1	WE 22D Speech Input Equipment	435.75
1	2369 Modulation Monitor	360.00
1	21B Antenna Tuning Unit	195.00
1	SC-1 Power Supply	35.20
1	A130 Patch Panel	38.00
4	12-Patch Cords at $7.50	30.00
1	Brush Type "A" Headphone Set	8.70
1	312B Battery Case	15.00
1	23A Tower Lighting Choke	65.00
2	End Plates and Hardware at $25.00	50.00
4	U-Brackets with Insulators at $15.00	60.00
	Transmitting Tubes: 2-802, 1-813, 4-833A, 2-845, 2-575A	203.75
1	4900 Repeater Transformer	$15.00
1	8325 Par-Metal Cabinet	75.00
2	556A Cardiod Microphone at $46.15 ea.	92.30
1	556 Microphone	50.00
2	CB-7B Transcription Tables at $465.00 each	930.00
2	61-B Preamplifiers at $65.00	130.00
1	532D Microphone Desk Stand	6.30
2	Microphone Floor Stands at $10.20 ea.	20.40
2	WE 311A Plugs at $7.30	14.60
2	WE 9A Microphone Attachment at $3.57 each	7.74
2	WE 23A Microphone Mountings at $4.23 each	8.46
2	WE 713A Microphone Adaptors at $1.63 each	3.26
4	Feed-Thru Insulators at $9.00	36.00
	500' 2-Conductor Audio Cable at $.05	25.00
	60' KS733 Rubber Shielded Cable at $.10	6.00

THE ABOVE EQUIPMENT WILL BE SOLD AS A PACKAGE, IMMEDIATE DELIVERY F.O.B. NEW YORK CITY, FOR THE BEST OFFER RECEIVED PRIOR TO MAY 16th, 1949.

TERMS: 25% WITH ORDER, BALANCE ON ACCEPTANCE — INSPECTION PERMITTED

address BOX 38B, BROADCASTING

ROBERT TINCHER

Heads S.D. Broadcasters

ROBERT TINCHER, vice president and manager of WNAX Yankton, S. D., was elected president of the South Dakota Broadcasters Assn. at the group's second annual conference held at the Carpenter Hotel, Sioux Falls.



Mr. Tincher

Other new officers include Robert Dean, president of KOTA Rapid City, vice president, and Irving Merrill, KUSD, U. of South Dakota, secretary-treasurer. Mr. Tincher and Mr. Dean, two-year directors, will work with Ida A. McNeill, KGFX Pierre, two-year; Mr. Merrill and Jim Sweet, KIHO Sioux Falls, one-year directors.

S. Fantle Jr., president and general manager of KELO Sioux Falls, conducted a forum on "South Dakota Radio in 1949" at the opening session April 22. Panelists discussed "What Radio Expects of Retailers" that same day. At the banquet Paul Elliott, commercial manager of KRNT Des Moines, Iowa, outlined "Radio Results on the Local Level." During the business sessions, Mr. Merrill reported on the radio training activities of the U. of South Dakota and introduced Stephen J. Graf, KUSD technical advisor, who described the new radio engineering course which will be offered in the fall.

UNION DEMANDS

UE Representatives Meet

CONFERENCES of representatives of local unions, representing electrical workers at General Electric, Westinghouse Corp., RCA and Sylvania Electric [BROADCASTING, May 2], will be held sometime this week to work out contract demands prior to opening of negotiations. Albert J. Fitzgerald, president of United Electrical, Radio and Machine Workers of America (CIO), announced the meeting last Monday.

Union proposals call for a $500 annual increase per employe to include "wages and salaries, pension improvement and health programs and other economic benefits," according to the UE general executive board. UE employment was described by James J. Matles, organization director, as "steady" in manufacture of heavy equipment but declining in factories producing household appliances and other consumer goods.

KFAB Contest

MORE than 15,000 letters were submitted from nine states in KFAB Omaha's recently completed $11,000 farm service contest, the station reports. Contest was part of the "Thanks to Bill Macdonald" campaign commemorating the KFAB farm director's 23 years of public service. Letters were written on "What Farm Service Programs I Listen to Most and Why." The 59 prize winners were announced in an hour-long program April 23.

AT&T ANSWER

Trade Restraint Denied

AT&T has denied that it was violating anti-trust laws in an answer to a civil suit brought by the U. S. government seeking separation of Western Electric Co. from the Bell System. The government complaint, filed in U. S. District Court, Newark, N. J., charged restraint of trade and monopoly in the manufacturing and sale of telephone equipment.

"It is necessary for the Bell System to include a manufacturing and supply unit if nationwide telephone service is to continue to be of the highest quality at low cost," the company's answer said.

CAB Meet

SALES and programming were featured at the Maritime regional meeting of member stations of the Canadian Assn. of Broadcasters held at the New Brunswick Hotel, Moncton, N. B., May 2 and 3. Meeting was under chairmanship of Malcolm Neill, CFNB Fredricton, and was attended by most Maritime stations and executives of CAB Ottawa and Toronto.

HOOPERADE OF STARS 1948-49

By Categories as Announced April 29 [BROADCASTING, May 2]

NEWS COMMENTATOR
1. Walter Winchell † ---25.7
2. Louella Parsons † ---13.9
3. Drew Pearson ---10.8

PLAYS
1. Radio Theatre ---25.1
2. First Nighter ---11.6
3. Curtain Time ---11.5
4. Hallmark Playhouse ---11.2
5. Theatre Guild on the Air ---11.0

VARIETY
1. Jack Benny † ---24.4
2. Fibber McGee & Molly ---23.1
3. Bob Hope ---20.4
4. Arthur Godfrey's Talent Scouts ---20.1

EVENING DRAMATIC SKITS
1. My Friend Irma ---19.9
2. Amos 'n' Andy ---15.9
3. A Day in the Life of Dennis Day 14.7

AUDIENCE PARTICIPATION
1. Stop the Music (8:00-9:00 p.m.) ---17.9
2. People Are Funny ---16.5
3. Bob Hawk Show ---13.8
4. Truth or Consequences ---13.7

MYSTERY
1. Mr. District Attorney ---16.8
2. Crime Photographer ---15.2
3. Suspense ---15.2
4. Mr. Keen ---14.7

MALE SINGER
1. Bing Crosby ---14.3
2. Music Hall (Al Jolson) ---12.8
3. Jack Smith ---10.0
4. Club 15 (Bob Crosby) ---9.6

EVENING POPULAR MUSIC
1. Your Hit Parade ---13.4
2. Vaughn Monroe ---9.9
3. American Album of Familiar Music---9.3

FEMALE SINGER
1. Club 15 (Margaret Whiting—Tu. Th.)---10.1
2. Supper Club (Jo Stafford—Tu.) ---9.7
3. Club 15 (Andrew Sisters—MWF) ---9.3

NEWS REPORTER
1. Edward R. Murrow ---8.5
2. Monday Morning Headlines ---8.2
3. Lowell Thomas ---8.0

CONCERT MUSIC
1. Telephone Hour ---7.2
2. Voice of Firestone ---6.8
3. Harvest of Stars ---5.1

CHILDREN'S PROGRAM
1. Lone Ranger ---10.8
2. Roy Rogers Show ---7.6
3. Lets Pretend ---5.5

WEEKDAY SERIAL
1. Ma Perkins (CBS) ---8.5
2. Our Gal, Sunday ---7.6
3. When A Girl Marries ---7.5
4. Big Sister ---7.4
5. Stella Dallas ---7.3
6. Romance of Helen Trent ---7.11
7. Young Widder Brown ---7.10
8. Portia Faces Life ---7.06
9. Rosemary ---7.0

DAYTIME DRAMATIC SKITS
1. Grand Central Station ---8.1
2. Theatre of Today ---7.5
3. One Man's Family ---7.0

WEEKDAY VARIETY
1. Arthur Godfrey (10:30-11:30 a.m.) 7.8
2. Breakfast Club (9:00-10:00 a.m.) ---5.2
3. Herb Shriner ---4.5

SPORTS
1. Bill Stern ---7.8
2. Boxing Bout ---5.1

WEEKDAY AUDIENCE PARTICIPATION
1. Grand Slam ---7.0
2. Give and Take ---6.6
3. G.E. House Party ---5.0
4. True or False ---4.93
5. Welcome Travelers ---4.86
6. Bride & Groom ---4.6

† Rating includes second broadcast to Pacific Coast.

EASTERN NETWORK STATION FOR SALE AT FIVE TIMES AVERAGE YEARLY EARNINGS

Write, Wire or Telephone

Albert ZugSmith, Executive Vice-President

THE SMITH DAVIS CORPORATION

Waldorf-Astoria Towers
Plaza 9-1703
New York 17, N. Y.

Technical

VIC DUNCAN, technician, has joined WBAP-TV Fort Worth, Tex., in charge of station produced filmed commercials.

WFBM (TV) Indianapolis and **WFIL-TV** Philadelphia have requested immediate delivery on the new INS baloptican projector, Projectall, manufactured by Tressel Television Productions, Chicago.

GEORGE F. EATON, manager of Ontario branch at Toronto of Canadian Marconi Co., has retired after 41 years service. He will continue to serve firm in an advisory capacity. He is succeeded by **HARRY A. RICE.**

SYLVANIA ELECTRIC PRODUCTS Inc., New York, has announced new FM-AM signal generator providing high level radio frequency signal source ranging from 80 kc to 120 mc.

ANDREW Corp., Chicago, has announced new high gain-narrow beam corner reflector antenna for fixed and mobile services.

RCA, Camden, N. J., has announced new custom-built mobile broadcasting unit.

BARKER & WILLIAMSON Inc., Upper Darby, Pa., has announced new all-band frequency multiplier.

AMPERITE Co., New York, has announced new Amperite Sub-Miniature Ballast Tube designed for equipment where space is at a premium.

97,410 Radio Homes

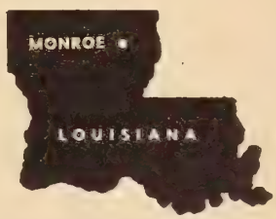
in the area served by

KMLB

— the station with more listeners than all other stations combined —

IN N.E. LOUISIANA

Right in Monroe, you can reach an audience with buying power comparable to Kansas City, Missouri. 17 La. parishes and 3 Ark. counties are within KMLB's mile-volt contour. Sell it on KMLB!



KMLB

MONROE, LOUISIANA

★ TAYLOR-BORROFF & CO., Inc.

National Representatives

★ AMERICAN BROADCASTING CO.

5000 Watts Day • 1000 Watts Night

Promotion



UNUSUAL coverage map distributed by KYW Philadelphia is in form of a "dress pattern." "Pattern" is enclosed in McCall's wrapper and labeled "Size — Substantially Larger!" On back of pattern is legend, "Very, Very Popular in four states. Always in season from seashore to mountain. . . ." "Pattern" was distributed by Harvey McCall, KYW sales manager. Attached to pattern is note from Mr. McCall stating station's pride in its coverage.

Television Campaign

IN effort to boost the number of television advertisers and set owners in Southern California the six Los Angeles television stations and Southern California Radio and Electrical Appliance Assn. are cooperating in an industry-wide promotion campaign during month of May. Joint announcement of campaign was made last Monday by Harry W. Witt, KTTV (TV) general manager, and W. J. "Bill" Quinn, managing director of association—composed of distributors wholesalers and television receiver manufacturers. Video stations participating are KFI-TV, KLAC-TV, KTLA, KNBH, KTSL, KTTV. Theme of campaign is "Over 500,000 people are enjoying TV entertainment in Southern California. Is your home a Television Home?" Retail set distributors in Los Angeles area will be invited to cooperate with campaign through use of folders, cooperative advertising, window stickers and floor displays.

Award Trip

FIRST place winner in WNAX Yankton-Sioux City, third annual Spring Workshop, a forum competition sponsored by WNAX and Fourth District of Iowa Congress of Parents and Teachers, is looking forward to 10-day trip to Washington and New York. Winner, Bill Kruse, Sioux City high school senior, will be accompanied by WNAX News Director Art Smith. Workshop was climax of weekly forum discussions aired during winter by WNAX, featuring four students from a different high school in WNAX area on each program. At all-day workshop students discussed "Are We Americans Losing Our Basic Freedoms," after which one representative from each school participated in round robin competition from which four finalists were chosen for panel discussion on same subject.

Listeners' Queries

IN RESPONSE to listeners' queries about reception, WAAM (TV) Baltimore has issued a letter based on reports of Baltimore Television Survey. Letter reads ". . . a leading Consulting Engineering firm has found our signal to be of top quality and strength . . . we suggest you contact your service company for adjustments to your set and antenna. As soon as the service work has been completed, please fill out the enclosed card so that we may keep a record on your reception."

Highway Safety

ALL traffic and highway safety public service announcements are being processed at WCAU Philadelphia in order to publicize and lend dramatic emphasis to station's regular Sunday afternoon documentary series, *Murder on the Highway.* Instead of routine safety announcements, WCAU now urges "Prevent Murder on the Highway," "Stop Murder on the Highway," etc. as punch line of its messages. Statistical information, driving tips and other pertinent advice is given along with slogan.

'Talent Parade" Prize

WINNER of each thirteen week cycle of *Art Brown Talent Parade* program telecast by WOIC (TV) Washington (Fridays, 7:30-8 p.m.) will receive as grand prize a television set plus an all-expense trip to New York for tryout for *Arthur Godfrey's Talent Scouts* show. Applicants for auditions must be at least eighteen years old—but do not necessarily have to be from immediate vicinity of Washington. Show is sponsored by Phillip's Radio and Appliances, Washington, and Philco Corp., through Kal, Ehrlich & Merrick, Washington.

Television Section

WASHINGTON *Post,* majority owner of WTOP AM and FM Washington, included a complete television section in its May 1 edition. Eight pages were devoted to television's "Growing Pains" and "Prospects."

Television Kits

FIRST kits for television clients of WNBQ (TV) Chicago are being mailed to local and national accounts by Promotion Manager Harold A. Smith. Kit, patterned on a similar report for AM clients, includes a file of promotional activities conducted for each client. Categories include on-the-air promotion (copies of station breaks, audio and video), publicity (releases and pictures mailed by the press division), clippings from newspapers and magazines, advertising (with tabulation of space used and copies of newspaper and magazine ads), and information on dealer tie-ins, posters and signboards. Mr. Smith designed the 9-by-12-inch folder of dark rose stock, overprinted in white.

Wheelbarrow Parade

MORE than 2,000 residents of St. Joseph and Benton Harbor, Mich., turned out to watch a wheelbarrow ride. WHFB, WHFB-FM Benton Harbor's chief announcer, John Chase, m. c. of *1060 Club,* and Jim MacDowell of *Yawnin' in the Mawnin* were wheeled down street as result of an Easter seal contest. Mr. Chase received 81,804 seals in listeners' fan mail, as against 74,231 pulled by Mr. MacDowell. Mr. Chase's five-year-old daughter, pushing Mr. MacDowell's nine-month-old baby, accompanied the pair.

Decalcomanias

WPEN Philadelphia has joined Record Dealers Assn. of Philadelphia in promotion activity in which attractive decalcomanias are affixed to several thousand 78-rpm record players, recently purchased by RDAP. Record players are being sold at an extremely low price to revive and maintain interest in 78-rpm records. Decalcomania in blue, red, black and gold bears inscription: "Member. Record Dealers Assn. Official Station. WPEN 950 [on a black record]." Cooperative tie-in between WPEN and RDAP has been in effect for past four years.

Count the Stars

CARDS bearing many stars were distributed to each of 29 merchants who sponsor WDVA Danville, Va.'s *Stars on Parade* musical show. Listeners were asked to count the stars on the promotion cards, the winner receiving prizes from each merchant.

May Month

WINDOW posters are heralding "May Is Morgan County Month" campaign being conducted on KFEL Denver's *Welcome Ladies* (five-a-week, 11:15 to 12 noon) by m.c. Jimmy Denton. Writer of most interesting letter from Morgan County postmarked during May will win $25 grocery order and dinner for six at any restaurant in the county. First subject to be written about is "What I Like Most About My Community." Winner will be announced on June 6 program.

'Puncho Clowns'

TWO-HUNDRED five-foot high Puncho clowns will go to viewers of ABC-TV's *Super Circus* (Sundays, 4 to 5 p.m. CDT) submitting best letters explaining why they want the dolls. Sponsored by Canada Dry Ginger Ale, contest requires two bottle caps from any of firm's beverages and name and address of TV station on which show is seen. Contest closes June 6. Reuben R. Donnelly Corp. is supplying the judges.

CBS Booklet

FIFTY - EIGHT - page promotional booklet, containing charts, photographs and text and inclusive data on television advertising, is being distributed by the CBS sales staff. The booklet, "Television Today," is a companion piece to basic CBS-TV presentation and CBS promotional film on television.

Photography Contest

GENERAL MILLS started contest April 25 for amateur cameramen who listen to *Jack Armstrong,* aired alternate days from 5:30 to 6 p.m. (CDT) via ABC. Contestants submit black and white contact print taken with a Regal camera on theme "my favorite summer sport," and a Wheaties entry blank, before midnight Aug. 1. Winners will receive an all-expense trip to the city in which first two games of the World Series will be played, reserved seats, $200 in cash and the title, "*Look* Magazine Junior Photographer."

Personnel

ROBERT J. GUTHRIE, former assistant manager in charge of tours for NBC guest relations department, has joined network's station relations department. He will be supervisor of contracts with affiliated stations.

NICK FREYDBERG, former account executive with Donahue & Coe, New York, has been named director of promotion and advertising for WNEW New York.

VIRGINIA MALEY has joined KFI and KFI-TV Los Angeles publicity and promotion staff. Miss Maley was formerly society editor of *Evansville* (Ind.) *Courier.*

from Tele-Tips WLW-T

'49



The TV Magazine

"Editor" of this video version of a smart, slick sheet is telegenic Rita Hackett who knows what's what in the world. Shifting from her office to "Club '49," where suave Bob Duane is "manager" and Nancy Wright is vocalovely, Rita tete-a-tete's with celebrities for the edification of televiewers. This new type show has a growing appeal for WLW-T's growing audience.

WLW-T CINCINNATI

Crosley Broadcasting Corporation

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Births With Music

BABIES are being ushered into the world to music, courtesy of Muzak, at Johns Hopkins Hospital in Baltimore. Muzak is piped into the five labor rooms in the women's institute and into the labor ward. Volume can be controlled by room, or by individuals in the wards, who wear headsets to tune in at will.

SYRACUSE U.

Radio Awards Presented

THREE citations were given last Wednesday to Syracuse U. radio department alumni, at the school's second annual Radio Day ceremonies. Presentations were in recognition of "meritorious achievements by graduates of the university's Radio Center in the fields of radio and television."



Mr. Goldman

Simon Goldman, vice president and manager of WJTN and WJTN-FM Jamestown, N. Y., won in the field of radio station management. In the field of radio and television sales, John Warren, sales manager of WNBC and WNBT (TV) New York, was cited, and Marty Glickman, WMGM New York sportscaster was honored for his contributions to radio programming.

Among highlights of the day's program was a panel discussion led by Charles H. Wolfe, director of radio and television research at BBDO, on "Training of Broadcast Personnel."

WAB To Meet

ANNUAL meeting of the Western Assn. of Broadcasters, is to be held Sept. 8-10 at Banff Springs Hotel, Banff, Alta. William Guild, CJOC Lethbridge, and WAB president, made the announcement.

VIRGINIA ASSN.

Annual Meeting May 26-27

THREE NAB executives will address Thursday sessions of the Virginia Assn. of Broadcasters annual meeting to be held May 26-27 at the Tides Inn, Irvington, Va.

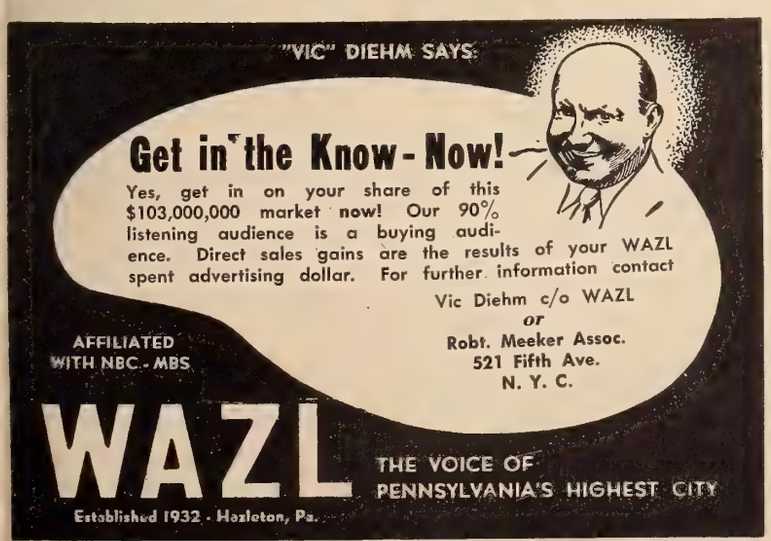
At the Thursday morning session, Richard P. Doherty, NAB director of employe-employer relations, will discuss the study he has just completed on station operating efficiency. A. D. Willard Jr., NAB executive vice president, will speak at a luncheon scheduled for Thursday at 1 p.m., and that afternoon at 2:30 Maurice Mitchell, head of NAB's Dept. of Broadcast Advertising, will talk on local station selling technique. Mr. Mitchell's talk will be followed by a sales clinic. Lloyd Venard, Edward Petry & Co., is scheduled for a talk Thursday morning at 11:30.

Friday morning session will open with a report by the VAB legislative committee chairman, C. T. Lucy, WRVA Richmond general manager. Session will close with election of officers and a report of the resolutions committee, John W. New, WTAR Norfolk sales manager and VAB president, announced.

WLYN-FM Transit FM

TRANSIT RADIO got underway officially in the North Shore section of Massachusetts late last month when Mayor Stuart A. Tarr of Lynn, Mass., dedicated the new service in a special ceremony. Using WLYN-FM Lynn, the system has been installed in 300 busses of the Eastern Massachusetts Street Railway Co. in its Salem, Lynn, Medford and Malden divisions. WLYN-FM, operated by the Puritan Broadcast Service, is on the air from 7 a.m. to 9 p.m. Sports results and late news items will be fed to the bus system. A. M. Morgan is manager of WLYN and WLYN-FM.

CHUB Nanaimo, new 250 w station on 1570 kc., officially opens on May 24. Studios are located in Hotel Malaspina at Nanaimo, B. C.



Production



RAY RICH, radio and TV production veteran, has been appointed production director of WDSU Broadcasting Services Inc., WDSU AM-FM-TV New Orleans.

RALPH L. BURGIN Jr., producer at WNBW (TV) and WRC Washington, has been appointed program manager of WNBW. He succeeds CHARLES KELLY, resigned. Mr. Burgin joined NBC in Washington in 1942, and during war was an Armed Forces Radio station manager. He rejoined WRC in 1947.

JOHN MESTON, CBS Western Division editor, has been appointed editor of network programs, Hollywood, effective May 15, replacing JOHN DUNKEL who resigns to complete new novel and play.

WILLIAM L. DEAN has been named program director of WIBC Indianapolis, Ind. He has served as program director of WIRE Indianapolis.



Mr. Dean

LES GRIFFITH, announcer at WJZ New York, has been elected a vice chairman of Press, Advertising, Radio Chapter of American Veterans Committee. WALTER PICK, radio attorney, is group's new secretary, and VICTOR SACK, director of *Grand Slam* (CBS) give awayshow, is treasurer.

JOHN MacDOUGALL, program director of WGYN-FM New York, has been signed for announcing chores on *Colgate Television Theatre*, NBC-TV, Mondays, 9-9:30 p.m.

SCOTT DAVIS has joined announcing staff of WSAP Portsmouth, Va. Prior to going into service he was with WBRK Pittsfield, Mass., and KTBS Shreveport, La. Mr. Davis recently finished nation-wide tour with Mae West.

RON DUNN, freelance announcer and formerly with WFAA Dallas, has joined WOR New York, as staff announcer. ALBERT F. SCHNEIDER has joined station as summer relief announcer.

SAMUEL CHOTZINOFF, general music director of NBC, has been appointed musical director of RCA Victor Red Seal records. He will continue in his NBC post.

DON WHITMAN, producer of *Driver's Playhouse* on KOIN Portland, Ore., has resigned to do an independent study of television programming and production in New York, anticipating entrance into TV.

AL OWEN, disc jockey, is joining WFPG Atlantic City, N. J.

KNOX MANNING, CBS Hollywood announcer - commentator, has been named Los Angeles director of Housewives Protective League.

PAUL STEWART, KFWB Hollywood announcer, is the father of a boy, Gregory Randall.

BOB HANSEN has been named program director at KTRI Sioux City, Iowa, after working as news editor. He succeeds SHEL SINGER, resigned.

PEN BROWN has returned to WTAG AM and FM Worcester, Mass., announcing staff after year's stay in the South for his health.

CLIFF LEVINE, and JAMES DUNCAN have joined KFMB-TV San Diego as producer and engineer respectively. Mr. Levine was formerly with Stodel Adv. Co., Los Angeles; Mr. Duncan with KTLA (TV) that city.

REED BROWNING has been named announcer of ABC *Breakfast in Hollywood*.

MAXINE ARTO McKIBBEN, under name of "Jane Kerr," has started six weekly quarter-hour program, *Needles and Pins*, on KIDO Boise, Idaho.

ALLAN F. BRUCE, formerly on art staff of J. W. Eccleston Adv., has joined KFI-TV Los Angeles art department.

PAUL A. MYERS, program director of WWVA Wheeling, W. Va., was honored by Gov. Patteson of West Virginia for his work in 1948 Security Bond Drive, on Patriots Day.

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The Newsweekly of Radio and Television
TELECASTING

The Newsweekly of Radio-TV

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TWO YEARS AT $12.00

I Enclose $_____

Please Bill Me ☐

mail to BROADCASTING TELECASTING
870 Nat'l Press Bldg., Wash., D. C.

IER

(Continued from page 29)

Manners" (NBC)—first award. "Tell It Again" (CBS)—honorable mention.

One-Time Broadcasts — "V. D. — A Conspiracy of Silence" (ABC) and "Between the Dark and the Daylight" (CBS)—both first awards. "One Great Hour," planned-produced by Church World Service and H. B. Humphrey Co. Inc. (ABC, CBS, MBS)—special award.

School Broadcasts—"We Build a Nation" (CBC) and "Canadians at Work" (CBC)—both first awards.

Television Awards

Programs of Various Types—"The Nature of Things" (NBC), "Kukla, Fran and Ollie" (NBC), "Operation Success" (DuMont), "Julius Caesar" (CBS). Short Operas—"The Medium" (CBS) and "The Old Maid and the Thief" and last act of "La Boheme" (NBC)—all (5) first awards.

Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations

Religious—"Treasury of Jewish Folklore" (WNEW New York)—first award. "World Over Playhouse" (WNBC New York)—honorable mention.

Agricultural — "Rural Reporter" (WNBC New York)—first award. "McClatchy Farm Review" (KFBK, KWG, KMJ, KERN, KBEE, all California; KOH, Nevada) and "WOW Farmers' Trip to Europe" (WOW Omaha, Neb.)—both honorable mention.

Women's Programs—"Martha Deane Program" (WOR New York)—first award. "Keep Up With the Times" (WQXR New York) and "Especially for Women" (KOAC Corvallis, Ore.)—both honorable mention.

Cultural—"Student Writers' Workshop" (WHA Madison, Wis.) and "Concert or Corn" (KMOX St. Louis)—both first awards. Also four honorable mention awards: "Stories for Marmaduke" (WOWO Fort Wayne); "Author Meets the Critic" (WNBC New York); "Knowledge in Action" (KVOD Denver); "Natural Treasure" (WNBC New York).

Personal and Social Problems—"It's Your Life" (WMAQ Chicago) and "Destination Freedom" (WMAQ Chicago)—both first awards. Also six honorable mention awards: "Keeping Well" (WFBR Baltimore); "The Knave of Hearts" (KLZ Denver); "Roger Kilgore, Public Defender" (WOR New York); "New World A-Coming" (WMCA New York); "Inside New York" (WMCA New York); "Man and Medicine" (KFEL Denver). Special award to "Il Prossimo Tuo" (WOV New York).

Presenting Public Issues—"Generation on Trial" (WLW Cincinnati)—first award. "State of the City" (WCAU Philadelphia)—honorable mention.

News Interpretation — "Reporter at Large" (WMAQ Chicago)—first award. "This Week in History" (CJOR Vancouver, B. C.)—honorable mention.

Furthering International Understanding—"WOW Farmers' Trip to Europe" (WOW Omaha) and "Destination Palestine" (CJOR Vancouver, B. C.)—both first awards. "Little Songs About U.N." (WNEW New York)—special award. Citation: ". . . for imaginative and astonishingly successful application of the techniques of commercial radio to the formidable problem of personalizing the United Nations and its agencies."

Special One-Time Broadcasts—"Malice Toward None" (WMAQ Chicago); "Twenty-Four Hours Under Communism" (WWJ Detroit), and "And Sudden Death" by Don Lee Broadcasting Co. (KHJ Los Angeles)—all three first awards. Also special citation to "Thousands of Characters in Search of a University" (CBM Montreal).

Children's (Out-of-school Listening)—"Children's Bookshelf" (WCAE Pittsburgh) and "Santa Claus Land" (WBNS Columbus)—both first awards. "Children's Songbag" (WCOP Boston) honorable mention.

Teen-Agers (Out-of-school Listening)—"Record Rendezvous" (WPTR Albany) and "The Youth Forums" (WQXR New York)—both first awards. "Mind Your Manners" (WTIC Hartford) and "Youth Looks at the News" (KDKA Pittsburgh)—both honorable mention.

In-School Use (Primary Grades)—"Music Time" (KMBC, KFRM Kansas City)—first award. "Radio Express" (WFIL Phialdelphia)—honorable mention.

In-School Use (Intermediate Grades)—"Standard School Broadcast" (KNBC San Francisco); "Healthy Living in Travis County" (KTBC Austin, Tex.), and "Going Places" (WSUI Iowa City)—all first awards. "Journey Through Musicland" (WWL New Orleans) and "Music in the Air" (WFIL Philadelphia)—both honorable mention.

In-School Use (Junior-Senior High)—"Exploring the Bookshelf" (CBR Vancouver)—first award. "Ecoutez!" (CBR Vancouver, B. C.)—honorable mention.

Local Stations and Organizations

Religious—"Religion Views the News" (WTRY Troy) and "Chapel Chimes" (WAER Syracuse) — both honorable mention.

Agricultural—"Noon-time Neighbors" (WCRC, WBOX-FM Louisville)—first award.

Personal and Social Problems—"City Rent Laws" (WNYC, WNYC-FM New York)—honorable mention.

Cultural—"Behind the Scenes of Music" (WNYC New York)—first award. "Hands Across the Sea" (WNYC New York) and "Ray Zaner, the Poet Scout" (WSBA York, Pa.)—both honorable mention.

Presenting Public Issues—"The American Crisis" (WFBL Syracuse)—first award. "Crossroads of the Future" (WEEI Boston)—honorable mention.

News Interpretation—"Views on the News" (KCVN Stockton, Calif.)—honorable mention.

Furthering International Understanding—"U.N. Proceedings" (WNYC New York)—first award. "Your United Nations" (WAER Syracuse)—honorable mention.

One-Time Broadcasts—"Estrellita, the Little Star" (WAER Syracuse) and "Election Day 1948" (WDZ Tuscola, Ill.)—both first awards. "Snatch-Cat and Tourneapul" (KUSD Vermillion, S. D.)—honorable mention.

Children's (Out-of-school Listening)—"Strange Adventures of Cuddles and Tuckie" (WDAF Kansas City)—first award. "Saturday Morning Story Fair" (WNYC New York) and "Junior Journey" (WEAW Evanston) — both honorable mention.

Teen-Agers (Out-of-school Listening)—"Junior Achievement Radio Workshop" (WICC Bridgeport)—honorable mention.

In-School Listening (Primary Grades)—"Tales from the Four Winds" (WYNE New York)—first award. "The Poetry Parade" (WBOE Cleveland)—honorable mention.

In-School Listening (Intermediate Grades)—"Lady Make Believe" (WBEZ Chicago)—honorable mention.

In-School Listening (Junior-Senior High)—"Grand Jury" (WNYE, WNYC New York)—first award. "America in Song and Story" (WYNE, WYNC New York)—honorable mention.

Organizations Preparing and Distributing Transcribed Series

Religious—"All Aboard for Adventure" (Joint Religious Radio Council)—first award. "The Ave Maria Hour" (Franciscan Friars of the Atonement) and "Families Need Parents" (Upper Room Radio Parish)—both honorable mention.

Cultural—"The University Hour" (U. of North Carolina)—first award. "Favorite Story" (Frederic W. Ziv Co.) and "Songs of the People" (U. of Tennessee)—both honorable mention.

Personal and Social Problems—"Pride of Service" and "Fellowship" (both by Army Air Forces Troop Information Service, OCS)—both first awards. "Stories To Remember" (Institute for Democratic Education); "Marriage for Millions" (Family Service Assn. of America), and "The Inquiring Parent" (National Committee for Mental Hygiene)—all honorable mention. "V.D. Radio Project—Dramatic Series" (Columbia U. Radio Bureau)—special award.

Presenting Public Issues—"Citizen's Committee on Displaced Persons Series" (Citizen's Committee on Displaced Persons)—first award.

Furthering International Understanding—"Quaker World Service" (American Friends Service Committee)—first award. "Operation U.N." (radio division of United Nations) and "Stories of Today and Yesterday" (CBC International Service)—both honorable mention.

One-Time Broadcasts—"Christmas in New York" (State Radio Bureau of New York State Dept. of Commerce)—first award.

First 15 Program Hooperatings—April 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year ago Hooper	+or—	Pos.
Radio Theatre	149	Lever Bros. (JWT)	21.9	24.5	—2.6	2
Walter Winchell	276	Kaiser-Frazer (Weintraub)	19.8	22.5	—2.7	3
Original broadcast 18.9						
Added by 2d bcst 0.9†						
McGee & Molly	165	S. C. Johnson (NL&B)	19.8	24.5	—4.7	1
My Friend Irma	153	Pepsodent Div.-Lever (FC&B)	19.4	18.7	+0.7	9
Talent Scouts	155	T. J. Lipton Div.-Lever (Y&R)	18.5	17.8	+0.7	13
Jack Benny	174	American Tobacco (BBDO)	16.0	20.7	—4.7	4
Original bcst 14.5						
Added by 2d bcst 1.5†						
Crime Photographer	149	Toni Co.-Div. Gillette (FC&B)	15.6	10.0	+5.6	51
Bob Hope	151	Lever Bros. (Y&R)	15.2	18.6	—3.4	10
People Are Funny	164	B & W Tobacco (Seeds)	14.6	11.3	+3.3	40
Suspense	164	Electric Auto-Lite (Newell-Emmett)	14.0	—	—	—
Stop the Music (8-9 p.m.)						
(8:00-8:15, 11.2)	181	P. Lorillard (L&M)	13.9	—	—	—
(8:15-8:30, 13.4)	181	Eversharp (Biow)				
(8:30-8:45, 15.1)	182	Speidel Co. (C&P)				
(8:45-9:00, 16.0)	181	P. Lorillard (L&M)				
Mystery Theatre	149	Sterling Drug (D-F-S)	13.8	12.0	+1.8	36
Inner Sanctum	154	Emerson Drug (BBDO)	13.7	12.1	+1.6	35
Truth or Consequences	143	Procter & Gamble (Compton)	13.7	20.0	—6.3	6
Duffy's Tavern	160	Bristol & Myers (Y&R)	13.7	16.1	—2.4	18
Mr. District Attorney	160	Bristol-Myers (DC&S)	13.7	16.5	—2.8	16

†Second broadcast on same day in some cities provides more than one opportunity to hear program.



PR BOOK

Covers Retail Field

PUBLIC RELATIONS FOR RETAILERS. By Tom Mahoney and Rita Hession. 248 pp. The MacMillan Co. $4.50

RADIO and television, and their place in retail public relations, are touched on occasionally in *Public Relations for Retailers*, authored by Tom Mahoney, Young & Rubicam Inc., New York, and Rita Hession, New York public relations consultant.

Mr. Mahoney, of the agency's public relations staff, and Miss Hession point out the success many stores have had with special programs beamed to specific audiences. They go far astray, however, when advocating radio and television as "increasingly important vehicles for news of stores" by stating that "at this writing, and probably for years to come, there will be so many program hours to be filled on television stations that many of them will continue to give free time to any interesting topical stunt that a store can evolve."

New WCSI Studios

WCSI(FM) Columbus, Ind., is scheduled to start broadcasting from its new studios in the Crump Theatre Building, Columbus, today (Monday). Graeme Zimmer, radio director of Syndicate Theatres Inc., owner of WCSI and WWNI Wabash, Ind., made the announcement. Three studios will be in use, all with indirect fluorescent lighting and of the latest design, Mr. Zimmer said. Tentative plans also were announced for a new sign-on time of 6 a.m., beginning May 30. WCSI operates on Channel 229 (93.7 mc).

Tornado Broadcast

J. D. JONES, chief engineer and partner-owner of KTAT Frederick, Okla., interrupted a downtown studio program when he saw a tornado approaching on the afternoon of April 30, set up a microphone at the transmitter and described the storm. The tornado, one of several that struck Oklahoma that day, broke up before reaching Frederick but destroyed several farm buildings and homes nearby, KTAT reported. KSWO Lawton, Okla., which was monitoring stations in its area, caught the KTAT tornado broadcast and repeated it as a storm warning for Lawton.

IF YOU take time to read this ad, then take time to write a letter to Radio Station KTRE, Box 701, Lufkin, Texas, for full particulars on the sales job KTRE can do for you. KTRE . . . the station with three networks.

FCC Actions

(Continued from page 66)

CP new FM station to change ERP to 1.25 kw etc.

TENDERED FOR FILING

Assignment of CP

KCLF Salinas, Calif.—Assignment of CP from Edwin N. Kaufman and Alvin B. Kaufman d/b as Radio Twins Bcstg. Co. to Well-Worth Bcstg. Co.

KOWH and KOAD-FM Omaha—Assignment of license and CP from World Pub. Co. to Mid-Continent Bcstg. Co.

Transfer of Control

WTLS and WAAM-TV Baltimore—Transfer of control of Radio Television of Baltimore to Ben Cohen, Samuel Garliner and Herbert Levy as voting trustees for Cohen Bros. and others.

AM—870 kc

WGTL Kannapolis, N. C.—Mod. CP to change from 870 kc 1 kw D to 870 kc 1 kw L.

AM—560 kc

KPQ Wenatchee, Wash.—CP new AM station to change from 560 kc 1 kw unl. to 560 kc 5 kw unl. DA-N.

AM TRANSFERS

Commission Approves 13

TRANSFERS involving 13 AM stations—one of the largest totals in recent weeks—were approved by FCC last Thursday.

They included the $130,000 sale of WINX Washington, D. C. by the *Washington Post* to William A. Banks, owner of WHAT-AM-FM Philadelphia. Under FCC's duopoly rule, the *Post* was required to dispose of WINX when it acquired control of WTOP Washington from CBS.

FM affiliates were included in two cases.

Details of the grants:

WLAU Laurel, Miss.—Relinquishment of control of Southland Bcstg. Co. by Hugh M. Smith and acquisition of negative control by James V. Willson and by C. H. Leggett. Mr. Smith sells 50.18% to Mr. Willson for $27,181; one additional share of capital stock is issued to Mr. Leggett (now holding 49.82%) for $181, in order to equalize stock ownership. Mr. Willson is former WAPI Birmingham program director. WLAU is assigned 250 w on 1490 kc.

WROD Daytona Beach, Fla.—Acquisition of negative control by $20,000 transfer of 25% of stock from Wade R. Sperry to Lakeland Bcstg. Corp., licensee of WLAK Lakeland, Fla. Lakeland, already owning 25% of WROD, is headed by S. O. Ward, president-treasurer, 51%. Station is assigned 250 w fulltime on 1340 kc.

KTAT Frederick, Okla.—Assignment of CP from Frederick Broadcasting Co., to new partnership composed of present three partners, plus newcomer, Jack W. Oswalt, business manager of KTAT. He acquires 25% interest for $4,000 plus certain services. Others include: J. D. Jones Jr., 30%; Ronald W. Wheeler Jr., 30%; and Winston A. Jones, 15%. KTAT is assigned 250 w daytime on 1570 kc.

WINX and W3XOT Washington, D. C.—Assignment of license of WINX and associated facilities from WINX Bcstg. Co. to William A. Banks for $130,000. Mr. Banks is owner of WHAT-AM-FM Philadelphia. In authorizing assignment of experimental booster authorizations, Commission pointed out that in view of unsatisfactory nature of experiment to date there is no assurance that authorizations will be renewed or, if renewed, that they will not be terminated at an early date. WINX was offered for sale when "Washington Post," owner, acquired control of WTOP Inc., comprising WTOP and WINX-FM. WINX is assigned 250 w on 1340 kc.

WCNU Crestview, Fla.—Assignment of license from Cyril W. Reddoch and L. Burson Whittington (Gulf Shores Broadcasting Co.), to another partnership composed of Mr. Reddoch, John B. McCrary and D. G. O'Neal for $12,500. Mr. Reddoch retains 50% interest while Mr. Whittington sells his 50% holding equally to Messrs. McCrary, WCNU general manager, and O'Neal, station's commercial manager. WCNU is assigned 1 kw day on 1010 kc.

WRLD and WRLD-FM Lanett, Ala.—West Point, Ga.—Assignment of license of WRLD and CP for WRLD-FM from L. J. Duncan, Leila A. Duncan and Josephine Rawls d/b as Valley Bcstg. Co. to Valley Bcstg. Co. Inc. for 67,000. New firm is composed of: J. C. Henderson, editor-publisher and 90% owner of "Alexander City Outlook," and secretary-treasurer and 40% owner of WRFS Alexander City, Ala., president and owner of 434 shares; J. L. Coley, general manager and 51% owner of WRFS, 168 shares; W. G. Jones, manager and 49% owner of Lanett, Ala., "Valley Tribune" and 49% owner of the Opelika, Ala., "Eagle", secretary-treasurer, 28 shares; Mr. Duncan, 70 shares. WRLD is assigned 250 w on 1490 kc.

KRUZ Santa Cruz and KDON Monterey, Calif.—Assignments of licenses of KRUZ from Monterey Bay Bcstg. Co. to Central Coast Counties Radio Inc. and of KDON from Monterey Peninsula Bstg. Co. to Monterey Radio Bcstg. Co. This is, in effect, an exchange of stations between parties owning KRUZ and KDON [BROADCASTING, Feb. 21]. Comr. Jones and Hennock voted for hearing. KRUZ is assigned 1 kw on 1460 kc; KDON 250 w on 1240 kc.

KFRD Rosenberg, Tex.—Assignment of CP from Fort Bend County Bcstg. Co. (J. E. Junker, trustee) to Fort Bend Bcstg. Co., a new corporation. Exchange of stock. Original applicant is composed of ten individuals who are forming corporation [BROADCASTING, May 24, 1948]. KFRD is assigned 500 w daytime on 980 kc.

KPAS Banning, Calif.—Assignment of license from Carl Phillips, Robert W. Phillips and Rep. John Phillips d/b as Pass Bcstg. Co. to new partnership of same name composed of William T. Smith and David Robbins as equal owners, for $52,500. Mr. Smith is owner of Pacific Mill and Lumber Co., Los Angeles, and has been AM applicant at Bakersfield and Palm Springs, Calif. Mr. Robbins is owner of United Mfg. Corp. of California, Vernon, Calif. Station is assigned 250 w on 1490 kc.

KBIO Burley, Idaho—Assignment of license from Jessica L. Longston, sole owner, to a corporation in which Miss Longston retains control. KBIO is assigned 1400 kc, 250 w unlimited.

WFTC Kinston, N. C.—Assignment of license from Jonas A. Weiland to A. K. Barrus, banker, president 21.33%, and following businessmen: Leo Brody, 11.11%; John Dawson, 11.11%; Leo Harvey, 19.77%; J. E. Peterson, 1.11%; C. Felix Harvey, 1.89%; J. H. Tyler, 3.78%; Paul Baker, 1.11% and H. B. Canady, .22%. Total consideration $61,000. WFTC operates on 1230 kc 250 w unlimited.

WKYB and WKYC(FM) Paducah, Ky.—Transfer of control from Citizen's Savings Bank to Mrs. Florence B. Paxton, Edwin J. Paxton Jr., Mrs. Marie L. Decker, Francis R. Paxton, Patricia Ann Paxton and James F. Paxton, by reason of maturity of trust agreement.

WSTC and WSTC-FM
STAMFORD CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

Box Score

SUMMARY TO MAY 5

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,975	1,924	236	...	416	251
FM Stations	724	316	563	22*	90	29
TV Stations	60	8	113	...	327	180

* 8 on air

AM APPLICATIONS

Prineville, Ore.—Radio Central Oregon Inc., 650 kc, 1 kw, daytime; estimated cost $29,698.09. Principals: Colun R. Matheny, president 25%; Robert M. Bruce, sales manager of KYJC Medford, vice president 24.444%; Norbert J. Miksche, sales, KYJC, director 24.444%; Chester J. Stuart, chief engineer KYJC, director 24.444%; Paul B. Kelly, partner in lumber mill, director; Howard N. Dietrick, 50% owner of Dietrick, Oswald & Co., certified public accountants, Portland, secretary - treasurer .555%; W. B. Minor, retired, director .555%. There are four minor stockholders. Filed April 29.

Lumberton, N. C.—Tobacco Land Radio Co., 860 kc, 1 kw, daytime; estimated cost $13,980. A. L. Faulk, sole owner, is general manager of WCKB Dunn, N. C. Filed April 29.

Bedford, Va.—Bedford Bcstg. Co., 1490 kc, 250 w, unlimited; estimated cost $23,847.47. Principals: Addison P. Marsh, engineer, WWOD Lynchburg, president 2%; James E. Synan, student, vice president 2%; Kenneth I. Duffin, secretary 2%; Remond A. Owen, treasurer 2%; Robert C. Atherholt, 50% owner of Hampton Looms of Virginia, 28%; Ludwell A. Strader, president, Strader-Taylor Investment Bank Inc., 18%; Gordon L. Synan, general manager of Hampton Looms of Virginia, 28%; Constance I. Marsh, owner of a real estate business, 18%. There are more than 20 stockholders with less than 3% each. Filed April 29.

Murphysboro, Ill.—Illinois Baptist State Assn., 1230 kc, 250 w, unlimited; estimated cost $21,365. This is a non profit corporation. A. L. Cox is chairman of the radio committee. Filed May 3.

Elizabethtown, Ky. — Elizabethtown Broadcasting Co., 1400 kc, 250 w, unlimited; estimated cost $19,090. Principals: J. W. Hodges, 25% interest in Lincoln Loan Co., 20%; C. A. Diecks, owner of Diecks Lumber Co., and Victory Homes, 20%; H. F. Skidmore, ⅔ owner of a hardware company, 20%; Stokley Bowling, owns insurance, real estate and coal businesses, 20%; Horace E. Tabb, attorney, 20%. Filed May 4.

New Rochelle, N. Y.—New Rochelle Broadcasting Co., 1460 kc, 500 w, daytime; estimated cost $20,288.33. Julian H. Gins, sole owner, has a construction permit for WGNR-FM New Rochelle and is president and owner of New Rochelle Broadcasting Service Inc. Filed May 4.

TV APPLICATIONS

Boone, Iowa—Boone Broadcasting Co., Channel 7 (174-180 mc), ERP 2.5 kw visual, 1.25 kw aural, antenna height 215 ft. above average terrain; estimated cost $60,000, first year operating cost $9,600, revenue $12,000. Principals: Harold L. Fisher, shoe business; Robert E. Munn, owner Rickenbergs Dept. Store; Bert W. Miller, drug store; Harold A. Garvey, general manager Boone "News-Republican"; Mrs. Harold A. Garvey, editor publisher Boone "News-Republican"; Ralph E. Capps, advertising, Boone "News-Republican"; Dan Garretson, electrical contractor. Applicant has application pending for AM station on 1590 kc, 1 kw daytime. Filed May 4.

Saginaw, Mich.—Booth Radio Stations Inc., Channel 8 (180-186 mc), ERP 2.75 kw visual, 1.38 kw aural, antenna height above average terrain 233 ft; estimated cost $60,730, first year operating costs $58,000, estimated revenue $52,000. John Lord Booth is owner of Booth Radio Stations Inc. Filed May 5.

Salisbury, N. C.—Mid-Carolina Broadcasting Co., Channel 4 (66-72 mc), ERP 18 kw visual, 9 kw aural, antenna height above average terrain 275 ft. Filed May 5. RETURNED May 5, not properly executed.

ALLOCATIONS

Remote Pickups Fare Well

BROADCASTERS appeared elated with the provisions made for remote pickup facilities in FCC's final decision on general allocations for mobile and fixed services, handed down last Tuesday.

The decision allotted to remote pickup 19 channels in the 25-30 mc band on an exclusive basis, approximately the same space it already had in the 152-162 mc region, and 20 exclusive channels in the 450-460 mc band. Allocations are effective July 1.

Abandons Proposal

Thus the Commission abandoned the proposal it had made to push remote pickup (relay broadcast) out of the 152-162 mc band, but made effective its plan to let this service have space between 450 and 460 mc while giving it other channels it didn't have before between 25 and 30 mc.

In response to queries raised by Allen B. DuMont Labs, the Commission ruled that the 19 exclusive 20-kc channels assigned remote pickup in the 25-30 mc area may be used by television as well as AM and FM. Thus television, which in the past has had to use wire lines for TV audio pickups, henceforth will be able to use relay facilities for this purpose.

Rules adopted by the Commission covering all allocations in the proceeding—the report alone was 58 pages in length—were published in the May 6 *Federal Register*, copies of which may be ordered from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. FCC is unable to provide copies, due to the size of the documents.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Hill & Range

CANDY KISSES

On Records: Johnny Mercer—Cap. 57-558; Fontaine Sisters—Vic. 20-3429; Danny Kaye—Dec. 24623; Eugenie Baird—Hi-Tone 117; Eddy Howard—Mer. 5272; Elton Britt—Vic. 21-0006; Red Foley—Dec. 46151; George Morgan—Col. 20547; Eddie Kirk—Cap. 15391; Bud Hobbs—MGM 10366. On Transcriptions: Buddy Weed—Associated; Jan Garber—Capitol; Billy Williams—Lang-Worth; Foy Willing—Lang-Worth; Novatime Trio—NBC Thesaurus; Vincent Lopez—NBC Thesaurus; Eddy Howard—World.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

GODFREY

Top CBS Wage-Earner in 1948

ARTHUR GODFREY, radio funnyman, was the top wage-earner in 1948 in the books of Columbia Broadcasting System Inc., while Lowell Thomas, news commenator, was the top "independent contractor" on the network. Mr. Thomas received $402,300 for "program services."

On the regular payrolls, Mr. Godfrey hit top-dollar with $258,-450—a sum which did not include payments to Arthur Godfrey Productions. The latter got $123,-623.93 for "program services" from CBS while the CBS subsidiary, Columbia Records Inc., paid it $58,440.72 for sales of records.

The comedian's pay surpassed that of Frank Stanton, president of the network. Mr. Stanton received $109,798.80, a sum which included a $39,702.50 bonus. The president also had $9,296.11 paid for him for pension plan and $71.84 for group life insurance. These latter payments CBS does not consider "remuneration."

Third place in the CBS payroll sweepstakes went to John Reed King, radio artist, who received $95,795.80.

Several "independent contractors"—neither employes, officers or directors—did better than the top three payrollers. For example, Tom Howard was paid $218,751.25 for "program services."

These financial facts, together with many others, became public property last week when the network filed its annual report with the Securities Exchange Commission.

William S. Paley, chairman of the board, was listed as the only person owning more than 10% of CBS stock. On Jan. 1 he owned 223,500 shares or 29.45% of Class B, $2.50 par value stock. Also in his portfolio was 9.23% of the Class A, $2.50 par value, stock. Payments made to him were not indicated in the report.

CBS' 13 directors, however, of which Mr. Paley is one, received $372,980.46 during the year, plus $46,835.24 in pension payments and $931.59 in group life insurance payments. Included in the directors payments was Mr. Stanton's remuneration.

Twenty officers, who were not directors, received $561,516.41. Pension plans for them received $61,058.34 while group life insurance payments for them totaled $2,823.01.

Fifty-six employes received more than $20,000 during the year. The total for them came to $2,293,-904.75. Pension payments for them were $37,152.44, while group life insurance payments were $3,786.60. Executives, however, were not the main beneficiaries, a footnote made clear. The major portion of the 56 employes who divided up the $2,293,904.75 were radio artists, it was said. Their names were not set forth, although they did included Messrs. Godfrey and King.

The names of 21 persons or organizations not employes, directors, or officers of CBS who were paid more than $20,000 for services during the year were given. They were:

Name	Capacity	Remuneration
Roseman, Goldmark, Colin & Kaye (Legal services)		$92,900.00
O'Melveny & Myers		27,975.00
Carmichael Enterprises		23,000.00
Rooney Inc.		47,500.00
Arthur Godfrey Prod.		123,623.93
Mark Goodson		31,862.50
Tom Howard		218,751.25
Ed Sullivan		53,550.00
Lowell Thomas		420,300.00
William Todman		32,312.50
Patricia Carrington Prod.		23,400.00
William S. Todman & Mark Goodson		82,040.00
VIP Services Inc.		20,947.50
Wolfe Assoc. Inc.		53,427.60
Frank Cooper Assoc.		165,275.93
Martin Gosch Prod. Inc.		22,424.27
Broadcast Measurement Bureau		44,013.85
C. E. Hooper Inc.		51,206.85
A. C. Nielsen Co.		135,938.60
Paul Kesten (Consultant)		25,000.00
James D. Landauer Assoc. (Real estate consultant)		22,500.00

CBS methods of depreciation and amortization also were set forth in the report. It is writing off television equipment over an eight-year period; it's long wave gear over a 10-year span.

The subject of talent contracts, program rights, scripts, etc., also was mentioned in the report. CBS stated it is amortizing them on the basis of estimates of their useful lives at rates of 10-20% per annum. The Jack Benny deal, presumably, would fall into this classification. Because of the network's 1948 talent deals, this classification rose from $328,558 to $1,226,486.

10 AM GRANTS

Estimated Cost $150,000

GRANTS for 10 new AM stations, representing installation costs estimated at more than $150,000, were issued by FCC last Thursday.

Six were for daytime stations, two of which will operate with 1 kw and four with 250 w; three were for 250 w fulltime stations and one for 100 w fulltime.

The grantees and their assignments, ownership, and estimated construction costs were as follows:

Festus, Mo.—Jefferson County Radio and Television Co., 1010 kc, 250 w, daytime. Co-partners: Amos Anthony Govero, 49% owner C. E. S. Truck Lines Inc., Crystal City, Mo., and 49% owner Govero Bros. filling station, Festus; Donald Meinrad Donze, sales manager KSGM Ste. Genevieve, Mo.; and Clifton Matthews Poindexter, KSGM program director. Estimated cost $10,350.

Beverly, Mass.—Conant Broadcasting Co. Inc., 1540 kc, 250 w, daytime; estimated cost $14,176. Principals: C. Henry Glovsky, attorney, president 32%; Neiland J. Douglas, co-partner in real estate firm of Morgan & Douglas, treasurer 4%; Harry A. Glovsky, attorney, clerk 32%, and Hymen S. Glovsky agent and assistant manager at Palmer, Mass., Metropolitan Life Insurance Co., 32%.

North Adams, Mass.—Neal W. Welch, 860 kc, 250 w, daytime; estimated cost $18,924. Mr. Welch, sole owner, is sales administrator, Sprague Electric Co.

Lebanon, Tenn.—Lebanon Broadcasting Co., 900 kc, 250 w, daytime; estimated cost $12,000 exclusive of land and buildings. Principals: James Carl Richmond, ⅓ owner of five and ten cent store, president 33⅓%; Stewart G. O'Dell, music director, WOPI Bristol, Tenn., vice president 33⅓%; Warren G. Gilpin, engineer at WCDT Winchester, Tenn., 33⅓%.

Kelso, Wash.—Northwest Public Services Inc., 1490 kc, 250 w, unlimited; estimate cost $12,270. Principals: Roscoe A. Day, industrial analyst, Bonneville Power Administration, Portland, Ore., 20%; Henry H. Alderman, Bonneville Power Administration, 20%; Frederick C. Arpke, economist, Bonneville Power Administration, 20%; J. Kenneth Kaseburg, legal adviser, Bonneville Power Administration, 40%.

Northampton, Mass.—Pioneer Valley Broadcasting Co., 1400 kc, 250 w, unlimited; estimated cost $10,385 exclusive of land and buildings.

Natchez, Miss.—Old South Broadcasting Co., 1450 kc, 250 w, unlimited; estimated cost $17,475. Principals: M. T. Seale and H. J. Jennings. Mr. Seale is lumber mill operator and owner and Mr. Jennings has been salesman, announcer and program director for various stations.

Fulton, N. Y.—Don J. Kesterke, 1300 kc, 1 kw, daytime; estimated cost $23,-000. Applicant is works manager of Diltz Machine Co., paper making machinery manufacturer, and owner DK Products Co., general machine shop, both at Fulton.

Big Spring, Tex.—Leonard R. Lyon, 1400 kc, 100 w, unlimited; estimated cost $18,000. Mr. Lyon is commercial manager and technician at KWCO Chickasha, Okla.

Osceola, Ark.—H. F. Ohlendorf, 860 kc, 1 kw, daytime; estimated cost $20,-950. Mr. Ohlendorf is engaged in farming.

KWK OWNERSHIP

'Globe-Democrat' Has 25%

AN EXPANSION of the *St. Louis Globe - Democrat's* ownership in KWK St. Louis to approximately 25%, with the possibility of additional acquisitions by the newspaper later, is contemplated in an application to FCC last week.

The application seeks Commission approval of a voting trust agreement whereby Robert T. Convey, KWK president and controlling owner, would vote all the stock held by himself, his family and associates except that of the newspaper. The trust would cover 74.7%.

The *Globe-Democrat* bought approximately 17% a few weeks ago for around $165,000 [BROADCASTING, April 18]. The additional shares it now proposes to acquire would amount to a little more than 7% at a price of about $65,400.

Under present plans, designed to help finance KWK's proposed entry into television, the newspaper may acquire up to 20,000 additional shares of stock at $12 per share. This would be accomplished through the issuance of new stock. Thus Mr. Convey would retain control.

WINZ LICENSE

Ordered Revoked by FCC

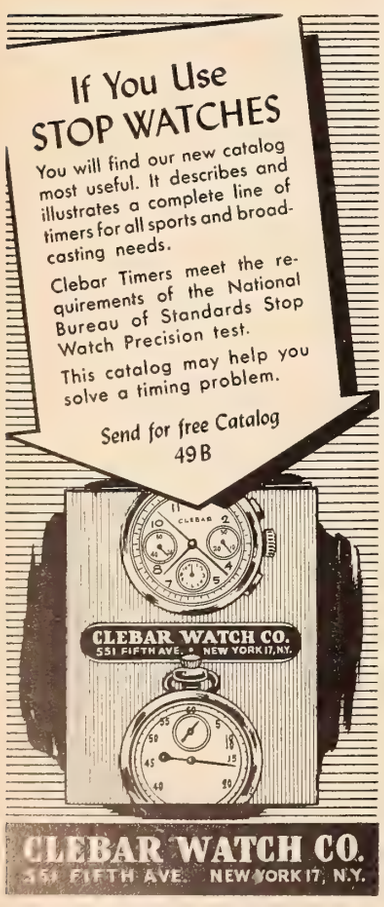
REVOCATION of license of WINZ Hollywood, Fla. was ordered by FCC last week "on the basis of violations of the Commission's Rules and Regulations and Standards of Good Engineering Practice, including notices served upon the licensee."

Hollywood Broadcasting Co., licensee, was allotted 15 days in which to request a hearing, in which event the revocation order would be suspended until the hearing is completed and the case decided.

The station is headed by Jonas Weiland, whose sale of controlling interest in WFTC Kinston, N. C. was approved by the Commission almost simultaneously *(see story page 75.)*

WINZ, established in 1946, is licensed on 940 kc with 1 kw, daytime only, but has a construction permit for 1 kw fulltime. The station has an application pending for use of 50 kw day and 1 kw night.

Chairman Wayne Coy did not participate in consideration of the case.







HIGHLIGHT of National Assn. of Radio Farm Directors' three-day visit in Washington last week was a Monday news conference with President Truman. Gathered on the White House lawn were the various farm broadcasters who posed with the President. Flanking the President from immediate left of Mr. Truman outward): George Givens, WGY Schenectady; Phil Alampi, WJZ New York; Paul Vissar, NBC Central Division; Claire Shadwell, WGTM Wilson, N. C.; (right from President) Alice Fulton, U. S. Dept. of Agriculture; Betty Brady, WLW Cincinnati; Agriculture Secretary Charles F. Brannan; Lou Kaiser, Cornell U. extension service; Tom Page, WNBC New York; Amos Kirby, WCAU Philadelphia. Conference for RFDs was arranged by Agriculture Dept.

* * *

FARM DIRECTORS Convene in Washington

By JOHN OSBON

TELEVISION is the home demonstrator's dream—it's the most powerful medium ever devised," Agriculture Dept. radio-TV specialists told the National Assn. of Radio Farm Directors at the third USDA-sponsored RFD meeting held in Washington last week.

Over 60 farm broadcasters attended the three-day sessions, which included a conference with President Truman, addresses by Secretary Charles Brannan and other farm officials, and meetings with joint House and Senate agriculture committees.

General theme of interest to farm directors during the meetings, held Monday through Wednesday, was current farm legislation, with Capitol agriculture leaders urging the RFDs to support the Administration's program through broadcasts.

The department's Office of Information took the wraps off its "Project 255," authorized last year under the Research & Marketing Act. Broad purpose is to unearth research in using television to disseminate marketing information." Ken Gapen, assistant information director for radio and TV, told RFDs the department's first annual report on both would be issued around July 1, with a preliminary report to be released shortly.

USDA is currently preparing five-minute feature shorts on 16mm film and a series of slide films dealing with marketing matter as first steps in the project, Tom Noone, USDA specialist, revealed at the Wednesday TV seminar. He related problems of film clearance rights and formation of a distribution system which USDA plans to turn out. Out of 225 films currently in its library, only four would be suitable on television, he pointed out. Sound films will be added periodically in time. But, for RFDs, film's advantages lie in the fact "you know what goes on and it allows editing." Mr. Noone traced television's technical and productive progress.

Maynard Speece, another radio-TV specialist, said the department has been active in from 25 to 30 TV programs aimed primarily at urban audiences. He called for showmanship, pointing out that the "yardstick of measuring your program is whether sight, motion and sound appear in that order of importance. Programs should be timely, important and, above all, "familiar" to televiewers, Mr. Speece emphasized, with people and animals as top subject matter.

During the seminar, a Rural Electrification Administration spokesman disclosed REA was launching a campaign to encourage state associations to operate radio schools for co-op employes.

President Truman told the RFDs that "we are working on a farm program that is a real one now, and I know that you are all going to cooperate." In a lighter vein he remarked, "At 5:30 in the morning, I'll be listening to you."

A joint session of the House and Senate agriculture committees held a meeting at the request of the NARFD Monday afternoon, immediately following hearings on Secretary Brannan's farm program.

That evening farm broadcasters joined agricultural editors for dinner at the Washington Hotel. RFDs spent Tuesday visiting Agriculture's research center at Beltsville, Md. Final sessions Wednesday closed with talks on farm subjects, a discussion on the Department's policy and service activities and the television report, followed by a reception and luncheon at the Carlton Hotel.

Attending the meeting, in addition to station farm directors, were network directors, county agents, and extension specialists. Attendance:

Alampi, Phil, RFD, WJZ; Arnold, Frances, ext. radio spec. WTAW; Atwood, Frank, RFD, WTIC; Berube, Armand, CBC; Bier, Joe, RFD, WOR; Bliss, Milton, RFD, WHA; Brady, Betty, women's program director, WLW; Brown, Charles L., county-extension radio director, WBOW; Buffum, Jesse H., RFD, WEEI; Buxton, Edward, radio- Telev. representative, Ellington Co.; Cech, Richard, RFD, WKRC; Cooley, Frank, RFD, WHAS; Dripps, William, agricultural director NBC, Chicago; Durham, Walter, RFD, WMC.

Edwards, Lee, RFD, WKOW; Ellis, Harold, radio editor, U. of Calif.; Eshbach, Charles, New England Farm Radio News Service; Evans, Phil, RFD, KMBC; Farrar, John, Future Farmers of America; Foltz, Miriam, ass't extension-radio, WOSU; Givens, George W., RFD, WGY; Haeg, Larry, RFD, WCCO; Hansen, Mal, RFD, WOW; Harper, Dix RFD, WIOU; Harmon, Frank J., RFD, WTTH; Herrell, Cecil, extension-radio editor, State College, N. M.; Holman, Anna J., extension-radio spec., KWSC; Hyman, Ted, extension-radio spec., WDBG.

Jackson, C. W., RFD, KCMO; Johnson, E. A., county agent-radio director, WKMO; Kadderly, Wallace, RFD, KGW; Kaiser, Louis, extension-radio director, Cornell U.; Kirby, Amos, RFD, WCAU; Langfitt, Merrill, J., RFD, KMA; Leeper, Ted, RFD, WVOT; Lerch, Donald, agricultural director, CBS, Washington; Mack, Chris, RFD, WNAX; Martz, Homer, RFD, KDKA; McQuay, Joe, extension-radio spec., WWVA; Miller, Henry, agricultural supervisor, Voice of America, New York; Miller, Robert, RFD, WRFD.

Orme, El Von W., RFD, KSL; Page, Tom, RFD, WNBC; Plambeck, Herb, RFD, WHO; Rapp, Dorothy, ass't radio farm director, WCOM; Rapp, Murrell, RFD, WCOM; Reck, Sam, extension-radio spec., Rutgers U.; Salisbury, Grant, extension-radio spec., WKAR; Schmitz, Harold, RFD, KFEQ; Schneider, Sam, RFD, KVOO; Seabrook, Paul, extension-radio spec., Clemson; Seaman, Gerald L., radio executive, Bert Gittins Advertising; Shannon, George, RFD, WWL; Shadwell, Clair, RFD, WGTM.

Tatum, Virginia, ass't agricultural director, CBS, Washington; Vaughan, Sidney, county agent-radio director, WTAG; Visser, Paul, ass't agricultural director, NBC, Chicago; Ward, William B., head, Dept. of Extension-Radio Teaching, Cornell; Weill, Robert K., radio representative, Armand S. Weill Co.; Wells, Marshall, RFD, WJR; Worcester, Charles, RFD, WMT; Zeis, George, RFD, WHKC.

IER

(Continued from page 29)

cate programs by AM affiliates, the FMA counsel stated that 18 months ago that trade association had requested legislative hearing on this matter. He observed that since then the FM industry had been beset with problems resulting from indecision of the FCC.

In addition, Mr. Marks decried "current delays" encountered by applicants seeking FM construction permits. He contrasted this to the time when action was taken in "60 to 90 days."

With regard to video, the FMA official acknowledged the newer art had captured the imagination and was destined for great things. But, he emphasized, it does not spell doom for existing sound mediums.

A forecast that TV will usher in "a new era in education, if wisely used" was made by Ruth Weir Miller, WCAU-TV Philadelphia educational director. She spoke before a work-study group on school broadcasts Friday morning. She told of her experiences of the last two months in presenting TV programs for 31 schools.

She declared: "The experiment in Philadelphia has proved that TV has undreamed of potentialities as a teacher's ally—television is an intimate medium, a most remarkable demonstration and teaching tool."

Radio's Future

(Continued from page 29)

as the lack of network facilities, which would not link the West and East Coasts for another two years, but in five years "will be so generally available that they will no longer constitute a bottleneck."

The fourth limitation to TV expansion was financial, he declared. "Many radio broadcasters that ought to be television entrepreneurs cannot afford that kind of money, and their thinking about television is controlled by the prospect of such expenditures." He repeated his earlier contention that TV should get away from the "carriage trade" concept. He suggested that repeater stations be established for small towns and rural areas, and declared, "These stations would of course be expected to work toward the day when they can provide more and more local service—but that could be a gradual process geared to the economics of the situation."

He pointed out that his ideas on a network of secondary stations acting as repeater stations for the network and metropolitan station programming were "my own," and that no such plan had been considered by the FCC.

He said that television advertising was already heading toward a $25,000,000 level for 1949, and that "I have not heard any trepidation" about its future.

AM and FM Weighed

Corollary to his predictions of a healthy and booming television industry the Commissioner again warned those who would enter AM broadcasting in the future to "carefully weigh" the outlook for television. The caution should extend, he said, to those who are now in the field.

He said he felt the FM figures (725 on the air, 160 under construction), were "quite realistic. They represent those that remain steadfast after a year in which approximately 100 applicants turned in their construction permits for various reasons, I think that most of the water has been squeezed out of those figures."

He urged the educators to make use of the FM frequencies available to them, and not to make the "same mistake education made years ago when it abdicated its position in standard broadcasting." He suggested they investigate the low power availabilities for their schools. "They should be excellent stepping stones into the higher power stations you need to serve the thousands of persons who are waiting to be served."

At Deadline...

WARNER WITHDRAWAL HITS FCC TARDINESS

HITTING FCC delays that have kept its application waiting for year with no hearing yet scheduled, Warner Bros. filed Friday for dismissal of its Chicago TV bid (Channel 13). Firm said it saw no chance for decision before 1951 at present pace. Withdrawal leaves four applicants for two channels under "frozen" proposed allocation.

Action followed Warners' announcement of virtual withdrawal from TV field, [BROADCASTING, May 2], and with only one pending application: Purchase of Mrs. Dorothy Thackrey's KLAC and KLAC-TV Los Angeles and KYA San Francisco for $1,045,000. For clarification, firm also told FCC it intends to go through with purchase of Thackrey properties upon FCC approval and urged "favorable consideration" before contract expires Aug. 1.

GRANT SET ASIDE

GRANT issued Hermitage Broadcasting Corp. last September for WNAH Nashville, Tenn. (1350 kc, 1 kw day) was set aside by FCC Friday on petition of adjacent-channel WKRM Columbia, Tenn. (1340 kc, 250 w). Hermitage application was set for hearing June 10 with WKRM named party to proceeding. Chief owner of Hermitage (55%) is V. T. Irwin Jr., senior statistician, Tennessee Dept. of Employment Security.

KIND PLEA DENIED

FCC Friday denied request of KIND Independence, Kan., 250 w daytimer, seeking permission to operate after hours for broadcasts of local baseball night games.

YANKEE NEGOTIATIONS

EFFORTS to work out a truce in the Yankee Network engineers' strike had failed as BROADCASTING went to press. Network officials and union representatives met with Massachuetts Labor Commissioner John J. Delmonte Wednesday and Thursday to consider his proposal that the strikers return to work under terms of the old contract during a 30-day "cooling-off" period. Recommendation was turned down by the network but a conference between management and labor was held Friday afternoon.

CHERNOW NAMES TRAVIS

WILLIAM TRAVIS, former vice president in charge of radio and television at Leland K. Howe Inc., New York, and before that general manager of WMLO Milwaukee, named radio and television director of Chernow Co., New York.

PARIS MISSION APPROVED

U. S. DELEGATION to International Telephone & Telegraph Conference opening May 18 in Paris approved Friday by President Truman. FCC Chairman Wayne Coy is chairman; Francis Colt de Wolf, chief of State's Telecommunications Division, is Vice Chairman, and FCC Comr. Paul A. Walker, delegate. Seventeen other members of delegation, 12 from FCC, 5 from State [BROADCASTING, May 2]. Most of group leave Thursday, may be away till late August. FCC Comr. Rosel Hyde to be acting chairman of Commission in Mr. Coy's absence. But Mr. Coy may return for a while in mid-conference, depending on (1) situation there, and (2) situation here.

FCC TO HEAR WSNY CASE

DISPUTE between former general manager of WSNY Schenectady and its president over transfers of station stock to be heard by FCC, at least preliminarily. George R. Nelson, former general manager, claims President Winslow Leighton acquired control improperly [BROADCASTING, Aug. 16, 1948]. Mr. Leighton denies, charging Nelson complaint was part of plan to "seize sole and absolute control" [BROADCASTING, Dec. 20, 1948]. FCC called hearing on (1) Nelson petition for investigation; (2) Leighton reply; (3) application for acquisition of control by Mr. Leighton and members of family through minority purchases; (4) petition of Mr. Nelson and Bradley Kincaid and Benjamin Dubb, former stockholders, for hearing on transfer application. Messrs. Leighton and Nelson are co-founders of WSNY.

TWO GET POWER BOOSTS

NEW FACILITIES for WDBC Escanaba, Mich., and boost in daytime power for KIT Yakima, Wash., authorized by FCC Friday. WDBC, Mutual outlet, moves from 1490 kc with 250 w to 680 kc with 1 kw, directionalized. KIT, ABC affiliate on 1280 kc with 1 kw, increases daytime power to 5 kw.

KWHN CASES OFF DOCKET

FCC said Friday it had reconsidered its action of last May calling for hearing on license application of KWHN Fort Smith, Ark., and on request for additional time to complete KWHN-FM. Cases were removed from hearing docket. KWHN-FM completion date extended to Nov. 7.

COVERING 'LIFT' WINDUP

HENRY LA COSSITTE, conductor of Mutual's *Editor's Diary*, Mon.-Fri., 9-9:15 a.m., was to leave May 8 by plane for Berlin to cover conclusion of air lift next Thursday. He will do his regular broadcasts this week, plus special reports to MBS, from Berlin.

NBC, GARDEN NEAR DEAL ON SPORTS COVERAGE

NBC and Madison Square Garden, New York, reportedly near deal which would give network interest in sports promotion enterprise not unlike that of CBS participation in Tournament of Champions. Negotiations in progress between NBC and organization which will succeed 20th Century Sporting Club whose dissolution was announced last week.

Garden ownership reportedly will be major participant in new enterprise. Position of Gillette Safety Razor Co., whose $400,000 contract for rights to Garden events expires May 31, not clear although high executive of Maxon Inc., Gillette agency, told BROADCASTING Friday company hoped to renew contract "on the same basis." In view of Gillette statement, belief was held that NBC was intending to buy piece of promotion corporation, which is not yet named, that will take over contracts and assets of 20th Century.

With NBC as part owner of sports promotion firm it would then be in position of selling rights to Garden events to Gillette and also receiving revenue from sale of time to same company if Gillette chose to broadcast or telecast over NBC. Most Garden events under Gillette sponsorship in past have been telecast by NBC and broadcast by ABC.

PETITIONS TO FCC OPPOSE RICHARDS TRANSFER

MEMORANDUM urging FCC to deny application of G. A. Richards for transfer of control of his stations [BROADCASTING, April 25] was filed Friday by American Jewish Congress, Anti-Defamation League of B'nai B'rith, Jewish Labor Committee, Jewish War Veterans of U. S., and Jewish Community Councils of Los Angeles, Detroit and Cleveland.

Group asked denial of Mr. Richards' plan on four grounds: (1) Proposal "does not effectively eliminate" possibility he will retain influence over station policies; (2) proposed delegation of authority is improper; (3) plan does not meet FCC standards for transfer of control; (4) FCC should decide "serious charges" against Mr. Richards without first passing on transfer application.

Mr. Richards, who has been under investigation on charges he ordered KMPC Los Angeles staff members to slant news against certain minority groups, proposes to retire from and transfer control of stations to three trustees: President John A. Hannah of Michigan State College, Vice President L. P. Fisher of of Fisher & Co., Detroit, and General Motors Vice President Harry J. Klingler, general manager of GM Pontiac Division. Stations are KMPC Los Angeles, WJR Detroit, WGAR Cleveland.

Closed Circuit

(Continued from page 4)

ations representing contending groups are buying white space in same areas. Without taking sides, NAB Executive Vice President A. D. Willard Jr. has brought overall issue to attention of station members.

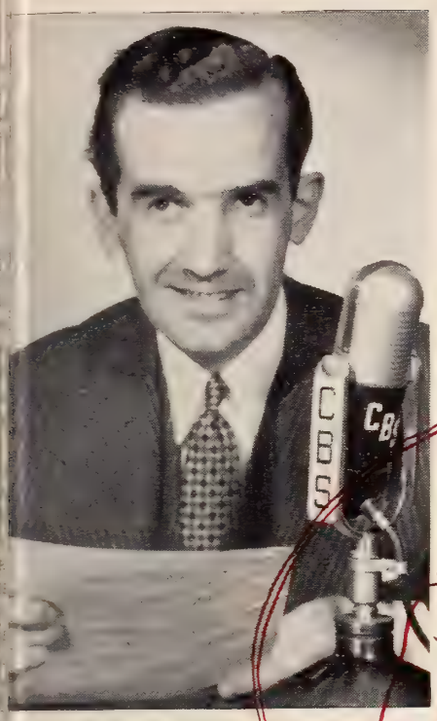
COMR. E. M. WEBSTER, renominated by year term to begin June 30, is chortling over year term to begin June 30 is chortling over what he regards as conquest of trade press. He walked in front door of White House offices a month ago at President's behest, agreed to reappointment, had pleasant chat and walked out unnoticed by press corps. It's understood President then advised him that appointment would go up as soon as 60-day statutory provision could be met and that was on May 4.

CONGRESSIONAL watchdog with 14-man FCC and 6-man State Dept. mission to summer's International Tel & Tel Conference in Paris will be Sen. Ernest W. McFarland (D-Ariz.), chairman of Senate Interstate Commerce radio subcommitteee. While most of delegation leaves Thursday for conference opening May 18, he plans to reach Paris around June 1. FCC General Counsel Benedict Cottone may be delayed till about same time.

TIMETABLE on TV allocations or standards may be determined late this week when ad hoc committee made up of government-industry experts submits final report on its deliberations to FCC. Preliminary proposal for another engineering conference which would cause further indefinite delay is frowned upon by some FCC members. Comr. George E. Sterling, who with Comr. E. M. Webster has been delegated TV coordinating function, is shooting for Aug. 1 deadline for both VHF realignment and UHF allocations and standards.

WHILE U.S. engineers ponder nature of Soviet aerial blockade of Voice of America programs, there's belief in State Dept. quarters that "new type" Russian transmitters are nothing more than old German "jammers" used by Nazis during war. Transmitters are designed for blocking transmission, rather than sending purposes. It's estimated Soviets normally utilize 44 transmitters, with 18 of those previously traced to jamming centers.

CBS STARS ARE ALWAYS SHINING OVER *EASTERN IOWA* VIA **WMT**

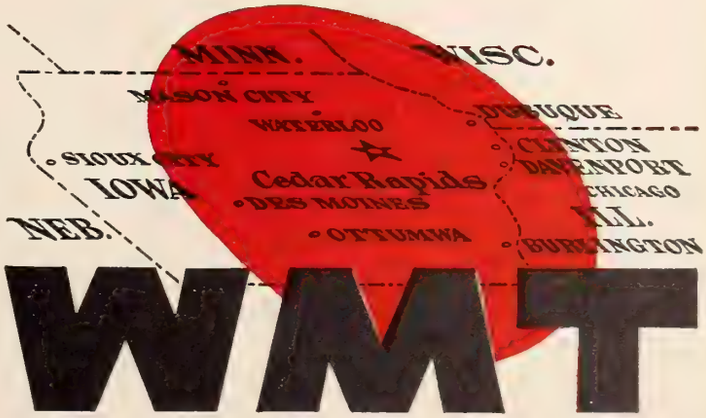




Eastern Iowa Listens to Murrow—Tomorrow and Today on WMT

Mr. Edward R. Murrow, one of radio's most distinguished reporters, is heard regularly on WMT under the sponsorship of Campbells Soup. Recent winner of the Peabody Award for Reporting (for the second time), Mr. Murrow's citation described him as "... one of the most reliable and shining lights in the overcast of news analysis ..."

Advertising on WMT is one of the most reliable ways of reaching the prosperous farmers and industrious manufacturers of Eastern Iowa. With a loyal audience built up by CBS programming spiced with potent regional news and special events coverage, WMT offers access to 1,131,782 people (within the 2.5 mv line). Listen to the WMT story tomorrow—the Katz Agency has the facts.

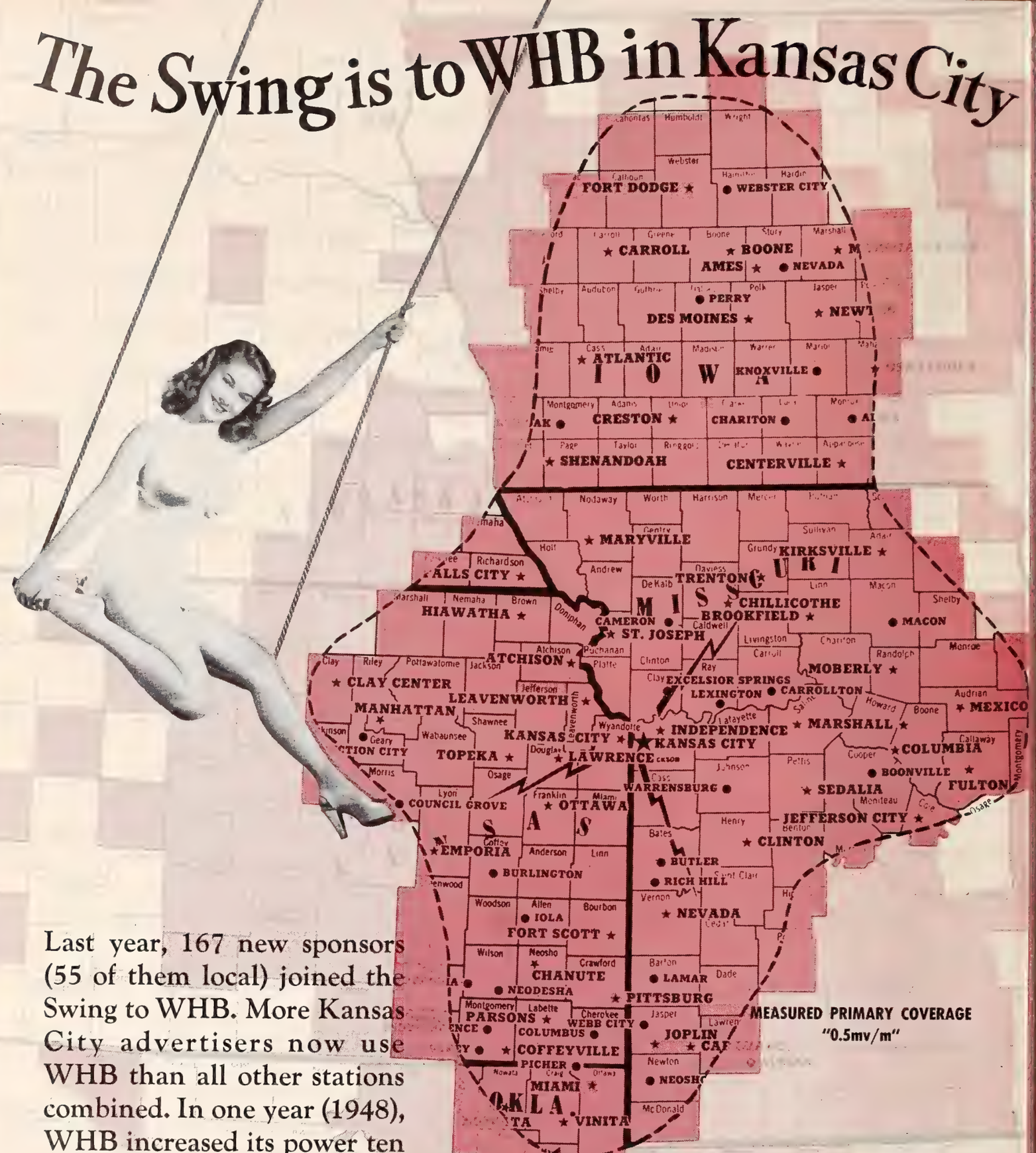


WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

The Swing is to WHB in Kansas City



Last year, 167 new sponsors (55 of them local) joined the Swing to WHB. More Kansas City advertisers now use WHB than all other stations combined. In one year (1948), WHB increased its power ten times . . . received 147% more mail . . . added to its coverage area 89 new counties in three states, with a potential of two and a half million new listeners.

MEASURED PRIMARY COVERAGE
"0.5mv/m"

10,000 WATTS IN KANSAS CITY

WHB AM FM

Represented by
JOHN BLAIR & CO.

DON DAVIS, *President*
JOHN T. SCHILLING, *Gen. Mgr.*
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

MAY 16, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



FOR SPONSORS...

the seats are unreserved

Snap your fingers . . . and another choice TV availability has been snapped up by an alert advertiser.

Rates on Fort Industry Television Stations are extremely low in relation to advertising value received . . . advertisers get the benefit of the terrific impact made by actual product demonstrations in homes.

You can discover just what good seats, facing the buying public, are still available to sponsors by contacting the representatives for WJBK-TV, Detroit (CBS and DuMont), WAGA-TV, Atlanta (CBS and DuMont), and WSPD-TV, Toledo (CBS, DuMont, and NBC). Act today—see your Katz Agency.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455



There's a great show on KVOO every Saturday evening at 6:15 which brings hope, inspiration and real progress to many fine folk who deserve to and will make use of their latent abilities through this encouraging program! Conducted by Cy Tuma, genial and gifted KVOO staff member (himself a victim of Polio) *NEW FUTURES* makes available an effective channel through which handicapped people find useful, happy lives unfolding before them. Cy originated and developed this fine humanitarian program which is building new and lasting happiness for the handicapped among KVOO's ever growing and staunch listenership. We are proud of *NEW FUTURES* — another KVOO first!

New Futures is typical of the public service efforts of KVOO which continually seek to make available more and more of the better and important things of life to all of our listeners through intelligent programming.

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.



You get *Umbrella Coverage* with WCAU. . . . That's why more national spot dollars go to WCAU than to any other Philadelphia station. And by dialing WCAU you follow the parade of stars to CBS. . . . These all add up to the "all survey" fact that WCAU has by far the largest share of the listening audience in Philadelphia and vicinity.

WCAU | TV AM FM

CBS AFFILIATE

The Philadelphia Bulletin Stations

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

HIGH (but not top) brass of RCA, NBC and associated enterprises met at Absecon, N. J., over last weekend to get acquainted and interchange intelligence. Heading contingent were John G. Wilson, vice president of RCA, and Charles R. Denny, NBC executive vice president.

FORMAL agreement was reached last Thursday for transfer of KTSA San Antonio, CBS outlet, to Huntress-owned *San Antonio Express News*. Papers were signed in Dallas whereby Gene Autry, cowboy impresario-broadcaster, turned over his contract for acquisition of station at $450,000 to newspapers which operate FM station KYFM. Mr. Autry's $7,000 out-of-pocket expense was reimbursed [CLOSED CIRCUIT, May 9].

WHETHER NAB will hold its next board meeting, tentatively scheduled for July, at Cape Cod, Mass., is being debated. Heavy cost of board sessions (about $3,500) plus feeling that not enough will have jelled since last meeting in April to warrant session may result in decision to forego meeting until fall.

RECENT three-ply board referendum by Judge Miller on NAB TV, legal and committee problems is sign of times. NAB president plans to ask directors for their views frequently because of rapid industry changes and faster turnover in board makeup as result of new election rules.

INCREASE in TV business showing little impact on sister AM stations in such markets as New York, Chicago and possibly Philadelphia, where size of market tends to de-emphasize local angle. AM outlets noting falling-off of local sales, however, in multiple TV markets such as Boston, Washington and Baltimore.

ALTHOUGH no formal ruling has yet been made, majority opinion on FCC appears to be in favor of requiring interconnection of AT&T coaxial cable facilities with microwave relays of other carriers, to which AT&T has strenuously objected. Opinion stems from desire to expedite TV network expansion.

SCANNING of crystal ball reveals indication Radio Mfrs. Assn. may change its name—and soon. New name: Radio & Television Mfrs. Assn.

LAST WEEK there were four candidates for chief engineer of FCC: Acting Chief John A. Willoughby; Ralph L. Clark, former consulting engineer now director of programs division of the Research & Development Board, who has been previously mentioned; Raymond P. Wilmotte, consulting radio engineer of Washington and New York who designed first directional antenna; and James Lamb, former technical editor of *QST*, American Radio Relay

(Continued on page 82)

Upcoming

May 16-19: RMA 25th annual convention and Parts Industry Trade Show, Stevens Hotel, Chicago.

May 17: Hearing on Western Union baseball charges, FCC Hdqrs., Washington.

May 18: Massachusetts Committee, George Foster Peabody Awards dinner, Hotel Statler, Boston.

May 19: Southern California AAAA meeting, Los Angeles.

(Other Upcomings on page 57)

Bulletins

FRANCIS P. MATTHEWS, 25% owner of WOW Omaha, named by President Truman Friday to be Secretary of Navy. He is prominent Omaha lawyer and banker, and leader in Catholic affairs. Mr. Matthews, 62, was picked to succeed John L. Sullivan, who resigned last month.

NBC TO EXPAND CHICAGO PROGRAM ORIGINATIONS

NBC considering shifting of some sustainers to relieve pressure on New York, Niles Trammell, NBC president announced today (May 16). He also announced start of construction on new Chicago television studio, citing that city's role in the future development of video.

NBC Central Division expects to increase both AM and TV programming before summer, according to I. E. Showerman, midwest vice president. He discredited rumblings that network plans to eliminate division. Speculation began two weeks ago when 32 Chicago staff members were dismissed [BROADCASTING, May 9].

Top-level executives favor more midwest TV originations because of heavy cable load east to west and New York's cramped studio quarters. Several network AM sustainers will be transferred to Chicago, Mr. Showerman said.

CBS EARNINGS UP

FIRST quarter earnings for CBS were $18,802,093 as compared with $18,676,763 similar quarter last year and $19,229,632 last quarter of 1948. New figures were filed with Securities & Exchange Commission.

TIME TO AGREE

MILTON BERLE, speaking at Inter-Faith in Action testimonial dinner in his behalf, singled out Fred E. Ahlert, ASCAP president, and Niles Trammell, NBC president, both of whom were members of $50 per plate audience at Waldorf-Astoria, New York, Thursday night. "This is indeed brotherhood," said Mr. Berle. "Here are my friends Mr. Ahlert and Mr. Trammell, who right now are having differences of opinion. And they're both here to honor me. Look, why don't we shoot backstage like the three Ritz Brothers and iron it all out."

Business Briefly

TOBACCO FIRM SPONSORS ● Brown and Williamson Tobacco Co. (Raleigh cigarettes) will sponsor *A Life in Your Hands*, mystery show, in Tuesday 9:30-10 p.m. (CDT) *People Are Funny* slot on full NBC network June 7-Sept. 13. Latter show returns Sept. 20. Agency, Russel M. Seeds, Chicago.

GREYSTONE SIGNS ● Greystone Press, New York, signed Friday for sponsorship of *Mr. Fixit*, 15-minute program over MBS Sundays 5:30-5:45 p.m. Agency, H. B. Humphrey & Co., New York.

GOSPEL HOUR ● Gospel Broadcasting Assn., Los Angeles, June 19 starts *Old Fashioned Revival Hour* on 267 ABC stations, 8 to 9 a.m., local time in each zone. Contract for 52 weeks. Agency, R. H. Alber Co., Los Angeles.

YANKEE NETWORK AND IBEW NEGOTIATIONS DEADLOCKED

YANKEE Network and IBEW contract negotiations at impasse Friday following failure of mid-week meetings [BROADCASTING, May 9] with union engineers remaining on strike. Both sides said they were willing to meet further but no date had been set.

Thomas F. O'Neil, Yankee vice president said management had offered a proposal to transfer engineers now on AM to TV with no reduction in jobs or wages. Engineers offered same pay scale and guarantee against abolition any other jobs, he said, but union rejected offer despite fact it contains job security clause for certain employes.

Mr. O'Neil said transfer of jobs necessary because of decline in AM advertising business and upswing of TV, requiring diversion of as much money as possible to TV with cut in AM overhead. He said union's newspaper ads blaming management for halting WNAC-TV baseball games were in error, since Yankee offered to let WBZ-TV televise all games during dispute. Because engineers at that station belonged to same union, they might attempt to prevent telecasts, he added. WNAC-TV and WBZ-TV alternate in telecasting games.

Russell G. Lighty, IBEW international representative, said company had offered no specific plan to settle dispute although it had agreed to do so at end of Wednesday night meeting. Wage cut of 20% still main issue he said, claiming Yankee negotiators had instructions from General Tire & Rubber Co. office in Akron not to settle unless pay cut was included.

Mr. Lighty later said network offer was rejected by union because engineers want dispute to be settled by arbitration and that Yankee offer would give company a 20% reduction in AM operation which is described a point it has sought since start of controversy. He said seventeen jobs taken from AM would be given station employes already working.

Stations affected by strike are WNAC Boston; WAAB Worcester; WEAN Providence; WMTW Portland; WICC Bridgeport; WONS Hartford.

Power...
+ programming
+ promotion
+ public acceptance
= POPULARITY!



power ... 50,000 watts ... power to deliver the strongest signal of any Cleveland station in Cleveland, in Akron and in Canton ... power to cover a six billion dollar market area.

programming ... a balance of top CBS shows, local WGAR-created programs and public service features that has more Clevelanders listening to WGAR than any other station. (Fall-Winter '48-'49 Hooper Survey.)

promotion ... WGAR's promotion wins awards. (CCNY award for 1949.)

public acceptance ... makes WGAR the station with more than three million friends in northeastern Ohio ... truly "Cleveland's Friendly Station".

popularity ... the result of a wide-awake radio station operation ... the kind of radio service that helps bring people into stores to buy the products advertised on WGAR.

WGAR

50,000 WATTS • *Cleveland*

Represented Nationally by Edward Petry & Co.

WFBM-TV

Miss Indianapolis

HAS A NEW POINT OF VIEW!



● One of the Indianapolis Monument's nearest neighbors, the tallest building in the heart of downtown Indianapolis, is literally sprouting progress. Right before Miss Indianapolis' eyes, the new WFBM-TV antenna has taken shape on its roof . . . scraping the clouds at 464 feet above the city's bustling streets.

It's a fact—Miss Indianapolis and her fellow-Hoosiers for miles around are going to have a new "point of view" when WFBM-TV takes to the air in June—operating on Channel 6 with video power at 28.2 KW; aural-18.1!

WFBM-TV, beaming to a 70-mile market area including more than 525,000 families, means sales opportunities for enterprising business men! Early figures indicate approximately two thousand TV sets will be ready to operate in this prime market the day WFBM-TV first telecasts network national spots and its own local shows.

For facts, details and recommendations, give the Katz representative near you a call!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint*—WOOD *Grand Rapids*—WEOA *Evansville*

BROADCASTING
TELECASTING

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IN THIS ISSUE . . .

BAB's Flying Start 23
Stanton $1 Million Pact 23
Goodman Pact With WJZ-TV 24
Caution: Code Ahead 25
CBS, NBC, Gillette Sports Rights 25
Don Lee Realigns 26
NABET Engineers Sign With NBC, ABC 26
Bulova Grants Cleared 27
Coy Asks FCC Budget Cut Restoration 27
Experience Tops Job Standards 28
TV Employment Nears 4,000 56
Video Censorship Before Pa. Court 32
ASCAP-TV Meet Set 33
IER Crossroads—Kobak 60

DEPARTMENTS

Agencies 8
Allied Arts 78
Commercial 71
Editorial 44
FCC Actions 64
Feature of Week 10
Film Report 39
In Public Interest 20
Management 46
Milestones 58
Network Accounts 14
Upcoming 57
New Business 14
News 71
On All Accounts 10
Open Mike 12
Our Respects to 44
Production 74
Programs 63
Promotion 76
Radiorama 18
Technical 78
Telestatus 38

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

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Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOPS



Night Time Contour

The KFH nighttime service area is about 11 times the area and the population served is about two and one-half times the population of its nearest competitor. KFH nighttime power is 5 times the power of its nearest competitor. The big buy for nighttime programs or spots is KFH in Wichita.

NIGHTTIME	POWER (watts)	*AREA Sq. Miles	*POP Add 000	*mv/m Contour	†SPOT Rate
KFH	**5,000**	**8,420**	**385.0**	**2.3**	**$24.00**
STATION B	1,000	750	159.8	6.55	12.50
STATION C	1,000	448	129.1	8.	12.75
STATION D	250	150	124.8	12.9	5.50

†Rates are based on 3 Class A station breaks weekly for 52 weeks.

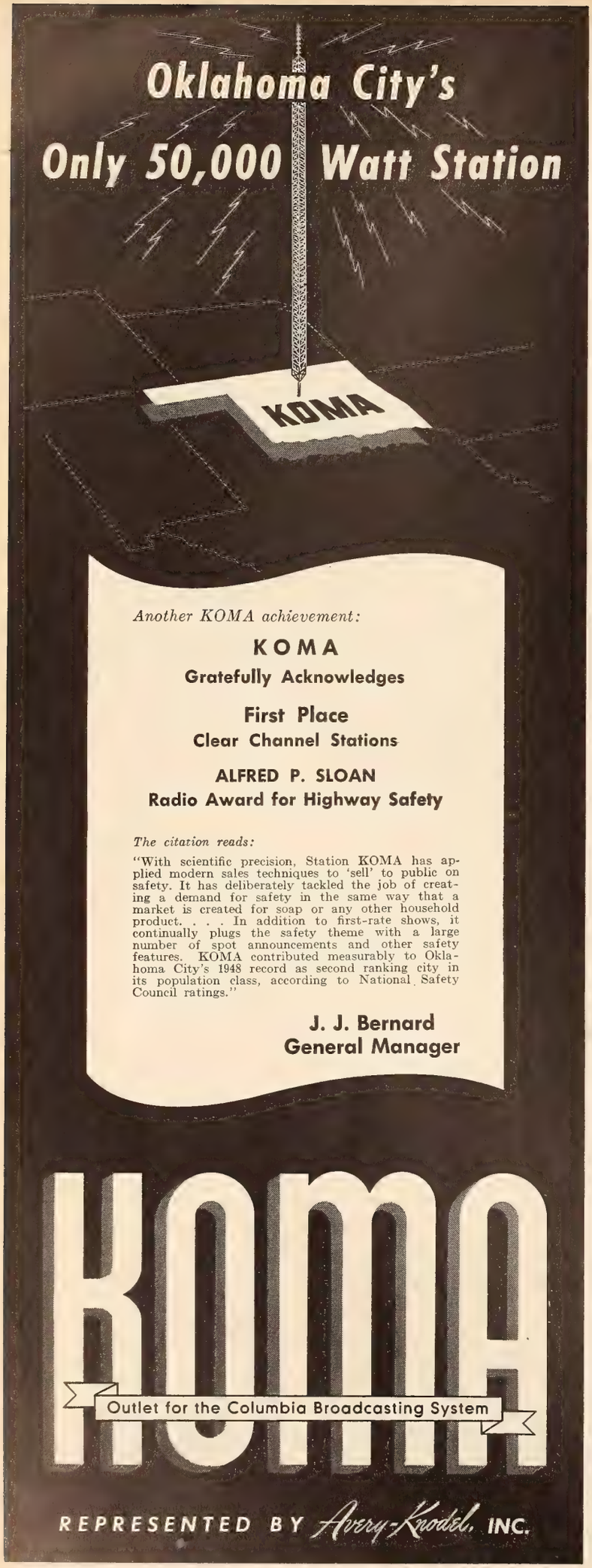
*The information pertaining to the area in square miles and the population included within the various contours is taken from data filed under oath with the Federal Communications Commission by the respective stations. For each station, the nighttime contour represents the area served FREE OF INTERFERENCE from other stations.

5000 Watts - ALL the time

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

KFH KFH - FM CBS

WICHITA, KANSAS



Agencies



BLAISDELL GATES, formerly head of Abbott Kimball Co. offices on Pacif Coast, joins Elliott, Daly & Schnitzer, San Francisco and Oakland agenc as vice president and account executive.

WINSTON O. BUTZ, former account executive at Benton & Bowles, Kudn Agency and Ruthrauff & Ryan Inc., joins Lennen & Mitchell Inc., New Yor in same capacity.

GEORGE G. OTIS, until recently assistant to vice president of Audien Research Inc., New York, appointed director of research for Erwin, Wasey Co., New York.

SAMUEL CHEW, formerly with Neal D. Ivey Co., Philadelphia, joins staff Gray & Rogers, advertising, same city. He formerly handled promotion ar publicity for Sun Valley for Union Pacific Railroad.

A. F. (Sandy) BANKS joins John H. Riordan Co., Los Angeles, as accou executive. Mr. Banks was formerly with Fred Jordan Agency, that city, same capacity, and before that co-owner and operator of Retail Adv. Cor San Francisco.

WALKER GRAHAM, former copy chief and account executive at Grant Ad Inc., Detroit, joins Geyer, Newell & Ganger Inc., also Detroit, as Nash Moto account executive. Mr. Graham had been on Plymouth account at Grant.

JAMES P. FELTON joins Foote, Cone & Belding, Los Angeles as accou executive on Lockheed Aircraft account. For past two years Mr. Felt has been editor of *Script* Magazine. Prior to that he was city editor of L Angeles *Daily News* and before that radio editor of *Time* Magazine in Ne York. Another addition to agency June 1 will be **BYRON W. MAYO,** present account executive with Richard G. Montgomery & Assoc., Portland, Ore., wh joins as account executive on Union Oil.

FRED S. McCARTHY joins Jones Frankel Co., Chicago, as director of sal promotion. He was formerly with Philco Corp. as television sales promoti manager for Midwest.

PRICE & DERMODY, San Francisco, opened offices at 364 Bush St.; telepho Sutter 1-8536. Heretofore, principals in agency, **DAVID PRICE** and **RICHAR DERMODY,** have worked only part time at advertising business.

BAKER Adv. Agency Ltd., Toronto, is moving from 522 University Ave. to i new headquarters at 1375 Yonge St., Toronto. Temporary offices are bei occupied during May and June at 116 Richmond St. W., till new headquarte is ready in July.

BERNARD ZWIRIN, associated with radio and television department of Rut rauff & Ryan, New York, for past five years, appointed director of publicity f department's activities.

RUDY ALBER, president, R. H. Alber Co., Los Angeles, is convalescing at S Joseph Hospital, Santa Monica, following a heart attack.

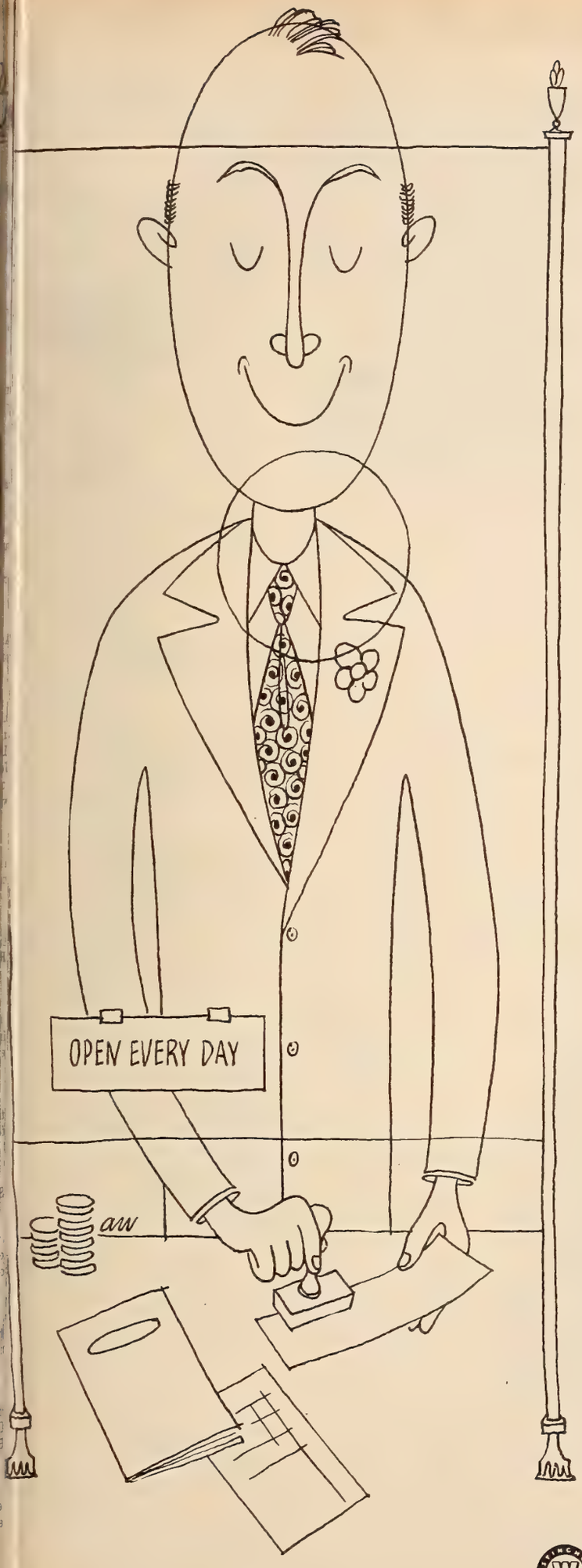
MARGARET SPENCER, formerly with J. Walter Thompson Co., Hollywoo joins Young & Rubicam, San Francisco, as traffic manager. She replac **BARBARA BAKER,** resigned.

CALVIN R. HOLMES joins account staff of Fuller & Smith & Ross, Chicag after working in same capacity at Kreicker & Meloan Inc., Chicago industri agency.

WILLIAM P. MULLEN, account executive at CBS-TV sales department, resig to join William Morris Agency, New York, where he will work under **WALLAC SHEPPARD JORDAN** in radio and television field. Mr. Mullen was with CB Radio Sales before joining network's television department.

HAZEL IRENE THOMPSON, former copywriter at William Esty & Co., Lenn & Mitchell, and Young & Rubicam, all New York, joins copy staff at Geye Newell & Ganger, New York.

ERNEST S. GREEN joins copy-contact staff of G. M. Basford Co., New York ar Cleveland.



No bank holidays on WBZ

$hrewd Yankee bankers
invest every dollar
where it will do the most good . .
especially the dollar spent
for *radio advertising*.

You can hear
bank-sponsored programs
on WBZ *each day of the week!*

Writes one bank official:*
"For eight years
we have sponsored a news program
three nights weekly on WBZ. That program maintains
a consistently good Hooper.
It produced tangible results *and is still doing it!*"

Whatever your product or service . .
for "tangible results"
throughout the rich New England market,
there's no medium like WBZ!

*John J. Barry, Vice President, the National Shawmut Bank of Boston

WBZ Boston's 50,000 Watt NBC Affiliate
(synchronized with WBZA, Springfield)

WESTINGHOUSE RADIO STATIONS Inc • KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

For Profitable Selling
INVESTIGATE
WDEL
WILMINGTON
DELAWARE
WEST
EASTON
PENNSYLVANIA
WKBO
HARRISBURG
PENNSYLVANIA
WORK
YORK
PENNSYLVANIA
WRAW
READING
PENNSYLVANIA
WGAL
LANCASTER
PENNSYLVANIA
NBC AFFILIATES
Represented by
ROBERT MEEKER
ASSOCIATES
Los Angeles New York
San Francisco Chicago
STEINMAN STATIONS

Feature of the Week

SMALL businesses struggling to get established in the central New England area have been given a helping hand by WTAG Worcester, Mass., and the Worcester Chamber of Commerce. With new businesses cropping up in the area, WTAG and the Chamber feel that the small industries are just as important vertebra in the "backbone of American enterprise" as the large firms.

John P. Cleaver, industrial consultant of the Worcester Chamber, sparked the idea for a program series titled *Blueprint for Tomorrow*. The WTAG program department worked the project into a listenable 13-week series.

A guest list of 22 leading Worcester business men representing 21 different firms was lined up for the series. Participating firms ranged from one founded in 1865 to one started only last year, and in size from a small forgings plant employing two men to the Norton Abrasives Co. hiring 4,800.

Topics covered on the show included problems of starting in business, organization and product

(Continued on page 17)



Reprints of Blueprint for Tomorrow *scripts are checked by (l to r): standing—E. E. Hill, executive vice president, WTAG, WTAG-FM; Frank Zacher, supervisor of training at Norton Abrasives Co.; seated—Armand A. LaChance, proprietor of small forgings plant, and Mr. Cleaver.*

On All Accounts

ALTHOUGH he delights in the potpourri of AM, TV and agency activities, Harry F. Dieter, radio and television business manager at Foote, Cone & Belding, Chicago, nevetheless dreams daily of retiring to Honolulu. Both the artist and the gypsy in him are spurring him on.

The artist favors Hawaii for its natural beauty and simple living, while the gypsy sanctions the idea from past experience (three years in the islands and five in Europe).

Lake fishing, however, antedated art forms and the wanderlust, absorbing Harry during his childhood in Erie, Pa. Born and reared there, he attended public schools with two brothers and a sister. On Saturdays, when he had progressed from the rowboat-on-the-lake to the gamboling-on-the-green stage, he roamed nearby rustic scenes in search of sites for his landscape paintings. Art classes proved an aesthetic balance to the more mundane study of science and math. The last were subsequently integrated in the electrical engineering curriculum at Pittsburgh's Carnegie Tech., which he entered at the age of 19.

For some still-obscure reason, three years as a writer and news editor of *Carnegie Tartan* newspaper convinced Harry he wanted to become an advertising layout man and copywriter. The conviction remained dormant while he memorized words to Sigma Phi Epsilon fraternity songs and philosophized with the brotherhood of Pi Delta Epsilon, honorary journalism group. The gleam of the ad man returned to his eye, however, after graduation as an electrical engineer. He was among several students to be chosen by Westinghouse, also in Pittsburgh, for its apprentice training program.



HARRY

Eight months later he entered Westinghouse's advertising department. For three and a half years he remained there, living at the Sigma Phi fraternity house, where he was alumni treasurer. From there Mr. Dieter went to Dayton to the advertising department of Frigidaire, a subsidiary of General Motors. After a year and a half he was transferred to Paris as European advertising manager. Activities of four branch offices and distributors in 10 European countries and Great Britain comprised his bailiwick.

Slightly brushed-up high school German and "French picked up

(Continued on page 78)



Here's Why...

FIRST IN BMB

FIRST IN HOOPER

FIRST IN THE SOUTH'S FIRST MARKET

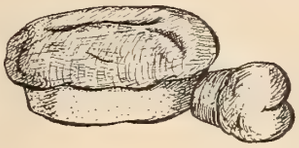


To sell Houston and the great Gulf Coast area

Buy KPRC
FIRST
in Everything
that Counts

KPRC
HOUSTON
950 KILOCYCLES · 5000 WATTS
NBC and TQN on the Gulf Coast
Jack Harris, General Manager
Represented Nationally by Edward Petry & Co.

Whether you sell...



aker's **b**read, **b**uns, **b**iscuits, **b**rownies, **b**rown **b**etty . . . **b**rilliantine, **b**ayrum, **b**ulging **b**iceps for **b**ashful **b**ackward **b**achelors . . . **b**eneficial **b**alm for **b**listered **b**unions . . . **b**adger or **b**eaver **b**lazers for **b**lond **b**abes . . . **b**eauticians' **b**obbed **b**ackswept **b**angs . . . **b**ombastic **b**irdseed for **b**ackward **b**irds!



ooties, **b**uggies, **b**ibs, **b**aubles, **b**antam **b**ackseat **b**andages for **b**usy **b**ouncing **b**abies . . . **b**oiling **b**eefy **b**arristers' **b**aggy **b**alconies down to **b**rief **b**ulges . . . **b**allroom **b**allet for **b**obbling **b**ubkins . . . **b**all **b**earing **b**uses . . . **b**ouquets, **b**lossoms, **b**on-**b**ons, **b**ooks for **b**rides' **b**oudoirs . . . **b**oys' **b**elts, **b**reeches, **b**ubble gum!



eer, **b**ubbling **b**icarbonate or **b**romo for **b**ig **b**rains after **b**oozy **b**inges . . . **b**arbers' **b**usiness for **b**alding **b**ankers and **b**lossoming **b**eau **b**rummels . . . **b**lack **b**ituminous for **b**lazing **b**oilers . . . **b**utchers' **b**arbecued **b**eef, **b**acon, **b**ristling **b**aracuda, **b**ass . . . **b**etter **b**uy radio . . . **b**etter **b**uy WGN!

Yes, Radio Sells... **that's been proven again and again. Likewise, WGN has proven a result getter for its advertisers. Many of WGN's local advertisers have built their businesses on radio . . . Radio is their basic buy. Four of our advertisers have been with WGN for a total of 60 years . . . 6 others have been on WGN for a total of 62 years . . . definite evidence that WGN is doing a selling job!**

Let us help you with your advertising problems . . . let radio give you the most for your advertising dollar.

REMEMBER . . . for Your Best Buy . . . ***Better Buy WGN!***

WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report

---

A Clear Channel Station...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

'Telecasting' Bouquet

EDITOR, BROADCASTING:

Words of praise have been tossed freely at your magazine but let me toss another sincere bouquet to not only your complete radio news coverage but your new TELECASTING Section. It is surely the only complete television news report available.

Carol Perel
Arthur Meyerhoff & Co.
Chicago

* * *

'News Bible'

EDITOR, BROADCASTING:

. . . Your magazine is our News Bible and is therefore religiously perused weekly.

William G. Broughton
Asst. Product Manager
Broadcast Equipment
General Electric Co.
Syracuse, N. Y.

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Outstanding' Job

EDITOR, BROADCASTING:

. . . The job you fellows did for the 1949 convention I thought was outstanding. As a matter of fact, I learned more by reading BROADCASTING as to what occurred at the convention than I did from attending several of the sessions.

Mark Woods
President
ABC
New York

'Must' Reading

EDITOR, BROADCASTING:

. . . I also liked the way BROADCASTING covered the convention and as always, your publication is "must" reading every Monday night. That's why I receive it at my home.

Fred H. Kenkel
Exec. Vice President
C. E. Hooper Inc.
New York

On Packard P. I. Deal

EDITOR, BROADCASTING:

Heartiest congratulations t BROADCASTING for its splendid cov erage (news and editorial) on P. I accounts.

We feel BROADCASTING coul serve the industry very well by re viewing such deals on a regula basis and strongly urge you to con tinue your good efforts.

We also feel that radio coul benefit considerably from trade book editorial and news coverag on the many organizations, prin cipally local, contacting station throughout the country solicitin free time for promotion of so called community interest activity then rushing over to the news papers and spending their dollar (usually their entire budget) fo space to promote these same ac tivities.

Richard E. Green
Mgr., Natl. Sales and Sales Service
KOMO Seattle

* * *

EDITOR, BROADCASTING:

Thanks for your editorial: "I.C On P.I." These "chisels" ar really getting under my hide.

Keep up the good work.

Robert D. Swezey
Vice President
WDSU New Orleans

* * *

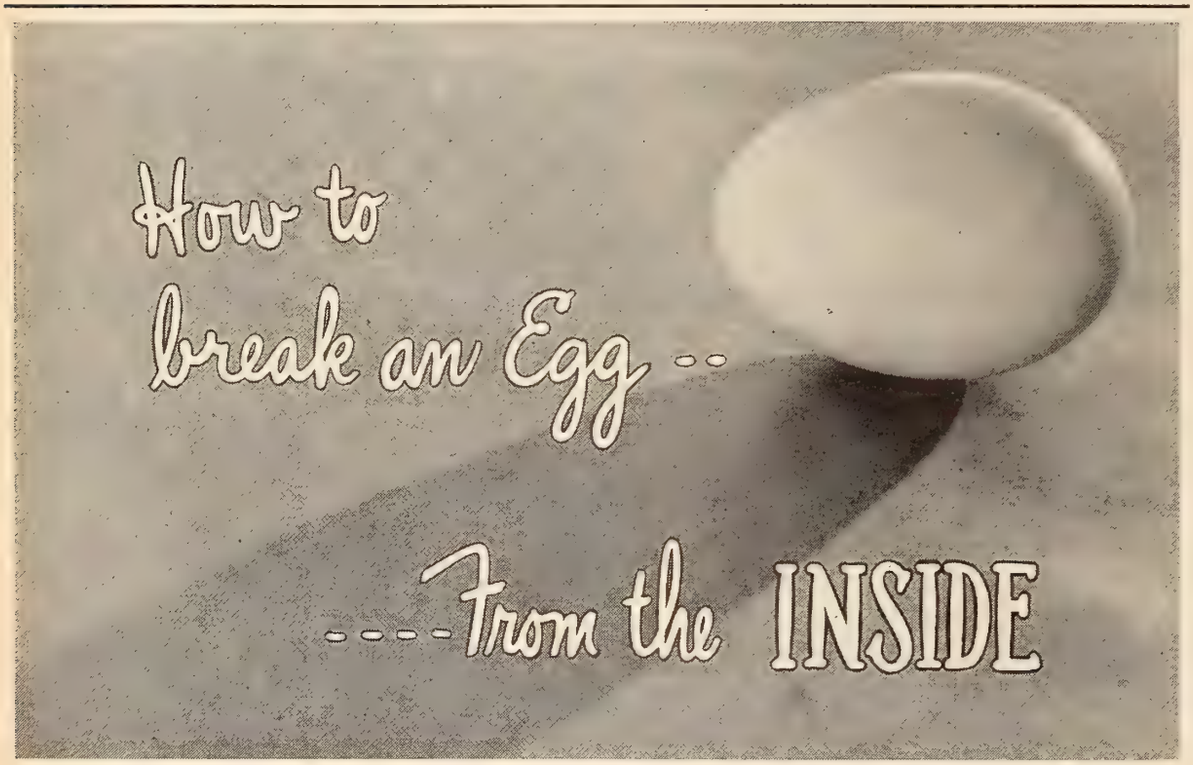
EDITOR, BROADCASTING:

For several years I have resiste the impulse to take exception t your periodical tirades against I I. deals. . . .

I hold no brief for P. I. account in radio, but there are plenty c reasons why some radio station might well accept some P. I. bus ness. Station managers are pron to forget. . . . It's the personality ability and enthusiasm of the ma who voices the commercial tha makes sales. Plenty of sma market stations with limited au diences are profitable. Plenty c high-Hooper stations cost mor than they are worth. . . .

The radio station that has nc yet proved its ability to pull ma orders might very well accept som legitimate P. I. offers and use thei

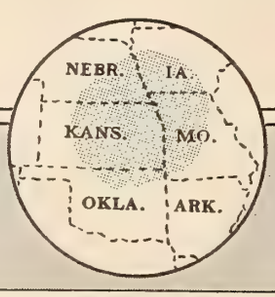
(Continued on page 16)



You don't have to break through a shell of sales resistance when you use WIBW to sell the Kansas farm audience. ***When you use WIBW, you're already on the inside!***

Because we've been a farm station for 25 years, we have the loyalty and confidence of these big-buying farm families. You'll understand why WIBW advertisers get more sales, faster distribution and greater profits when you let us sell *your* **product . . . from . . . . the . . . . INSIDE**

W I B W



SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW • TOPEKA, KANSAS • WIBW-FM

C B S

Rep: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN • KCKN-FM

WGGA Oscillator

WGGA Gainesville, Ga., used parts from its "junk box" to build an 81-cycle oscillator with 35 w amplifier to power its RCA 70-C2 turntables at 45 rpm with 33⅓ rpm gears, F. K. Brown, station's chief engineer, reports. "The 78 gears give us about 104 rpm which we have found useful for sound effects," Mr. Brown says, adding that "our only expense was the price of a microgroove pickup arm and 15-cent adapter for center hole."

ONLY THE LEADER CAN BE *First!*



Michigan's Greatest Advertising Medium

Call or write your nearest PETRY office

WJR CBS 50,000 WATTS



FREE SPEECH MIKE

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS, *Chairman of the Board* · FRANK E. MULLEN, *President* · HARRY WISMER, *Asst. to the Pres.*

WISH
does it again



"Breakfast with Chuckles"

is just one of a long string of successful shows
Programmed Locally



"CHUCKLES" CHAPMAN

Local color! Local personalities! Action! Interest! WISH goes all-out in this show featuring "Chuckles" Chapman, in the Guaranty Cafeteria, a leading restaurant just off Indianapolis' famous Monument Circle.

"BREAKFAST WITH CHUCKLES"—

—Has played to over 10,000 persons in less than a year

—Held each Saturday morning at 10, it has a long waiting list of women's clubs and civic groups waiting to participate

—Sponsored by Advance Paint Products, Inc.

WISH

1310 kc INDIANAPOLIS · A-B-C NETWORK

FREE & PETERS, *National Representatives*

George J. Higgins, General Manager

New Business



PRUDENTIAL Insurance Co. of America, Western Home Office, Los Angeles, appoints Botsford, Constantine & Gardner, that city, to work on campaign in 11 Western states. Radio test campaign being planned.

HERCULES POWDER Co., Wilmington, Del. (explosives, cellulose products) through Fuller & Smith & Ross, New York, conducting spot campaign on 1 stations in lower Rio Grande valley and central Gulf Coast of Texas; Mississippi Delta, and southeastern states.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., to sponsor finals of Golden Gloves International for Camel cigarettes on seven ABC-TV stations May 18. Stations carrying telecast are: WJZ-TV New York, WXYZ-TV Detroit, WFIL-TV Philadelphia, WMAL-TV Washington, WNAC-TV Boston WAAM(TV) Baltimore, and WEWS(TV) Cleveland. Agency: William Esty & Co., New York.

AUNT MID Co., Chicago (pre-packaged vegetables), appoints Schwimmer & Scott, Chicago, to handle spot campaign in Chicago to start on or before June 1. Firm plans to use no other media.

WILDROOT Co., Buffalo, N. Y., through BBDO, New York, sponsoring *The Mad Hatters,* musical video show on WBEN-TV Buffalo, Wednesdays, 7:30-7:45 p.m. on behalf of Wildroot Cream-Oil hair tonic.

JOBO FOOD PRODUCTS Inc., New York (Panak, prepared mix for potato puffs and pancakes), appoints Lester "L" Wolff Adv., New York, to handle advertising. Radio will be used.

ROBERT SMITH Mfg. Co., Los Angeles, appoints Walter L. Rubens Agency, Chicago, to handle national advertising for Nylon Dip, powder solution for use in rinsing nylon hose. Radio and TV contemplated. Mr. Rubens will work up media schedule within month.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes), contracts for two weekly film spots for 52 weeks on WGN-TV Chicago, through Ted Bates & Co., New York. **SALERNO-MEGOWEN Biscuit Co.,** Chicago, sponsoring 28 one-minute film spots on station before and after second game of doubleheader baseball telecasts through Schwimmer & Scott, same city.

GIMBEL'S DEPARTMENT STORE, Milwaukee, contracts with WTMJ-TV Milwaukee for co-sponsorship with **MILLER BREWING Co.** of 77 Milwaukee Brewers home baseball games. Firms alternate on commercials. Agency for both: Klau-Van Pietersom-Dunlap. **STATE DISTRIBUTING Co.,** for Emerson radio and TV sets, sponsoring *Roving Cameras* on film between games of 12 Sunday and holiday doubleheaders through Al Plotkin, also Milwaukee. Ten-minute pre-game interview show, *Dugout Doings,* sponsored by **DUTCHLAND DAIRY STORES** and **ENNIS MOTOR Co.** Mark-Mautner-Berman is agency for former.

DU-AL Mfg. Co., Sioux Falls, S. D. (duplex action loader and stacker), appoints Erwin, Wasey & Co., Minneapolis, to handle advertising. Radio will be used.

MacMILLAN PETROLEUM Corp., Los Angeles, sponsoring WNBT(TV) New York *Roving Camera* series, which started May 6. Thirteen-week contract for show, telecast Fridays, 6:50-7 P.M., was signed through Marketers Inc. of Hollywood.

PETER FOX BREWING Co., Chicago (Fox DeLuxe beer), contracts for first half of Friday night boxing bout telecasts on WGN-TV Chicago from Madison Arena effective May 20 through Kastor & Sons Agency, same city. Schedule will include approximately four telecasts.

AIR PURIFICATION SERVICE Inc., Newark, N. J., appoints J. M. Hickerson Inc., New York and Washington, as advertising counsel. Company, which manufactures glycol vaporizers for killing air-borne germs, intends to add radio to ad program when its retail distribution plans are completed.

Network Accounts • • •

GENERAL MILLS Inc., Minneapolis, through Dancer-Fitzgerald-Sample, Chicago, June 1 renews for 52 weeks *Lone Ranger* and *Betty Crocker Magazine of the Air* on ABC. Latter is aired Mon.-Fri., 10:25-10:45 a.m. over 185 stations, and former is heard Mon., Wed., Fri., 7:30-8 p.m. on 106 stations. Firm also renews *Today's Children* (five weekly, 1:30 p.m., CDT) for 52 weeks on NBC effective June 1. Agency: Knox Reeves Adv., Minneapolis.

PRUDENTIAL INSURANCE Co., Newark, renews *Prudential Family Hour of Stars* on CBS for 52 weeks, effective June 5. Program is aired Sundays, 6-6:30 p.m. Agency: Benton & Bowles, New York.

Don't take our word for it!

Compare official maps filed with the FCC
and learn for *yourself* that . . .

WMCA reaches more radio families and more unduplicated radio homes* than any New York independent station!

*WMCA—570 kc. *first* on New York's dial—delivers five-state coverage including 403,000 homes unduplicated by the stronger of two 10 kw stations . . . 190,000 homes unduplicated by the stronger of two 50 kw stations!

wmca



FIRST ON THE DIAL . . . FIRST IN COVERAGE . . . FIRST IN DOLLAR-VALUE

Represented by FREE & PETERS

NORMAN BOGGS, General Manager

CAN YOU WHISTLE THROUGH YOUR TEETH?

Some wag said the other day that a man whistling through his teeth would get a high Hooper rating on WMIL* . . . so long as his whistling was in Polka tempo!

Funny thing is, that's almost true! A long time ago, we discovered that there were things an independent station could do that a network affiliate never could do. And that was to program in a straight line to the hearts of its listeners.

That's what WMIL does. We'll probably never win a Peabody award. In fact, we'd probably be a flop in any market but Milwaukee. In Milwaukee, however, Hooper currently reports that the audience tuned to WMIL every weekday afternoon is 44% greater than the average tuned to three of the four network outlets; 143% greater than the average for the three other independents.

Small wonder that month after month, more national advertisers have discovered that the quick way, the economical way, to sell a million Milwaukeeans is to tell them over *their* radio station—WMIL.

Jerry Sies

* FORMERLY WMLO

WMIL..... means MILWAUKEE

REPRESENTED BY FORJOE

Open Mike

(Continued from page 12)

to train its staff to become sales conscious . . . I fail to see anything sinful in the principle of sales on commission basis. . . .

But the purpose of this comment is not to defend P. I. radio. Rather it is to ask you pointedly why you constantly rant against the advertiser who tries to secure radio results commensurate with costs and yet never scold radio stations who admit by their actions that their rate cards are out of line.

What about the station whose published rate is very high avowedly for the purpose of garnering easy money from distant accounts, while similar accounts nearer home operate on a "regional" rate and purely "local" accounts are favored with a "local" rate card? . . .

When rate cards mean what they say . . . then it's time to complain about "chiseling" P. I. accounts. But as things now are, don't you really believe its a bit "unethical" to talk about "unethical advertising" by people who ask for P. I. contracts?

Adam Reinemund
Buchanan-Thomas Adv. Co.
Omaha, Neb.

[Editor's Note: We agree with Mr. Reinemund's points about local vs. national rates. We still retain the view that P.I.'s are indefensible in radio if radio is to function as an ethical medium.]

* * *

EDITOR, BROADCASTING:

I was . . . much interested in the comment in connection with the Packard Motor Car Company's Jubilee transcription. . . .

I do not know what has been done on it, but this is a matter which requires the attention of the NAB. They should visit these gentlemen and point out to them the value of radio broadcasting. . . . Station managers [should] . . . do as we did, namely, visit the local Packard dealers and have them sponsor the broadcast.

William Doerr Jr.
Director of Sales
WEBR Buffalo, N. Y.

[Editor's Note: The NAB has acted to contact the Packard Motor Co.]

* * *

EDITOR, BROADCASTING:

I . . . wholeheartedly agree with your recent comments on the Packard "news" transcription.

We have been driven to using . . . "application" forms for all free radio time requested on either a local or national level. All too frequently in the past we have found paid ads in the local newspaper covering the same event to which we have donated free radio publicity. . . .

W. F. Rust Jr.
General Manager
WKBR Manchester, N. H.

[Editor's Note: The form used by Radio Station WKBR specifically certifies that the organization signing it will not "purchase any advertising for the specific campaign from any radio station, newspaper or other similar advertising media."]

Treasury Laurels

EDITOR, BROADCASTING:

If we in the Treasury Dept could speak 45 different languages it would be a pleasure for us to say in each of them from the bottom of our hearts: "Thank you Thank you, radio industry! Your patriotic generosity in the promotion of the sale of Savings Bonds has been magnificent. It is a contribution which will help make our nation more secure. We are deeply grateful."

I can't help you to find the answer to why it is "that when bouquets are tossed radio usually isn't there"—as you stated in your recent editorial. That may be a question that's bigger than both of us.

But I do know this: The Treasury Dept. certainly wanted to honor the radio industry at its recent dinner for national volunteers Our invitation list shows 22 top names from radio!

Surely, you must know that we are eager to recognize the contributions of radio. Bless your heart why do you think Vernon L. Clark the volunteer national director of the Savings Bonds Division, made a special trip to the NAB Convention in Chicago to present the highest citations, within the power of the Treasury Dept. to give, to the various branches of the radio industry? And further, why do you think Mr. Clark singled out the radio industry in his remarks on the night of the dinner?

I know that you, as the leading trade publication in the radio industry, have a right to be oversensitive. Heaven only knows, I probably would be too if I were behind your typewriter. But take

CLERKS GET PRIZES

In WARD Johnstown Contest

LISTENERS were invited to send in the names of their favorite songs, along with the names of their favorite grocery clerks, in a contest conducted recently by WARD Johnstown, Pa. The station reversed the usual format awarding prizes to the clerks instead of the listeners.

Contest was aired on a program titled *Compliments With Music* sponsored by a Johnstown coffee distributor. Each listener who indicated to WARD what his favorite song was and the identity of his favorite grocery clerk received a week's supply of coffee. The clerk named got one vote. But when a listener wrote the clerk's name on a bag of the sponsor's coffee, the clerk got ten votes.

Sponsor found that the program greatly boosted his sales, because the clerks pushed sale of his brand of coffee in order to get votes, WARD reports.

easy! We in the Treasury Dept. ave tried to express our sincere ratitude to the radio industry any, many times. We feel that e radio industry's immense con- ribution to the Savings Bonds rogram is another demonstration f the greatness of the American ystem of broadcasting.

Elihu E. Harris
Director of Advertising
U. S. Savings Bonds Div.
Treasury Dept., Washington, D. C.

[Editor's Note: Thanks, Mr. Harris. less your heart too. We're not die- ards but maybe you can advise us hy your director of protocol failed o seat one of those radio luminaries t that head table?]

* * *

Thoroughly Thorough'

EDITOR, BROADCASTING:

Not only do I insist that you are "the only authentic reporter of the mass radio media," but I confidently assert that you are thoroughly thorough.

John F. Meagher
Manager
KYSM Mankato, Minn.

Feature

(Continued from page 10)

development, operation analysis, business research and markets. Assistance in the project came from the Worcester branches of the National Assn. of Cost Accountants, Sales Executives Club, Personnel Directors Council and the Society for the Advancement of Management.

So successful was the series, WTAG reported, that it was held over for an additional three weeks, making a total of 16 *Blueprint for Tomorrow* broadcasts.

When the series ended, scripts were reprinted and bound in book form. WTAG is plugging the book on the air and is filling requests coming to the station. The Chamber is handling orders from industries. WTAG reports orders have been placed from national organizations and other stations interested in setting up a similar series in their areas. The books are offered at cost (40c for single copy) and copies will be presented to the public library as well as to libraries of the Worcester schools.

Because of the success and wide interest produced, the same team—WTAG and the Chamber of Commerce—plan another *Blueprint* series for the fall. Theme for the series has not been picked yet, but, says WTAG, "like any good blueprint, it will be a plan for betterment."

Roi-Tan Names Agency

AMERICAN Tobacco Co., New York, has appointed Lawrence C. Gumbinner Advertising Agency Inc., also New York, to handle advertising for Roi-Tan cigars. According to the agency, no plans are ready for announcement, but radio is being considered.

They Say . . .

"ONE of the fastest growing industries in the nation is that of television soothsayer. A television soothsayer will tell you how long it'll be before television slays radio . . . how much television programs will ultimately cost . . . what type of programs will be most popular . . . These bold attempts to peer into the future of an infant industry remind me forcibly of a similar bit of crystal-gazing concerning another infant industry made many years ago. It was an article written by J. George Frederick in *Editor and Publisher* June 13, 1925, and was heralded in that magazine as the most 'lucid and concise presentation of the subject yet made'. . . . Mr. Frederick predicted that radio was doomed as an advertising medium. Broadcast advertising, declared Mr. Frederick, reached a miscellaneous rather than a specific audience. . . .It told its sales story feebly and ineffectively. It definitely antagonized the public and belittled advertising as a principle. It couldn't possibly endure. . . . Mr. Frederick's article . . . resides next to the Gallup poll on the last election. . . ."

From John Crosby's "Radio Review" in The New York Herald Tribune

"THE law setting up the Communications Commission limits the right of appeal to the courts. If the same limited right of appeal governed when the Postmaster General exercised his taste upon matter going through the mails, the press would soon be in the position of the broadcasters. Judge Miller stated the case in geometrical logic: 'The first Amendment applies equally to radio broadcasting as to the press. Therefore, if the chairman of the Federal Communications Commission can make his proposition stick and compel broadcasters to be "fair," it follows that the same thing can be done to the newspapers, magazines and all forms of printed publications.' The newspaperman need not send to ask for whom the bell tolls."

From an editorial in
The Los Angeles Times

Canadian Set Output

CANADIAN RADIO set manufacturers during January 1949 produced 36,800 receivers, and shipped to dealers a total of 40,800 receivers, according to figures released by the Dominion Bureau of Statistics, Ottawa. Factory stocks at end of January totalled 100,000 receivers. Imports in January amounted to 1,400 receivers, exports to 2,100 receivers. Value of factory shipments amounted to $3,308,000. Average list price of table model sets in January was $31, down from $34 during last quarter of 1948, and lowest figure since 1942.

The Patroon* of the week

MacLEAN CHANDLER

Asst. to VP in charge
Radio and TV
LEO BURNETT CO., INC.
Chicago



With Burnett right from college to now except for four and a half years in the U. S. Navy aboard the WASP, Mac started in research, moved to production, then service and finally to radio time buying and TV. An ardent golfer, Mac will get hot competition from fellow Patroons at future outings in Patroonland. Welcome aboard, Mac.



*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

WPTR carried the basketball games of two of the area's great colleges. Letters from both schools state that as a result of WPTR's coverage attendance at the games was up 50% over any previous year.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

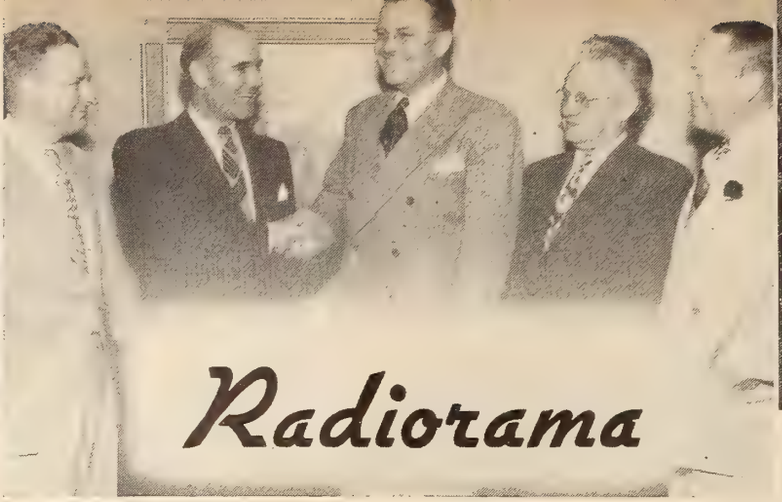
WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Radiorama



FOUR-WAY handclasp seals West Texas Appliance Co. and Southwestern Co. sponsorship of baseball games on WBAP-TV Ft. Worth. L to r: Karl Sharfenberg, West Texas; James McBride, McBride Adv.; Jack Holmes, WBAP; W. G. Medaris, Southwestern.



FIRST managing director of Southern California Broadcasters Assn., Robert J. McAndrews (center), is congratulated on appointment by board members. L to r: Cal Smith, KFAC Los Angeles manager and 16th Dist. NAB director; Bill Beaton, KWKW Pasadena manager and SCBA president; Mr. McAndrews; Ernest Spencer, KVOE Santa Ana owner-manager; Jennings Pierce, NBC Hollywood manager of station relations.

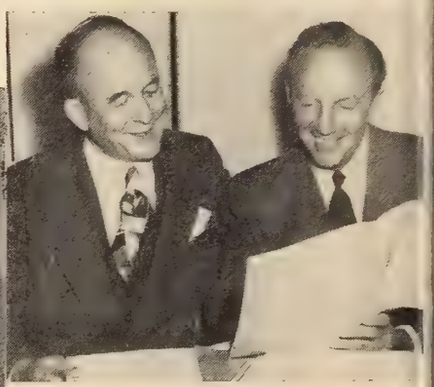


NEWS preview at New York's Waldorf-Astoria introduced International Silver Co.'s new sterling pattern, "Queen's Lace." Evarts C. Stevens, International pres., discusses silver with Jean Colbert, WTIC Hartford, Conn., commentator.

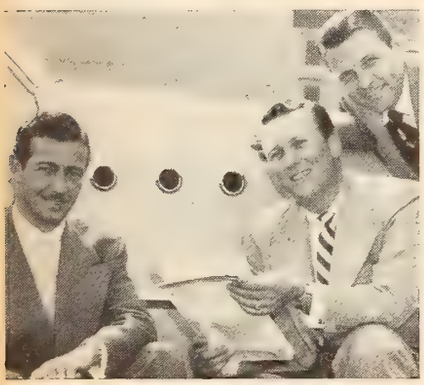


ENJOYING meeting of Junior Advertising Club of Philadelphia are (l to r) Joseph Tinney, WCAU Philadelphia v.p., asst. gen. mgr.; James P. Dwyer of Gray & Rogers and club pres.; Jerome B. Gray, Gray & Rogers senior partner.





NEW president of Assn. of American Soap & Glycerine Producers Inc., Charles Luckman (r), Lever Bros. pres., discusses industry problems with G. A. Wrisley, Allen B. Wrisley Co. v.p. and former Assn. pres., during Assn. directors meet.



FAIR WEATHER smiles are the fashion as New England Coke Co. renews its sponsorship of the "Old Salt," weathercaster on WCOP Boston, six days weekly, 7:40 a.m. and 6:10 p.m., for another 52 weeks. Approving the deal are (l to r) Ned Lord, account executive of James Chirurg Co., agency for account; Edmund J. Shea, Chirurg radio director; Rudy Bruce, New England Coke advertising manager, and Thomas Dunn, WCOP's salesman for the account.

ADMIRING contract of five local Buick dealers for weekly wrestling shows on KTSL (TV) Los Angeles are Bob Hoag (center), KTSL; Hank Travers (l) and Bob Heasley of 20th Century Radio & TV Productions

AT party honoring visiting MBS Commentator Cedric Foster (center), are T. H. Collinson (l) KTOP Topeka owner-manager, host, and ex-Gov. Alf Landon, pres., KCLO Leavenworth, KSCB Liberal, Kan., KTLN Denver, Col.



BEGINNING 23d year of radio advertising with James Cox (r), WAVE Louisville sales mgr., is Norman Epstein, mgr., Will Sales Jewelry Store, Louisville. Firm first signed with Mr. Cox in 1927 when he was with WLAP, then owned by present WAVE management.

CHRYSLER-PLYMOUTH dealers May 16 begin sponsorship of *Sammy Kaye Showroom*, transcribed show, on tailor-made network of 260 stations, three times weekly. Completing 26-week contract for 915 dealers are (l to r) Al Scalpone, radio production manager, McCann-Erickson; Sammy Kay; John Caron, advertising director, Chrysler Div., Chrysler Corp.; Kay Callahan, Chrysler account executive in charge of radio at McCann-Erickson; Lloyd Coulter, Mc-Cann-Erickson vice president in charge of radio and television.



READY for work on WMGM New York's *Today's Baseball* are (l to r) Sportscaster Marty Glickman; Bud Greenspan, production-sound effects; Sportscaster Bert Lee, otherwise known as Bertram Lebhar Jr., WMGM sales director. Drink is Nedick's Inc. product, one of show's sponsors.





WOW! Again A BETTER BUY!

LOOK AT THESE *HOOPER* COMPARISONS:

AVERAGE WOW RATINGS BY TIME PERIOD COMPARED WITH NATIONAL RATINGS

	WOW AVERAGES	NATIONAL AVERAGES (Same Shows)
EVENINGS	18.7	14.0
EARLY EVENINGS	15.8	7.8
SUNDAY DAYTIME	9.7	6.5
SATURDAY DAYTIME	6.5	2.7
WEEKDAY A.M.'s	6.0	4.2
WEEKDAY AFTERNOONS	7.6	6.0

Based on (for WOW) Omaha-Council Bluffs, October 1948 thru February 1949 —CM Report

(For National Ratings) Fall-Winter 1948-49 (Oct. thru Feb.) Comprehensive Hooper Report

There is NO Substitute for LISTENERS!

Strong Listener-Loyalty . . . 590 kilocycles . . . NBC and top locally-produced shows . . . have done it again!

WOW's 5-month Hoopers are far above those of the average station.

Ask any WOW salesman or John Blair man to show you the breakdowns by individual time segments and programs.

Comparison Will Prove
WHEN YOU BUY WOW
You Buy the Best!

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

John J. Gillin, Jr., President & Gen'l Mgr.
John Blair & Co., Representatives

TWENTY-SIX YEARS OF SERVICE IN THE RICH MISSOURI VALLEY

In the Public Interest

ELEVEN-year-old Maxine Rudd, of North Robinson, Ohio, thought to be dying of cancer, requested a watermelon and a blue dress for Easter. John Baker of WLW Cincinnati news department heard story and arranged with Delta Airlines to fly watermelon from Miami to Cincinnati. Gene Martin, news editor, arranged for American Airlines to fly it to Columbus, and for the *Marion* (Ohio) *Star* to transport it to North Robinson. Maxine, although not allowed to read newspapers or hear the radio, received her watermelon.

Award Show

KNUZ Houston, Tex., which received Alfred P. Sloan Radio Award for Highway Safety in Local Station category [BROADCASTING, May 2], took its idea for program from newspaper headline proclaiming Houston the "Deadliest Spot in the Nation." KNUZ News Editor Phil Harlow read headline and originated idea which he felt would dramatize accident situation in Houston and Harris County and promote safety. With wire recorder hooked up to battery of police car, he made on-the-scene broadcasts of accidents, followed by an analysis of causes of accidents by a Police Dept. investigator. Program, titled *The Voice of Safety*, was done entirely by Mr. Harlow and members of Police Dept.

Aids FBI

WDTV (TV) Pittsburgh aided Federal Bureau of Investigation when it flashed pictures of two convicts wanted for bank robbery in Memphis, Tenn. Station aired descriptions, and requested persons having tips to phone local FBI office.

'Red Feather Network'

WAEB Allentown, Pa., has joined city's Red Feather Network, composed of all broadcast facilities in town. Network carries once weekly, fifteen minute variety show for benefit of Lehigh Community Chest. Series is aired simultaneously on all local stations, WFMZ WSAN (AM-FM) WKAP-FM WHOL WEAB.

Fast Work

FRANTIC call by officials of Hamilton Ave. Hospital, Liberty, N. Y., for blood donor for seriously ill patient, was aired by WVOS Liberty. Motorist listener responded. Total time elapsed between bulletin and transfusion that saved patient's life was one minute, station reports.

WOAI's Appeal

APPEAL broadcast by WOAI San Antonio in behalf of three-year-old boy threatened with blindness met with such instant response, station reports, that it aired special thank-you message on following night's newscast. Child's sight was endangered when smallpox vaccination affected his eyelid. A transfusion of type "O" blood from person who had recently had successful smallpox vaccination was needed to save his life.

'Mattoon Room'

MONEY received from listeners to WLBH Mattoon, Ill., during station's appeal for $15,000 after St. Anthony Hospital fire in nearby Effingham, in which 74 persons died, is being used to furnish "Mattoon Room" in a new hospital. WLBH broadcast bulletins and casualty lists throughout day and evening of fire.

Fire Coverage

FIRE, which wiped out half a city block in downtown Charleston, W. Va., was well covered by WTIP Charleston. Station began airing bulletins immediately after fire started and continued for seven hours until Fire Chief McClane informed listeners that blaze was under control.

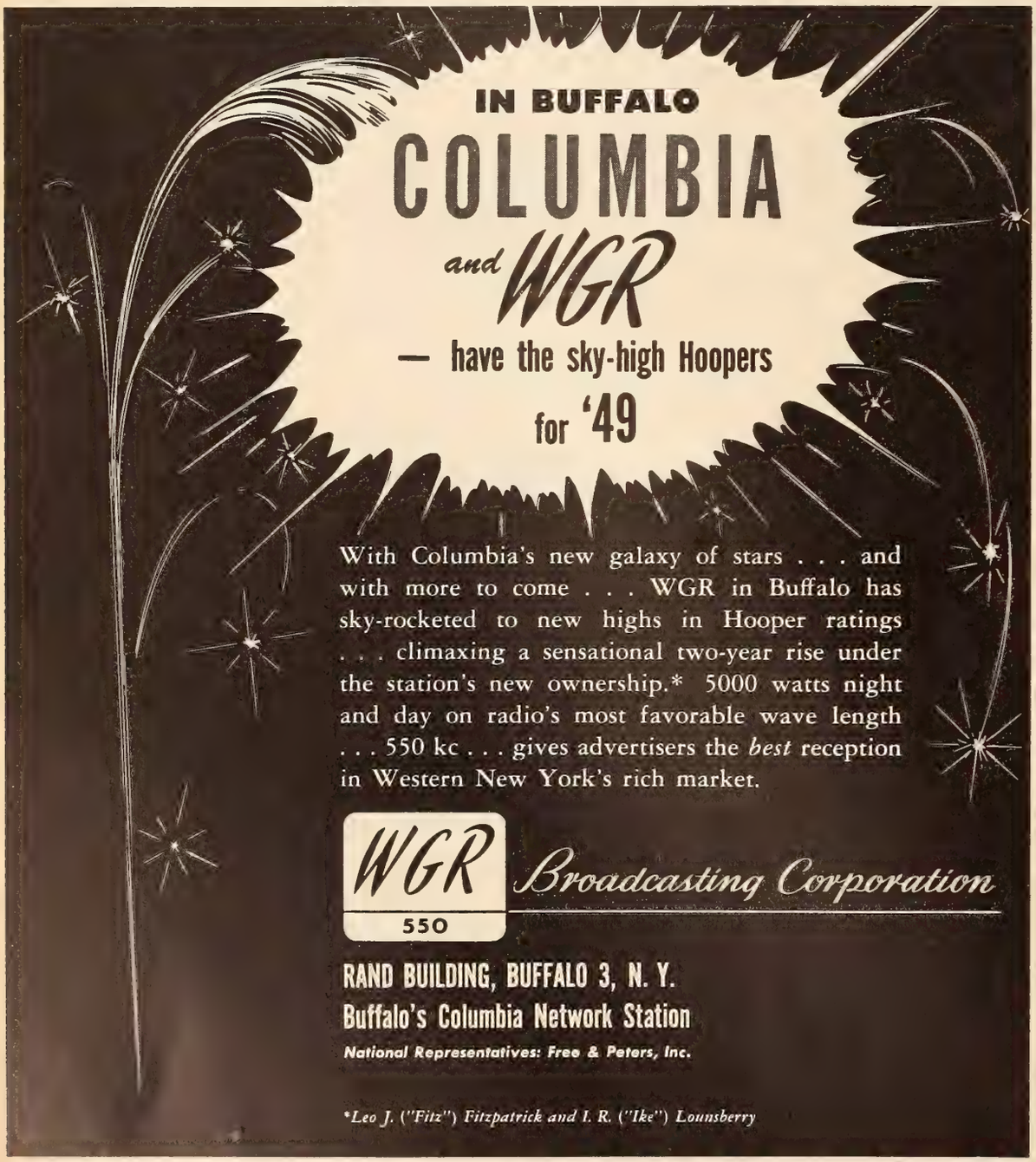
Aid to Cancer Drive

RESPONSE of Glendive, Mont. citizen's to KXGN Glendive's *Kofee Klub* appeal for funds for cancer drive resulted in $53.65 turned over to Dawson County Cancer Fund. Request was aired on daily 7-8:30 a.m show on special broadcast from display window of Farm & Home Appliance Co. in downtown Glendive. Coffee and doughnuts, contributed by local merchants, were served.

APRIL 25 was designated as "C-Day" (Cancer Control Day) at WSNY Schenectady, N. Y. Entire facilities of station were turned over to local cancer drive, from 7:15 p.m. to 1 a.m. on April 25. During five hour period $1,270 was pledged to fund in return for musical requests on station's special disc show.

KIOA Des Moines turned over an entire 24-hour period to aid city's lagging cancer drive. Station staged marathon broadcast devoted entirely to soliciting funds for drive. Name bands and professional entertainers supplied by local clubs provided entertainment which also included an auction. Highlight of auction was sale of Holstein calf for $305. Nearly $7,000 was received during period. For station staffers occasion provided fitting end of first year's operation. KIOA marked its first birthday April 25.

SPARKED by cry, "You Have a Date with Humanity," WPWA Chester, Pa., went on air with an all day "Cancer Crusade Marathon." "Marathon" featured continuous entertainment and contributions were accepted by phone. Public was invited to visit station and participate in drive.



THE GREATEST SHOWS ON THE AIRWAVES

"Preee-senting!... a Lang-Worth FEATURE Program"



wnew 565 fifth avenue new york 17, n.y.

office of the director
programs and operations

March 22 1949

Mr Cy Langlois Sr
Lang-Worth Feature Programs Inc
113 West 57th Street
New York 19 New York

Dear Cy:

I think you will be pleased to know that "CAVALCADE OF MUSIC" (two P.M. Sundays), has just been reported, in the January-February Hooperatings, tied for first place amongst all New York stations. When you consider that WNEW operates on ten-thousand watts against six fifty-thousand watt outlets, I think you will see the significance of this result.

Your devotion to better programming and your willingness to incorporate production values into your service is something everyone in radio must applaud. In these days of increasing competition, programs such as "CAVALCADE OF MUSIC" are the best rating-bait we know.

Please accept our compliments and best wishes for more programs of this kind. Programs are always the payoff.

Cordially yours,

Ted Cott
Vice President and
Director of Programs

1130 on your dial
24 hours a day

TC:vlj



Captures listeners with the greatest of ease!

Better showmanship gets higher Hoop-ers!



"Hurree! Hurree! Hurree! the line is forming to Lang-Worth!"





Network Calibre Programs at Local Station Cost

LANG-WORTH
feature programs, inc.

STEINWAY HALL, 113 WEST 57TH ST.
NEW YORK 19, N. Y.

IT'S EASY, IF YOU KNOW HOW!



SOME people will swallow anything, we know—but how did anybody ever swallow the old misconception that "all radio stations are pretty much alike"?

KWKH is very different from any other station in its area. In our 23 years, we of KWKH have built this difference by studying our audience, by testing our programming, and then by spending the time and money required to give our people *what they want.* Proof? Well, during its 4 performances in March, *the Louisiana Hayride, KWKH's Saturday night feature, drew more than 12,000 paid admissions!*

KWKH *is* different. Among all the CBS stations rated by the Hooper Station Audience Index, KWKH consistently ranks near the top, morning, afternoon and evening! May we tell you what this can mean to you in the important Shreveport area?

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 36, No. 20 WASHINGTON, D. C., MAY 16, 1949 $7.00 A YEAR—25c A COPY

BAB'S FLYING START

Plans Early Move to N. Y.

A FULLTIME sales promotion unit, styled exactly as the NAB membership demanded at Chicago last month, has jumped right into the middle of the all-media battle for advertising dollars.

Well ahead of schedule, NAB's Broadcast Advertising Bureau has informally replaced the NAB Dept. of Broadcast Advertising. Blessed with triple the old department budget, BAB is a fast-going operation though its formal debut is scheduled June 1.

First definite plans for the industry's sales-promotion adjunct were drafted last Wednesday at a Washington meeting of its directing body, the BAB Policy Committee.

Transfer of the operation to New York will be made as soon as an office can be obtained by Maurice B. Mitchell, BAB director. One of the sites considered is the former BMB suite at 270 Park Ave., most of the BMB operations having been moved to 50 Broadway.

The policy committee, consisting of four board members and the chairman of the Sales Managers Executive Committee, spent a full day working over the difficult problems of launching the new enterprise. Presiding was Robert Enoch, KTOK Oklahoma City, policy committee chairman, who arrived just in time for the meeting after sitting out the night at the Tulsa airport.

Others Participating

Others taking part were Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C.; Frank U. Fletcher, WARL-FM Arlington, Va., all board members. Fifth member is John J. Gillin Jr., WOW Omaha, chairman of the sales managers group. From NAB headquarters were President Justin Miller; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer, and Robert K. Richards, director of public relations and publications. Mr. Mitchell sat with the committee as director of BAB.

If there was any doubt whether the policy committee would merely make recommendations to NAB management or whether it would actually lay down policy for management to execute, that doubt appeared to have dissipated after the all-day meeting. The committee went right to work on all the organizational problems and by dusk had laid most of the groundwork for the new agency.



CHART FOR FUTURE of BAB (Broadcast Advertising Bureau) was drawn up at Wednesday meeting of BAB Board Policy Committee in Washington. L to r: G. Richard Shafto, WIS Columbia, S. C.; Frank U. Fletcher, WARL-FM Arlington, Va.; NAB President Justin Miller; Howard Lane, WJJD Chicago; Robert Enoch, KTOK Oklahoma City, chairman; Maurice B. Mitchell, BAB director; John J. Gillin Jr., WOW Omaha

BAB's main job is to operate industry sales promotion in the face of heavily financed projects of competing media. BAB will have perhaps $210,000 for the first year, three times the present Dept. of Broadcast Advertising budget but still only a fraction of the promotion funds maintained by competing media.

Mr. Mitchell was authorized to expand personnel and get into operation in New York as soon as quarters can be found. It was apparent that the personnel selection will not be rushed, the committee insisting that high-calibre men be selected.

A Chicago office is planned but no decision was reached on the time this operation will be set up nor was any action taken on plans for eventual West Coast representation.

The committee reviewed specific BAB projects submitted by Mr. Mitchell. One of the first of these to be carried out will be a slide-easel presentation suitable for showings before individual sponsors or groups of sponsors as well as civic, business and educational organizations. Mr. Mitchell is to discuss some of these projects briefly at the May 19 meeting of the Radio Executives Club in New York.

Already under way, for example, are studies of TV rate cards and

(Continued on page 57)

$1 MILLION CONTRACT

Stanton, CBS Sign

By ED JAMES

FRANK STANTON has signed a 10-year contract to continue as president of CBS at a base salary rate of $100,000 a year, it was learned last week.

The contract, indisputably the most rewarding ever written for a radio network executive, contains security provisions extending for 20 years.

Under its terms Mr. Stanton cannot be dismissed by CBS in the first five years of the contract and must be paid a flat sum of $100,000 in the unlikely event CBS choses to dispense with his fulltime services during the second half of the contract period.

No matter how or when his full time employment is terminated, Mr. Stanton will be retained as a consultant—with modest duties—until Dec. 31, 1968 at an annual fee of $25,000 payable in weekly installments.

The contract covering his fulltime employment as "a senior executive" is effective from Jan. 2, 1949 to Dec. 31, 1958. It was signed by Mr. Stanton on April 18, just before he and his wife sailed for Europe.

He has been paid at the rate of $100,000 a year since Jan. 2, however, it was learned.



Mr. STANTON

The terms of the contract were filed with the Securities & Exchange Commission.

The consultative services which Mr. Stanton will perform at the conclusion of his fulltime employment are to begin the first day after termination of his employment. Such services will be performed within the U. S. and at such times as Mr. Stanton specifies or the board of directors or senior officers of the company request.

Mr. Stanton will not, however, be required to devote a major portion of his time to his consultative work, according to the contract. A stipulation of the contract was that Mr. Stanton could not engage in work for organizations competitive with CBS or its owned or affiliated companies during either his employment or consultative periods.

He can, however, buy stock or securities of any corporation listed on the exchanges, but he must

(Continued on page 58)



WHEN Herb Baldwin (center), vice president in charge of advertising for New York, New Haven & Hartford Railroad, visited WEEI Boston, Carl Moore (l), m. c. of WEEI's *Beantown Varieties*, brought out song published in 1911 "On the New York, New Haven & Hartford." Railroad is a participating sponsor of *Beantown Varieties*. Flanking Mr. Baldwin are Gloria Carroll, vocalist on program, Fred K. Knight of Chambers & Wiswell agency, Boston, and H. Roy Marks, (r), WEEI sales representative.

GOODMAN PACT

$1 Million Deal With WJZ-TV

SIGNING of 10-year contract for more than $1 million by WJZ-TV New York and Harry S. Goodman Productions, same city, was announced jointly last Thursday by the station and the package producer. The pact covers purchase of a new type quiz program, in which home viewers participate exclusively.

The contract is said to be the largest single local television contract to have been signed to date.

Television Telephone Game will be presented in 10 quarter-hour segments weekly. The series is scheduled for a June 7 premiere, according to Murray Grabhorn, ABC vice president in charge of owned and operated stations and manager of WJZ-TV. It will be telecast Tuesday through Friday, 4-4:15 p.m. and 4:45-5 p.m., and Saturday 12 noon to 12:15 p.m. and 12:45-1 p.m. Selected films will be telecast by WJZ-TV during the half-hour intervals between program segments.

Terms of the contract for *Television Telephone Game* also grant ABC-TV affiliates and owned and operated stations exclusive option, on a 30-day refusal basis, for purchase of the program in their respective cities. After expiration of the allotted period, Goodman Productions can sell the show to other video stations, Mr. Goodman disclosed.

Mr. Grabhorn also announced the signing of two franchise sponsors for the new quiz game. General Foods Corp., New York, for Grape Nuts and Grape Nuts Flakes takes Tuesday-through-Friday time on the 4-4:15 period and time on the 12-12:15 p.m. segment of the Saturday program. Young & Rubicam Inc., New York, is the General Foods agency.

Swift & Co. for its peanut butter will be a franchise sponsor during the 4:45-5 p.m. Tuesday-through-Friday period and the 12:45-1 p.m. Saturday portion. J. Walter Thompson Inc., Chicago, is the Swift agency.

Mr. Grabhorn also disclosed that other sponsors have indicated "intense interest" in the program. He pointed out that each 15-minute telecast can accommodate four franchise sponsors, each of which receives one 15-second commercial daily, or three sponsors with 20-second commercials each. In addition, there are two one-minute spots available for purchase within the body of each quarter-hour program.

Format of the program involves a series of questions, the right answers to which carry specified numbers, indicated by the emcee. Home viewers circle such numbers appearing in the last five digits of their social security or telephone number. Viewers telephone the program when all numbers are circled, winning merchandise prizes, of which between 200 and 500 are expected to be awarded daily.

Bickmore Joins D-F-S

JESS BICKMORE, formerly associated with the Borden Co., will join Dancer-Fitzgerald-Sample as vice president and member of the executive planning group. During his 15 years with Borden, Mr. Bickmore was successively advertising manager, assistant director of sales and most recently, general merchandising manager.

ZugSmith Elected

ALBERT ZUGSMITH, executive vice president of The Smith Davis Corp., radio and newspaper brokers, has been elected chairman of the board of directors of Business Corp. of America. Announcement was made May 11 by George Romano, president of BCA which is a national network of business brokers.



Mr. ZugSmith

BANKING ON RADIO

Wide Acceptance Shown in New Survey

RADIO PLANS OF 193 banks were surveyed in April by the American Financial Public Relations Assn. Results showed that 133 of the 193 banks were using radio advertising, and that 21 of the remaining 60 planned to use radio in the near future.

Eighty-five of these banks used radio daily, and another 22 used it more than once a week. Banks prefer sponsorship of spots and news programs, although some sponsored children's programs, dramatic shows, or sports programs.

Television, too, comes in for heavy sponsorship from banks. Of the 26 banks located in TV markets, 12 are now using television, most of them buying announcements, although some have used weekly half-hour live shows.

Biggest deterrent to active TV sponsorship by banks, the survey showed, is the high cost of production and the relatively low number of sets in use in some areas.

Of the 35 who said they were not planning to use radio, more than half could give no reason for their lack of interest in the medium.

WALTHAM CO.

Urged to Invest in Spot

A SALES presentation advocating an investment of $2 million in spot radio was made to the recently reorganized Waltham Watch Co. last week by the National Assn. of Radio Station Representatives.

Frank Headley, NARSR president and president of Headley-Reed Co., and T. F. Flanagan, managing director of NARSR, met with officials of the watch firm at a dinner in Boston's Ritz-Carlton Hotel. The meeting was arranged by Dana Baird of Weed & Co., chairman of NARSR's Boston council; Art Smith of Edward Petry & Co., and Robert Foster of the Raymer Co.

Mr. Flanagan pointed to the success of other watch manufacturers in spot radio and said the enormous enlargement in recent years of the watch market was primarily because of the use of radio and television advertising.

ABC GROSS SALES

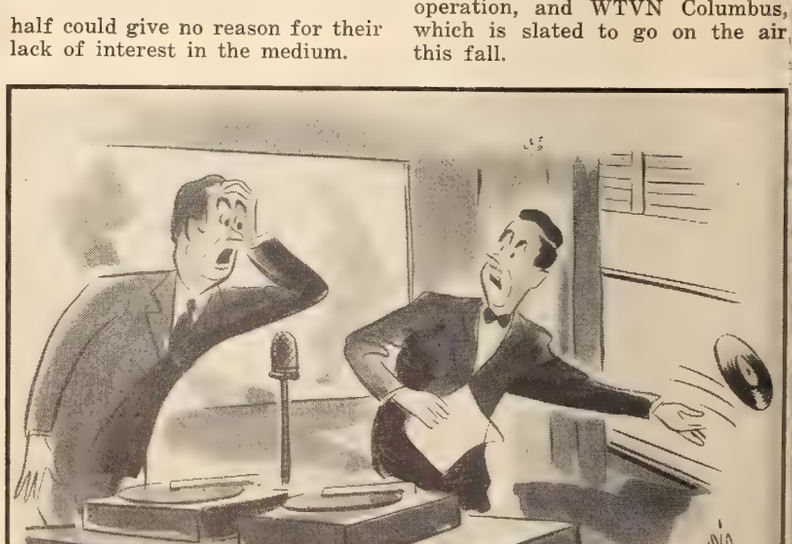
$10 Million First Quarter

ABC gross sales—less discounts, returns and allowances—for the first quarter of 1949 were $10,218,410, according to a report on file with the Securities & Exchange Commission last week.

No comparable figures for the first quarter of 1948 are available. At that time ABC stock was not listed on the stock exchange and therefore ABC was not obliged by SEC rules to file such information.

Headley-Reed Named

APPOINTMENT of Headley-Reed Co. as national representative of WTOD Toledo was announced last week by Edward Lamb, owner of the station. Headley-Reed also represents the Lamb television properties: WICU Erie, which is in operation, and WTVN Columbus, which is slated to go on the air this fall.



Drawn for BROADCASTING by Sid Hix

"Relax—I'm just answering that last request!"

CAUTION: CODE AHEAD

Fully Operative

By J. FRANK BEATTY

NAB'S code of commercial and program ethics—officially known as the Standards of Practice—will become fully effective next Thursday.

Conceived 2½ years ago in a network-sponsored move to quiet widespread criticism, and born exactly one year ago after months of emotion and rancor, the industry's operating ideals now apply to all the programs and contracts of NAB member stations.

The standards are rarely mentioned when broadcasters get together. Even at the NAB Chicago convention the subject was far in the background. This industry attitude is interpreted by some as a sign that the code is a dead duck now that time selling is becoming more competitive.

Judge Justin Miller, NAB president, takes a different view. He told BROADCASTING last week that the industry has settled down to quiet observance of the standards. The emotional experiences of legislation are over and the code has properly assumed its place as a routine matter, he believes.

Even at this comparatively early stage in the code's life there have been incalculable benefits, Judge Miller contends. In proof he points to cessation of the widespread clamor against radio programming and commercial practices on the part of parent-teacher groups, civic and religious organizations, and other bodies.

Long Term Process

Three years ago the anvil choruses were clanging everywhere these groups got together, he reminds, calling the trend "evidence that stations and networks have eliminated practices once considered objectionable."

Next step in the code's maturity will be creation of a method of acquainting broadcasters, advertisers, agencies and listener groups with the code's provisions, according to Judge Miller. This long-term process will include a technique of promoting adherence to the code's provisions.

At this point the association's progress has been slow. The NAB board voted at Chicago last month for appointment of a code interpreter. The matter was referred to NAB management.

In addition, creation of Standards of Practice Committee was authorized some months ago. This committee would supervise the whole code operation. Holding up this phase of code progress is the problem of selecting a committee chairman who will combine industry prestige and the administrative talents such as job will require.

The partly-formed code committee met at Chicago in April. It made the basic recommendation for a code interpreter, adopted a few days later by the board. Its members include Robert T. Mason, WMRN Marion, Ohio, for small stations; Eugene Carr, Brush-Moore stations, for medium stations; large stations, vacant; FM, William E. Ware, KSWI Council Bluffs, Iowa; unaffiliates, Lawrence W. McDowell, KFOX Long Beach, Calif.; TV, Eugene S. Thomas, WOIC (TV) Washington; networks, vacant; NAB board, William B. Quarton, WMT Cedar Rapids, Iowa. Advisory members include AAAA, George Ogle; ANA, vacant. NAB staff advisors are Harold Fair, Richard W. Jencks and Robert K. Richards.

Even without the benefit of a permanent vehicle for education and enforcement "there is no question of violation on 90% of the standards," according to Judge Miller.

Giveaway Dispute

"There is some dispute over time limitations and the giveaway or audience-buying phases of industry adherence. Here interpretation becomes important, with wide variance in the way individual stations and networks interpret the provisions."

Judge Miller concedes there might be a tendency in spots to disregard the time limitations but he says it is not widespread.

The four networks have been operating well within the standards since Jan. 1, he reminds, having voluntarily pushed ahead the May 19 effective date for all contracts. "They are doing considerable interpreting on giveaways and buying," he said.

The judge agrees there is no way of monitoring the industry's adherence to the code. Lacking factual reports on what stations are doing, he says the best way to gauge observance is to observe the attitude of the groups that once agitated for adoption of a code.

"My impression is that acceptance and observance of the standards is widespread," he declared. "The intense criticism by parent-teachers, religious and civic groups has died out. This is evidence that stations and networks have eliminated practices once considered objectionable.

"For many years I have studied the history of codes of ethics in the legal and medical professions. The whole matter becomes a routine proposition. I don't expect any fireworks in observance of the standards. The process is one of long-term education. It's another instance in which a professional group states its ethics and standards. Of course there are some Elmer Gantrys in every group and there will be broadcasters whose operations will not meet the industry's highest standards.

"We have made remarkably good progress and apparently the listener organizations are very much impressed and pleased. There is by no means the same amount of protests against inferior and poor programming.

TV Provisions

"One of the first jobs of the standards committee will be to prepare new provisions applicable to television. The present standards apply to television, including paragraphs covering good taste, children's programs—everything except those pointed directly at aural radio. FM already is fully covered.

"Judging by the falling off in criticism, broadcasters must be satisfying their communities with program and commercial standards."

One of the problems in application of the standards is the fact that several government agencies exercise varying degrees of control over broadcasting, according to Judge Miller, making enforcement methods of other groups inappropriate. He said NAB will go as far as it can in implementing the code without running afoul of anti-trust laws governing restraint of trade.

Judge Miller feels the FCC should give NAB a chance to put the standards into effect rather than become involved in interpretation or in decisions based on the standards, recalling a statement by a former FCC chairman that a station's code status would be a factor in license renewal proceedings.

While there is no evidence that stations living under the code have suffered loss of listeners or business, Judge Miller concedes increasing competition within the industry and a declining business

(Continued on page 81)



FOR her efforts in U. S. savings bond drives, Mrs. Hazel Kenyon Markel, WTOP Washington director of program service, receives "Forty Niner" pin from Secretary of the Treasury John W. Snyder. Award was made at a transcribing session of WTOP's May 15 *D. C. Dateline* program which opened the bond drive.

SPORTS RIGHTS

CBS, NBC, Gillette Involved

NEGOTIATIONS involving CBS, NBC, Gillette Safety Razor Co., New York's Madison Square Garden Corp., and the rival boxing promotion organization, the Tournament of Champions, were as dizzy last week as a fighter reeling from a title-holder's hook.

What appeared to be emerging from a series of complex negotiations was a new monopoly of boxing, a sharing of television rights to Garden fights by CBS and NBC, the withdrawal of CBS from sports promotion, and the probable purchase by Gillette of radio rights to Garden boxing.

The absorption by the Garden corporation of the Tournament of Champions, in which CBS is an equal partner with three other interests, was near conclusion, it was said.

At the same time NBC was reportedly near agreement with the Garden for television rights to Garden fights. But NBC would have to share the rights with CBS. As a condition to its agreeing to the sale of the Tournament of Champions to the Garden, CBS was insisting on access to an equitable portion of Garden fights.

Gillette Negotiating

Meanwhile, Gillette was known to be negotiating directly with the Garden for a new contract replacing its current deal which expires May 31.

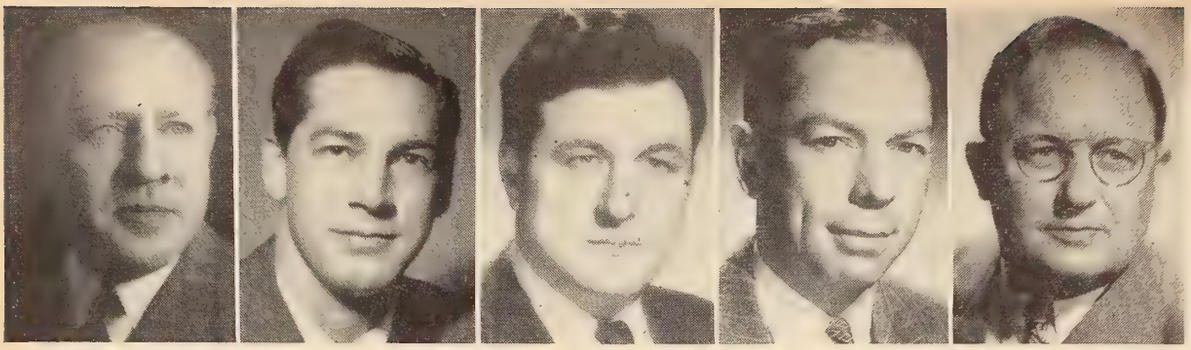
With CBS and NBC both bidding directly for television rights it was presumed, although not officially confirmed, that Gillette's bargaining concerned radio rights. Gillette's present contract, said to be worth $400,000 to the Garden and the 20th Century Sporting Club—which shared equally—in the past year, covered both radio and television.

Gillette has broadcast fights over ABC's radio network and NBC's television. ABC has not entered the current negotiations, it was said.

The total price which the Garden not only hoped but intended to get for radio and television rights in the next year was said to be more than double that received from Gillette under its present contract.

If the absorption of the Tournament of Champions by the Garden corporation is achieved, it would mark the end of a six-month participation by CBS in sports promotion. The network became a one-quarter owner of the quadripartite T of C last Dec 1.

A series of boxing matches has been staged by the T of C since then and telecast by CBS under sponsorship of Ballantine Beer.



MR. WEISS MR. BROWN MR. TATUM MR. INGRIM MR. CAMPBELL

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DON LEE REALIGNS

Weiss Heads Board

REALIGNING its top management, the 45-station Don Lee Broadcasting System last week announced the elevation of Lewis Allen Weiss, president, to the post of chairman of the board. Coincident with this, Willet H. Brown, executive vice president, was named president.

Five other men in the organization were named officers to "enable the management to fully utilize the experience and ability of more executives in the company's expansion of radio and television operations," Mr. Weiss said.

The other new officers are Donn B. Tatum, vice president and general counsel; Ward D. Ingrim, vice president in charge of sales; Pat W. Campbell, vice president in charge of station relations; William D. Pabst, vice president and general manager of KFRC San Francisco; C. J. Marshall, assistant secretary-treasurer.

The company's board of directors remains unchanged Mr. Weiss, chairman; Mr. Brown, president; A. M. Quinn, secretary-treasurer; Mr. Tatum, general counsel.

Mr. Weiss has been with Don Lee on two occasions. He joined the network in 1930 as vice president and general manager, serving two and one-half years before leaving to become general manager of WJR Detroit. In 1936 he returned to Don Lee to reorganize the network.

Mr. Brown joined Don Lee Inc., statewide distribution agency for Cadillac and LaSalle, in 1932. He rose to the post of assistant general manager. When the organization established the Don Lee Broadcasting System as a subsidiary, he became its assistant general manager.

Mr. Tatum, general counsel, who joined Don Lee several months ago, previously was a partner in a Los Angeles law firm. While with the law firm he served as counsel for both ABC and NBC.

Mr. Ingrim, like Mr. Weiss, has had two terms with Don Lee. At 26 he was named sales manager of KFRC and later became assistant to William D. Pabst, general manager of the station. During the war he served with the Air Force, emerging as a major. Upon separation he joined the John Blair organization in Chicago, later was transferred to New York. Last November he rejoined Don Lee as director of advertising.

Mr. Campbell joined Don Lee in 1943 as director of station relations. He was in the theatrical field from 1912 to 1921 when he became general manager for the late David W. Griffith, noted picture producer. Later he became United Artists' foreign representative. In 1929 he resigned that post to establish west coast offices for World Broadcasting System, and remained in that post until October 1943 when he joined Don Lee.

Eastland Named

RICHARD L. EASTLAND, formerly with Hutchins Advertising Co., has been appointed director of radio and television for Erwin, Wasey & Co., New York. He will be responsible to C. H. Cottington, vice president in charge of radio and television, whose headquarters are in Los Angeles. Mr. Eastland has been radio director of Roy S. Durstine Inc. and of the J. Walter Thompson Co., Chicago office.

NABET ENGINEERS

Sign With NBC, ABC

By HERMAN BRANDSCHAIN

CONTRACTS covering approximately 1,000 NBC and ABC engineers were signed Wednesday and Thursday by the networks and National Assn. of Broadcast Engineers and Technicians.

The agreements provided improvement in working conditions but, for the first time in recent years, engineer salaries at $526 monthly after six years remained unchanged. Sound effects men and communications engineers were given increases of from 4 to 7%, it was learned.

Networks resisted wage increases on several grounds but it was argued primarily that the expense of television prevented upping of engineers' scales

Engineers' Counter Claim

The engineers countered that television was not an expense but a huge investment in which the jackpot was around the corner. The engineers should not be called upon to subsidize an investment, they argued, adding that AM profits justified wage increases.

This position was parried by the networks. They said AM and TV were all part of the same pocketbook. As the networks signed, NABET was still bargaining for engineers employed at WOR New York and WOIC (TV) Washington. These negotiations were said to be making progress, with a settlement probable early this week.

The networks' settlement came after day and night sessions for almost six weeks, during which a federal mediator was called in, a strike vote was taken and preparations made on both sides for a siege.

NABET finally signed for a wage structure that differed little from the companies' original position. The companies had asked the engineers to look at betterment of other parts of the contract instead. This was done.

Whether this will satisfy all NABET members is questionable, but it is understood the NABET leadership regarded the contracts as the best obtainable under present conditions.

NABET was faced during negotiations with such considerations as its disputes with IATSE over television jurisdiction, the IBEW deadlock at Yankee Network where engineers struck after they were offered in a new contract less than present wage scales (see story page 4) and with a solid front on the part of management.

ABC and NBC negotiated jointly. The contracts worked out for the two networks have few important differences, it was learned. Separate agreements were signed for each network—three for each network—covering separately engineers, traffic and communication workers and sound effects men. All terms were said to apply equally to AM, FM and TV. Neither side gave out details of the agreements.

All the agreements, it was learned, however, are one-year pacts, effective and retroactive to May 1. They all have a wage reopening clause at the option of NABET after six months.

In brief, significant changes were said to be these:

- Improved working conditions, including mandatory meal periods, short turn-around and call-in protection.
- Seniority protection extended.
- Arbitration of disputes to be speeded up.
- Pay increases for traffic and communications men said to amount to about 5%; for sound effects men said to amount to about 4% on NBC and 7% on ABC.

New meal period clauses, it was learned, provide that if an engineer does not eat within the fourth, fifth or sixth hour, he must eat during the seventh hour—except for an emergency.

In the rare case where an emergency causes work through the seventh hour he is said to be paid double time until he does eat. On top of that, if his work carries be-

(Continued on page 57)

OHIO ASSN.

Broadcasters Meet May 25-26

OHIO ASSN. of Broadcasters will hold its annual meeting May 25-26 in Columbus.

Management conference, including a study of the Ohio market, will be a feature of the luncheon on opening day. The afternoon session will be devoted to a review of Ohio legislation affecting radio, plus an open forum on management problems.

All members of the Ohio legislature and elected state officials have been invited to a Wednesday banquet. Election of officers is on the agenda for Thursday morning.

WEINTRAUB

Signs for New Quarters

WILLIAM H. WEINTRAUB & Co., New York, announced last Monday the signing of a $750,000 ten-year lease for new quarters at 488 Madison Ave.

The agency will occupy the entire 17th floor—14,000 square feet—of a new building now being constructed. Quarters will house a 100-seat theatre for television auditions and sales meetings and a modern kitchen for product research and staff use. The lease calls for occupancy on New Year's Day 1950. Until then, the agency remains at 30 Rockefeller Plaza.

BULOVA GRANTS

13-Year Case Finally Cleared

IN A 31-page decision which rattled a 13-year-old collection of skeletons, FCC by a 4-to-2 vote last week granted regular license renewals to Arde Bulova's WOV and WNEW New York, clearing the watch manufacturer of charges dating back to 1936.

The Commission also approved transfer of WOV to Victory Broadcasting Corp., owned by N. Joseph Leigh (51⅔%), New York industrialist; Richard E. O'Dea (33⅓%), a minority stockholder in both WOV and WNEW, who gives up his WNEW interest; WOV General Manager Ralph Weil (8%), and Program Director Arnold Hartley (7%). The price is approximately $300,000 and the transfer is to be consummated within 20 days.

Thus FCC moved to terminate (1) its years-long series of investigations based on charges of hidden ownership in Mr. Bulova's early ventures in station operation, and (2) the last of its original duopoly cases.

FCC Split

In a rare FCC split, Chairman Wayne Coy and Comr. Robert F. Jones dissented, holding that "a hearing is imperative." They were "unable to see how the Commission can conlude that Mr. Bulova is qualified" to be a licensee. Comr. George E. Sterling, at an international conference during consideration of the case, did not participate in the vote.

The complaints, filed over a period of 13 years, involved Mr. Bulova's acquisition of WCOP Boston, WELI New Haven, WNBC New Britain (now WONS Hartford), WPEN Philadelphia and WOV (now WNEW, through an exchange of call letters). His relationship with WAGA Atlanta also was examined in FCC's investigation. All of the charges relate to events between 1934 and 1937. Since then Mr. Bulova has relinquished all his station interests except those in WOV and WNEW.

The Commission majority reviewed in detail the findings of its investigation with respect to each of the stations. The report noted that some of the complaints were before the Commission in connection with prior applications and were considered, or presumably considered, before those applications were approved. There was a series of investigations in 1944, it was pointed out, plus extensive testimony during the House Select Committee investigation of FCC at about the same time and the Commission's own exhaustive staff investigation in 1948.

But the majority did not feel that enough material had been turned up to indicate Mr. Bulova was guilty of concealing true ownership, or that it was likely a further hearing would produce "any additional information." The majority concluded:

- **There is "no question" that both WOV and WNEW have been operated in the public interest.**
- **FCC is not "a court of appeals" to review its predecessors' actions, "except in unusual circumstances."**
- **A further hearing should not be undertaken on "mere suspicion and inference," particularly if there is good reason to believe that prior Commissions "had knowledge of the principal facts concerning the activities complained of, and therefore [by grants issued the stations] must be considered as having given their consent, explicitly or implicitly, to such activities."**
- **Before 1944, FCC granted "numerous" applications of WNEW and WOV without raising questions, while Mr. Bulova since 1942 "with the apparent sanction of the Commission" has made repeated attempts to dispose of WOV in compliance with the duopoly rule.**
- **With respect to the various stations, there is no information or evidence sufficient to justify further hearing on charges that Mr. Bulova was the real owner before he applied for consent to acquisition of them. Nor is there information to show that he misrepresented facts.**

The majority cited numerous stories in BROADCASTING during 1936-37 to show that the industry, if not the Commission, was aware of Mr. Bulova's plan to establish an Atlantic Coast network and his financial backing of some of the stations. It would be only natural, the majority felt, for him to have been interested in "friendly ownership" of stations which might become keys in the projected network.

In WOV specifically, the majority held that FCC should have been given copies of two 1937 letters by which the late John Iraci, a former owner, was to acquire a minority interest from Mr. Bulova. But the majority was "not satisfied that this neglect . . . is sufficient to justify a conclusion that the grant of [renewals to] WNEW and WOV would not be in the public interest."

In the WPEN case it was noted that FCC in 1944 granted transfer from Mr. Bulova after having "specifically considered" a charge that he acquired a 50% interest in 1936 without reporting it. "The recent investigation," FCC said, "developed no new information to justify a reopening of this matter."

The majority found "no evidence that Mr. Bulova either loaned money to [WAGA] or had any

(Continued on page 79)

FCC BUDGET

Coy Asks Cut Restoration

RESTORATION of the House cut on appropriations, to enable FCC to strengthen its laboratory and other services and speed up overall efficiency, was requested by FCC Chairman Wayne Coy last Wednesday.

Mr. Coy testified before a Senate appropriations sub-committee headed by Sen. Joseph O'Mahoney (R-Wyo.). Comr. Coy sought return of a $108,000 cut in the House passed bill (HR 4177) which dropped FCC 1949-50 appropriations from the estimated $6,633,000 to $6,525,000, but still $175,000 over the current budget.

Comr. Coy noted warily that Commissioners might not be eligible for salary increases provided by other Congressional measures under language of the House-passed measure. Mr. Coy was referring to an amendment, favored in House committee but deleted on the House floor, that passage "shall not prevent [Commissioners] from receiving salary at a higher rate under specific legislation enacted by . . . the 81st Congress."

He said "it is not clear to me whether that would constitute a ceiling on the proposed $12,000" and suggested the language be clarified to provide no limitation if other increases are allowed. Comr. Paul A. Walker quoted Rep. Albert Thomas (D-Tex.), chairman of the House Appropriations subcommittee, as saying that, despite the deletion, he did not think it would constitute a limitation. Comr. Coy asked that this be considered when the Senate group prepares its report.

All Attend

All seven Commissioners and some 18 staff members attended the session. It was the first hearing by the Senate group, who also will hear witnesses from FTC, SEC and other independent establishments. FCC appeared first because of Chairman Coy's trip to the International Telephone and Telegraph conference in Paris. He was due to sail from New York Friday.

Mr. Coy also took exception to the House limitation on employes. "We are making progress in personnel administration and I don't think there should be any limitation of one personnel man to every 125 employes," Mr. Coy stated. Current Commission ratio is about 1 to 101, he said.

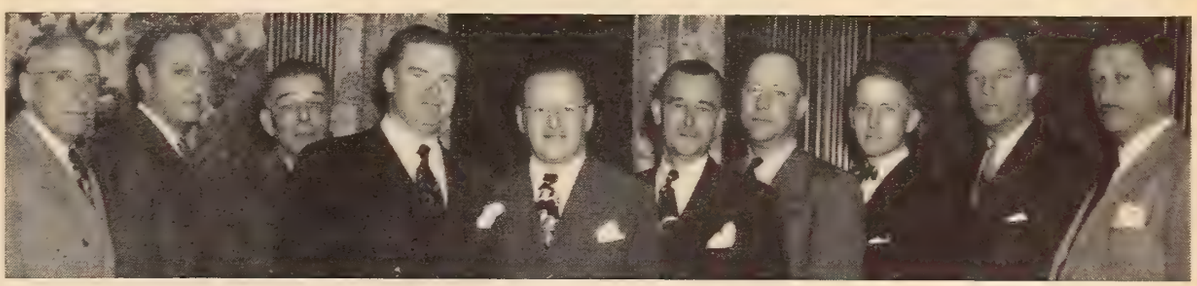
Chairman Coy recalled the suggestion of Rep. Thomas that FCC shift some of its personnel to processing of applications. He said he told the Congressmen this would not cut the current backlog of applications.

"We should strengthen the laboratory and field services upon which allocations are based," Mr. Coy contended Wednesday "Work of this kind will make the bringing of rules up to date and granting of applications easier."

Referring to the House report on limitation of employes, Comr. Walker testified that many FCC staff members put in long hours.

"It is nothing to find engineers on duty Saturdays, nights and even Sundays. It is true that overtime

(Continued on page 80)



"OPERATION THRIFTY," a nine-day sales event and air show, was sponsored May 5-14 in Buffalo, N.Y., by Sattler's department store and the Buffalo Junior Chamber of Commerce. Designed to dramatize savings to the public through the use of commercial airline freight service, Sattler's Bargain Airlift was promoted through its radio schedule, newspapers, displays and other projects. Transcribed greetings and congratulations from airlines executives were used on the store's radio shows and WEBR Buffalo aired a birdsview of the event from a plane over the city. Among those attending the send-off dinner for the event (l to r): Dr. Clinton Churchill, president and general manager of WKBW; Jack E. Reznek, Sattler's general merchandise manager; William Doerr, commercial manager, WEBR; Bob Cornelius, vice president, Sattler's; Aaron Rabow, Sattler's executive vice president; John Madden, vice president, Sattler's; Clarence Allen, WEBR program director; Frank Kelly, assistant station manager in charge of sales, WBEN; Roger Baker, commercial manager, WKBW; Nat Cohen, WGR commercial manager (all Buffalo stations).

JOB STANDARDS

Managers Prefer Experience

MOST station managers in the 5-kw or less station classification in a four-state area of the Midwest (Nebraska, Iowa, Minnesota and South Dakota) prefer experience to education in selecting program department personnel, but do not discount the value of education. If faced with a choice, however, a majority would give the nod to experience.

This was one of the facts brought out in a study conducted by Robert J. Williamson Jr. in connection with a master's thesis he prepared at the U. of South Dakota on the subject, "Qualifications for Program Department Personnel." Mr. Williamson, formerly program director of KUSD, the U. of South Dakota station, assumed the program directorship at WMIK Middlesboro, Ky., on Sept. 1.



One of a Series

The conclusions Mr. Williamson presented in his thesis were based on replies to a five-part, four-page questionnaire sent to 95 stations of 5 kw or less power in the four states. Eighty-one per cent of the questionnaires were returned, he reports.

The questionnaires were designed to bring out in some detail how station managers feel about the kind of background a young person wishing a career in radio should have. Says Mr. Williamson after analyzing the replies: "The young person should come to the station with full knowledge that radio is a business; it is not a glamorous fairyland, but requires hard work, a broad education, rigorous hours, and open-mindedness."

Executives of the stations polled indicated that a program department applicant should have as a general background a liberal college education with a major in a composite of speech and radio. Experience in a small commercial AM or FM station or a non-commercial college station is desirable.

Replies to Mr. Williamson's questionnaire showed that 26 of the stations consider a liberal college education as acceptable educational background for a program department position, and 33 would like to see it set as an industry minimum.

Speech-radio is rated well above English and radio-journalism as the most desirable college major, with 26 stations checking speech-radio as first choice and 41 giving it as either first, second or third choice. English ranks second with ten first choices and a total of 23. Radio-journalism is third with a first-choice score of 9 and a total of 31 for all three choices.

Fifteen stations checked high school as acceptable educational background, but many had qualifications of experience or specialized education as a further requirement, Mr. Williamson found. In almost every case the stations reporting that they were not satisfied with their present job requirement standards listed high school, junior college or radio vocational school as acceptable educational background.

Seventy-four stations replied "yes" to a question on whether or not typewriting is a requirement. Shorthand is optional but in most cases is required for persons in continuity, traffic and secretarial work.

In 40 of the stations from which replies were received the announcer is hired as a salesman of the station. He should be a combination man — announcer-control operator (20), announcer-production man (18), or announcer-copy writer (14)—to satisfy most stations.

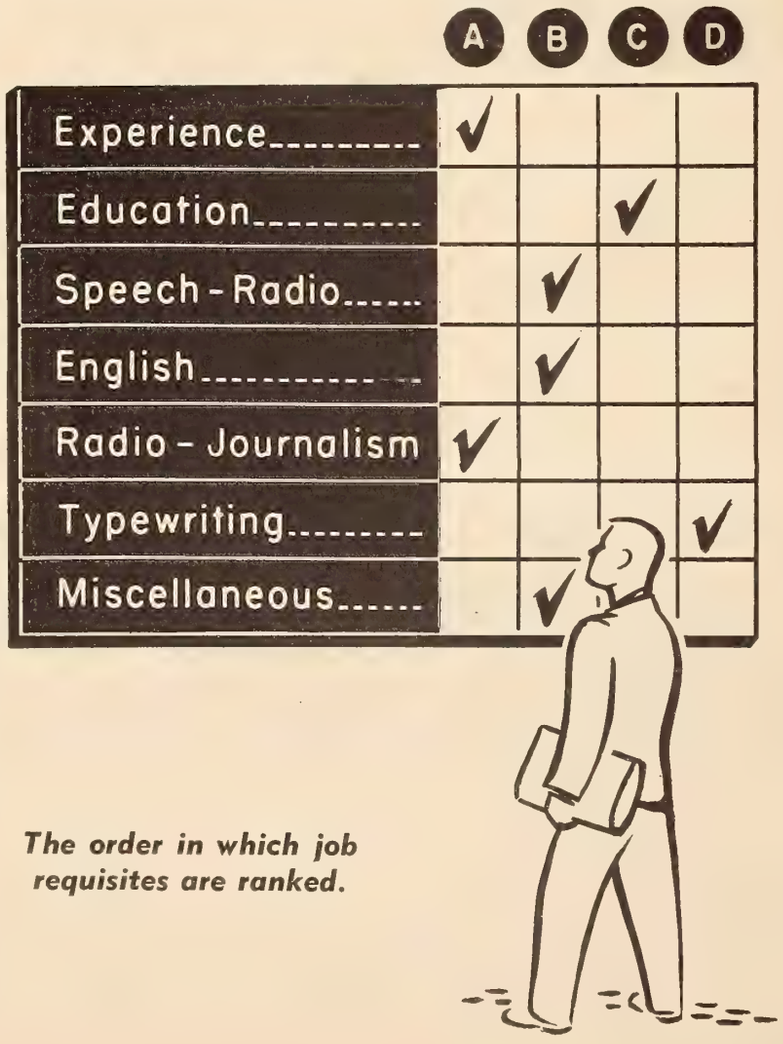
Sports Quotations

Forty-eight of the 77 stations participating in the survey do not require newscasters to rewrite their material, but the trend, as one station pointed out, seems to be going toward rewrite, according to Mr. Williamson.

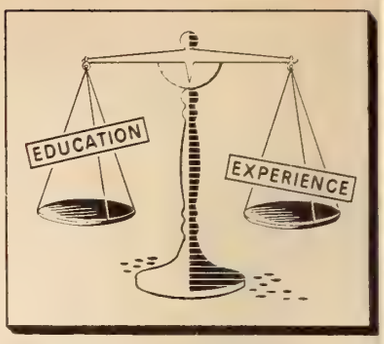
The sportscaster should have an intimate knowledge of sports (18), and for most stations he should be able to give play-by-play descriptions of football (66), basketball (64) and baseball (49). Fifty-nine of the stations polled prefer a sportscaster who has had rewrite training and editing.

One of the general conclusions of Mr. Williamson's survey is that "stations are being held down by lack of training on the part of applicants." "Practically all of the requirements desired by the stations could be met," Mr. Williamson says, "by a university or college in a four-year training course if it were geared to the needs of the stations in its area."

Mr. Williamson sees a need for greater coordination of the efforts of "the people who teach and train radio personnel and people who employ radio personnel."



The order in which job requisites are ranked.



The balance between education and experience.

* * *

NEW ENGLAND

Network Dinner in Capital

THIRD ANNUAL New England Regional Network dinner was held last Thurdsay in Washington's Mayflower Hotel, attended by top radio figures and government officials.

The dinner also was scene of the weekly *New England Round Table*, panel discussion on "The Eighty-first or Eighty-worst Congress?" Moderator was Lief Eid, NBC Washington commentator. Participants were Sen. Owen Brewster (R-Me.), Rep. John E. Fogarty (D-R. I.); Rep. Christian A. Herter (R-Mass.) and Rep. Abraham A. Ribicoff (D-Conn.).

The weekly show is fed to the NERN stations, comprising WBZ Boston, WCSH Portland, WJAR Providence, WLBZ Bangor, WTIC Hartford and WRDO Augusta Me.

Guests included FCC Comr. George E. Sterling; Glenn McDaniel, vice president of RCA; Frank M. Russell, NBC Washington vice president, and representatives from the NERN stations.

Among other guests were managers of the NERN stations and officials of WBZ Boston and Westinghouse Radio Stations Inc.; J. J. Weed, Weed & Co.; William R. MacAndrew and Gene Juster, WRC Washington; a score of Senators and Representatives from New England States.

House Gallery Decennial

HOUSE RADIO Gallery has scheduled a number of regular broadcasts and pickups for May 20, the occasion of its 10th anniversary, it was revealed last week. Tentative plans also were being laid for a possible reception and cocktail party, with the site as yet undetermined. Commentators representing stations affiliated with the four major networks were to include Baukhage, Robert McCormack, Leif Eid, Al Warner, Earl Godwin, David Brinkley, Bill Coyle, and possibly Fulton Lewis jr., Elmer Davis, Bill Shadel and Eric Sevareid. Broadcasts are scheduled to originate at the House Gallery periodically from 12 noon to 7:30 p.m.

WALTER HITS FCC

Probe Intent Indicated

FCC last week appeared to be tabbed for another in the long series of threatened investigations—this time on grounds of alleged violations of the Administrative Procedures Act. Prime mover behind this latest threat is Rep. Francis E. Walter (D-Pa.), second ranking member of the House Judiciary Committee and co-author of the act.

Congressman Walter revealed his intent to investigate FCC in an address before House colleagues last Thursday and in a statement to FM Assn. prepared for release today (May 16). Proposed action grew out of heavy mail response received in reply to his speech on the House floor April 12 [BROADCASTING, April 18], the legislator said. He had declared that "FM has been obstructed, stepped on, blocked, or ignored from the start," and observed the Justice Dept. "might well" investigate obstacles to FM's development.

At the same time Rep. Walter noted House approval of a resolution (HRes 156) Thursday which would provide necessary funds for conducting "studies and investigations" within the Judiciary Committee's province. A sum of $30,000 is authorized for use by the whole or a subcommittee, to be paid out of the House contingent fund.

In his prepared statement, Rep. Walter said he proposed to utilize some of the funds, when they became available, for "thorough investigation" of what he termed flagrant and wilful violations" of the Administrative Procedures Act by FCC. He told BROADCASTING he plans to push action "as soon as possible, whether it be during the present session of Congress or during recess." One of the points he plans to raise concerns network policy on FM stations being "required" to duplicate AM affiliates' programs in full, he said.

Congressman Walter said that many of the 10,000 requests he has received for copies of his April 12 speech revealed "deliberate and contemptuous violations by the FCC of the Federal Administrative Procedures Act." Reports of the alleged violations are supported by the fact that in the past week the U. S. Court of Appeals reversed three decisions made by FCC, Rep. Walter said in his statement.

In these cases, he asserted, FCC's conduct was such that the Appellate Court felt compelled to flay the Commission for violations of the Act.

Rep. Walter contended that FCC has "sidestepped" important matters for "many months, and in some instances many years," and cited proposed regulations changes covering clear channels, lotteries, multiple station ownership, editorializing and requirement of public advertising for broadcast applications.

So-called "dictum and policy pronouncement" in the place of definite rule-making procedures were also scored by the legislator, with references to station ownership by newspapers, theatres and motion picture producers.

"Neither a broadcaster nor his lawyer can say with certainty what is banned or what is permitted," Rep. Walter insisted. "Yet these matters have been under consideration for years, but without action being taken . . . even after hearings have been held."

'Basic Declaration'

The Congressman also took the Commission to task for its failure to adopt its own proposed rule last summer whereby the examiner's report would serve as the Commission's proposed decision [BROADCASTING, Aug. 23, 1948].

He asserted it is a "basic declaration" of the Procedures Act "that every agency shall proceed with reasonable dispatch to conclude any matter presented to it, and this has been obviously disregarded by the Commission."

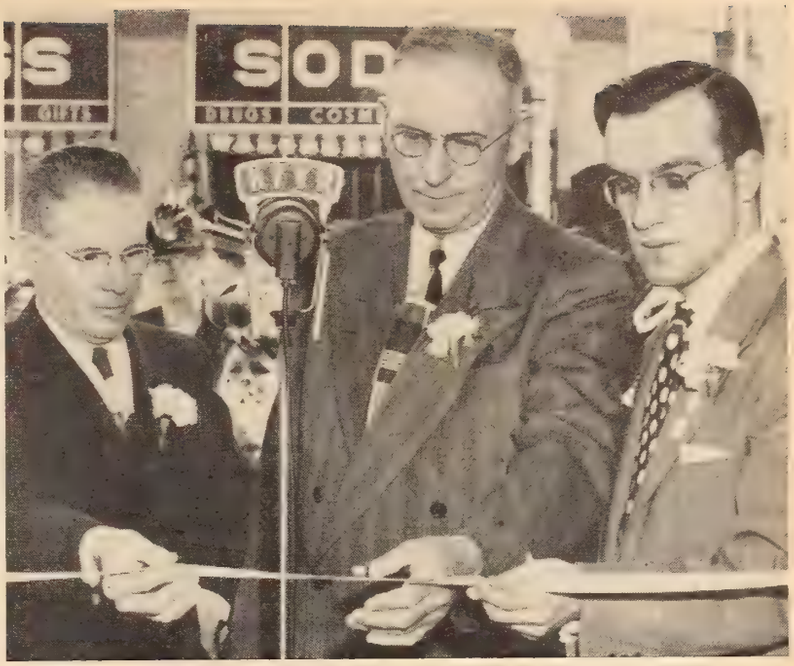
Rep. Walter concluded with his conviction that "there can be no substantial or adequate reason for such procrastination by an administrative agency, and I believe the time has come for a special inquiry to be instituted."

Possible action by the House Judiciary Committee would not contravene authority vested in the House Interstate & Foreign Commerce Committee to investigate FCC and other radio matters, it was believed, since the realm of administrative procedure violations rests with Judiciary with respect to all administrative agencies. The latter has the power to hold hearings and subpoena witnesses and documents under H Res 137, it was pointed out.

William E. Ware, president of FM Assn., commented that the "overwhelming and favorable reaction to Rep. Walter's recent speech underscores the problems which are burdening FM broadcasters all over the nation." He pointed out that many broadcasters are newcomers to the industry and are risking their own limited funds to bring FM coverage to their local communities.

Webster Postponement

SCHEDULED appearance of FCC Comr. Edward M. Webster before Senate Interstate & Foreign Commerce Committee last Wednesday was "indefinitely postponed," the committee announced. The Commissioner was nominated by President Truman May 4 for reappointment to the Commission [BROADCASTING, May 9]. Committee spokesmen said the postponement was requested by "Senators other than those on the committee," but gave no explanation as to their reason for seeking delay. Comr. Webster's present term expires June 30.



Pair of Civil War surgical scissors, loaned by the North Dakota Historical Museum, is used by Judge Morris to cut the ribbon opening Radio Center. Assisting him are Mr. Fitzsimonds (l) and Charles Murphy, KFYR news editor.

* * *

RADIO CENTER

Ceremonies Mark KFYR Opening

NEW, modern $400,000 Radio Center has just been opened by KFYR Bismarck, N. D., with a three-day public ceremony. Located at Fourth and Broadway in Bismarck, the two-story concrete and steel building was built "from the ground up" as a broadcasting plant. Critics have acclaimed the new studio building as the most beautifully decorated in the nation, according to F. E. Fitzsimonds, station manager.

Four major studios, all controlled from one master control room, are incorporated in the building. The control room is placed to give direct visibility into all studios and each studio has its own control position in the master room. Highlight of KFYR's new home is an expandable stage in the auditorium studio. Stage has two removable four-foot sections, with the front section on rubber-tired wheels. It may be adjusted to give a stage depth of 16 or 24 feet and accommodations for seating 75 to 110 persons.

Program Board

Unusual feature of the executive offices is a motor-driven program board which travels electrically from the commercial manager's office to the program director's office at the touch of a button. Board carries complete programs for four full weeks and was designed and constructed by KFYR's commercial, program and engineering departments.

Decorative scheme for the building was designed by Otto S. Nielson. Entrance to the building and the stairway are highlighted by the mural "Cavalcade of Communications," done by Mr. Nielson on all wall surfaces.

All equipment for offices, studios and control room is of the latest type, including RCA speech input equipment and IBM synchronized clock system.

Intensive promotion campaign preceded the official three-day opening. KFYR distributed 18,000 numbered buttons to listeners who requested them and Bismarck merchants contributed numbered prizes. Holders of matching numbers received the prizes, which were evaluated at close to $5,000. Opening day was highlighted by a parade and a formation flying exhibition by flying farmers of the region.

Public Tours Conducted

In the first official broadcast from Radio Center, Judge James Morris of the North Dakota Supreme Court cut the ribbon barring the main entrance. The public was taken on conducted tours of the studios and offices for three days. Mr. Fitzsimonds estimated more than 15,000 persons toured the Radio Center in two and a half days.

In addition to special broadcasts, KFYR marked the event with a stage show featuring NBC Announcer Bob Murphy, former Bismark resident, and Corinne Jordan, the "Stardust Lady" of Minneapolis. Proceeds from the show were donated to the Cripple Children's Hospital in Jamestown, N. D. A free dance also was presented each night with the station's staff orchestra furnishing the music.

KRSC FM-TV *Sold to KING for $375,000, Subject to FCC Okay*

PURCHASE of KRSC Seattle's television and FM stations by KING Seattle for $375,000 was announced last week, subject to the customary FCC consent [CLOSED CIRCUIT, May 9].

KRSC-TV, on the air since last Nov. 25 (Channel 5), is the only television station operating in the state. KRSC-FM (98.1 mc) was the state's first FM station, having started Feb. 1, 1947.

KING has an application pending for TV Channel 7 and has operated KING-FM (94.9mc) since December 1947. Upon FCC approval of the transfer, KING will withdraw its own television bid and dispose of one of the FM stations —probably KING-FM, since KRSC-TV and KRSC-FM are joint operations, according to KING President and General Manager Henry B. Owen.

The sale was announced jointly by Mrs. A. Scott Bullitt, vice president and principal stockholder of KING, and P. K. Leberman, chief owner of KRSC. Application for FCC consent is being prepared by Hogan & Hartson, Washington counsel for KRSC, and Haley, McKenna & Wilkinson in behalf of KING. It probably will be filed this week.

Changes in Policies

Sweeping changes in the KING program policies and operational structure were announced meanwhile by Hugh M. Feltis, former BMB president and now station manager of KING. A revised rate card also has been prepared, to be effective June 1.

Around-the-clock operations will be commenced today (Monday). The station henceforth will concentrate on musical programs—primarily popular and request selections—and will increase its attention to sports, already a major item.

KING is cancelling all commercial religious broadcasts except its long-standing local origination from the First Methodist Church. For replacement the station will present sacred concert music from 8 to 11 a.m. Sundays and will offer this block as a unit for sponsorship. A women's participating program and half-dozen other "talking shows" have been dropped from the regular schedule.

KING's revised organizational structure is headed by a policy committee which includes Mrs. Bullitt, Mr. Feltis and Mr. Owen. Mr. Feltis anticipated no staff additions except for technical personnel for the expanded nighttime operation.

To Absorb KRSC-TV Staff

The staff of KRSC-TV, however, is expected to be taken over by KING upon FCC approval of the transfer. Program Manager Lee Schulman has been a key figure in the KRSC-TV operation. The television station has programmed more than 20 hours per week since it went on the air, carrying programs from NBC, CBS, ABC and DuMont networks, home games of the Seattle Rainiers baseball team, various special events and other local originations.

KING, an independent on 1090 kc, boosted power to 50 kw full-time this spring. KRSC is on 1150 kc with 1 kw and also is an independent.

WATO Silenced

WATO Oak Ridge, Tenn., was silenced twice last week as a construction crew clearing site for a new housing project blew down the power line feeding the station's transmitter. WATO was off 25 minutes May 10 and 20 minutes May 12.



ELK AND FRIEND: Niles Trammell, NBC president (r), poses with gift he received from Sidney Strotz, NBC vice president in charge of the Western Div. Mr. Strotz whimsically expressed the 485-pound stuffed elk, shot during recent hunting trip, to Mr. Trammell at New York headquarters. Housing a stuffed elk was a new and bewildering problem to NBC, but the network's executives reportedly were grappling manfully with it.

RMA

25th Anniversary Meet Opens Today

MANUFACTURERS and technicians of broadcasting will convene in Chicago this week for the Annual Radio Parts and Electronic Equipment Conference and Show and the 19th annual convention of the Radio Mfrs. Assn. at the Stevens Hotel. More than 13,000 persons are expected for the parts show, which begins today (Monday) and continues through Friday.

Friday night both groups will combine to observe the silver anniversary of the RMA at a banquet in the grand ballroom. The parts show is sponsored annually by the RMA, the Assn. of Electronic Parts and Equipment Mfrs., the National Electronic Distributors Assn., the Sales Managers Club (Eastern Division) and the West Coast Electronics Mfrs. Assn.

Manufacturers, distributors, representatives and technicians will preview new products and conduct business meetings before the Tuesday opening of the exhibition hall, where 230 booths and display rooms were reserved before last weekend —this contrasts with 165 last year. Industrial displays will be viewed today, and additional exhibits are located on the fifth and sixth floors.

Television components and parts will take a predominant part in the exhibit, while receivers will be viewed in rooms outside the exhibition hall, inasmuch as the show is restricted to parts and chassis sold through parts distributors.

Among the TV models which will be shown are the recently-announced Andrew Jackson and Jackson Hermitage lines produced by Jackson Industries, Chicago. The firm, after operating in the private label field, is entering the name-brand market with low-price, large-screen sets, according to president David Krechman. These prices will be announced officially today—10-inch table model, $199.50; 12-inch table, $249.50; 12-inch consolette, $279.50, and 16-inch consolette, $359.50. These models, "priced to a full margin of profit," have been "on our pilot lines for several months," Mr. Krechman explained.

A video-tuner, a chassis without picture tube or speaker, will be introduced by Radio Craftsmen, Chicago. Aimed at low-cost markets seeking large-screen video, the set uses either a 12-inch or 16-inch tube, and can be assembled by a serviceman "at much less than the cost of a pre-assembled set," the company claims.

Standard Transformer Corp., Chicago, is showing a new parts item, a line of "exact duplicate" TV components designed to simplify the serviceman's job. A compilation of video service manuals and a book, *Recording and Reproduction of Sound* by Oliver Read, will be released by Howard W. Sams & Co., Indianapolis.

Quam Nichols Co., Chicago, is offering 11 new Adjusta-Cone speakers. Firm normally shows three models yearly at the show.

Other exhibitors who reserved space before the show are:

Aerovex Corp., New Bedford, Mass.; Alliance Mfg., Alliance, Ohio; American Phenolic, Chicago; Astatic, Conneaut, Ohio; Clarostat Electric, Brooklyn; Continental Electric, Geneva, Ill.; Camburn Inc., Woodside, N. Y.; Edwin I. Guthman, Chicago; Hexacon Electric, Woodside, N. Y.; Markel Electric Products, Buffalo; Merit Coil & Tranformer, Chicago; Pentron Corp., Chicago.

Potter & Brumfield, Princeton, Ind.; Presto Recording Corp., Hackensack, N. J.; Radio Merchandise Sales, New York; John F. Rider, Publisher, New York; Simpson Electric, Chicago; Sprague Products, North Adams, Mass.; Talk-O-Phone, Chicago; Technical Appliance Corp., Sherburne, N. Y.; Telex Inc., Minneapolis; Thordarson Electric Mfg. Co., Chicago; Ward Products Corp., Cleveland; Webster-Chicago, Wilcox Gay Corp., Charlotte, Mich., and Workshop Assoc., Newton Highlands, Mass.

BOND DRIVE

Four Networks to Carry Show

FOUR national networks are to carry special full-hour broadcast Monday evening (May 16) 10:30-11:30 p.m. (EDT) to launch the Treasury Dept.'s Opportunity Savings Bond Drive.

Scheduled May 16 through June 30, the bond campaign is to include full promotional support from all segments of the radio industry [BROADCASTING, April 25]. The Treasury's first major peacetime drive will seek to curb inflation potentials and to insure individuals and the economy against future deflationary periods through planned savings in bonds. Series E bond sales goal is more than one billion dollars.

The May 16 four-network kickoff show is to feature President Truman and Treasury Secretary Snyder with top radio and screen talent. Included are Bing Crosby, Bob Hope, Jack Benny and Rochester, Al Jolson, Lionel Barrymore, Jo Stafford, Roy Rogers, Irene Dunne, Edward Arnold, Frank Sinatra, Gene Kelly, Esther Williams and Fred Waring's Pennsylvanians. Alan Ladd is to be m.c. with Ken Carpenter announcer and Robert Armbruster musical director.

Four network show is being produced by Cornwell Jackson, Hollywood vice president of J. Walter Thompson Co. who is national radio consultant to Treasury.

Treasury last week also announced distribution to stations of special recorded chain break jingles on bond theme. Set to the campaign music of the drive, "Oh Susannah," the jingles have been made by 18 radio and screen personalities. Individualized verses lead into standard sales chorus written by Joseph Stone of J. Walter Thompson Co., New York.

MORRIS SUES

Amos 'n' Andy Team

SUIT for $300,000 damages has been brought against Amos 'n' Andy by the William Morris Agency in Los Angeles as a result of sale of their talents and name to CBS by Charles Correll and Freeman Gosden. The action was filed in Los Angeles by the law firm of Gang, Kopp & Tyre. It seeks $1,100 weekly for seven years from the comics on the ground they had a firm obligation to deliver their show to Lever Bros. starting Oct. 19, 1948 but instead terminated the contract in the summer of 1948.

In reality the plan is only a rearrangement of their basic contract, the suit claims. The talent firm seeks a decision entitling it to the commissions which would have come to the firm under the original pact with Lever Bros. Amos 'n' Andy contend their Morris contract expired before they signed with CBS. The case has been assigned to Judge Ben Harrison of Los Angeles Superior Court.



He means business!

There's no mistaking that look on Leo's face. He's in no mood to monkey around—he means business!

W·I·T·H means business, too. A different kind of business. Economical, profitable business for advertisers who are looking for low-cost results.

Year after year, W·I·T·H proves to its advertisers that it's the big bargain buy in Baltimore's rich market. Here's why: W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area. W·I·T·H gives you *more* listeners for *less* money than any other station in town.

That's why you can do so *much* with so *little* on WI·T·H. So don't monkey around. Remember that W·I·T·H *means* profitable business. Get the whole story from your Headley-Reed man.

W·I·T·H

AM Baltimore, Md. FM

Tom Tinsley, *President* · *Represented by* Headley-Reed

A Service of Broadcasting Newsweekly

TELECASTING

MAY 16, 1949

VIDEO CENSORSHIP

Pa. Court Case Could Be Bellwether

MOTION PICTURE interests are behind the move to extend the State of Pennsylvania's censorship of films to those which are telecast.

This was revealed in testimony last week in the important TV censorship case hearing in the U. S. District Court for the Eastern District of Pennsylvania before Chief Judge William H. Kirkpatrick.

Mrs. Edna R. Carroll, chairman of the Pennsylvania State Board of Censors, admitted under questioning by Earl G. Harrison, former dean of the U. of Pennsylvania Law School and counsel for several television stations which brought suit to prevent enforcement of the TV censorship regulation, that the regulation was adopted because of pressure from movie exhibitors. The exhibitors, she said, resented having to meet censorship requirements when the corner saloon showing television did not.

Mrs. Carroll, testifying last Wednesday, said that TV film exhibited in Pennsylvania will have to carry the Board of Censors seal the same as motion pictures.

But there is little likelihood that actual censorship of television will take place in Pennsylvania for some time, if at all. Mr. Harrison revealed in testimony on the opening day of the hearing last Monday that he had been assured by the State's attorney general that Pennsylvania has no intention of attempting to enforce the censorship regulation against TV stations while the matter is still pending in the courts.

The action to restrain the State's Board of Censors from imposing censorship on motion pictures used by stations was brought by Allen B. DuMont Labs, operating WDTV (TV) Pittsburgh; the Philco Television Broadcasting Corp., operating WPTZ(TV) Philadelphia; Triangle Publications Inc., operating WFIL-TV Philadelphia; WCAU Inc., operating WCAU-TV Philadelphia, and WGAL Inc., operating WGAL-TV Lancaster.

The stations are represented by Mr. Harrison and William A. Schnader. The Commonwealth of Pennsylvania's legal counsel in the case includes Abraham J. Levy, special deputy states attorney, and H. F. Stambaugh, a deputy state attorney general.

Judge Kirkpatrick announced Wednesday that he would meet with counsel for both sides on June 6. Following that, Judge Kirkpatrick said, he will set a date for the filing of briefs and legal arguments. Reason for the delay, it was explained, is that it will take the court stenographer about ten days to transcribe the testimony presented last week. The case is not expected to reach the Circuit Court of Appeals until fall.

Regulation Question

The question of FCC regulation of TV and how such regulation might conflict with rulings of Pennsylvania's Board of Censors was brought out Wednesday by Max Goldman, assistant general counsel for the Commission in charge of litigation. Mr. Goldman told the court that FCC does not have the right to censor radio or video shows in advance, but licensees can be warned. Extreme cases of law violation by broadcasters are referred to the Attorney General for criminal prosecution, Mr. Goldman said.

When complaints are made, Mr. Goldman added, FCC files them for review, and the complaints are taken into consideration when a station applies for renewal of its license. A series of complaints might show, he explained, that a station was not serving the best interests of the public. Out-and-out obscenity, for example, would result in cancellation of a station's license.

Asked by Mr. Harrison to describe FCC's activities in connection with television, Mr. Goldman said the authority of the Commission over TV is identical with its controls over radio. It has no authority to censor either radio or TV, he said, but pointed out that licensees are responsible for what they permit to be broadcast or telecast and that FCC has the power to revoke licenses.

Questioned concerning what FCC's attitude might be if the Pennsylvania State Board of Censors complained that a TV picture was used which had not been approved by the board, Mr. Goldman said he thought FCC might suggest that the board take the matter up with Pennsylvania's Attorney General for prosecution in a Pennsylvania court.

Among witnesses testifying at Monday sessions of the hearing were two network executives, William B. Lodge, vice president in charge of general engineering for CBS, and Joseph A. McDonald, vice president, secretary and general attorney for ABC.

Mr. Lodge described TV in layman's language, pointing out that video is unhindered by a state line and that the plaintiffs' stations (with the exception of WGAL) transmit signals beyond the borders of the state. He replied "no" to Mr. Harrison's questions: "Can service be restricted to Pennsylvania?" and "Can broadcasts outside be excluded from Pennsylvania?"

Mr. McDonald emphasized the tremendous effect enforcement of a ruling that films be submitted for censorship before showing would have on network operations. He said network operations not only would be impaired, but programs would have to be set farther in advance than is practical, acceptance by advertisers would be reduced, stations would not be able to produce satisfactory material quickly, and additional expense would be entailed. It takes time, he explained, to process and distribute films, and imposition of censorship would make servicing of a network's affiliates difficult.

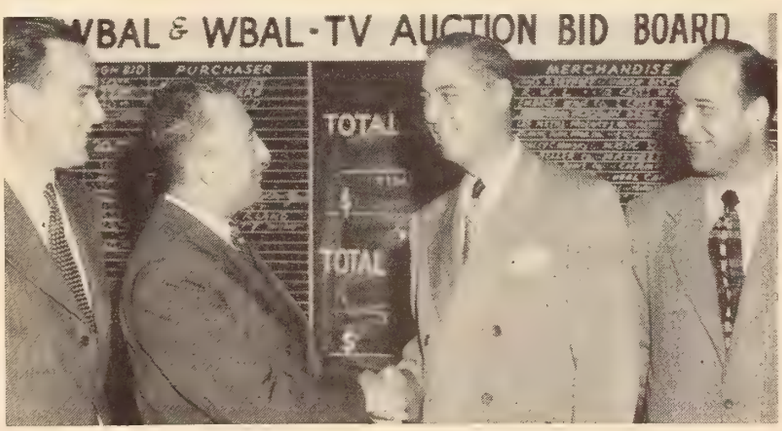
Network Witnesses

Tuesday witnesses also included network representatives—Stanley Parlan, NBC director of film production; M. Roy Kelly, manager of NBC's kinescope division and assistant manager of the network's film division, and James L. Cadigan, director of TV for Allen B. DuMont Labs and former manager of Paramount Pictures film department. Other Tuesday witnesses were: Dr. Leon Levy, WCAU WCAU-TV president; Roger Clipp, WFIL WFIL-TV general manager; Donald Stewart, general manager of WDTV; John U. Reber, of J. Walter Thompson, New York, and Warner S. Shelly, vice president of N. W. Ayer & Son, Philadelphia.

To a query by Judge Kirkpatrick as to which category of film would be most interfered with if delayed five to seven days during the process of censorship, Mr. Parlan said every type of film comes in one or two days before a broadcast and must still be edited. There would always be the danger of not getting the film back in time for the broadcast.

Mr. Kelly pointed out that NBC has kinescope recording facilities in New York only and that 28 stations are taking NBC recordings. A two-week interval occurs between live broadcasts and recordings because of servicing and deliveries. On sustaining programs, said Mr. Kelly, it would be

(Continued on page 50)



RADIO and television auctions conducted by WBAL WBAL-TV Baltimore, Md. [BROADCASTING, May 2], drew over $25,000 for the American Cancer Society At close of TV auction, Leslie Peard (l), assistant to the manager, and Harold Burke, general manager, congratulate Nick Campofreda (r), master of ceremonies, and George P. Mahoney, general chairman of the Cancer Fund for their efforts during campaign, WBAL and WBAL-TV contributed their facilities.

KGO-TV DEBUTS

With Bright Lights, Fanfare

DEBUT of KGO-TV, ABC's television outlet in San Francisco, was a gala event [BROADCASTING, May 9].

It was heralded by bright lights and fanfare in the best Hollywood tradition. But it also was heralded by sober-minded religious, civic and business leaders who see television as much more than a novel, attractive entertainment medium.

Political leaders throughout California sent congratulatory messages to KGO and ABC. Business and advertising executives commented on the unlimited possibilities of television in the economic life of a community. And religious leaders saw television as a powerful new medium for bringing religious teaching into American homes, for cementing family relationships and for bringing the peoples of the world closer together.

Lay televiewers and professional TV men alike agreed that the KGO-TV signal was one of the clearest and brightest yet seen on the West Coast. The premier program was picked up steadily throughout the evening on television screens as far away as Reno, Sacramento and Salinas.



PARTICIPATING in the KGO-TV dedicatory show are (l to r): San Francisco City Attorney Dion Holm, representing Mayor Elmer Robinson, KGO General Manager Gayle V. Grubb, Rabbi William Stern, Archbishop John J. Mitty, Episcopal Bishop Karl Morgan Block, ABC Executive vice president Robert E. Kintner and ABC vice president Robert Hinckley. The 15-minute dedicatory program was staged in the KGO-TV studios at Mt. Sutro.

ASCAP PARLEYS

Licensing Agreement Meet Set

By BRUCE ROBERTSON

REPRESENTATIVES of the TV networks and ASCAP will sit down together early this week, possibly today although that was not definite late last week, to try to work out licensing agreements covering the use of ASCAP music on network video programs.

Following the breakdown of negotiations between ASCAP and an NAB TV committee the previous week [BROADCASTING, May 9], ASCAP last week sent invitations to the TV networks—and subsequently to individual TV station operators—to negotiate independent licenses. The networks accepted promptly in an effort to find some means for the continued use of ASCAP music on their TV shows.

Members of the network negotiating committee:

Mark Woods, ABC president; Theodore C. Streibert, chairman of the board of Mutual; Charles R. Denny, NBC executive vice president; Joseph Ream, CBS executive vice president; Mortimer Loewi, director of DuMont Network.

Hope was expressed that some means will be found to secure either short-term contracts or, more probably, an extension of ASCAP's temporary license. Present license expires at midnight May 31.

However, TV broadcasters are necessarily preparing for the eventuality that a break may occur June 1. Networks are seeing to it that no program after May 17 uses ASCAP music if the program is to be kinescoped for delayed broadcast on stations not interconnected by coaxial cable or radio relay circuits for simultaneous telecast with the originating stations. Reason for the early curtailment of this music on these programs is that kinescopic delayed broadcasts customarily are scheduled for two weeks after the live performance.

Breakdown of the NAB-ASCAP negotiations, which had been going on since February, was due to two primary causes, according to Robert P. Myers, NBC assistant general attorney and chairman of the NAB TV music committee.

First is the excessive cost which the proposed ASCAP terms would entail for TV broadcasters, which the present red-ink state of TV operations would make extremely onerous for the video broadcasters. Mr. Myers said a quick estimate indicates that the failure of the ASCAP proposals to allow for TV deductions comparable to those given sound broadcasters would require from the TV industry—networks and stations combined—a total payment about 22 times that which the standard radio broadcasters would make for comparable gross billings.

Second cause of disagreement, he said, is the "special use" situation which requires the broadcaster to get special permission from ASCAP for a video performance of any ASCAP tune which involves the use of costume, scenery, dialogue or dance routines, for example, and to pay a special fee for each special use of that nature. Although ASCAP has offered to set a maximum of 20% over its proposed blanket license fee for these special uses, and to permit them to be rebated later, without advance arrangements, Mr. Myers said that the NAB committee felt that it could not accept this principle of special licenses and special extra fees.

Situation Complicated

Explaining that the situation is extremely complicated, Mr. Myers pointed out that under ASCAP's agreement with its members, who have authorized the society to handle their TV rights until Dec. 31, 1950, not more than two numbers from a production (stage show or movie) can be used on any TV program. Furthermore, if one of those numbers is used under a station or network blanket license, ASCAP is unable to license the second number for special use. Such restrictions are just not practical operating procedure for video producers, he said.

Analyzing the ASCAP proposed blanket license proposal (see table), Mr. Myers noted that the differential between network and local station fees in ASCAP'S sound broadcasting contracts is not included in the TV license. The individual station sound broadcasting blanket commercial license calls for ASCAP fees of 2¼% of time sales; the network license for 2¾%, whereas in TV 2¾% is the basis for both station and network licenses.

Furthermore, he noted, the ASCAP radio commercial licenses allow both the 15% agency commission and the 15% sales expense to be deducted from the gross sales in computing the music fees. But in TV, the station is allowed the second 15% deduction only if that sum is actually paid to its representative, and the network is not allowed it at all. That means extra

(Continued on page 48)

PROPOSED ASCAP TV BLANKET LICENSES

General	Special Option:
LOCAL COMMERCIAL	
2¾% on time sales, less: (1) rebates and discounts; (2) 15% agency commission; (3) not in excess of 15% commission actually paid to national spot representatives.	(1) Clear and negotiate in advance fees which shall not exceed 20% of combined local commercials and sustaining fees; or a flat 20% of combined local commercial and sustaining fees —no negotiation in advance of program—station to report special uses after broadcast.
NETWORK COMMERCIAL	
2¾% on time sales, less: (1) rebates and discounts; (2) 15% agency commission; (3) cost of interconnection not in excess of 5% of gross.	Clear and negotiate in advance fees which shall not exceed 20% of combined network commercial and sustaining fees.
LOCAL SUSTAINING	
12 times the highest half-hour rate per year.	No additional fees. Covered by blanket commercial special fees.
NETWORK SUSTAINING	
12 times the highest half-hour rate per year except that as to affiliates having a local blanket sustaining license no network sustaining fee would be paid. If a station carries programs of more than one network, the fee would be split between the networks.	No additional fees. Covered by blanket commercial special license fees.

Note: Co-ops would be considered network programs.

NTFC HEADS

Mitchell, Evans Named

JOHN MITCHELL, sales manager of United Artists Television Films, and Ed Evans, director of film relations, WPIX (TV) New York, have been named to head National Television Film Council committees.

Mr. Mitchell is chairman of the group's distribution committee, replacing Myron Mills, television director of Equity Film Exchanges, who has been transferred to Washington. Mr. Evans succeeds Gus Ober, former film director of WMAR-TV Baltimore, as station committee chairman. Mr. Ober has transferred to WMAR-FM. Mr. Mills and Mr. Ober remain members of their respective committees, and of the NTFC board of directors, to which they were elected.

NTFC also announced plans to arrange a series of quarterly day-long forums, during which committee chairmen will conduct discussions in their respective fields. Burt Balaban, film director and NTFC vice president, will head committees and arrangements for the sessions. The first is scheduled tentatively for June 30, NTFC's first birthday. Quarterly daytime conclaves will be climaxed by regular membership meetings at night.

The next monthly meeting of the council is scheduled for Thursday evening May 26 at New York's Brass Rail restaurant. A "prominent speaker," as yet unannounced, will address the group, and general business will be discussed. Meeting is open to public.

NBC BALKS

Refuses to Recognize RTDG As TV Directors' Agent

NBC refused last week to recognize Radio and Television Directors Guild as the collective bargaining representative for the network's 38 television directors, associate directors and floor managers.

That was the upshot of a meeting Monday at NBC headquarters in New York. Following the session, RTDG called a meeting of the NBC television members last Wednesday. Decision was then taken to throw the whole problem before the New York local's membership at a special meeting May 23.

Management took the position that television directors were part of management itself.

A network spokesman said the television director was different from an AM director—being an executive with more powers and control and having under his jurisdiction an enormous number of employes.

"We feel the television directors . . . are not properly a group to bargain with," said the network spokesman. "It would be like management bargaining with management."

At the Monday meeting, which RTDG requested, the union members came prepared with proposals for a basic minimum agreement. These proposals were not presented after the management stand, it was said.

In the proposals, it was learned, the union intended to ask for $200 weekly for directors and $150 weekly for associate directors and floor managers.

★

These demands also were those first made of ABC-TV. There, too, RTDG was refused recognition, and a deadlock ensued in which a strike threatened [BROADCASTING, Nov. 20, 1948]. Finally a settlement was reached. A contract recognized the directors, who were paid $120 weekly, $125 after six months and $130 after nine months, and the associates and floor managers, who were to be paid $80 weekly, $87.50 after six months and $95 after ten months.

NBC is said to regard the ABC matter as not binding on its negotiations with RTDG. It expects to fight RTDG on the ground that management's theory as to the supervisory nature of TV directors' duties is correct.

Robert Lewis Shayon, president of the New York local of RTDG and himself a CBS director, issued a statement in which he said the NBC stand was not unexpected. The Guild is "ready, willing and able to take immediate steps to secure what it considers its proper and reasonable demands," he said.

To the NBC argument that TV is different from AM and requires different policy, Mr. Shayon responded:

"The guild feels the pattern of RTDG representation for directors in AM and TV is a fixed landmark in the industry and that NBC has no valid argument for exempting its TV operations from this pattern. Guild feeling, further, is that NBC is starting out by trying to give RTDG the old runaround. It wants to see some muscle and will shortly."

The RTDG has AM contracts with the four networks in New York, Chicago and Hollywood and TV contract with CBS and ABC. It currently is negotiating with advertising agencies and package producers for a national freelance contract, in which NBC is also represented.

A GREAT TV FILM BUY!

CUSTOM MADE ONE MINUTE

TELEVISION FILM

FOR ONLY $150.00

35 MM 16 MM

Additional prints at low cost!

Price Includes

* Artful production
* Animated tricky titles
* Effective illustrations
* Sound on film (consists of off-screen voice and music)

★

Quickest service from America's leading producer of spot message Motion Pictures for over 30 years

Save Time - Save Money

Write or Phone . . . .

Filmack Trailer Co.

1327 S. Wabash Ave . . . CHICAGO

Phone Harrison 7-3395

TV CIRCULATION

Beville Cites N.Y. Figures

NUMBER of TV sets in a 40-mile radius of New York now exceeds the circulation of *The New York Times*, Hugh M. Beville Jr., NBC director of research, said Wednesday.

Addressing Arno Huth's class in Mass Media and International Relations at New York's New School for Social Research, Mr. Beville said that as of May 1 it was estimated there were 600,000 video sets in the New York television service area.

Noran Kersta, vice president in charge of radio and television for William H. Weintraub & Co., New York, who spoke at the same class session, predicted that with the development of coast-to-coast TV network facilities, radio networks may change from national to regional hook-ups. The national advertiser will probably use TV where he can, Mr. Kersta said, and radio —either spot or regional network —to fill in the areas without TV service.

NABUG PROTEST

Chicago Division Supported

PROTEST by the Chicago division of NABUG (National Assn. of Broadcast Unions and Guilds) over AT&T's curtailment of daytime television traffic on the west-east coaxial cable has been supported by the national and New York councils of NABUG.

Those two councils sent a letter to FCC Chairman Wayne Coy urging FCC remedial action in the matter. They charged the AT&T with "strangling of program originations in cities west of New York" and with reducing employment opportunities of NABUG members in Chicago. A somewhat similar letter was sent to Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee" The letter said the AT&T action was prompted "solely by the interests of monopoly control."

ABC-TV ADDS ONE

WHEN (TV) Is New Affiliate

WHEN (TV) Syracuse has become an affiliate of ABC-TV, the network announced last week.

The station, which is also affiliated with CBS-TV and DuMont, is a metropolitan class outlet, operating on Channel 8, and is owned by the Meredith-Syracuse Television Corp. Paul Adanti is manager.

Signing of the Syracuse station brings to 28 the number of ABC television affiliates. These added to ABC's owned and operated video stations, constitute a network of 33 stations, of which 22 are on the air.

Guy Heads TBA Unit

RAYMOND F. GUY, NBC manager of radio and allocations engineering, has been appointed chairman of the engineering committee of Television Broadcasters Assn., J. R. Poppele, president, announced last Wednesday. Mr. Guy succeeds F. J. Bingley, chief television engineer of the Bamberger Broadcasting Service, committee chairman since 1944.



Mr. Guy

BALABAN VIEWS

TV as Movies' 'Companion'

"TELEVISION may turn out to be our companion rather than our antagonist," Barney Balaban, president of Paramount Pictures Inc., stated last week in firm's annual report for the past fiscal year.

He said that "as a motion picture company we have pioneered in the development of television" and have developed "a system of large screen television which enables us to photograph the image from a television receiver and project it on a large screen within 40 seconds of the occurrence of the event which is portrayed."

The Paramount executive added that this is "a most interesting and important process and one which could be taken into account in considering the relationship between television and the motion picture theatre."

Paramount for the year ended Jan. 1 reported net earnings of $24,357,102, compared with $31,440,477 for previous year. Part of drop was accounted to repurchasing by firm of common stock in hands of public. Paramount owns KTLA (TV) Hollywood and WBKB (TV) Chicago through subsidiary firms and has 29% interest in Allen B. DuMont Labs, TV network operator, station owner and applicant in several cities.

Meanwhile Warner Bros. has taken FCC to task for failure to act on its TV applications and has withdrawn its request for a new station in Chicago [BROADCASTING, May 9]. Warner also has reported it's giving up its plans to enter the field of television film production, a venture which might have involved some $50 million. Warner would go through with last request pending at FCC if action is made before Aug. 1. Firm has contract effective to that date to buy KLAC-AM-TV Los Angeles and KYA San Francisco for $1,045,000 from Mrs. Dorothy Thackrey.

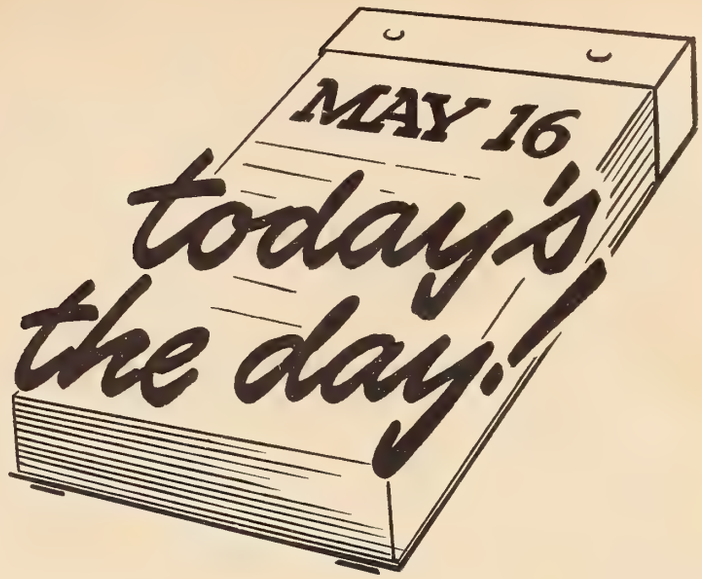
NRDGA MEETING

Program Plans Announced

THE 1949 convention of the National Retail Dry Goods Assn. will be held at Chicago's Hotel Stevens from June 26 through June 28. Preliminary program plans were announced last week.

Of particular interest to the television industry is the planned joint session on video, to be held June 28 during which techniques on use of the new medium for sales promotion will be discussed. Details on speakers and participants in the discussion will be revealed next week.

WESTINGHOUSE Home Radio Div., Sunbury, Pa., has announced twin TV consolette models with 10 or 12 inch tubes in identical mahogany cabinets. Model H-226 (12 inch) retails for $449.95; model H-225 (10 inch) retails for $369.95.



1st ON THE AIR IN SAN DIEGO!

k-fmb-tv

ABC-TV AFFILIATE · Channel 8

On the Air — Monday, May 16th — 6 Days Weekly!

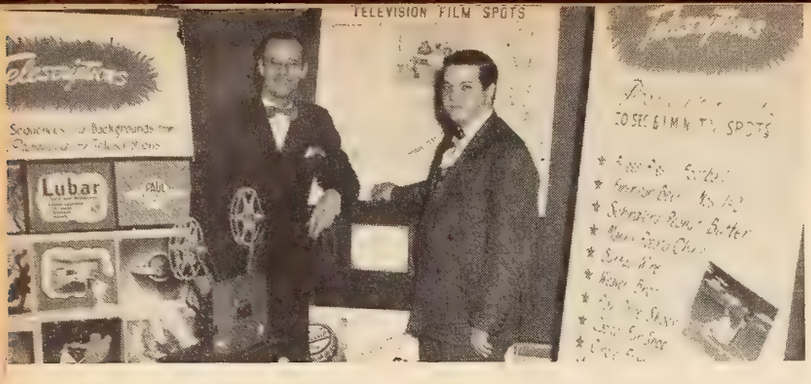
What an Eye-ful for California's 3rd Great Market! 5,000 TV Receivers already Installed in the Area!

Operating 23 KW Effective Radiated Power with Antenna *750 Feet* Above Average Terrain — This Means Nearly 700,000 Potential Satisfied Televiewers Are Yours With San Diego's Best-liked, Best Promoted Call Letters.

Wire, Phone or Write for Availabilities . . . Fully Equipped with Facilities to Serve All Advertisers.

Owned and Managed by JACK GROSS
Operating KFMB, KFMB-FM, KFMB-TV San Diego, Calif.

Represented by The Branham Co.



FILM SPOTS were projected directly onto movie screen encased in television set cabinet to create illusion of actual reception at Telescriptions exhibit at recent Washington TV exposition. Processes used in creating and producing 20-second and 1-minute animated TV commercials were demonstrated by Ed Hopper (l) and Norman Dulin, producers of the film spots.

TV AD MONEY

Most of It Is Added To Budgets—Wagner

PROOF THAT most television advertising money is "new money" added to advertising budgets is contained in an analysis of TV budgets and accounts made by Sidney N. Wagner, director of statistical analysis of Broadcast Music Inc. A survey of 184 TV advertisers indicated that 77.6% used "new" money in their television advertising and that 11.5% used money formerly invested in other media.

Of this 11.5% who said that they had used money formerly used in other media, about half (54.8%) said that this money came from radio budgets; 35.7% said it came from their newspaper budgets, and 9.5% indicated that it had come from magazine advertising appropriations.

Mr. Wagner asked the advertisers to indicate what percent of their total 1948 advertising budget was now going into television. About half said their appropriation was less than 5% of their total budget, and 80% said less than 15% of their budget was being used for TV advertising.

The average advertiser answering the questionnaire said his TV budget ran for five months in 1948, and 50% of those who answered said their total budget for the year was less than $7,500. About one-fifth of all respondents said their TV budgets were less than $500 during the 1948 period.

Of the 184 replies, about 80% were radio users, and 20% were entering the broadcasting-telecasting field for the first time when they bought TV time.

Advertisers were asked why they used TV; only 17.5% said they used it as a straight selling tool. However, 27.1% said they were using it to gain experience with TV for future uses, another 11.4% used it for its demonstrative ability. More than one-fourth (28.9%) said they used it for prestige and publicity.

Sixty-three percent of those who used TV in 1948 said they were satisfied with it and were planning to continue its use in 1949. Another 21.3% had not yet decided whether to continue with their TV usage and 14.8% said they were through with TV advertising for the present time and were not contemplating 1949 expenditures.

Of those who said they would drop TV in 1949, about half (47.6%) said they were doing so because it was too expensive in relation to results. Another 19.1% said that the audience was too limited. Only 9.5% said that TV was not suitable to their product.

The survey also covered program choices and use of commercials by advertisers.

FOR SMART TELEVISION COMMERCIALS
1 VV RESPONSIBILITY
2 GET PRICES FROM VIDEO VARIETIES BEFORE YOU ORDER FILMS
SYMBOL OF VV RESPONSIBILITY
VIDEO VARIETIES CORPORATION
OFFICE 41 E. 50th ST.
STUDIOS 510 W. 57th ST.
NEW YORK
MURRAY HILL 8-1162

Film Report

Joseph V. Noble, former production manager of **De Frenes Film Studio,** Philadelphia, has been named general manager of **Murphy-Lillis Inc.,** New York, producers of television and industrial films. He will coordinate sales and production activities. Murphy-Lillis produces films for **Liggett-Myers, Bates Fabrics, Firestone Tire & Rubber** and **Reynolds Metals.**

Atkins-Gilbert Inc., Hollywood, is producing series of six one-minute films for **De Forrest Training School,** Chicago, for national distribution . . . **Mini Films Inc.,** Los Angeles, newly formed organization, will produce 16mm nontheatrical and one minute television films. **Sol Dolgin,** formerly with **Eagle-Lion Studios** is president. **Benny Ross** is vice president in charge of production . . . **Telefilm Inc.,** Hollywood, reports reshaping its 10 minute *Erskine Johnson in Hollywood,* as 15 minute format. Interest in longer version evidenced by several national advertisers. Telefilm 10 minute *Roving Camera* series to be telecast via WKRC-TV Cincinnati and WFBM-TV Indianapolis . . . **RCA Victor** dealers, Cincinnati, sponsoring *Telenews* on WLWT (TV) Cincinnati.

Bank Signs Film Series

First Wisconsin National Bank, Milwaukee, has signed contract for 20-minute *Telenews Digest,* to be broadcast Sunday nights over WTMJ-TV Milwaukee. Agency: **Marvin Lemkuhl,** Milwaukee.

James H. Mills has joined the **Princeton Film Center,** New York, in charge of sales to foundations, public relations, religious and educational organizations. He will act as sales consultant for the production of special purpose and documentary motion pictures for these organizations. Mr. Mills' headquarters will be Princeton Film Center's New York sales offices at 625 Madison Ave. . . . *The Price of Freedom,* 23 minute film designed for the 16mm circuit as well as for the general television field, will be released the latter part of this month. Produced by **Apex Film Corp.,** Los Angeles, the film is sponsored by **National Assn. of Manufacturers** . . . When Boston big league baseball runs overtime and into the regularly scheduled Sunday *Shawmut Home Theater* period, WBZ-TV will telecast full length motion picture of the game at 10 o'clock in the evening.

Imppro to Film Shorts

Imppro Inc., Los Angeles, will film series of 13 television shorts ranging from one and one-half to seven minutes to be leased on yearly basis at $25 a film. Based on public service, subjects will deal with safe driving, forest fire prevention, church attendance and similar themes . . .

Ambassador Films is making a series of 13 11-minute television motion pictures called *Opera Without Makeup,* **President Eugene Sharin** announced. Series is being shot in Vienna, where Mr. Sharin completed a group of film concerts featuring **Vienna Philharmonic Orchestra,** which CBS-TV is handling. He also brought back from Vienna a series of three-minute short shorts starring the Vienna Philharmonic . . .

Coronet One-Reeler

Coronet Instructional Films, Chicago, is producing one-reel [10-11 minutes] films at the rate of six monthly in both black and white and color for sale to sponsors in a possible group of 52 to be telecast as a package on 25 stations. Firm has a backlog of 211 films, all on has a backlog of 211 films, all on educational . . . **Vogue-Wright Studios,** same city, is producing one-minute open-end spots, using live action and sound-on-film, for **Walgreen Drug Stores, Salerno-Megowen Biscuit Co., Spiegel's** mail order firm and **Congress Cigar Co.** [La Palina Cigars] under supervision of **Visual Education Director George T. Becker.**

Sarra Inc., Chicago, is releasing this week two series of 20-second spots and one series of one-minute spots for **Miller Brewing Co.'s** High Life Beer to be telecast on WJZ-TV New York and WTMJ-TV Milwaukee, primary stations, and other selected TV outlets. More than 20 Chicago-area locations were used, along with complex indoor scenes which included an Alpine hut set and a moon on which Miss Miller High Life sits . . . Open, close and middle commercials for **United Wallpaper Co.,** produced by the **Atlas Film Co.,** Oak Park, Ill., took the air Tuesday in New York and Wednesday in Chicago in conjunction with the firm's sponsorship of the 15-minute film *Paradise Island.* Same show will be telecast in Cleveland and Philadelphia.

Post for George

George L. George, academy award winner for his film, "Toward Independence," will handle television trade news for *The Screen Director,* organ of The Screen Directors Guild. Mr. George is with **Tele-Art Films Inc. Lloyd Durant, R.K.O.-Pathe Inc.,** who previously was reported handling television trade news, will be in charge of committee and membership news. Guild President **Jack Glenn,** who supervises the publication, has set up an editorial board to insure its regular appearance even when key members are ill or away on location . . .

WBAP-TV's TELEVISION, TEXAS STYLE



VARIETY—"Saturday Night Square Dance"



MUSIC—"Flying X Ranchboys," Life photographer at right.



REMOTES—"Texas League Baseball, Wrestling and others"



FASHION—"Fashion Reflections"

Styled and Produced by Texans

In the April 11 issue of Life Magazine, a three-page spread was devoted to WBAP-TV programming, which is as Texan as the Alamo. "Saturday Night Square Dance" and "Philco's Flying X Ranchboys," pictured above, were a part of this Life feature.

Of course, WBAP-TV programs include every phase of video entertainment. But most important of all—they are produced and styled by Texans who know what Texans like in television.

The Southwest's No. 1 television Market (Fort Worth-Dallas) is booming—9,200 sets as of May 1. A program built to fit your individual needs is available on WBAP-TV, the Southwest's **first** television station.



DRAMA—"TV Drama Workshop"

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS

AM FM TV

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

Lone Star Chain

Amon Carter, President
Harold Hough, Director

George Cranston, Manager
Roy Bacus, Commercial Manager

FREE & PETERS, INC. *National Representatives*

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

Telestatus

Analysis of Sponsors April 3-9
(Report 59)

COMPLETE time analysis of television sponsorship for April shows that network programs account for nearly two-thirds of all commercial telecasting. Total time bought by spot, local and network advertisers for the sample week of April 3-9 was 927 hours, 49 minutes, of which about 600 hours was network time. (See chart.)

Expenditures for TV advertising are estimated at $2,623,478 in April. The cumulative total for the first four months of 1949 is $7,904,239. Of the April total, $1,113,794 is network, $951,029 is spot advertising, and $558,655 is local-retail.

These figures were compiled from the April issue of the *Rorabaugh Report on Television Advertising*, a monthly publication of the N. C. Rorabaugh Co., New York. The report includes data for 59 operating TV outlets in 32 markets.

Spot and local advertisers split about 50-50 on the remainder; 291 spot advertisers bought 163 hours, 43 minutes of time; 877 local advertisers bought 164 hours, 39 minutes of video time. All in all, there were 1,225 accounts using television in April, 57 of them network accounts.

Total sponsored TV time increased from 803 hours in March to 927 hours in April. This is more than double the total sponsorship of six months ago. Some of this can be accounted for by the fact that the number of outlets has increased by 22 since that time. Four new stations reported in April, and there were nearly 200 new television advertisers in the month. (See Table I.)

Seven network advertisers began TV sponsorship: Bell & Howell, with *Action Authographs* on five ABC outlets; Canada Dry Ginger Ale Co., *Super Circus*, a half hour show (ABC) on 10 stations; Chesebrough Mfg. Co. started sponsorship of *Greatest Fights of the Century*, five minutes following the Gillette fight broadcasts on 12 stations (NBC); Crosley Div. of Avco Mfg. Co. sponsors *Who Said That* on 30 stations, NBC, Saturday nights; the Ford Dealers of America started an experimental show, *Through the Crystal Ball*, with Jimmy Savo, on 22 outlets, CBS, for a half hour; B. F. Goodrich Co. sponsors *Celebrity Time* on ABC over nine stations for a half-hour Sunday night.

These are all solid shows that have added many hours to the network side of television sponsorship.

Spot accounts increased by 24 and 166 new local advertisers bought video time during the month.

Top TV Markets

New York passed the 200 mark in number of TV advertisers during April. Of this total 56 were network, 88 spot, and 62 local accounts. It was an increase of 28 in total advertisers for the month. Nine markets showed more than 100 accounts in April. They were, in order: Philadelphia, 180; Los Angeles, 167; Baltimore, 152; Washington, 143; Chicago, 132; Detroit, 127; Buffalo, 110 (a one-station market); and Boston, 103.

Leading in the local advertiser field was Los Angeles, which boasted 115 local advertisers on its six stations. Philadelphia's three outlets have sold TV time to 71 local advertisers; Washington and Baltimore each showed 63 local accounts during April. New York's six stations have 62 local accounts.

Most popular spot advertising market is New York, with 88 advertisers. The next best in this field is Chicago, with 50 spot users.

Greatest over-all increase was in Los Angeles and Chicago with 39 and 35 additional accounts in April. Only one market, New Orleans, showed a net drop in number of accounts, and there it was a drop of only two.

Dayton and Erie were added to the list of reporting markets in April. Erie's WICU, the now-famous TV outlet that was given a picture spread in *Life*, started its reporting with 20 accounts.

Food Advertising is Tops

More of TV's advertisers are in the food product group than in any other major advertising group. There were 169 such accounts in April, 99 of them local, 64 spot, and 6 network. Next-ranking in this line-up are the radio and television dealers and manufacturers, apparel and automotive accounts.

In the local-retail field, the top ranking television users were radio and TV dealers; 122 bought TV time. Automobile dealers and service stations, and apparel stores were next with 107 and 106 accounts respectively.

Most frequent users of spot TV were the beer and food accounts. Beer companies were opening up heavily in TV sponsorship of sporting events as the baseball season began. Sixty-eight beer and wine companies used spot TV during April, and 64 food companies. No other product groups approached this total in spot—the nearest being confectionery and soft drinks group, which number 19 accounts.

TABLE I
TV ACCOUNTS WEEK OF APRIL 3-9

Month	Markets	Stations	Advertisers: Network	Spot	Local	Total
March	30	55	50	267	711	1028
April	32	59	57	291	877	1225

* * *

TABLE II
ADVERTISERS BY MARKETS

Market	No. of Stations	Net	Spot	Local	April Total	March Total	Gain or (Loss)
Albuquerque	1	1	1	1	4	4	—
Atlanta	2	13	15	23	51	43	8
Baltimore	3	52	37	63	152	129	23
Boston	2	49	31	23	103	84	19
Buffalo	1	33	25	52	110	91	19
Chicago	4	44	50	38	132	97	35
Cincinnati	2	15	32	26	73	48	25
Cleveland	2	46	21	21	88	68	20
Dayton*	2	10	6	1	17	—	17
Detroit	3	47	39	41	127	102	25
Erie*	1	8	4	8	20	—	20
Ft. Worth-Dallas	1	13	14	10	37	28	9
Houston	1	6	10	8	24	18	6
Los Angeles	6	23	29	115	167	128	39
Louisville	1	14	14	6	34	26	8
Memphis	1	12	10	24	46	43	3
Milwaukee	1	34	22	43	99	85	14
Minn.-St. Paul	1	10	12	6	28	22	6
New Haven	1	22	16	13	51	36	15
New Orleans	1	13	17	7	37	39	(2)
New York	6	56	88	62	206	178	28
Philadelphia	3	55	54	71	180	149	31
Pittsburgh	1	26	12	24	62	44	18
Richmond	1	32	10	5	47	40	7
Salt Lake City	1	11	7	25	43	32	11
San Francisco	1	11	13	10	34	29	5
Schenectady	1	33	8	21	62	46	16
Seattle	1	10	11	12	33	31	2
St. Louis	1	32	18	12	62	49	13
Syracuse	1	5	4	10	19	11	8
Toledo	1	26	10	32	68	63	5
Washington	4	53	27	63	143	120	23

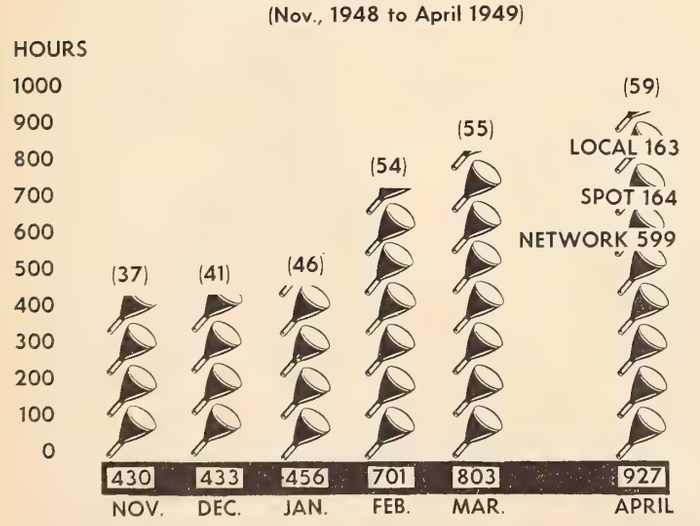
NOTE: Advertisers who bought both network and spot time are counted twice in the total columns. Network advertisers sponsoring more than one show in a given market are counted once in the "Network" column.
* Reported for first time in April.

* * *

TABLE III
TV ADVERTISERS BY PRODUCT GROUPS

Product Group	Network	Spot	Local	Total
Agricultural	—	—	—	—
Apparel	6	18	106	130
Automotive	8	9	107	124
Aviation	—	—	—	—
Beer & Wine	2	68	6	76
Building Materials	—	8	26	34
Confectionery & Soft Drinks	2	19	15	36
Consumer Services	—	2	59	61
Drugs & Remedies	3	6	3	12
Entertainment	—	—	20	20
Food	6	64	99	169
Gas & Oil	3	7	7	17
Horticulture	—	—	6	6
Household Equipt.	3	12	78	93
Household Furnishings	2	7	45	54
Industrial Materials	—	—	1	1
Insurance, Loans & Banking	1	3	29	33
Jewelry, Optical Goods & Cameras	1	4	22	27
Office Equipt.	—	3	2	5
Publishing & Media	—	4	18	22
Radios & Television	7	13	122	142
Retail (General)	—	—	45	45
Smoking Materials	6	8	1	15
Soap & Cleansers	1	12	1	14
Sporting Goods & Toys	1	4	19	24
Toiletries	5	9	3	17
Transportation	—	5	8	13
Miscellaneous	—	6	29	35
Totals	57	291	877	1225

SPONSORED TV TIME
(Nov., 1948 to April 1949)



*NUMBERS IN PARENTHESES SHOW TOTAL STATIONS ON THE AIR IN THAT MONTH.

APRIL FIGURES are shown in three-way breakdown for local, spot and network purchases of time. Total hours of time for each month are shown in bar at bottom of chart.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

More results on WMAR-TV in Maryland!

TV Success Story

GLOBE BREWING COMPANY

327 S. HANOVER ST.

On April 4th we introduced Arrow 200th Anniversary Beer. That evening, the first televised announcement of the new beer was made on "Arrow Fight Night" on WMAR-TV. Our beer has always enjoyed wide acceptance, but the demand for Arrow 200th Anniversary Beer exceeds all previous records by far. We attribute a goodly portion of the instant and tremendous demand for our new product to the television program and "spot" announcements on WMAR-TV.

FRANCIS D. McNAMARA

☆

Advertising Placed By
JOSEPH KATZ CO.
8 SOUTH ST.
BALTIMORE, MD.

TV Success Story

TELEVISION COMPANY OF MARYLAND

115 W. Fayette St.

We firmly believe that the growth of the Television Company of Maryland has been materially assisted by the advertising we carry on WMAR-TV. THE RESULTS HAVE BEEN AMAZING . . . as high as eight customers in one day as the result of a single Spot carried on WMAR-TV is just one of our pleasant experiences. Television advertising has definitely sold television sets for us. We are very happy with WMAR-TV.

MILTON RABOVSKY

☆

Advertising Placed By
Dundon & Rosenbush
100 N. Eutaw St.

TV Success Story

ARCHWAY MOTORS

500 N. HILTON ST.
at Edmondson Ave.

WMAR-TV has proven itself to be our most valuable advertising medium.

Archway Motors started on WMAR-TV with spot announcements. The results obtained from these spot announcements prompted us to buy a 15-minute program once a week.

Again WMAR-TV paid off and effective April 18, 1949, Archway Motors will sponsor The Television Scoreboard, 5 nights a week. WMAR-TV has earned our increased patronage because it has produced direct results for us.

ARCHIE ABRAMSON

☆

Advertising Placed By
Dundon & Rosenbush
100 N. Eutaw St.

TV Success Story

PAUL'S Jewelery & Optical Store

3310 Eastern Ave.

We have been in business for thirty-five years and never during that period has any advertising that we have done attracted as much attention or caused as much comment as our television spots on WMAR-TV. Naturally, we are pleased with the results and will continue with WMAR-TV—in fact, on a more extensive basis than at present.

J. M. PAUL

☆

Advertising Placed By
MAHOOL ADVERTISING INC.
12 East Lexington St.



These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

LOOKING FOR SOMETHING IN OGLE (Ky.)?

If you're peering into your sales picture in Kentucky, and eyeing towns like Ogle (Ky.), then Mister, we suggest more than an oculist — we suggest a Census Specialist. Our State's scattered towns don't have the people *or* the dough to cure astigmatism of the sales curve!

At WAVE, we focus *perfectly* on the Louisville Trading Area. This 27-county area is a real eyeful — has a Net Effective Buying Income of *over a billion dollars*, and a standard of living 45% *higher* than the rest of the State. And all of it within WAVE's primary purview!

So why not stop squinting, and let us give you 20-20 vision?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,



WTVN(TV) SITE

Plans Labor Day Opening

WTVN(TV) Columbus, Ohio, has signed a long term lease on the Le-Veque Lincoln Tower Bldg., Columbus, to be used for offices, studios and transmitting equipment. Announcement was made jointly by Edward Lamb, president of Picture Waves Inc., WTVN operator, and Gordon S. Macklin, president of the company operating the building. New video station, which will cost about $300,000, is now under construction and is scheduled to be in operation by Labor Day, Mr. Lamb said.

Tower, antenna and microwave relay facilities of WTVN will be erected on the roof of the building, with the antenna rising 633 feet above street level. Transmitting and studio facilities will be located on the 46th and 47th floors and office and commercial operations on the 37th floor. The station will take possession of the building space in less than a month, Mr. Lamb stated. He added that delivery of transmitting equipment is expected by July 20 and test patterns will begin in mid-August.

WTVN has signed to carry programs of the DuMont television network and is negotiating with another network now for programs, Mr. Lamb said. Mr. Lamb, publisher of the Erie (Pa.) *Dispatch-Herald*, owns WICU(TV) Erie and W T O D-A M-F M Toledo, Ohio. George Jacobs, who set up WICU, will be chief engineer of WTVN and has already moved to Columbus to work on the station. He was with RCA for 10 years as a designer of studio and transmitter equipment and previously was with WBAL Baltimore. WTVN will operate on Channel 6 (82-88 mc).

KTSL(TV) SPORTS

Sells Two Fight Shows

TWO sales of weekly sports events have been closed by KTSL (TV) Hollywood, outlet of Don Lee Broadcasting System. Robert B. Hoag, sales manager, made the announcement.

Camel cigarettes contracted for the weekly boxing matches aired each Friday night by the station from the Hollywood Legion Stadium. Sponsorship, which is expected to get underway in June, calls for 52 weeks through William Esty Co., New York.

Five Buick dealers have cooperatively agreed to sponsor the weekly wrestling matches, aired by KTSL, also from the Hollywood Legion. Contract calls for 52 weeks starting May 16, through 20th Century Advertising Co.

PAUL WHITEMAN received on May 6 a plaque from *TV Digest*, Philadelphia magazine, for his outstanding achievements on behalf of American youth in organizing the Paul Whiteman *TV-Teen Club*, heard Saturday nights on WFIL-TV and ABC-TV.



LOOKING OVER plans for ABC Hollywood Television Center in old Warner Bros. Vitagraph Studios is Robert E. Kintner (l), executive vice president of network. ABC executives standing by are (l to r) Philip G. Caldwell, Western Division manager of technical operations; Frank Samuels, manager of Western Division; Frank Marx, vice president in charge of engineering.

CTC ELECTION

Harvey Succeeds Stirton

GEORGE HARVEY, sales manager of WGN-TV Chicago, was elected president of the Chicago Television Council at the regular luncheon meeting Wednesday. He succeeds James Stirton, general manager of ABC's Central Division.

Mr. Harvey will serve a one-year term, as will the other new officers —Russell Tolg, radio program director, BBDO, vice president; Evelyn Vanderploeg, timebuyer, Schwimmer & Scott, secretary, and Kay Kennelly, timebuyer, Olian Advertising, treasurer.

The directors, with the divisions for which they are chairmen, are Harold Stokes, program manager of WENR and WENR-TV (ABC), programs; E. S. Quinlan, promotion manager, WBKB (TV), publicity and promotion; Gerald Vernon, coordinator of TV sales at WENR-TV, membership and rules, and Robert Salk of the Katz Agency, research and library.

The election marked the council's first anniversary.

RTDG SLATE

N.Y. Local Nominees Listed

BALLOTS for election of officers of the New York local of the Radio and Television Directors Guild were mailed last week. Voting can be done either by mail or in person at an election meeting to be held June 6.

The nominees:

President—Kenneth MacGregor, NBC, and Ernest Ricca (present treasurer), freelance; vice president—Ralph Warren, ABC-TV, and Fred Weihe, NBC; secretary—Betty Scott, NBC, and Betty Todd (presently on local council), CBS; treasurer—Martin Andrews, ABC, and Paul Harrison, NBC.

Local council (one associate director post open)—Leonard Blair, ABC, and Arthur J. Richards, NBC.

Councilman at large (two to be elected)—Fred Carr, ABC-TV; Harold Friedman, ABC-TV; Richard Goode, NBC-TV; Lee Jones, WNBC; Fred Rickey, CBS-TV; Joseph Bell, freelance, and Stanley Davis, CBS.

National board (four to be elected) —Francis Buss, CBS-TV; Joe Cavalier, NBC-TV; Ted Corday, freelance; Howard Cordery, ABC-TV; Marx Loeb, freelance; Earle McGill, freelance; Lester O'Keefe, freelance; Frank Papp, NBC, and George Zachary, CBS-TV.

TV RESEARCH

Don't Swallow All, Roslow Urges

PRESENT "need to be sensible and cautious about swallowing—hook, line and sinker—all the television research findings now being cast about" was urged by Dr. Sydney Roslow, director, The Pulse Inc. Warning was given in a talk on TV set ownership and viewing habits May 5 at a radio luncheon of the New York chapter of American Marketing Assn.

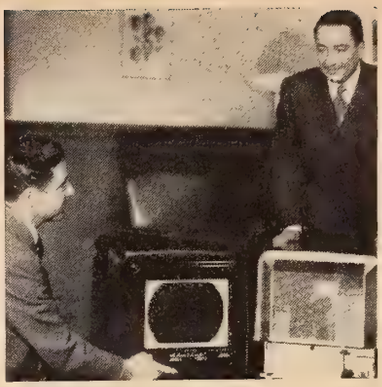
Citing numerous studies showing that television is taking listeners away from radio, moviegoers away from motion picture houses and readers away from books, magazines and newspapers, Dr. Roslow noted that "it is hard to accept a result which shows habits arduously built up over one's years change so quickly and so easily with the advent of a new device into the home."

The trouble, he said, is not with the research findings, but with their use. "These findings should be interpreted on a descriptive level," he emphasized.

Discussing the growth of set ownership, Dr. Roslow reported that Pulse surveys of the New York metropolitan area (10 counties) show an increases of TV ownership from 1.4% of families in January 1948 to 14% in April 1949, a ten-fold increase. In the Philadelphia area (eight counties), where the Pulse began surveying television last September, the increase is from 6.1% that month to 13% in April of this year, roughly double. Chicago (four counties) TV families has risen from 2.2% last December to 7.2% in April, a threefold increase.

Dr. Roslow also stressed the need for caution in using reports of relative program popularity to determine which types are gaining and which are losing in popularity. He said a "comparison of the average rating for different types of programs in New York superficially leads to the conclusion that sports programs are down," noting that the average sports rating was 15.7 for the year 1948 but only 11.9 for the month of December. "But," he pointed out, "the nature of sports has changed. In the summer months there was baseball—daytime. Not so in December.

"As a matter of fact," he continued, "All types have lower average ratings except the comedy—variety type. Most types are down on the average because the expansion of the telecasting day has meant that some programs are now being telecast during the less popular daytime hours when the available audience is smaller."



ROSS D. SIRAGUSA (r), Admiral Corp. president, congratulates his brother Dom, president of Molded Products Corp., Chicago, for designing mold and adapting a 2,000-ton munitions press to turn out what is claimed to be world's largest single plastic piece—35 pounds. It houses Admiral's new 24-tube TV console with 10-inch picture screen. Price of set is $249.95.

PANEL ON VIDEO

Planned by AAUW in Capital

PANEL discussion on "The Challenge of Television" will be conducted by the Washington Chapter of American Assn. of University Women, Radio Study Group, May 21 at the Willard Hotel, Washington. Announcement was made last week by Cecelia Lee Fine, chairman of the group. Speakers are:

FCC Comr. George E. Sterling; A. D. Willard Jr., NAB executive vice president; Eugene S. Thomas, general manager, WOIC(TV) Washington; Joseph B. Elliott, vice president, RCA, Camden, N. J.; Charles Kelly, director of programming, WMAL-AM-FM-TV Washington; William R. McAndrew, NBC Washington general manager; Walter Compton, general manager, WTTG(TV) Washington; Dr. Franklin Dunham, chief of radio division, U. S. Office of Education; Edward Cheyfitz, assistant to the president of the Motion Picture Assn. of America Inc., and Mrs. Gladys M. Jeselsohn, member, Washington Booksellers Assn. Dr. Paul F. Douglass, president of American U., Washington, will be moderator.

Purpose of the discussion, Miss Fine said, is to explore the different fields being influenced by television.

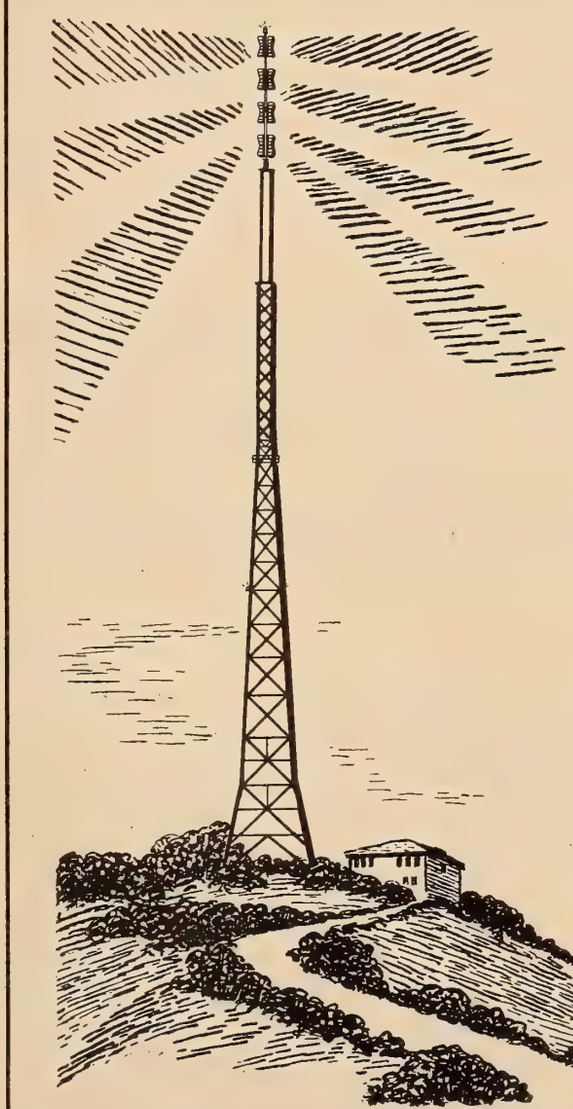
HOLLYWOOD

Gets Warning on TV Growth

"UNLESS we move fast, Hollywood will become a whistle stop at the end of the coaxial cable," Harry Lubcke, president of the Academy of Television Arts and Sciences, told the Hollywood Advertising Club, May 2.

He said that ATAS had dedicated itself to the proposition that Hollywood should be "the television capital of the world." In support of this claim, he said that nowhere else in the world could be found such "an extensive and ready-made fund of performance, skills and properties." He pointed out that 1,015,150 individual costumes are on hand in 18 Hollywood property and costume houses, and that several of Hollywood's 35 film processing laboratories work night and day.

Television film will not be the birthright of Hollywood, Mr. Lubcke said. Already other cities are showing growth in this direction, he added.



Now Add ↓

ROCHESTER, N. Y.

to your TV list

AND please note that Television's first appearance in this populous, prosperous Western New York market is credited to the same company that pioneered *radio* here, twenty-seven years ago.

- Channel: number 6
- Power: 16.7 k.w. visual, 8.6 k.w. aural
- Antenna: 497 ft. above average terrain
- Service area: coincides with Rochester, N. Y., retail trading area
- Telecasting begins June 11th, 1949 with both local & network programs

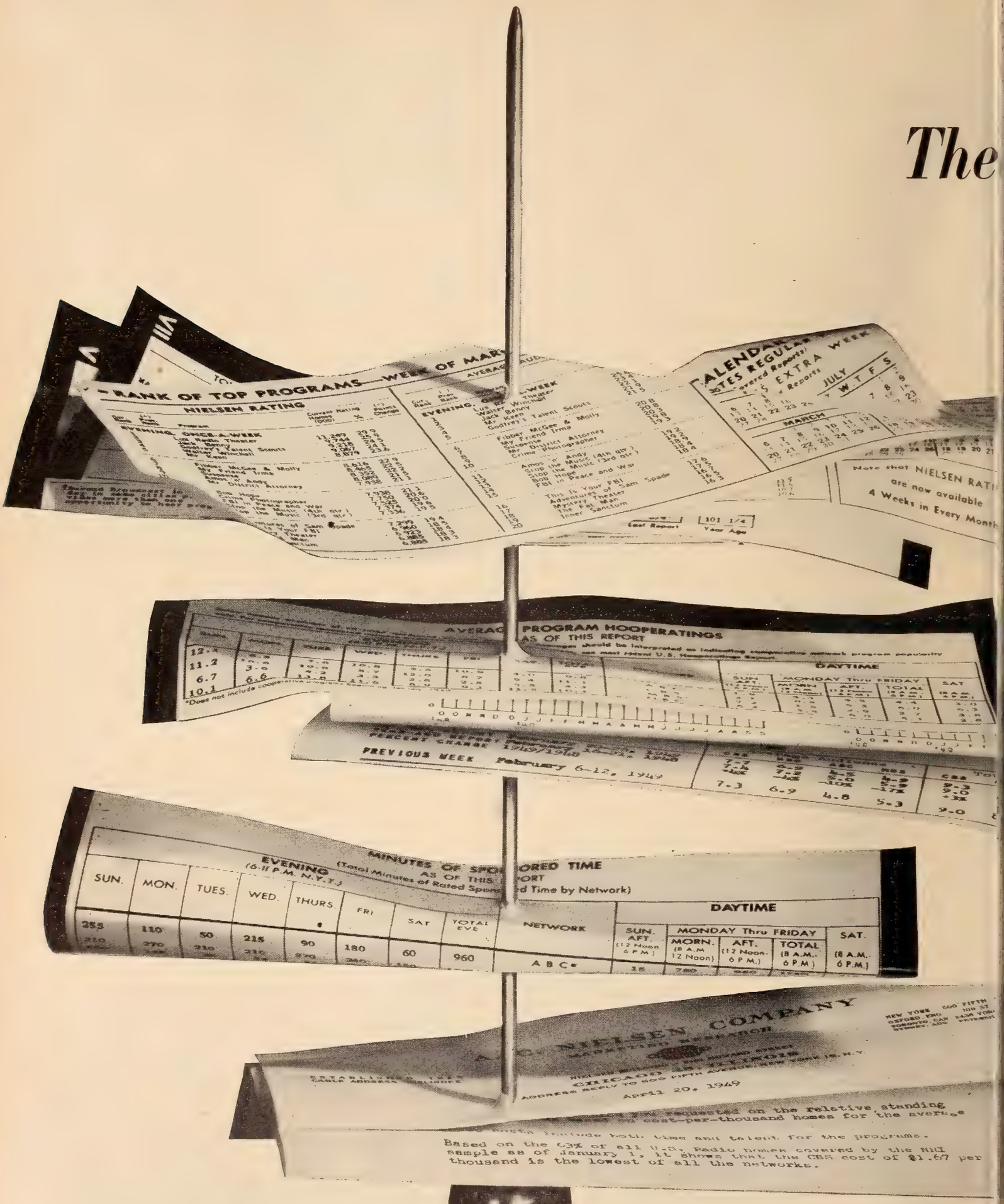


WHAM-TV ROCHESTER RADIO CITY

Owned and operated by Stromberg-Carlson

STATIONS WHAM—WHFM—WHAM-TV BASIC N.B.C. AFFILIATE ★ GEO. P. HOLLINGBERY CO. · NAT'L REP.

The



Source: Nielsen Radio Index data Jan. 1947 vs. Jan. 1949 based on 63% U.S. Radio homes with audience size data projected to total U.S.

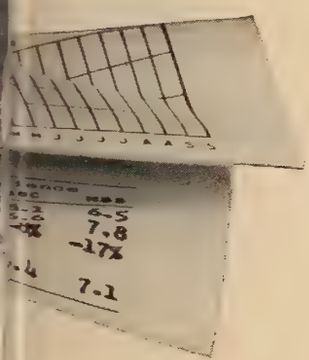
basic point in 1949 advertising

This year your customers have had unlimited access to advertising media—*all media have been free to find their own level.* Newspapers and magazines get all the paper they want. Television has grown apace. New radio stations have sprouted everywhere.

In this "free market" for media, the cold facts show that today more people are listening longer to NETWORK RADIO — and advertisers are reaching them at lower costs!

NETWORK RADIO *audiences are larger: 3,800,000 families for the average network broadcast in 1949—12% more than in 1947.*

And they cost less: $1.78 per thousand families for the average network broadcast in 1949—6% less than in 1947.



The basic point in network advertising

And this is the year when CBS leads all other networks by every significant count: in *largest* audiences and highest *average* audiences (as measured by both Nielsen and Hooper), and in facility strength too!

In all network radio, CBS ranks first today in audiences delivered at lowest cost to advertisers.

CBS today delivers an average audience of 4,251,000 families to its advertisers—17% more than in 1947.

And at a cost to its advertisers of $1.67 per thousand families —16% lower than in 1947 and the lowest cost of all networks.

The basic point for the careful advertiser is clear: make NETWORK RADIO your first choice in media...

And CBS your first choice in radio.

CBS

...largest audiences at lowest cost

Editorial

TV'll Get By—With BMI

TV IS having ASCAP trouble. With TV wallowing in red ink, ASCAP has demanded confiscatory fees, along with the reservation of "special rights" in the hands of copyright owners that would make clearance ridiculously complicated if not impossible.

Thus TV finds itself confronted with the same sort of impasse that plagued sound radio in its earlier days. Music was the life blood of radio, but radio made music, as attested by ASCAP's record-breaking melons year after year, and with 75% of it emanating from radio.

But TV, even if the June 1 deadline passes without an ASCAP accord, won't be confronted with constant repetition of public domain music as was sound radio eight years ago last January, when ASCAP summarily withdrew its music from the air. Broadcast Music Inc. came into being as wholly-owned subsidiary of radio. BMI flourishes today. Its music *is* available to TV.

Perhaps there's more than meets the eye in the unconscionable demands of ASCAP. Some 55 to 60% of ASCAP's repertoire is controlled by the big four motion picture producers, all of whom have reserved TV rights unto themselves. Are they anxious to have TV thrive before there is a federal station licensing policy applicable to the motion picture field?

ASCAP, we predict, eventually will recognize that it can't stop progress. And TV, to paraphrase a tune title of another year: Will get by as long as it has BMI.

News Worthy

RADIO NEWS has a birthday this Friday. On May 20 ten years will have elapsed since the radio reporter was given news-gathering privileges on a parity with the press in Congress. The House Radio Gallery then was established, thanks to the indefatigable efforts of former Rep. John J. Dempsey of New Mexico and of Fulton Lewis Jr., along with others on the radio firing line.

There followed in rapid succession creation of the Senate Radio Gallery, as well as recognition of radio correspondents in all Washington news quarters.

Though much has been accomplished, much more remains to be done in the interest of freedom of information by radio. The right to editorialize on the air, nominally denied radio in the left-handed Mayflower decision of eight years ago, is about to be re-established with an FCC mandate that "fairness" be the yardstick. It was a year ago—June 21, 1948—that we reported the seven-man FCC, in five separate concurring opinions had decided to lift the ill-conceived Mayflower doctrine. That opinion, rewritten, revamped and recast, shortly will spring from the FCC's bosom.

Then there's the protection of the radio reporter's news sources. Only two states, Arkansas and Indiana, now have laws which sustain the right of the radio newsman to keep in confidence the origin of his news.

Art Stringer, NAB staff director, has made his passion for news source anonymity a nationwide project. He has had the unyielding support of Prof. F. S. Siebert, director of the School of Journalism of U. of Illinois, an acknowledged leader of his profession, who regards news as news whether it is "published" via the printing press or the microphone.

Prof. Siebert has analyzed the statutes in the 11 states where laws cover either or both radio and newspaper reporters. The results are varied but they indicate that many states with adequate laws show a tendency, whenever a court interpretation is called for, to circumscribe the privileges these laws were written to provide.

On one point there seems to be no argument: The confidence statutes should be extended to cover all newsmen whether they report for radio or the printed page. Prof. Siebert and Mr. Stringer deserve the resolute support of newsmen everywhere in guaranteeing that freedom of information means freedom of access to news in the tradition contemplated in the First Amendment.

The Common Code

THIS THURSDAY is an important day for radio. But there will be no verbal bombs bursting in air, no oratory tinged with acrimony, no station class against class.

This Thursday the *Standards of Practice for American Broadcasters* becomes fully effective. It is radio's voluntary code for self-regulation. There will be no fireworks—because those occurred two years ago at the Atlantic City convention of the NAB and just a year ago when the code was adopted at Los Angeles.

To assume that there will be no code violations is Utopian. There will be as long as there are clients who seek to cut corners and broadcasters who will yield in their zeal for hard-fought business. But the vast majority of stations will adhere to its letter, and will wear down the ardor of the cut-raters.

The triumph is that broadcasters now have charted for themselves a course of business ethics for all to see. Radio is an art form, an educator, a public servant, an entertainer, a preacher, a relief worker.

It is also a business. The code puts it on a business basis.

Paris in the Spring

MANY A radio and legislative eyebrow has lifted since the disclosure that the FCC, chronic complainant about being over-worked and under-staffed, will function most of this summer sans its chairman and vice chairman, its general counsel, and a dozen other staffers. They have embarked (except for the general counsel who follows later) for the International Telephone and Telegraph Conference in Paris for an expected minimum two-month run.

We suspect, now that the *Queen Elizabeth* is en route, that there will be new blasts from the Capitol about the FCC's derelictions and lethargy in deciding cases. It's true that the FCC is woefully behind (we don't recall the time it was ever caught up). We wonder too whether the Paris conference is sufficiently important to warrant the presence of two of the seven commissioners, let alone the staff.

The FCC will still have five men at home. Direction of the Commission falls in the capable hands of Acting Chairman Rosel H. Hyde. The regular order of business, it is to be assumed, will be pursued, because a quorum can perform the functions of the full board. The TV freeze and standards, the clear channel issue, the ban on editorializing, the ruling on whether giveaways are lotteries, and the question of the right of networks to represent their affiliates in national spot sales—all await action. We confidently expect Chairman Hyde to keep the regulatory mill grinding oblivious of the absence of two members.

Who can tell? The Congress might discover that the FCC functions more efficiently and speedily with five members than with seven!

Our Respects To —



GUSTAV BERNHARD MARGRAF

ON THE sixth floor of the elegant NBC headquarters in New York there is a desk which definitely is not in the pattern of some executive traditions.

Instead of being cleared of paper and debris, it has the clutter of a Dickensian lawyer's desk. It looks as though an enormous amount of brain sweat were being poured out over it.

It is the desk of Gustav Bernhard Margraf, and the condition of the desk is not a "front." Work is really being turned out there.

The high frequency cerebrations emanating from that quarter go far in explaining how it was that Gus Margraf became vice president of NBC and general attorney and head of its legal department at the age of 33.

His story follows the classic Alger formula of work winning its own reward—with only one deviation. He's got the reward and is still working.

In fact, at the end of the day's work, he sweeps some of the litter off the desk, slips it into a brief case, and commutes with it back to the NBC colony in Rye, N. Y., where he lives with his wife and three children. Work has become a hobby with him.

Last July he became the youngest man to head a network legal department, succeeding Charles R. Denny, another young man who moved up to be NBC executive vice president.

Behind him was a road that led back through law practice in Washington and New York, through working his way in college and school, and ultimately back to Cape Girardeau, Mo., his birthplace.

He was born on May 14, 1915, the son of William A. and Mary Rubel Margraf. His father had worked on the Frisco (St. Louis and San Francisco) Railroad. With six young mouths to feed in the family before Gustav arrived, it was clear that any place the latest newcomer attained would be strictly under his own power.

After school and college he had numerous jobs, among them tooting a trumpet in dance bands, selling vacuum cleaners, announcing at KFVS Cape Girardeau, and working at various jobs on the local newspaper. His present associates doubtless would be surprised to learn that one Christmas he was the KFVS Santa Claus, a role he played at a time he weighed in at 130 pounds. At present, he tops 200 and stands 5 feet, 10¼ inches.

Despite numerous side interests, all of which were stimulated by the economic realities that confront a large family, Mr. Margraf had a top school record—which kept getting better

(Continued on page 71)



Hi Neighbors! Here's Hello and Thank You from the KOIN KLOCKERS!

WITH THESE CHEERY WORDS, Bob Henderson that lovable, unpredictable M.C. with the KOIN KLOCKERS starts the day off for the vast Oregon Country! Since 1930, 19 long years ago, the KOIN KLOCK has been the "getter upper" for the thousands of early risers who tune in each week Monday through Saturday at 6:15 a.m. for an hour of music and fun interspersed with serious bits of information on civic and social enterprises. A grand audience and a grand market for the advertiser who wishes to reach the families of Oregon and Southwest Washington.

KOIN KLOCK's daily musical numbers are from written requests. In 1948 they received 12,520 such requests . . . an average of 40 per day from this loyal audience. And during January 2 to January 30th of this same year they pulled 6,270 additional letters containing $8542.05 for the Infantile Paralysis Drive . . . more than the total amount of all the Portland Radio Stations combined! What a program . . . what a market for your advertising! For additional information contact KOIN or Avery-Knodel Inc., National Representatives.

CBS

AVERY-KNODEL, Inc.
National
Representatives

KOIN

and . . .
KOIN
F·M

A
Marshall Field
STATION

PORTLAND, OREGON

DISK RECORDER

For Lip Synchronous

STANDARD AND MICROGROOVE RECORDING



FAIRCHILD STUDIO RECORDER, UNIT 523

★ **Continuous variation of pitch** from 80 to over 500 lines per inch.

★ **Instant variation of pitch** with only one feed screw and the Fairchild precision selector.

★ **Ability to change pitch** while in operation increases dynamic range.

★ **Velvet smooth direct to center turntable gear drive** — eliminates slippage, musical pitch change and insures positive timing of program material.

★ **Absolute synchronism for use with sound on film dubbing.**

★ **Visible armature in the Fairchild cutterhead** permits easy and accurate alignment for high recording level — without distortion.

★ **Laboratory quality microscope with adjustable light** for visual examination of the groove side walls.

★ **Vernier control of depth and angle of cut**—adjustable during recording.

★ **Precision recording — simplified operation.**

Above are some of the features that are responsible for the professional performance of the Fairchild Studio Recorder. Designed for continuous duty, the Fairchild Unit 523 offers the utmost in equipment flexibility for recording Standard NAB or MICROGROOVE pitch instantaneous transcriptions and masters. One lathe, one feed screw, one drive, one unit — FAIRCHILD.

SOUND EQUIPMENT



The Fairchild Recording Equipment Corporation also manufactures a complete line of audio equipment for recording installations. Write to us about your specific requirements and for complete details about UNIT 523.

Fairchild

RECORDING EQUIPMENT CORPORATION

154TH STREET AND 7TH AVENUE, WHITESTONE, L. I., N. Y.

Management



ROGER W. UNDERHILL has been appointed acting general manager of WICU(TV) Erie, Pa. He has been with station since its opening on March 15. Mr. Underhill replaces **LAYMAN W. CAMERON.**

GEORGE T. CASE, for past two months program director of WNAO and WNAO-FM Raleigh, N. C., has been appointed general manager. He replaces **DUDLEY TICHENOR** who resigned to join national spot staff of WWL New Orleans [BROADCASTING, May 9]. Mr. Case has been in radio as an executive for nearly 21 years. He has served as assistant manager of WRAL Raleigh, which he helped to install in 1939, and with CBS Chicago as assistant program director and production manager. Prior to joining WNAO he opened Broadcasting & Television Institute in Raleigh.



Mr. Case

ED LOVELACE, former general manager of KOJM Havre, Mont., has joined KTBI Tacoma, Wash., as general manager.

MILO J. PETERSEN, formerly sales manager of KOPR Butte, Mont., has been named general manager of KGEM Boise, Idaho. He succeeds **RAY FADEL,** who has been appointed station manager of KUTA Salt Lake City, Utah.

KEN PALMER, program director of KPDN Pampa, Tex., since 1947, has been appointed manager. He succeeds **JOHN MICHEL,** who resigned to become manager of KTRY Bastrop, La.

D. W. THORNBURGH, CBS Western Division vice president, was one of 10 former Indiana residents honored May 12 at Indiana Foundation's Homecoming Banquet in Los Angeles. He was honored for contributions to "Americanism in Radio."

PAUL R. BARTLET, general and commercial manager of KFRE Fresno, Calif., is recuperating following an emergency appendectomy last Monday (May 9).

MRS. LLOYD E. YODER, wife of KOA Denver general manager, and known professionally in radio as **Betty Marino,** violinist, is in St. Joseph Hospital, that city, recovering from a coronary attack. She will be confined to hospital for several weeks, KOA reports.

3 NAB EXECUTIVES

To Address N. Y. REC May 19

JUSTIN MILLER, NAB president; A. D. Willard Jr., executive vice president, and Maurice B. Mitchell, director of broadcast advertising, will address the Radio Executives Club of New York May 19 at its final session of the 1948-49 season. Judge Miller will speak on the NAB Standards of Practice which become effective that day. Mr. Willard will discuss "TV and the NAB" and Mr. Mitchell will talk on "Bucks for Business." Trio will also answer questions from the floor about NAB and its operations.

John J. Karol, CBS sales manager, will be installed as REC president for 1949-50. He takes over the post held this year by Carl Haverlin, BMI president. Session will start at 12:30 p.m. and will be held at the Roosevelt Hotel, New York.

FIRE PREVENTION

WOWO Honored; Others Cited

WOWO Fort Wayne, Ind., was awarded the gold medal for outstanding public service in fire prevention and five other stations received honorable mention citations from the National Board of Fire Underwriters last Friday.

Stations selected for honorable mention were: WEBR Buffalo, KNBC San Francisco, KELO Sioux Falls, S. D., KOGT Orange, Tex., and WNEW New York.

The WOWO award was made on the basis of the stations farm safety, home safety, holiday safety and accident prevention campaigns, and its comprehensive coverage of Fire Prevention Week.

The other stations scheduled special programs of various types, while WNEW recorded musical fire prevention jingles which it made available to nearly 1,000 stations throughout the country.

ABE BURROWS

Signs Contract With CBS

ABE BURROWS, who last Monday signed a seven year pact with CBS, will inaugurate a half-hour *Abe Burrows Show* sometime early in July. Program will be broadcast and telecast simultaneously. Mr. Burrows' contract covers his services for AM and TV as performer, writer and producer.

The song satirist arrived in New York from the West Coast on Tuesday to confer with Hubbell Robinson Jr., CBS vice president and director of programs, and Robert Heller, executive producer. Mr. Burrows also is slated to serve as a regular panel member of the new full hour *This Is Broadway* series (CBS, 9:30-10:30 p. m.), which started last Wednesday.

VIDEO RECEPTION

Long Distances Reported

REPORTS of long-distance television reception [BROADCASTING, May 2] were growing last week, and FCC engineering authorities predicted they would increase until some time in July and then begin to decline.

It's all a sign of the "Sporadic E" season, they explained, feeling there is no cause for alarm as to the effects these signal "bounces" may have in the future when more stations are operating.

Past tests conducted by the Commission indicate that these examples of long-distance transmissions, for the most part attributed to reflections of the signal off the "E" layer, generally begin around May and hit their peak in July. Then they begin to taper off. From September on through the winter there is little Sporadic E activity, though a "small" secondary peak appears in December, technicians said.

In television, it's worse in the low end of the present VHF band. In fact, FCC authorities said they knew of no cases involving stations operating above Channel 6 (82-88 mc). They noted that it was largely because of such characteristics of frequencies in this region that FM was moved up to the band above 88 mc.

Reception of KLEE-TV Houston telecasts has been reported at several points around 1,300 miles away—at State College, Pa.; at Detroit, and at Lancaster, Pa. A Phoenix resident wrote KSD-TV St. Louis saying he had tuned in a telecast of the *Post-Dispatch* station, 1,300 miles away. Set-owners in Nashville, Tenn. reportedly have received programs from stations in Louisville, Memphis, and Nashville, which range from 175 to 225 miles away.

KPIX (TV) San Francisco reported a wire from a televiewer in Throckmorton, Tex., 1,400 miles away, saying the visual test pattern was received clearly.

WORL CASE

U. S. Supreme Court Hears Brief Summary Argument

BRIEF summary argument was held before the U. S. Supreme Court last Monday in the WORL Boston case with FCC making no reference to its attack upon the U. S. Court of Appeals for the District of Columbia contained in the Commission's brief [BROADCASTING, Feb. 28].

FCC, arguing through U. S. Solicitor General Philip B. Perlman, requested SCOTUS to overrule the finding of the Court of Appeals which had reversed FCC's decision to deny license renewal to WORL on grounds of ownership concealment. WORL was represented by Walter M. Bastian, special Washington counsel.

Meanwhile, FCC argued last Tuesday in the Court of Appeals in defense of its television grant to May Broadcasting Co. (KMA Shenandoah, Iowa) at Omaha, Neb., for KMA-TV [BROADCASTING, May 17, 1948]. Appeal of the grant was made by KFAB Omaha which had petitioned FCC unsuccessfully for reconsideration.

In the WORL case before the highest court, FCC argued that the Court of Appeals had failed to heed an earlier applicable ruling by SCOTUS in the WOKO Albany case. WORL contended, however, that the facts of the local proceeding were different. The FCC's brief urged SCOTUS to more closely supervise the Court of Appeals in view of the latter's strategic position. The Commission charged the Court of Appeals withheld authority delegated to FCC by Congress.

WORL is owned by Harold A. Lafount, general manager of the Arde Bulova stations (see story page 27) and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. WORL is assigned 1 kw day on 950 kc.

The Omaha television dispute is the first TV case to go before the Court of Appeals, FCC indicated last week. KFAB was represented by Paul M. Segal while Max Goldman, assistant general counsel, argued for FCC and Vernon L. Wilkinson argued for KMA-TV. The court was composed of Justices Bennett Champ Clark, Wilbur K. Miller and Elijah Barrett Prettyman.

KFAB contended the KMA bid should have been heard in comparative hearing with its request, also pending and ready for action at the time of the KMA-TV grant, and with the application filed by KOIL Omaha five days after the KMA-TV grant. Such grant was in effect set aside by its petition for reconsideration, KFAB said, and the grant could not go into effect anyway until after expiration of the usual 20 day appeal period.

FCC and KMA-TV both held that the grant was effective the day it was approved and that on that date sufficient facilities were available for all pending bids, hence no hearing was required.

Three TV channels were allocated to Omaha with WOW-TV receiving first permit there in early 1948. KMA-TV got the second channel leaving the third facility to be sought by KFAB. However, when KOIL filed shortly after the KMA-TV grant there resulted two bidders for one channel. KFAB contended that the hearing should be three applicants for two channels.

Maybe You've Noticed...

Nowadays, prospects aren't exactly grabbing time contracts out of your hands. Advertisers are getting pretty choosy. They're not apt to be impressed unless you present a solid package—smart entertainment as well as a likely segment of time.

What does today's local advertiser call smart entertainment? His yardstick hasn't changed. He still would like a big-name show with big-time format. Current songs, good music ... topped off with scintillating star dialogue. In short, he wants a program that'll compete with network shows ... in a flexible framework that can be moulded to his selling pattern.

Plainly, he can't afford live talent. And he wants more than another record show. So what are you going to offer him?

The answer is obvious if you're a Capitol Transcription subscriber. For Capitol's unique library program service provides you with just the sort of big-time, low-cost musical show local sponsors want. Let us prove to you that Capitol Transcriptions has just the sales tools you need to sew up those air-shy local prospects.

Mail this coupon today, for our new 1949 FREE demonstration discs, giving full details.

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol TRANSCRIPTIONS
A Division of Capitol Records

Capitol Transcriptions,
Sunset and Vine, Dept. 516
Hollywood 28, Calif.

Sirs: I'm willing to listen. Send me your **FREE** demonstration discs, without obligation.

Name_____

Station_____ Position_____

Address_____

City_____ State_____

1,023,900
People now in the new primary listening area of the new KTBS!

183,000
People in our old coverage! What a difference!

840,900
MORE REASONS TO USE
"The Louisiana Purchase"
KTBS
SHREVEPORT

840,900 more reasons more people—to use the Louisiana Purchase at **not one cent additional cost! Everything's up but the rates in "The Louisiana Purchase!"**
NBC daytime primary service to 840,900 people—for the first time!
Remember — we've increased our power — not our rates! Call your nearest Petry representative NOW!

KTBS
SHREVEPORT
NBC—TQN—AFFILIATE

New York Detroit San Francisco Boston
Chicago St. Louis Los Angeles Atlanta
EDWARD PETRY AND CO. INC.
National Representatives

710
KILOCYCLES
10,000
WATTS

5,000 WATTS AT NIGHT

ASCAP Parleys

(Continued from page 33)

music costs for the networks on all their billings and to the stations for all sales made by their own salesmen. Another complaint on the network side is that the TV terms allow deductions for networking costs only up to 5% of gross sales, which Mr. Myers pointed out would just about cover the cost of audio connections without touching the $35-a-mile-a month charges for video connections.

Mr. Myers reported that the NAB committee asked for a 25% allowance for interconnection costs, an overall 15% sales cost deduction, the elimination of special fees and the retention of the radio license differential between station and network fees. The broadcasters' committee also asked for a substantial blanket discount to cover the period of the initial short-term contract, which probably would not run beyond the end of June 1950, in view of their present net losses on their video operations. ASCAP rejected this proposal as the broadcasters had rejected its proposed terms.

Ready To Pay

In essence, Mr. Myers said, the TV broadcasters are willing to start paying ASCAP for the use of its music at this time, but they want the fees set immediately with consideration of their present financial situation and they believe it is too early to set a final pattern for future licenses. ASCAP, on the contrary, holds that whatever licensing arrangement is agreed to now will set the precedent for all succeeding licenses and that now is the time to establish a pattern.

When a stalemate in negotiations had been reached, ASCAP proposed that the matter be arbitrated, with an ASCAP and a NAB representative getting together with a third party, to be appointed by Attorney General Tom Clark, and both sides agreeing to abide by the decision of this tripartite committee.

The NAB committee replied that it was forced to reject the proposal to arbitrate as it had no power to bind the stations to any contract, but had authority only to attempt to work out a licensing arrangement which would be submitted to the individual TV broadcasters for their acceptance or rejection. The NAB group also stated that if the two committees whose members are thoroughly familiar with the problems had been unable to reach an agreement, it would be futile to hope for an uninformed third party to achieve any better success.

This week is the critical time, Mr. Myers declared. His committee, he said, will be kept fully informed of the day-to-day progress made by the network committee and ASCAP, and will be ready to resume their negotiations should that seem advisable at any time.

Even if these new negotiations fail to prevent a break the end of May, that will not necessarily rule all ASCAP music for TV, he added, as the publishers and writers who belong to ASCAP have the right to license the use of their music on an individual basis.

HORTON PROMOTED

CBS-TV Asst. Sales Manager

KINGSLEY F. HORTON, former account executive in the CBS-TV sales department, has been promoted to the newly created position of assistant general sales manager of CBS television.



Mr. Horton

Mr. Horton began his radio career in 1931 at WFBL Syracuse. In 1936 he joined CBS Radio Sales in New York and two years later moved to WEEI Boston, a CBS station, serving variously as assistant manager and director of programs and sales. He was transferred to the network's television sales staff in New York in August 1948.

George J. Arkedis, former account executive in the New York office of CBS Television Sales, has been appointed western sales manager for CBS-TV and will make his headquarters in Chicago.

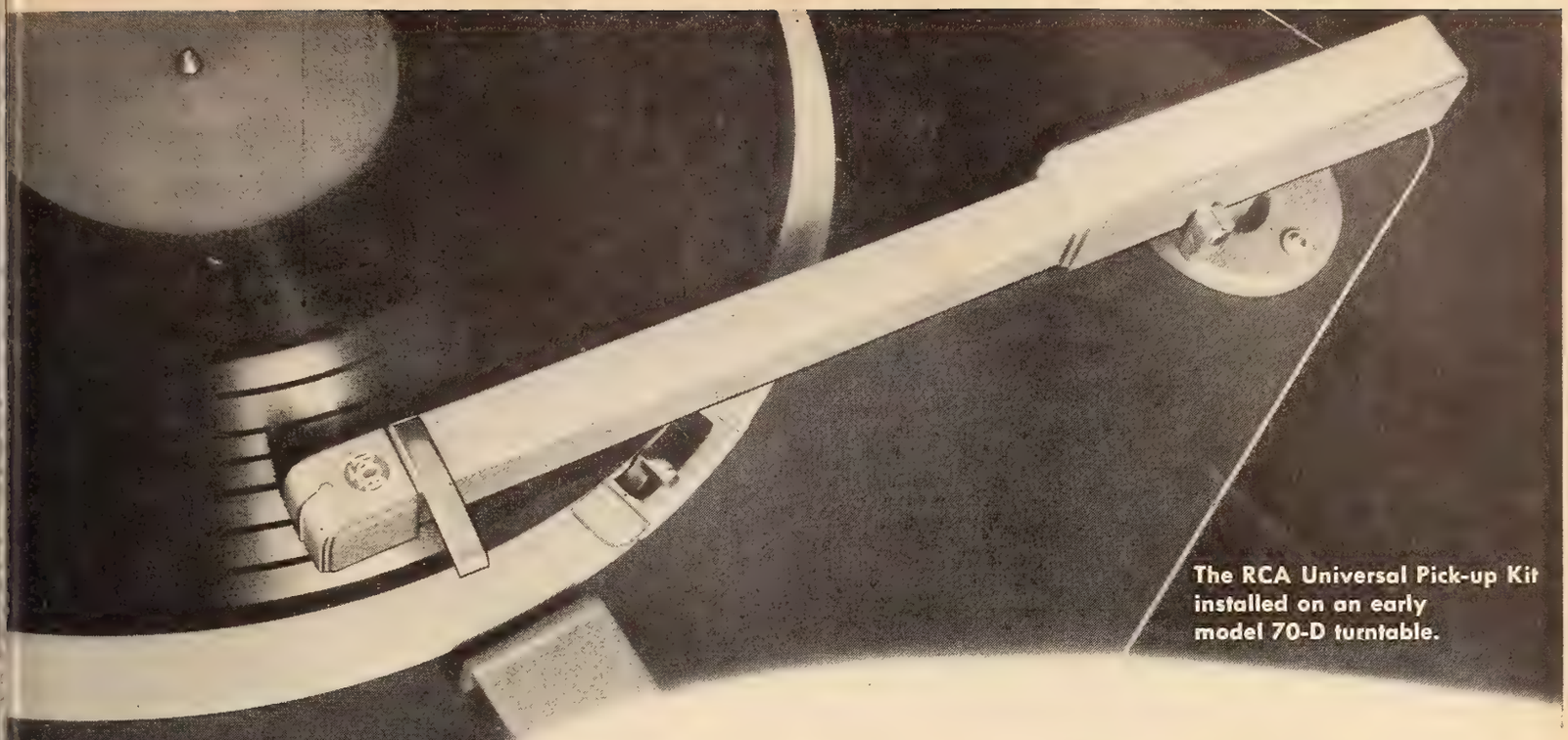
The appointment is effective June 1. Mr. Arkedis has been on the CBS-TV staff since September 1948. Before that he was an account executive of WCBS New York, the network's key station. Prior to service in the Navy as a lieutenant commander, he was with Pedlar & Ryan and with Joseph Hershey McGillvra.

Gillette To Sponsor

JERSEY STAKES RACE in Garden State Park, Camden, N. J., will be broadcast and telecast simultaneously by ABC. Gillette Safety Razor Co., through Maxon Inc., New York, will sponsor presentation of the event over the full 260-station ABC radio network, and the ABC-TV eastern network. Video pick-up will be made by WFIL-TV Philadelphia, ABC Quaker City affiliate, which will feed it to WJZ-TV New York, WAAM (TV) Baltimore, WNAC-TV Boston, WRGB (TV) Schenectady, WMAL-TV Washington and WNHC-TV New Haven.

WEWS Gets License

WEWS, Cleveland television station owned and operated by Scripps-Howard, May 9 became the nation's ninth licensed TV outlet. Six of the eight other video stations holding FCC licenses indicating they have submitted satisfactory "proof of performance" were licensed before the war, according to WEWS.



The RCA Universal Pick-up Kit installed on an early model 70-D turntable.

High-Fidelity Playback

with your present turntables – by adding this Universal Pick-up Kit

90-Day Reduced Price
$149.50*
(April 1 to June 30, 1949)



The complete Universal Pick-up Kit MI-4875-G.

NOW you can have high-fidelity reproduction from your old turntable for only $149.50—simply by installing an RCA Universal Pick-up Kit on any turntable that has not otherwise exceeded its useful life.

Designed specifically for broadcast needs, kit MI-4875-G is capable of producing ideal transcription curves on all types of vertical and lateral-cut records. The kit includes: (1) a dynamic-type pick-up head of low moving mass having *adjustable* weight and *adjustable* vertical and lateral stops; (2) a compensator using a series-resonant circuit that can be variably tuned and shunted by a 6-position switch; (3) a handsomely styled tone arm—complete with finger-rest; (4) a tone-arm rest position; (5) a noise-filter kit with cable and terminal board; (6) and all necessary mounting accessories for any 70-series turntable.

Save $75.50 over the former price by ordering this Pick-up Kit under RCA's 90-Day "Spot" Plan (good until June 30, 1949). Here is the kit that will make any record sound better—and it's available from stock.

Order today from your RCA Broadcast Sales Engineer. Or direct from Department 19EC, RCA Engineering Products, Camden, New Jersey.

**Prices do not apply outside the continental U.S.A.*

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Video Censorship

(Continued from page 32)

impossible to extend the two-week period because of the currency of events, and on commercials "you can't delay longer than two weeks because of the musicians' union."

Mr. Harrison asked Mr. Cadigan what the economic effect of TV censorship would be. "It would double or triple production staffs to process the work ahead," Mr. Cadigan replied, explaining that in motion pictures the prints are available from four to six weeks in advance for submission to censor boards but in television "you come up one hour before a program."

Dr. Levy's comments on the probable effects of TV censorship were substantially this: Income would be jeopardized. Advertising agencies, especially those placing national advertising, would be discouraged. Television stations, competing with newspapers and magazines, would suffer because TV programs are readied in days or hours and TV (without censorship) can offer advantages other media cannot.

Mr. Clipp also commented on the probable economic effect of TV censorship. He said it would delay advance scheduling of programs, increase costs and interfere with the procurement of business. Mr. Stewart, too, said the state would be imposing an added burden of expense on television stations if it enforced the censorship regulation.

If it becomes necessary to submit films for censorship, "then we will try to do without them for advertising purposes," said Mr. Reber, speaking as an advertising agency representative. "Where it would be impossible to present a particular subject or show it without film, then the inevitable would be to give up the program completely. We would attempt to substitute live programs where possible."

Mr. Shelly, pointing out that television already is an extremely expensive medium for advertising, said that censorship costs would be one more obstacle to deter TV.

The Pennsylvania Board of Censors comprises three members, Mrs. Carroll, John Clyde Fisher and Beatrice Z. Miller, two assistant censors whose decisions the board accepts and 18 employes. The board's principal office is in Philadelphia. Other offices are in Pittsburgh and Harrisburg.

Sponsor Crackers

PHILCO Corp., Philadelphia, and J. C. Brown Distributing Co. have signed to sponsor all Atlanta Crackers' home baseball games this season on WSB-TV Atlanta, J. Leonard Reinsch, manager director of Cox radio and TV operations, announced. Play-by-play commentary will be handled by Thad Horton, WSB-TV sports director.

We are Happy to Announce

the Appointment of

HEADLEY-REED CO.

as national representatives of

WTOD

Toledo, Ohio

Edward Lamb, Owner

WICU (TV) Erie, Penna.

also represented by Headley-Reed Co.

TRIBUTE TO WALLACE WHITE

Dinner Tendered by Justin Miller

INDUSTRY tribute to Wallace H. White Jr., who retired last January as Republican Senator from Maine, was paid Thursday night at a dinner tendered by NAB President Justin Miller. Persons prominent in public and business life joined in paying respect to the former Republican leader and chairman of the Senate Committee on Interstate & Foreign Commerce.

Letters and telegrams from many prominent persons were read at the dinner, held in the Burgundy Room of the Wardman Park Hotel, Washington. They lauded Sen. White's career of public service and his achievements in the field of communications.

A plaque was presented Sen. White in recognition of his public career. Inscribed on the plaque was this message:

To a faithful public servant; legislator in the Congress of the United States, April 2, 1917, to Jan. 3, 1949; pioneer in communications law; leader in world radio conferences. The Gentleman From Maine—Senator Wallace Humphrey White Jr.—this expression of grateful appreciation is inscribed by the broadcasters of the United States of America, May 12, 1949.

Sen. White, age 71, is a graduate of Bowdoin College; member of the Maine and District of Columbia bar; was first elected to the House in 1917 and re-elected each session until 1930 when he was elected Senator. He has attended many of the important international communications conferences and holds honorary degrees from Bowdoin College and Bates College. At present he is dividing his time between Maine and Washington.

The guest list for the dinner included:

Sen. and Mrs. Pat McCarran; Sen. and Mrs. Elbert D. Thomas; Sen. Joseph C. O'Mahoney; Sen. and Mrs. Edwin C. Johnson; Sen. and Mrs. Robert A. Taft; Sen. Alexander Wiley; Sen. and Mrs. Owen Brewster; Sen. and Mrs. Homer Ferguson; Sen. and Mrs. Bourke B. Hickenlooper; Sen. Clyde R. Hoey; Sen. Leverett Saltonstall; Sen. and Mrs. John W. Bricker; Sen. Margaret Chase Smith.

Rep. Earl C. Michener; Rep. Eugene Keogh; Rep. and Mrs. Carl Hinshaw; Rep. and Mrs. Harris Ellsworth; Rep. and Mrs. Dwight L. Rogers.

The Assistant Secretary of State and Mrs. George V. Allen; The United States Ambassador to Greece. Hon. Henry F. Grady; Judge and Mrs. James A. Morris; Judge and Mrs. David A. Pine; Judge and Mrs. Matthew F. McGuire, Honorable Nellie Taylor Ross.

Mr. and Mrs. John Davies Jr.; Mrs. Nina Lunn; Mr. and Mrs. Benjamin McKelway; Hon. and Mrs. Burton K. Wheeler; Mr. and Mrs. Paul Porter; Mr. J. Lawrence Fly; Mr. William Roy Vallance; Mr. and Mrs. Guilford Jameson; Mr. and Mrs. Frank White; Mr. and Mrs. Joseph Ream; Mr. and Mrs. Julius Brauner; Mr. and Mrs. Joseph McDonald.

Mr. and Mrs. Earl Gammons; Mr. Louis Caldwell; Mr. and Mrs. William Henry; Mr. and Mrs. Albert Warner; Mrs. Montfort Moodie; Hon. Robert Lincoln O'Brien; Mr. and Mrs. Herman Lowe; Mr. and Mrs. Art King; Mr. and Mrs. Martin Codel; Mr. and Mrs. Norman Glenn; Mr. and Mrs. B. J. Gallagher.

Commdr. T. A. M. Craven; Mr. John H. DeWitt; Mrs. Winfield Preston; Mr. and Mrs. Clair R. McCullough; Mr. and Mrs. James D. Shouse; Mr. and Mrs. Frank Fletcher; Mr. H. W. Slavick; Mr. Robert D. Enoch; Mr. Kenyon Brown; Mr. G. Richard Shafto; Mr. Merrill Lindsay; Mr. and Mrs. Everett Dillard; Mr. Calvin J. Smith; Mr. Glenn Shaw.

Dr. and Mrs. J. B. Matthews; Mr. and Mrs. A. D. Willard Jr.; Mr. and Mrs. C. E. Arney Jr.; Mr. and Mrs. Forney A. Rankin; Mr. and Mrs. Don E. Petty; Mr. and Mrs. Robert K. Richards; Mr. and Mrs. Richard Doherty; Mr. and Mrs. Maurice B. Mitchell; Dr. and Mrs. Kenneth Baker; Mr. and Mrs. Royal V. Howard; Mr. and Mrs. Harold Fair; Mr. and Mrs. Arthur Stringer; Miss Pat Griffith; Miss Helen Fruth.

AMUSEMENT TAX

Pa. Taprooms Are Excluded

GOV. JAMES H. DUFF of Pennsylvania signed into law May 4 a bill exempting taprooms from payment of amusement license fees on television sets. The new law becomes effective Sept. 1.

The new act ends a long dispute between the State Liquor Control Board and licensees on the TV tax question. Last year, the Supreme Court had upheld a board ruling that television is a form of motion pictures and subject to amusement taxes. The Board's fee for television sets was $120 a year in Philadelphia and Allegheny Counties and one-fifth of the cost of liquor licenses elsewhere. Clubs had been exempted.

CBS RADIO SALES

East TV Sales Staff Set Up

SEPARATE television sales staff has been formed in the eastern office of Radio Sales, the station representative organization of CBS, Carl J. Burkland, general sales manager, announced Wednesday.

Radio Sales acts as execlusive national representative for WCBS-TV New York, the network's owned and operated station. Two account executives have been added to the television sales staff of Radio Sales. They are Maxwell Z. Stein, former advertising director of the New York *Star*, and Sam Cook Digges, former salesman for WMAL and WMAL-TV Washington. Mr. Stein will service retail accounts and Mr. Digges will work with national spot accounts.

CBS-TV AFFILIATE

WAFM-TV Birmingham Joins

WAFM-TV Birmingham, video outlet of WAPI Birmingham, becomes a full primary affiliate of CBS-TV early in October, bringing to 38 the network's total number of affiliates.

WAFM-TV, assigned Channel 13, is owned and operated by the Voice of Alabama Inc. Thad Holt, WAPI general manager, is president and general manager of WAFM-TV.

JOHN SABIN, news editor of WTMV East St. Louis, Ill., interviewed Lt. Col. Albert A. Wilson, in charge of organized reserves in eight Southern Illinois counties, and Maj. Hubert Routzong, Army and Air Force recruiting officer in East St. Louis, on Army Day.

Capital Performance

in the Tennessee capitol—
WMAK at Nashville

● Latest addition to the distinguished group of stations serving the important 51-county Nashville trading area, 5000-watt WMAK supplies central Tennessee with Mutual Broadcasting System fare. Six miles northwest of the city stand WMAK's five new Truscon Self-Supporting Steel Radio Towers, each 210 feet high.

While extreme height is not necessary to achieve the required signal strength, this group demonstrates one outstanding characteristic of all Truscon Radio Towers



Five More
TRUSCON
TOWERS OF STRENGTH
210 FT.
HIGH



—each is designed and erected to fit the purely local conditions under which it must operate. Truscon engineers have a world-wide background of field experience to aid you in determining all operating factors, and in fitting the right tower to them.

Whether you're planning in terms of AM, FM, or TV, call or write your nearest Truscon district office. Capable technicians will work with you in selecting location and type of tower—guyed or self-supporting, uniform or tapered cross-section, tall or small—which best will serve you and your audience.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED
TOWERS

540 Kc

U.S. Proposal Reportedly Approved in Committee

U. S. PROPOSAL on use of 540 kc for broadcasting has been approved without conflict in committee, according to observers at the joint International Telecommunications Union Region 2 and Fourth Inter-American Radio Conference now in session in Washington.

The U.S. proposal urges conformity with the 540 kc provisions of the Atlantic City Convention whereby stations would have to protect from "harmful interference" those services in adjacent sub-frequency bands, especially the 500 kc distress channel. Also, 540 kc stations would be entitled to like protection from the adjacent services.

Within the continental U.S. the government would limit use of 540 kc to not more than 1 kw and forbid its use altogether within 25 miles of some 224 specified government installations [BROADCASTING, Feb. 28]. Details of implementing the use of the 540 kc allocation, if and when ratified on a regional basis by the conference, will fall to the September meeting to revise the North American Regional Broadcasting Agreement. Preliminary government-industry discussions already have been held on the subject [BROADCASTING, Feb. 28, April 4].

Making Progress

On all fronts last week the Region 2—FIAR conference was reported to be making exceptional progress with no sharp disputes arising yet in any quarter according to reports. The meeting, which got under way in late April, still is expected to complete its work about mid-June [BROADCASTING, May 2]. Delegates from 22 inter-American countries are working out regional allocation of frequencies between 10 and 4,000 kc.

The American proposal also contains two resolutions on freedom of communication and information. One provision would assure radio's parity with the press. The resolutions are reaffirmations of similar resolutions contained in the 1945 Rio de Janeiro radio pact and the 1940 Santiago pact. The proposals are yet to be considered in subcommittee and it is reported another country is preparing a redraft of the U. S. proposal to make the terms more specific.

The U. S. also has suggested to the conference the establishment of an Inter-American Monitoring Committee to encourage the establishment and improvement of monitoring systems and to furnish technical aid and information. Another suggestion is for standardization of the qualifications of radio operators, technicians and engineers. Special university courses and establishment of minimum standards of knowledge and skill are urged.

Other recommendations include exchange of programs and experimentation in tropical countries with high frequency FM to overcome propagation and interference obstacles now limiting broadcasting.

Radio Legislation

RADIO legislation, scheduled for consideration last week by a House Interstate & Foreign Commerce subcommittee, will be taken up in more detail at an executive meeting sometime this week, according to Rep. George Sadowski (D-Mich.). Rep. Sadowski is acting chairman of the FCC-FTC-SEC subcommittee formed to deal with radio matters. He said the subcommittee met last week but touched only lightly on "more controversial" legislation, including radio. Group is currently tied up with bills having Administration priority, he said.

SENATE BILL

More Power for FCC Asked

AN EXPANSION of the scope of the pending bill (S-1626) to give FCC authority to issue cease-and-desist orders [BROADCASTING, April 25] was recommended by the Commission last week.

But it felt the cease-and-desist authority should be enacted, whether its recommended changes are accepted or not. FCC made known its views in a letter to Sen. Edwin C. Johnson (D-Col.), author of the measure and chairman of the Senate Interstate & Foreign Commerce Committee, who had asked for comments.

FCC approved of provisions in the same bill which would set up a radio fraud statute similar to the postal fraud law, and which would authorize the Commision to make expenditures for monitoring sites and improvement of laboratory facilities. The Commission itself has offered both these provisions as legislative proposals in the past.

It also approved a provision which would boost FCC Commissioners' pay from $10,000 to $15,000 annually, with $2,500 extra for the Chairman.

Changes recommended by the Commission included a revision to give FCC authority to institute revocation proceedings for violations which need immediate correction, without going through cease-and-desist procedures. This, it was explained, would restore authority which the Commission has under the present Act.

Other recommended changes: (1) that FCC be allowed to issue cease-and-desist orders not only against licensees but against "any person" (radio operators, for example) who violates the Communications Act or FCC Rules; (2) that the time for requesting hearings on revocation orders be 15 days from issuance of the order, rather than 30 days as specified in the bill.

NEWCOMB AUDIO PRODUCTS CO., Hollywood, has announced record player which plays 45, 33⅓ and 78 rpm records, as well as 33⅓ rpm broadcast type transcriptions.

FOUR JOIN IMS

WHHM KSTL KITE WXLW

FIRST four independent stations to sign with Independent Metropolitan Sales, New York, were announced Thursday by Jack Koste, president. The stations: WHHM Memphis, KSTL St. Louis, KITE San Antonio and WXLW Indianapolis. Other stations are soon to be announced, he said.



Mr. Koste

Mr. Koste, former New York sales manager of Forjoe & Co., also announced his Chicago office will be at 75 E. Wacker Drive, under management of Jack Mulholland, a radio and television package producer. New York office is at 55 W. 42d St.

An important feature of IMS, said Mr. Koste, is that member stations retain the right of qualifying a new member and limiting the total number of stations to be represented to "a reasonably small list."

The first four stations to sign with IMS are also members of the Assn. of Independent Metropolitan Stations. There is no official connection between IMS and AIMS, however, but IMS can and will accept AIMS members, Mr. Koste said.

WNOE CHANNEL

Two File at New Orleans

REP. F. EDWARD HEBERT (D-La.) and Louisiana Adjutant-General Raymond F. Hufft are principals in new firm seeking facilities to be relinquished by WNOE New Orleans when it switches to 1060 kc with 50 kw day, 5 kw night directional, according to application filed last week with FCC.

Second bid for the same assignment, 250 w fulltime on 1450 kc, also was filed last week by another local group under name of New Orleans Broadcasting Co.

Rep. Hébert and Mr. Hufft are officers and each 20% owner of Royal Broadcasting Corp., the applicant. Associated in the firm are James Winkinson, Hugh M. Wilkinson and Hugh M. Wilkinson Jr., New Orleans attorneys. Mr. Hufft also is executive advisor to ex-Gov. James A. Noe, owner of WNOE and also KNOE Monroe, La. Group plans to purchase WNOE's present facilities.

New Orleans Broadcasting is composed of M. E. and W. G. Maley, each one-third owner of Maley Tire Co. and 50% owner H. B. Enterprises, respectively president and secretary-treasurer and each 40% owner, and Robert J. Doskey, WJBW New Orleans technician, vice president and 20% owner.

WOC

FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

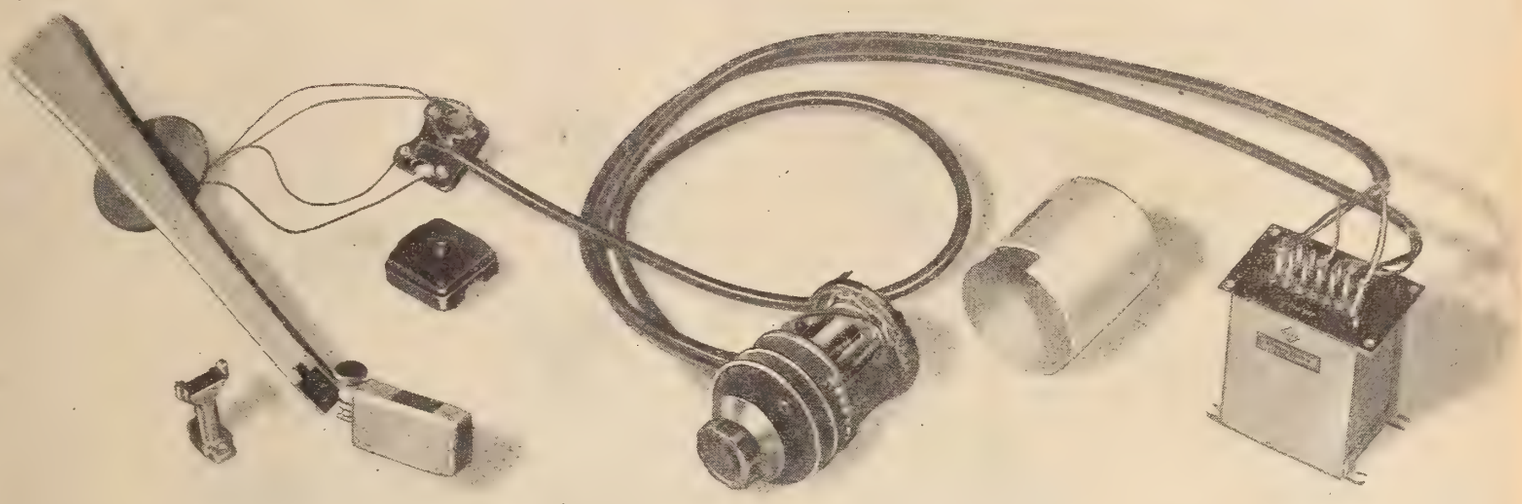
Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

Two BIG reasons why you'll want . . .



. . . the 109 Type Reproducer Group!

1. Low intermodulation distortion

Naturally, the Western Electric 109 Type Reproducer Group gives you extremely low *harmonic* distortion. But here's a still more important point—its advanced design practically eliminates *intermodulation* distortion.

Intermodulation distortion is one of the important factors that cause the "fuzziness" so often heard in the reproduction of the higher frequencies. Tests *prove* that the moving coil principle of reproduction, used in the 9 Type Reproducer, introduces far less intermodulation distortion than other currently used methods. That's *one* reason why the 109 gives exceptionally "clean" reproduction!

2. Wide, uniform frequency response

The combination of the 9 Type Reproducer and the equalizer used in the 109 Group is carefully designed for uniform frequency response—and this 7-position equalizer permits correction for any of the more commonly used recording characteristics. With the 109 Group, you can match within close tolerances all vertical and most lateral transcriptions and 90% of phonograph records.

The 109 Type Reproducer Group is *available from stock* —place your order with our local Graybar Representative, or write Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

— QUALITY COUNTS —

Immediate replacements on 9 Type Reproducers

If your 9 Type Reproducer needs repairs, send it to your Graybar District Warehouse—you can get a *factory-rebuilt* replacement immediately from stock.

Distributed by Graybar — Offices in 100 Principal Cities

Western Electric

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Co. IN CANADA—Northern Electric Co., Ltd.

WCAM HIT

Religious Group Files Bias Charge With FCC

CHARGES of discrimination and censorship in religious programming were made against city-owned WCAM Camden, N. J., last week in petitions filed with FCC by evangelical New Jersey Council of Christian Churches and The Bible Presbyterian Church, Collingswood, N. J. Revocation or suspension of license is asked unless WCAM policy is changed.

A spokesman for the religious group last week told BROADCASTING that similar complaints are in preparation which will be filed against a national network and an unidentified number of stations "in the Mid-Atlantic states."

Cited in the petitions to FCC were WCAM's refusal to continue selling time for religious programs and alleged discrimination and censorship in apportionment of sustaining time.

The complaint presented the Commission last week further revealed a resolution, adopted at a mass meeting in late March and sent to several Congressional committees, requesting investigation of FCC, "particularly the associate general counsel."

The resolution states "it is common talk" that within FCC "there are in high places men who are radical and pro-Russian in their sympathies." The request for Congressional inquiry pointed out that local stations are "prohibited by demands" of FCC from selling time to religion while they "are required by law to sell time to the Communist Party, and may, without restrictions, sell time to the liquor interests and the gambling interests, as the race tracks."

"It is our belief," the resolution said, "that religion should have as much right in the free competitive market to buy time as any other element of society. We protest the continual putting off the air of Gospel programs which the people desire, and we request that it be written into the law that religion be given the right to buy time on the air waves." The petition to FCC proposed such a rule.

The resolution was directed to the "House Committee on Un-American Activities and the Committees of the Senate and House responsible for the consideration" of the FCC. A Senate Interstate & Foreign Commerce Committee representative stated he recalled the resolution but "couldn't put his finger on it."

Innumerable letters and petitions on the WCAM case were received by the Senate committee, it was said, and a form letter reply was sent over the signature of Sen. Edwin C. Johnson (D-Col.), chairman. The letter pointed out FCC has no rule curtailing religious programs to specified hours and the decision is solely that of the licensee.

The spokesman for the comparable House committee recalled the resolution only vaguely while the House Un-American Activities Committee said it had no record of the resolution. None of the committees reportedly plan any action regarding religious broadcasting.

The New Jersey Council of Christian Churches, affiliated with the national American Council of Christian Churches, in its petition to FCC alleged WCAM has violated the Communications Act, the Commission rules and regulations and the FCC order of Sept. 17, 1948, granting WCAM license renewal.

Earlier FCC had proposed to deny license renewal on grounds the City of Camden gave operating program control to a time brokerage firm, Mack Radio Sales. But upon showing that city officials would have full control the renewal was granted and assignment was changed from 500 w daytime to 250 w fulltime on 1310 kc. This action separated many years of share-time operation between WCAM and WCAP Asbury Park and WTNJ Trenton, N. J. [BROADCASTING, Sept. 20, 1948].

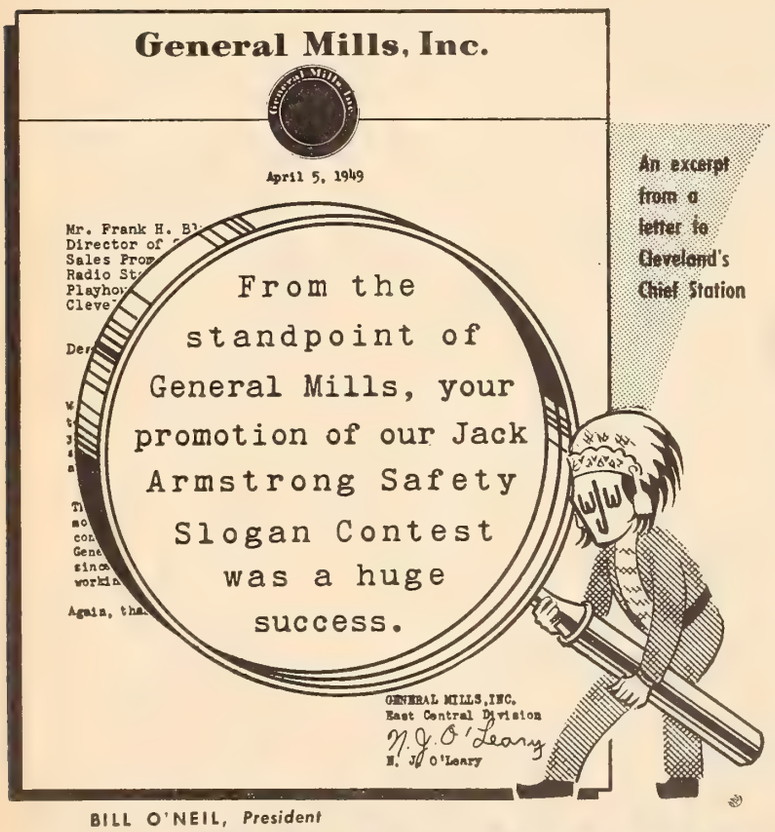
The New Jersey Council told FCC that WCAM totally disregarded the large church group it represented when the station revised its programming in January 1949. The council alleged WCAM did this despite program promises it had made to the Commission in its renewal application and despite the council's request for notice of any policy change. This change "has systematically excluded religious broadcasters affiliated with petitioner," FCC was told.

The Bible Presbyterian Church petition was similar to that of the council. In addition, it said the WCAM policy change canceled the full-hour, sponsored, Sunday morning broadcasts of its church service. The program had been on the air in excess of ten years, it was said.

The council's proposed new rule for FCC aplications was:

Each application shall be specific with regard to a showing that the operation of the broadcast facilities will be with a properly balanced program, which will meet the needs of the area to be served. In this regard, no religious, educational, cultural or public discussion programs shall be deemed inappropriate for commercial sponsorship, and such programs may be broadcast on a sustaining basis in addition thereto.

The radio committee of the New Jersey Council of Christian Churches, which signed its petition, includes Howard W. Kiefer, chairman, John B. Milby, Newton C. Conant and Carl McIntire. Mr. McIntire also signed for the Bible Presbyterian Church. Attorney for both groups is William K. Dickey Jr., Camden.



BILL O'NEIL, *President*

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

CUBA PLANS

To Adhere to Expired NARBA

CUBA has indicated informally that it will not violate provisions of the expired NARBA despite its unwillingness to sign another extension of the pact, the NAB NARBA Committee was told at a Washington meeting Thursday.

The State Dept. has no official assurance that Cuba will adhere to NARBA, it was learned, but the expressed intent to adhere was accepted in industry circles as an encouraging sign. The second NARBA agreement expired March 29.

Fear had been expressed that Cuba might violate NARBA principles, especially in view of its interference problems with Mexican stations. The latest word from Havana, however, was accepted as an indication that the *status quo* will continue in North American broadcasting.

The third NARBA meeting will start Sept. 9 at Montreal. The NAB NARBA Committee expressed concern at its Thursday meeting over failure of U. S. NARBA proposals to include a clause for maintenance of the status quo between negotiation of an agreement and the time it goes into effect.

The committee reviewed the United States' NARBA proposal and discussed lack of proposal covering such subjects as super power and clear channels, as well as FCC delay in reaching policy decisions.

Several chapters of a book on international broadcasting being prepared by Forney A. Rankin executive assistant to NAB President Justin Miller, at the direction of the NAB, were reviewed by the committee. NAB's position in making its policy, legal and engineering services available to federal agencies in working out international problems was reaffirmed by the committee.

Attending the Thursday meeting were G. Richard Shafto, WIS Columbia, S. C., chairman of the committee and an NAB director; John H. DeWitt WSM Nashville; Mr. Rankin; T. A. M. Craven, consultant; Everett Dillard WASH (FM) Washington, Calvin J. Smith, KFAC Los Angeles, and Henry W. Slavick, WMC Memphis, all NAB directors and Royal V. Howard, NAB director of engineering.

DONAHUE NAMED

To Mountain-Midland Post

DONALD A. DONAHUE, formerly eastern sales manager of Lorenzen & Thompson, has been appointed national sales manager of the Mountain-Midland Stations according to a May 11 announcement. Mr. Donahue is at Suite 1208, 38 Madison Ave. New York, telephone: Vanderbilt 6-0060. Another office is at 35 E. Wacker Drive, Chicago, telephone: Central 6-0980.



Mr. Donahue

Salute to Radio



FOR OUTSTANDING PUBLIC SERVICE IN FIRE PREVENTION

The National Board of Fire Underwriters announces the annual awards for public service in fire prevention during 1948—

GOLD MEDAL *to the radio station whose campaign, in the opinion of impartial judges, has been most effective in the fight against fire in its community.*

HONORABLE MENTION CITATIONS *to five radio stations for distinguished achievement through their campaigns.*

Throughout the year hundreds of radio stations all over the United States have contributed their efforts to this important cause. They have helped the drive for modern fire fighting equipment and more effective fire departments . . . they have encouraged better fire safety laws . . . they have stimulated the work of civic organizations . . . they have shown literally millions of listeners how to prevent fires in their homes and on their farms.

The work of all of these radio stations has unquestionably saved lives and irreplaceable property . . . and will continue to save lives and property in the years to come.

Salute to radio . . .

. . . for a job well done . . . a job worth doing.

AWARDS FOR 1948

GOLD MEDALIST

WOWO
Fort Wayne, Ind.

for its outstanding public service in sponsoring fire prevention, farm safety, home safety, holiday safety, and accident prevention campaigns, culminating in comprehensive coverage of Fire Prevention Week. As a feature of its Fire Prevention Week program, WOWO sponsored a mass fire drill among schools throughout its listening area, bringing a dramatic lesson in fire safety to thousands of students.

Honorable Mention Citations

WEBR Buffalo, N. Y.
for its outstanding public service in sponsoring weekly fire department interviews of great interest and for its all-around efforts in behalf of fire prevention.

KNBC San Francisco, Calif.
for its continuing efforts in behalf of forest fire prevention, as evidenced by its dramatic "Ranger Bill" and "Forests Aflame" programs.

KELO Sioux Falls, S. D.
for its comprehensive work in fire prevention, which included on-the-spot broadcasts, a farm safety contest, and continuous use of spot announcements.

KOGT Orange, Texas
for its outstanding efforts for fire prevention, as shown by its weekly Fire Marshal's Program for children, its daily Fire Prevention Week program, and its spot announcements throughout the year.

WNEW New York, N. Y.
for its recorded musical jingles on fire prevention which it made available to nearly 1000 radio stations throughout the nation.

JUDGES

Michael Hanna, *General Manager,* WHCU, Ithaca, N. Y.
Barry Mahool, *Radio Director,* American Heritage Foundation, New York, N. Y.
Bernard Mullins, *Director of Public Relations,* WTIC, Hartford, Conn.

NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street, New York 7, N. Y.

TV EMPLOYMENT Nears 4,000—Doherty

TELEVISION staff employment is near the 4,000 mark, not including talent employed by agencies, and wage scales are similar to AM rates, according to a study of TV employment and wages at 38 stations by Richard P. Doherty, NAB director of employe-employer relations.

The average station employs 46 fulltime persons with a weekly payroll of $4,310, the survey shows. Each of the networks employs an average of 290 fulltime persons with a weekly payroll of $29,433 for its New York operations.

The survey shows TV employes about 10% as many fulltime staff persons as the AM-FM industry. The conclusion is based on an estimated fulltime TV staff of 3,456 persons as of last February by the 57 stations, including networks, then on the air. Adding the February-May increase plus employes in stations preparing to go on the air, fulltime staff employment "undoubtedly now equals or exceeds 3,800 persons and may, indeed, reach 4,000 persons," according to Mr. Doherty. These estimates are projected from data supplied by TV stations.

The survey's 38 stations include four engaged solely in TV and 34 integrated with AM operations. Three national networks provided the data used for average per-network New York operations.

Job Category	38 Stations No. Persons	38 Stations Percent	Combined Networks (New York City) No. Persons	Combined Networks (New York City) Percent
1. Technical Personnel	885	50.23	393	45.17
2. Film Personnel	146	8.27	57	6.55
3. Program Personnel	380	21.54	213	24.48
4. Administrative Personnel	285	16.15	171	19.65
5. Sales Personnel	67	3.81	36	4.14
Totals	1,763		870	

Summarizing the results, the survey shows:

Average per station weekly television payroll (38 stations, exclusive of networks), $4,310. Average per network weekly TV payroll, $29,433.

Total TV employment for 38 stations and the networks: Fulltime, 2,632; parttime, 920; total, 3,552.

Average per station employment (38 stations, exclusive of networks): Fulltime, 46; parttime, 20; total, 66.

Average per network employment (New York operations only) of three combined networks: Fulltime, 290; parttime, 48; total, 338.

Pattern of fulltime employment for the 38 stations and the national networks is shown in table above.

With an average fulltime staff of 46 at stations, individual operations vary widely from this average, depending on whether they are integrated with AM and/or FM; degree AM-FM staff is used parttime on TV; number of hours operated; amount of live (studio and remote) broadcasting; ratio of network programs carried to number of hours of locally produced programs. Twelve stations have fewer than 29 employes, nine have 30-39 and the rest range up to two stations having over 100 employes.

Parttime employes include freelance; staff personnel regularly spreading their work week between TV and AM-FM but not spending greater part of time in TV; persons employed for less than a full work week. Information on parttime workers is obscure, according to the study, since most workers at AM-TV stations are classed as parttime TV employes.

Stations reported 64% of parttime workers are in programming; 24% in administrative; 7% in sales, promotion and publicity; 5% in technical activities. Specific jobs for which the largest number of parttime workers are used are: first, actors and singers; second, musicians; third, clerical and stenographic; fourth, building and service; fifth, announcers; sixth, salesmen; seventh, engineers.

The survey shows TV wage rates are similar to AM rates for comparable jobs. In the case of jobs for which there is no aural counterpart, such as projectionists, movie cameramen, film editors, etc., the wage brackets generally follow those of engineers.

Some types of TV workers are in limited supply, including supervisors and producers, it is pointed out, and the wages are higher than comparable AM scales.

Considerable readjustment is foreseen in specific wage scales before they reflect the importance of jobs, the supply-demand element now being a factor.

TV employment patterns are still in a state of flux and many jobs differ from station to station, it is stated. Among jobs not common to AM-FM stations are mike boom operator; video switcher; relay operator; artists (scenery and title); art director; stagehands; projectionists; film director; film editor; movie cameramen; film technicians, including splicers, cutters, screeners, etc.; laboratory men; dolly pushers; casting directors; kinescope recording engineers; property men; production or operations coordinators.



'TELEVISION TODAY'

CBS Documentary Film Shown by WOIC(TV)

THE place of TV in the modern world was depicted via the CBS documentary film, "Television Today," shown to the Washington Ad Club last Tuesday by WOIC(TV) Washington, CBS TV affiliate.

"Stopping the clock a few minutes," the film shows "one phase" of television's passing history. Eugene S. Thomas, WOIC manager, presented Arthur E. Duram, CBS TV sales promotion director, who said copies of the new film in 16 or 35mm size may be obtained from the network.

Victor M. Ratner, CBS vice president in charge of sales promotion and advertising, produced the film, which was photographed between midnight and dawn, with synchronized sound, in the new CBS Grand Central studios in New York. Location shots were made at homes of set owners, offices of advertising agencies, factories and other locales.

Narrator in the film continuity is George L. Moskovics, manager of sales development, CBS TV network. Only professional actors are those appearing in program excerpts.

Mr. Duram pointed out that television "is accepted as stable and mature though actually it is just a lusty infant." The film includes a resume of program types, including novelties, sports, news, drama, musicals and others, with shots of viewer reaction. Distribution of sets among different income groups is shown, with those in the medium bracket buying the most sets.

Retailers are the largest class of TV time buyers, it is explained, with TV's rapid growth as an advertising medium portrayed. By the end of 1949, according to the film, TV will be reaching half of the nation's buying power. Film scenes show programs in production.

In his introductory remarks Mr. Duram told the club CBS has issued a TV report under the title "Television Today." The ring-bound brochure, with over 60 pages of figures, charts, text and illustration, boils down the TV message to three words: "People Want It."

The TV situation is taken up in four parts: (1) The Size of Television; (2) Television in the Home; (3) Programs for These Homes; (4) The Advertising Record.

Set ownership passed the first million by Christmas 1948 and had reached 1,200,000 by March. Charts depict set production and project set ownership to about 18,000,000 by Jan. 1, 1954. Maps and charts show distribution of stations and sets, with analytical data on set buyers.

In elaborate detail the CBS study breaks down the audience, programming, ownership and advertising trends, analyzing circulation costs and showing how they are dropping. Aiding the low-cost trend is the combination of increasing circulation, high program ratings and large number of viewers-per-set, it is explained. Impact of TV on the audience, combining features of all other media, is portrayed, and success stories are cited.

Upcoming

ay 19: Television Writers Guild craft meeting, RCA Exhibition Hall, New York.
ay 20: AFRA Ball, Hotel Astor, New York.
ay 21: Panel on "The Challenge of Television," sponsored by American Assn. of University Women, Willard Hotel, Washington.
ay 23-25: Broadcast Engineers Conference, Biltmore Hotel, Atlanta, Ga.
ay 25: FTC hearing on proposed rules for mail order insurance industry, Rm. 322, FTC Bldg., Washington.
ay 26-27: Virginia Assn. of Broadcasters, Tides Inn, Irvington, Va.
ay 29-June 1: Advertising Federation of America 45th annual convention, Houston, Tex.
une 3: Kentucky Broadcasters Assn., Louisville.
une 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
une 20-July 29: U. of California-NBC Radio Institute, U. of California, Berkeley.
une 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.
une 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.
une 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.
uly 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
ug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
ug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.

BAB's Flying Start

(Continued from page 23)

ontract practices. These are directed by Charles A. Batson, NAB staff officer who has been assistant to Mr. Mitchell. Lee Hart, NAB retail specialist, also has been working on several retail projects and has been operating as a one-woman flying squadron in staging retail and advertising clinics and addressing broadcast groups.

Another imminent project covers development of techniques to produce more revenue from newscasts and women's programs.

Coordinated with BAB will be the All-Radio Presentation, a separate corporation formed by NAB to prepare an industry sales promotion film. Head of All-Radio is Gordon Gray, WIP Philadelphia. The script is nearing the shooting stage. All-Radio will work closely with BAB. There has been some talk of utilizing the pending All-Radio charter as a vehicle for operation of BAB entirely outside the NAB administration.

Envisioned for BAB is complete autonomy, aside from NAB policy supervision through interlocking officials and directors. Even in its early operation within the NAB organization it is believed BAB will have its own information director operating in the New York headquarters.

The policy committee adopted the following general statement of principles for BAB's guidance:

(a) To promote the superior advantages of broadcasting as an advertising medium.
(b) To conduct a continuing educational campaign designed to improve the techniques of selling broadcast advertising.
(c) To expand the use of broadcasting as a medium for selling services and merchandise.
(d) To advance the profession of advertising generally as an essential part of our free enterprise economy.

NABET

(Continued from page 26)

yond eight hours, he will receive additionally, half-time. That means, it was said, that if he were paid $2 an hour and worked nine hours without eating, he would be paid double-time, plus half-time—or a total of $5 for his ninth hour.

Under the old meal-time provision, time and half-time were paid for the seventh and eighth hours and succeeding hours and meal periods were not mandatory. Now, except for emergencies, an engineer presumably can walk off the job during his seventh hour if he has not yet eaten.

The short turn-around provision also was revised. The penalty was increased from $1.25 an hour to $2.25 per hour for all time that encroaches upon a 12-hour rest period between tours of duty. Notice of daily starting times must be given 10 hours in advance but not later than 9 p.m. of the day in question.

A call-in on a day off must be on 72 hours notice or a penalty of $7.50 is charged. The old penalty was $5.00.

Senority also was given new treatment. The networks agreed that layoffs of all employes with two years standing may be subject of arbitration. Engineers with less than two years senority may be laid off only after discussion with the union and then, if no agreement is reached, only after submission of the issue to the national officers of both union and company, it was learned.

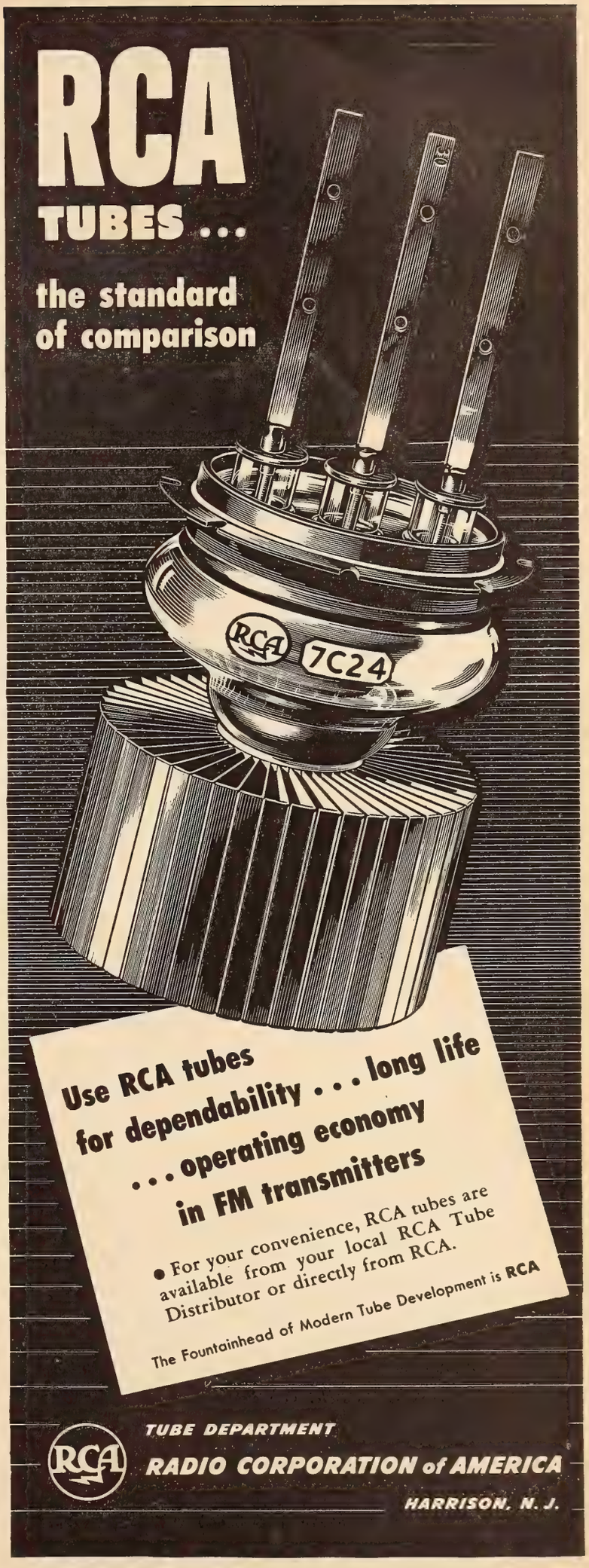
Arbitration also was provided on any working condition in which union and company are in disagreement. A further new arbitration clause permits such arbitration in 48 hours, instead of 20 days and permits the arbitration of a proposed practice. Hitherto, it was said, arbitration was possible only after a proposed practice had been carried into action.

It also was learned that arbitration may become so important a practice under the contract that a permanent arbitrator may be set up to handle the problems which may arise.

The establishment of such an official will itself be a matter for negotiation between NABET and the networks.

Top officials signing the contracts were: for NBC, John H. MacDonald, vice president in charge of finance; for ABC, Joseph A. McDonald, vice president, secretary and general attorney; for NABET, John R. McDonnell, president. Among those prominent at the bargaining table were Ernest de la Ossa, NBC director of personnel, and Clarence Westover, NABET's national executive secretary.

PHILLIPS H. LORD production, *David Harding, Counterspy* (ABC), has received *Magazine Digest* Good Radio Award of Month, for April.



$1 Million Contract

(Continued from page 23)

clear such purchases with the board of directors of CBS.

Mr. Stanton's contract is binding on any corporation which succeeds CBS either through merger, absorption or sale. The agreement cannot be assigned to any corporation save one which would succeed CBS as a result of such merger or sale.

The $100,000 a year salary guaranteed in his new contract is a substantial raise over his former pay.

Nowhere in the contract was Mr. Stanton's job specifically designated as president. He was described only as a "senior executive," but this was believed to have been a legal precaution inasmuch as there was no indication of a change in his job.

In 1948 Mr. Stanton was paid $70,096.30 in salary, fees and commissions, a $39,702.50 bonus and $9,367.95 insurance and pension payments.

The new contract provides that the CBS board of directors may pay him additional money, either in salary or bonuses, at their discretion. His pension rights continue.

The disclosure that Mr. Stanton had signed a contract covering a period of 20 years for continued service with CBS seemed to be quite adequate contradiction of reports published several months ago that he would leave CBS for duties elsewhere.

At the time that rumors of imminent departure from CBS were given currency in published reports, Mr. Stanton advised BROADCASTING he had no intentions of leaving [BROADCASTING, Feb. 21].

Mr. Stanton and his wife are at present in Europe on his first extended vacation since he joined the network as a minor member of the research department earning $60 a week in 1935.

Mr. Stanton, who has just turned 41, is the youngest network president. He became president of CBS Jan. 9, 1946, two months before his 38th birthday.

Mr. Stanton was hired by the network on the strength of a thesis, entitled "A Critique of Present Methods and a New Plan for Studying Radio Listening Behavior," which he prepared for his Ph. D. degree at Ohio State U. and which he thoughtfully forwarded to CBS.

His rise at CBS was rapid. He was made an administrative vice president by the time he was 34.

NBC President Niles Trammell received $100,320 in salary and fees for his services as network head and NBC and RCA board member in 1948, plus $25,000 as "incentive compensation." His retirement payments were $5,901. ABC President Mark Woods received $75,000 (see story page 74). Frank White, who assumed the presidency of Mutual on May 1, reportedly has a three-year contract with salary and bonus provisions approaching $85,000 to $100,000 annually.

SALES MANAGER . . .

TIME AND PROGRAM SALES

ARE YOU THE MAN for an important sales and management post in the midwest headquarters of a leading radio and television station representative? The qualifications are, frankly, tough. But they'll earn an association with a stable, strongly-positioned company.

You'll bring us—

— A mature responsible sales executive able to do a big job on his own.

— Thorough radio station experience. (If you've had station rep experience, so much the better.)

— Hard hitting salesmanship of time and programs—ability to deal successfully with important agencies and advertisers.

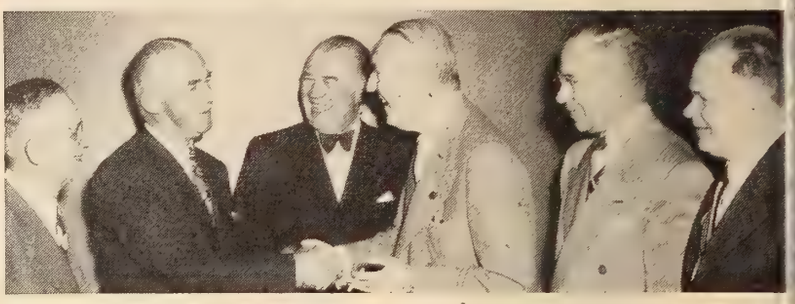
We back you with—

— An agency-respected organization, a small list of outstanding stations in major markets and the complete sales tools for intelligent representation.

Write fully covering experience, personal data and salary requirement.

Box 121-B BROADCASTING

Milestones



Exchanging congratulations at Lennen & Mitchell's anniversary dinner are (l to r) Messrs. Rudolph and Madar; Ray Vir Den, president; Philip W. Lennen, chairman of the board of directors, and Messrs. Baker and Ude.

* * *

► Lennen & Mitchell Inc., New York, celebrated its 25th anniversary May 6 with a dinner at New York's Union Club for employes who have completed 20 years of service with agency. Those so honored were: Michael Madar, vice president in charge of production, who joined April 1, 1928; Myles E. Baker, manager of service department, who joined Jan. 23, 1929; Arthur H. Ude, space buyer, who joined Oct. 1, 1928, and John Rudolph, who joined on Jan. 23, 1929. Agency used occasion to reaffirm its allegiance to policies it adopted at its inception. It was also brought out that Lennen & Mitchell's first important client, P. Lorillard Co., New York, joined agency in July 1924 and has remained a client ever since.

► WPTF Raleigh, N. C., has issued invitations to a luncheon to be held May 17 in honor of its 20th anniversary of affiliation with NBC.

► WDAY Fargo, N. D., begins its 28th year of broadcasting May 22. Station was founded by Earl Reineke, president of station, in 1922. Kenneth Hance, vice president of KSTP Minneapolis-St. Paul, and Lawrence Hamm, president of Pierce Co. in Fargo, were partners of Mr. Reineke in the pioneer operation.

AM GRANTS

WTAX Increase Approved

POWER increase from 100 w to 250 w on 1240 kc fulltime to WTAX Springfield, Ill., and new AM station at Sterling, Ill., on 1240 kc with 100 w fulltime are favored by FCC in proposed decision reported last Thursday.

The new AM station is proposed to be granted to Blackhawk Broadcasting Co. FCC also proposed to deny bid of The Shelbyville Broadcasting Co. for new AM station at Shelbyville, Ill., on 1250 kc with 250 w daytime.

FCC eliminated the Shelbyville applicant from comparative consideration because it proposes to establish a Class IV local station on a Class III regional frequency, contrary to the Commission's rules and standards.

Both the increased WTAX operation and the new Sterling station would cause interference of varying degrees to other existing stations but the Commission did not consider any situation severe enough to warrant denial in view of the added services rendered.

WTAX is licensed to WTAX Inc. which is headed by Oliver J. Keller, president and majority owner.

Ownership of other applicants:

Sterling, Ill.—Blackhawk Broadcasting Co., 1240 kc, 100 w, unlimited. Principals: Sam Bartlett, network and station producer-director for many years, president 54.6%; his wife, Lillian Bartlett, vice president 24.7%. Subscriber to about 1% of stock is Peter Diem, commercial artist, who has renounced his German citizenship and made application for U. S. citizenship. There are about a dozen other minor stockholders.

Shelbyville, Ill.—The Shelbyville Broadcasting Co., 1250 kc, 250 w, daytime. Partnership: Glen Clawson, in real estate and transportation business, 57.12%; his wife, Janice Clawson, 14.28%; their son, Gerald Clawson, radio entertainer, 21.42%, and Wayne Barker, farmer, 7.14%.

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WILS LANSING

FCC Proposes to Okay Switch

PROPOSED decision was reported by FCC last Wednesday to grant application of WILS Lansing, Mich., for switch from 500 w daytime on 1430 kc to 1 kw fulltime on 1320 kc, directionalized at night.

The Commission would deny competitive bids of Central Michigan Radio Corp. and Charlotte Broadcasting Co. for new stations at Lansing and Charlotte, Mich., respectively, with same facilities to be given WILS. Comrs. Wayne Coy, Frieda B. Hennock and George E. Sterling did not participate.

FCC disqualified the Charlotte proposal on grounds it would be an inefficient use of the regional Class III-B assignment in that small community. It found the proposal did not meet its engineering standards regarding interference-free coverage. The decision further noted the applicant's failure to substantiate the need for a station by contacting people in the community. Similarly, program plans were held to be unsubstantiated.

The Commission chose WILS upon finding that the Central Michigan Radio Corp.'s proposed outlet would cause nighttime interference to WKIX Columbia, S. C. On most other points FCC found the two applicants to be equally favored. However, on program proposals it declared "the Commission can place greater reliance on the proposals" of WILS "because they are supported by WILS' record of past performance."

WILS is licensed to Lansing Broadcasting Co. Firm is headed by Wellington A. Pomeroy, president and general manager.

Ownership of other applicants:

Lansing, Mich.—Central Michigan Radio Corp., 1320 kc, 1 kw fulltime, directional night. Principals: Thomas H. O'Brien, advertising manager of John Henry Co., store supplies firm, president and owner 751 of 1,500 shares common; Clayton W. Kuning, loan and credit analyst, Grand Rapids Central Bank, 349 shares. Six others share remaining interest.

Charlotte, Mich.—Charlotte Broadcasting Co., 1320 kc, 1 kw fulltime, directional night. Partnership: Robert Cain, with Wilcox-Gay Corp., recording equipment maker; Roy E. Kelley, owner regional Wolverine Network and International Advertisers Inc., and who assisted in organizing Associated Broadcasting Corp., fifth national network functioning 1944-45; George S. Norcross, Grand Rapids attorney; Roy M. Veenstra, Grand Rapids jeweler who has been associated in broadcast ventures with Messrs. Norcross and Kelley; Elmer Cain, retail grocer, Hillsdale, Mich.; Elmer A. Pearson, Hillsdale meat market owner.

DRUG, COSMETIC

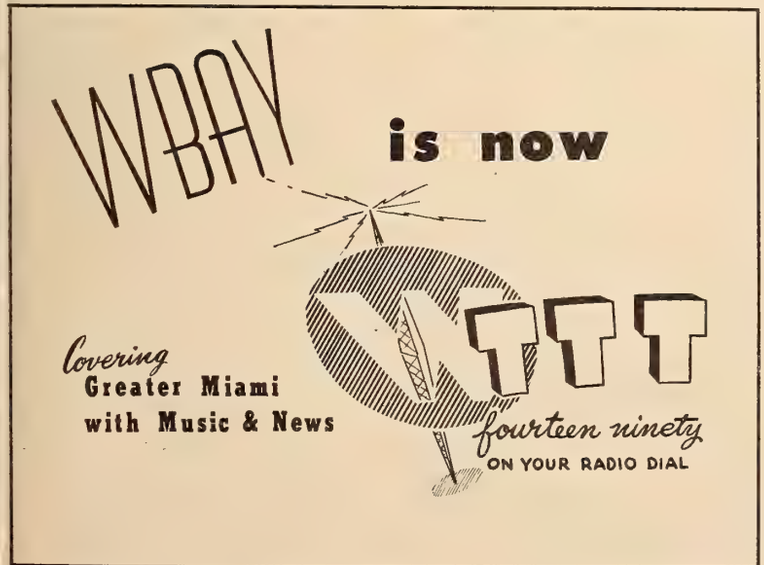
Advertising Said False

FALSE and misleading advertising of drugs and cosmetics is on the increase, according to Jerome Trichter, assistant health commissioner of New York. Attributing the increase to harder selling and introduction of numerous new items, he said that since the first of the year a dozen cases have involved radio. The Health Department also had its first case involving a misleading television commercial. It intends to acquire a video receiver to supplement its radio monitoring, Mr. Trichter said.

His department will give an opinion to a broadcaster on a script in advance of its airing. The local law, which provides for fines for the advertiser up to $500 or imprisonment up to a year, does not hold the broadcaster or agency liable unless they withhold the name of the advertiser responsible for the misleading commercial or unless they fail to obey a cease and desist order within five days of notice.

WCSI (FM) Open House

WCSI (FM) Columbus, Ind., is planning a pre-showing of its new studios to its clients and state and local officials May 25, Graeme Zimmer, radio director of Syndicate Theatres Inc., WCSI owners, announced last week. The studios and offices, now nearing completion in the Crump Theatre Bldg., Columbus, will be opened for public inspection May 26, Mr. Zimmer said.



'VOICE' FUNDS

McMahon Supports Increase

SUGGESTIONS to increase the funds for Voice of America operations drew the support of Sen. Brien McMahon (D-Conn.) last week on two different fronts—in an audience with President Truman and an address before the Atomic Energy group in New York City.

Earlier in the week—on Monday and Tuesday—George V. Allen, assistant secretary for public affairs, told a Senate Appropriations subcommittee that Russia's "tremendous" jamming efforts constituted the best argument for expanding Voice broadcasts. Mr. Allen testified on behalf of State Dept. for restoration of the $2 million House cut in the overall information program.

Sen. McMahon told President Truman he is convinced "nothing is more important than telling the people of the world our position . . ." and added: "If we triple our Voice appropriations, we could well use it."

In New York, before the Teachers In-Service Training Course in Atomic Energy, Sen. McMahon called for a great "airlift" of information and education to the Russian people through Voice broadcasts and other methods.

Secretary Allen asked the Senate subcommittee for the full $36 million for fiscal 1950, based on the need for "additional signal strength." He told the group: "The Russians are jamming us right up to our shore lines. . . . If they didn't care what we said . . . they wouldn't be devoting themselves to this tremendous effort."

Also appearing with Mr. Allen were Charles Thayer, chief of International Broadcasting Division, and Lloyd Lehrbas, director of the Office of International Information.

WFJL(FM) CHICAGO

To Start Service May 22

LEWIS COLLEGE of Science and Technology's WFJL (FM) Chicago takes the air May 22. Station was built at a cost of more than $80,000, all contributed by Chicago-area Catholics. The Rev. Bernard J. Shell, ranking Chicago bishop, is WFJL's president. Other officers will be elected by the board of directors shortly.

Staff members include Jerry Keefe, Lewis College public relations director, general manager; Charles F. Sebastian, formerly of WHBF Rock Island, KSCJ Sioux City and WLS Chicago, assistant to the manager; Jim Ameche, program director; James J. Krakora Jr., chief engineer; Harold E. Ridgley, continuity editor; Rose-Marie McCarthy, dramatic director; Joe Dever, news commentator.

WFJL will operate on 93.1 mc (Channel 226) with effective radiated power of 29 kw. The six-bay antenna is 610 feet above ground.

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Nat. Rep.

—AND—

JOHNSTOWN-GLOVERSVILLE
Adam J. Young, Jr.
Nat. Rep.
WENT 1340 CBS

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WEAV 1000 WATTS
250 WATTS WENT

'IER CROSSROADS'

Kobak Urges Change

BRICKBATS and bouquets made the closing annual dinner of the 19th Institute for Education by Radio in Columbus May 8 a lively affair [BROADCASTING, May 9]. The brickbats came from Edgar Kobak, radio consultant and former MBS president, principal speaker at the dinner. Bouquets for the IER program and concept were voiced by Frieda B. Hennock, FCC Commissioner.

Mr. Kobak opened by saying that instead of the assigned topic, "Education at the Crossroads," his remarks would concern, "The IER at the Crossroads."

"I think the IER needs to take stock and change over to more adequately meeting the problems and challenges of the present time," he said. "I feel the Institute is slipping. It's in a rut, losing the support of the networks and the interest of the press. It lacks authoritativeness. . . .

"The IER needs to raise its sights, increase its stature, raise the quality and promotion of its program," he continued. Maybe it should study the advisability of moving. Certainly it should work to close the gap between certain groups here represented."

Mr. Kobak said that in his opinion "a new plan is needed for the IER." "It might well," he said, "to consider merging the Institute with similar programs at some other universities."



EDGAR KOBAK, former president of MBS and now consultant to network, and educators were present at 19th annual dinner held by Institute for Education by Radio at Columbus, Ohio, May 5-8: L to r: Mr. Kobak; I. Keith Tyler, IER director, and Harlan H. Hatcher, vice president of sponsoring Ohio State U., who was toastmaster at dinner.

* * *

In closing, he offered his time and services to help organize and promote a new institute for radio and television which he said should "look more closely into *how* to do things, and investigate methods and means for getting people to do them."

Never in its history had the IER been subjected to a heavier barrage of criticism from a leading speaker at one of its general meetings. It was evident, however, that Mr. Kobak spoke the sentiments of many who heard him.

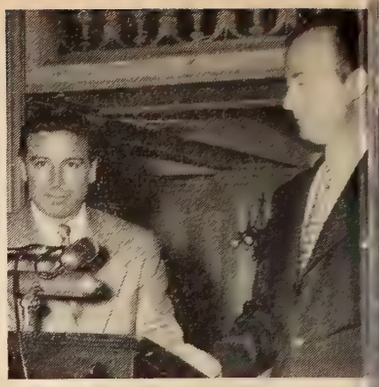
In contrast to Mr. Kobak, Miss Hennock advised the group: "Don't change, stick to education, be educators!" . From her first acquaintance with the Institute, Miss Hennock said that in her opinion "no program or project being pursued on any college or university campus in the nation is more important than this one here." "If I could have my way in Washington," she said, "I would like to require every applicant for an FCC license to broadcast to attend four days of Institute meetings and in that way get the feel of some of the problems of the industry and the manner in which you are discussing and coping with them."

Speaking directly to the educators, Miss Hennock said: "I consider TV your blackboard. Pick up the chalk and write upon it. I am going to try to keep that blackboard available for you as many hours of the day and in as many places as possible!"

Her bouquet for the Institute followed one delivered earlier in the sessions by Wayne Coy, FCC Chairman [BROADCASTING, May 9], who described IER as "the world's foremost forum for the study of broadcasting as an educational and cultural medium."

Dr. I. Keith Tyler, IER director, at the closing dinner, thanked representatives of commercial and educational radio for their attendance and interest, announcing that each one would be solicited for suggestions as to how to make the 1950 IER better.

This year's institute featured four general sessions around which were scheduled 28 clinics, work study, and special interest group meetings covering four days (May 5-8).



VOICE of America operations were discussed by David Penn (l) of State Dept. at Institute for Education by Radio at Columbus, Ohio. Forne Rankin, NAB executive assistant to the president, presided at general session.

* * *

Speaking for AM radio during a panel discussion at the first general session May 5, John F. Patt general manager of WGAR Cleveland, viewed television as "an expanded opportunity for radio, on complementing the other." He said "there is no ready answer to all this tremendous excitement over TV. In the last analysis the public will decide."

He hit as "ridiculous" the forecast that within three years radio will be finished. "TV is going to keep us on our toes to produce better programs—wider publicized for special occasions. It is well to bear in mind that with 2,000 AM stations, ours is the only medium through which the President can speak simultaneously to all the people."

Mr. Patt said he anticipated that radio advertising revenue will "level off and might decline." However, radio has certain unique advantages over TV, he said, and "it is up to radio to exploit these advantages."

The second general IER session Friday night was devoted entirely to television, the topic being "What Will TV Do to American Life?" Presiding was James Law



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OFF-RECORD session at Institute for Education by Radio centers about first woman FCC member, Comr. Frieda B. Hennock (center, light hat). Participants in three-hour session included (front row, l to r): Natalie Flatow, Girl Scouts of America; Blanche C. Young, Indianapolis public schools; Kay Saunders, Rochester; Caroline Burke, NBC-TV; Mrs. Horace J. Cochrun, San Francisco Radio Council; Adele Tunnick and Cecil Suffern, WNYE New York. Middle row: Henriette K. Harrison, YMCA-YWCA; Harriet Hester, AMA; Kathleen N. Lardie, WDTR Detroit; Mrs. I. Keith Tyler, Ohio School of the Air; Comr. Hennock; Judith Waller, NBC; Gertrude Broderick, U. S. Office of Education; Mrs. Clyde R. Butler, Cleveland Radio Council; Dorothy Kemble, MBS. Back row: Eloise Walton, Community Chest; Ruth Trexler, ABC; Marcia Kuyper, WSUI Iowa City; Elsie Dick, MBS; Clara Logan, Los Angeles Radio Council; Mrs. Donald Barger and Mrs. Charles G. Weeks, Cleveland Radio Council; Mary Collen McManus, Ohio State U.

rence Fly, general counsel, Independent TV Producers Assn., New York, and former FCC chairman.

In his opening remarks, Mr. Fly stated that television may well come to be the most powerful of all forces in terms of its effect upon public opinion, our social, political and economic philosophy, public enlightenment, entertainment and the nation's cultural pattern as a whole.

"We are in televison's boom era," Mr. Fly opined. "There are economic headaches and some failures ahead, but this is no Mississippi bubble and television will continue on the march gaining strength. However, I do not predict that radio is a dying industry. Radio will continue to support television and to live by its side."

Martin Gosch, president of Independent TV Producers Assn., declared that until TV can get out of the red ink, education and culture will not benefit much from the new medium. "The TV public is demonstrating its preference for warm, friendly, familiar things. Until the cost factor is considerably reduced, TV will certainly consist almost entirely of these shows of mass appeal. . . . It is my firm belief that the experience and knowledge of the educator added to the inherent values of TV—plus showmanship—can sell learning."

At the same meeting, Dallas W. Smythe, U. of Illinois Institute of Communications Research and formerly with the FCC, said that only scattered data is available on the long range effects of TV. "It is significant for the future of TV, however, that by a wide margin 'listening to the radio' is the most popular form of American recreation."

At a work-study session on religious broadcasts, Pearl Rosser, Chicago, International Council of Religious Education, expressed the belief that "proper utilization of radio and TV may help to bridge the gap between religion and education. Al Zink, WGY Schenectady, described a video religious series broadcast by his station. James Lawrence, KSD St. Louis, related some of his experiences in television newscasting.

At a clinic for schools and colleges using commercial stations, Clarence C. Moore, KOA Denver, said that stations had a right to expect salesmanship from colleges using their facilities. On the same panel were: Donley F. Fedderson, Northwestern U., James M. Morris, KOAC, Oregon State Agriculture College outlet, and Easter Straker, WIMA Lima.

Advances scored by the Voice of America were described by David Penn of the State Dept.'s International Broadcasting Division, a general session on the topic, "What Can Radio Contribute To World Peace?" He outlined the purpose and organization of these foreign language broadcasts and said: "The credence placed in the Voice of America by the peoples of Eastern Europe is an important trust. It has given us responsibilities to which we must remain ever alert."

Pierre Crenesse, head of the French Broadcasting System in the U.S., said that radio must assume the principal load in "destroying spiritual barriers between nations." George Voscovec, UNESCO Paris, also spoke. Forney Rankin, executive assistant to NAB's president, presided.

Clifford J. Durr, former FCC Commissioner, presided at the third general session on "How Educators Can Use Radio Effectively." This session was built around a report by Erik Barnouw of Columbia U., on radio's campaign against VD, which he helped write, direct and promote.

Praises Saudek

In introducing the panel members, Mr. Durr praised the "pioneering and courage" of Robert Saudek, ABC's vice president in charge of public affairs, saying that he had helped get the campaign over an important hurdle. Morris S. Novik, New York radio consultant, cited gains that had been made in New York's intensive 30-day campaign against VD and stated: "The same thing can be done with other problems including cancer, juvenile delinquency, housing and maybe even Taft-Hartley."

At a special interest group meeting dealing with video production, Clark Jones, WNBT (TV) New York, warned against "over-production" in TV programming. He advised that every camera move be plotted beforehand.

Youth discussion on radio and TV brought a report from Edward Stasheff, WPIX (TV) New York, on how his station telecasts *Junior Town Meeting*. Two difficulties he cited: Synchronizing mike and camera on the right speaker; keeping students from "acting like Henry Aldrich and Corliss Archer." At the same panel, Robert B. Macdougall, WAAT and WATV (TV) Newark, N. J., advocated that youth discussions on radio be commercially sponsored to secure the "highest in educational values."

Howard Donahoe, WILE Cambridge, Ohio, cited "public relations" as the most important factor in the successful operation of an independent station. He spoke in a panel that discussed programming the independent and regional station.

Southern Business

SPECIAL transcribed interview featuring H. R. Baukhage, news commentator, and William L. Clayton, former Under Secretary of State, is being offered stations free of charge by National Planning Assn., Washington. The nonprofit, nonpartisan group represents agriculture, business and labor. Fifteen minute platter, available the middle of this month, is based on report of NPA Committee of the South and is entitled " New Industry Comes to the South." Report describes survey of 88 large companies which located plants in the South. Information on interview may be obtained from NPA, 800 21st St., N. W., Washington.

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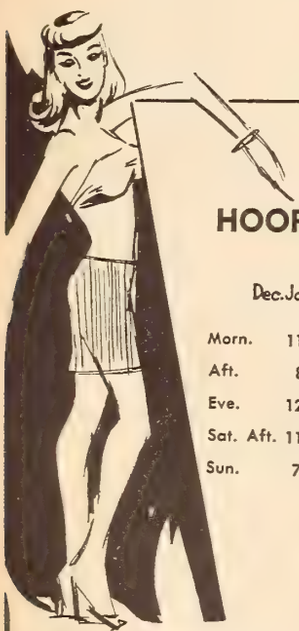
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HOOPERS

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Morn.	11.3	11.0
Aft.	8.8	9.4
Eve.	12.6	11.2
Sat. Aft.	11.3	19.2
Sun.	7.7	9.9

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FM GRANTS

15 Authorizations Issued

CONSTRUCTION PERMITS for seven new commercial Class B FM stations and one Class A outlet were authorized by FCC May 5, two conditional grantees received regular permits and four permittees were granted modifications of their grants.

Permits were issued for two non-commercial FM stations.

The Class A commercial grant went to Seymour N. Siegel, director of radio communications for WNYC and WNYC-FM New York, for a station at Jersey City on Channel 276 (103.1 mc) with 700 w power and antenna height of 290 feet. FCC ruled that Mr. Siegel must sever his connection with WNYC-FM. Estimated construction cost of his new station: $15,000.

Granted construction permits for Class B outlets:

Princeton, W. Va.—Mountain Broadcasting Service Inc., Channel 227 (93.3 mc), ERP 3.6 kw, antenna 365 ft.; estimated cost $16,420 not counting land and buildings. Mountain Broadcasting Service Inc., is licensee of WLOH there.

Ames, Iowa—Ames Broadcasting Co., Channel 238 (95.5 mc), ERP 4.3 kw, antenna 300 ft.; estimated cost $14,468 exclusive of land and buildings. Ames Broadcasting Co. is licensee of KASI Ames.

Douglas, Ga.—WDMG Inc., Channel 239 (95.7 mc), ERP 4.9 kw, antenna 265 ft.; estimated cost exclusive of land and buildings $18,686. WDMG Inc. is licensee of WDMG Douglas.

Mattoon, Ill.—Mattoon Broadcasting Co., Channel 245 (96.9 mc), ERP 23 kw, antenna 190 ft.; estimated cost $16,500 exclusive of land and buildings. AM affiliate WLBH Mattoon.

Hattiesburg, Miss. — Forrest Broadcasting Co., Channel 250 (97.9 mc), ERP 2 kw, antenna height 310 ft.; estimated cost $2,450, which includes only the cost of transmitter and frequency modulation monitor. Forrest is licensee of WFOR Hattiesburg.

Hutchinson, Kan. — Radio Station KWBW, Channel 226 (93.1 mc), ERP 3 kw, antenna height 310 ft. Company is licensee of KWBW Hutchinson. (Previously held conditional grant.)

Toledo, Ohio—Unity Corp., Channel 260 (99.9 mc) ERP 9.7 kw, antenna height 160 ft. AM affiliate WTOD Toledo. (Previously held conditional grant).

Chicago — Gale Broadcasting Co., granted CP for new Class B FM station, Channel 290 (105.9 mc) ERP 9.3 kw, antenna height 300 ft.; estimated cost $16,250 excluding land and buildings; in lieu of Class A presently authorized.

Modifications of CP

Following were granted modification of CP's in lieu of previous conditions:

W K A X - F M Birmingham, Ala. — Change antenna from 185 ft. to 190 ft.

W C O V - F M Montgomery, Ala. — Change power from 15.5 kw to 5.1 kw; antenna from 390 ft. to 230 ft.

KFEL-FM Denver, Col. — Change power from 8.5 kw to 21 kw; antenna from 115 ft. to 110 ft.

K W R N - F M Reno, Nev.—Change power from 10 kw to 10.5 kw; antenna from 2,750 ft. to 2,800 ft.

Construction permits to replace expired CP's were granted KDNT-FM Denton, Tex.; WAND-FM Canton, Ohio; WMBO-FM Auburn, N. Y., expiration date to be Aug. 4.

CP's for two non-commercial educational stations:

Oceanside, Calif.—Oceanside-Carlsbad Union High School District, Channel 209 (89.7 mc), 10 w; estimated cost $6,588 exclusive of land.

Los Angeles—Long Beach Board of Education, Unified School District, Channel 201 (88.1 mc), 10 w; estimated cost $7,120 exclusive of land and buildings.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
APRIL 3-9

Current Rank	Previous Rank	Program	Homes (000)	Current Rating %	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre	11,776	31.3	−2.7
2	2	Godfrey's Talent Scouts	9,218	24.5	−1.8
3	5	Jack Benny	9,142	24.3	+2.5
4	7	Walter Winchell	8,051	21.4	+0.8
5	4	My Friend Irma	8,051	21.4	−2.1
6	3	Fibber McGee and Molly	7,713	20.5	−4.7
7	13	Mr. Keen	7,374	19.6	+1.3
8	12	Suspense	7,111	18.9	+0.4
9	11	Amos 'n' Andy	6,885	18.3	−0.4
10	8	Mr. District Attorney	6,847	18.2	−0.9
11	6	Bob Hope	6,697	17.8	−3.5
12	14	Mr. and Mrs. North	6,584	17.5	−0.5
13	19	Inner Sanctum	6,584	17.5	+0.3
14	16	Adventures of Sam Spade	6,471	17.2	−0.5
15	22	Crime Photographer	6,434	17.1	+0.3
16	9	Mystery Theatre	6,434	17.1	−1.9
17	23	Truth or Consequences	6,358	16.9	+0.4
18	31	Duffy's Tavern	6,283	16.7	+1.4
19	18	FBI in Peace and War	6,245	16.6	−0.7
20	21	Stop the Music (4th qtr.)	6,133	16.3	−0.5
EVENING, MULTI-WEEKLY					
1	1	Lone Ranger	5,606	14.9	−1.1
2	3	Counter-Spy	4,703	12.5	−0.8
3	2	Beulah Show	4,552	12.1	−1.3
WEEKDAY					
1	1	Arthur Godfrey (Ligg. & Myers)	4,552	12.1	−0.4
2	2	When a Girl Marries	3,838	10.2	−0.2
3	5	Ma Perkins (CBS)	3,762	10.0	+0.1
4	4	Young Widder Brown	3,725	9.9	−0.1
5	19	My True Story	3,537	9.4	+1.0
6	11	Wendy Warren	3,499	9.3	+0.2
7	3	Arthur Godfrey (Nabisco)	3,461	9.2	−1.1
8	10	Our Gal, Sunday	3,461	9.2	−0.3
9	13	Guiding Light	3,386	9.0	+0.1
10	6	Right to Happiness	3,348	8.9	−0.8
11	12	Romance of Helen Trent	3,348	8.9	−0.2
12	7	Pepper Young's Family	3,273	8.7	−0.9
13	9	Backstage Wife	3,236	8.6	−0.9
14	14	Rosemary	3,198	8.5	−0.2
15	16	Aunt Jenny	3,198	8.5	0.0
DAY, SATURDAY					
1	1	Armstrong Theatre	4,703	12.5	+0.3
2	2	Grand Central Station	4,139	11.0	+0.7
3	5	Junior Miss	3,687	9.8	+0.6
DAY, SUNDAY					
1	2	True Detective Mysteries	3,913	10.4	−0.5
2	1	Quick as a Flash	3,461	9.2	−2.6
3	4	House of Mystery	3,236	8.6	−0.1

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FTC RULES

Amended to Expedite Trials

AMENDMENTS to its Rules of Practice, designed primarily to expedite trial of cases, were announced Wednesday by Federal Trade Commission. Principal effects will be to limit the volume of interlocutory appeals to the Commission from rulings by the trial examiner, and to require most motions to be addressed initially to him.

Amended rules seek to reduce to a minimum delays occasioned by appeals to the Commission while a proceeding is pending before a trial examiner. To avoid such de lays, FTC said, appeals from rul ings generally will be reserved fo the Commission's consideratio when a case is presented on it merits at the close of hearings Provision is made for interlocutor appeals if it is shown "that th prompt decision of such appeal i necessary to prevent unusual dela and expense," FTC said.

WPAT Paterson, N. J., broadcas luncheon of judges which selected wir ners of essay contest on interior dec orating conducted by station for spor sor Henders Inc.

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Another BMI "Pin Up" Hit—Published by Duchess

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On Transcriptions: Lawrence Welk—Standard; Novatime Trio—NBC Thesaurus; Chuck Foster—Lang-Worth; Mindy Carson—Associated.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
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Programs

MYSTERY voice, money giveaway telephone quiz, write-in, and mystery tune are all rolled into one on WIRE Indianapolis's new *Who's Talking?* program. Each day m.c. plays mystery voice—Who's Talking?—for the audience. Then he calls specially selected phone number (three are called each day). First person called has chance to identify Who's Talking?—for $5. If identity is missed person called receives consolation prize and $5 is added to prize jackpot for next person called. M. C. then plays first mystery tune of the day, advising those who want to write-in that they must identify this tune and one other in addition to Who's Talking? Write-in winner wins whatever jackpot exists at close of one day's program. All in all, m. c. makes three calls per program, plays two mystery tunes and plays transcribed voice of Who's Talking? five times.

'Breakfast With Tourists'

ORIGINATING at local hotels and featuring story of the week is WMAL Washington's new *Breakfast With Tourists*. Honeymooners, small children on their first visit to Washington, octogenarians, any visitors to the Capital who have an interesting story to tell will be heard. Each week Washington correspondent for the tourist's hometown paper will appear on program and recording will be sent to tourist's home town station for rebroadcast. Passes to places of interest in Washington are awarded to tourists appearing on program.

Full Mass Broadcast

BROADCAST of an entire mass is being heard every Sunday morning from Catholic Chapel at Fort Ord, Calif. Broadcast is under direction of the Radio Section, Army Public Information Office, and is heard over KDON Monterey, Calif., 9:30-10 a.m. Army officials state that listeners, both Catholics and those of other faiths, report the manner in which the broadcast is handled gives a clearer understanding and interpretation of the mass.

Luncheon Quiz

NEWEST program on WNJR Newark, N. J., is *Luncheon at the Sheraton*, quiz show broadcast direct from Newark's Hotel Sheraton. Quiz portion is made up of questions based on front page stories in newspapers published day before broadcast. Contestants are selected from audience and asked to answer three questions. Prizes are awarded for each answer, increasing in value as quiz progresses. At end of each show, grand prize is offered to contestant who has answered his questions in shortest possible time. Program is sponsored by Brookdale beverages, George Spivey, portrait photographer, and Mayflower Industries (for Coolerator). Carl Ide is m.c.

'Court' on CBS-TV

WCAU-TV Philadelphia's *Court Is in Session* [BROADCASTING, Feb. 14], hour-long weekly series of fictional jury trials, telecast from city's Common Pleas Court, is being aired on CBS-TV, Tuesdays, 8-9 p.m. Program is sponsored, in Philadelphia only, by Yellow Cab Co., through Al Paul Lefton Co., that city.

Show Stars 13-Year-Old

NEW WNAC Boston program, *Talent Quest*, Saturdays, 9:45-10 a.m., stars 13-year-old Emelie Marie of Medford, Mass., as "songstress of ceremonies." The series, sponsored by Gentle's Baking Co., made its debut April 30. The show's producers are looking for teenagers with musical talent. Each week listeners will select the top performer. The best entertainer at the end of six weeks will be awarded a full-year scholarship to the Phil Saltman School, Boston.

Series on Family

MORE than 1,000 stations in the U. S. and Canada launched a Saturday series, *Home Sweet Home*, April 30 as part of the observance of National Family Week, May 2-7. Series, to run for six weeks, deals with problems of living together in the family as preparation for living together in the world. Programs are prepared under auspices of The Upper Room, devotional guide, and are written and produced by Carlton E. Morse, producer of *One Man's Family*.

Home Buyers' Aid

HOMEBUILDERS Assn. of Allegheny County (Pa.) is sponsoring new series of weekly programs, *Your Home*, at 12:45 p.m. each Sunday over WCAE Pittsburgh. Program is designed to help individuals in purchasing homes.

'Uncle Eddie Club'

CHILDREN's program featuring letters, birthday greetings, special instructions about conduct and "thought for the day" has been started by WPJP (FM) Providence, R. I. Titled *Uncle Eddie Club*, only requirement for membership is penny postcard with name, address and age. Program also features personalized, recorded greeting to youngsters.

Popular Music of Past

NEW entertainment program on WPEN Philadelphia is live broadcast of piano music of popular melodies of the past. Wedgewood Nowell plays the piano and identifies the music. Background stories to each of these are narrated by Mr. Nowell. Show is aired Saturdays, 7:30-8 p.m.

'Domestic Relations Clinic'

E. R. HOOD, known as the "Domestic Relations Counselor," is now airing his program, *The Domestic Relations Clinic*, on KFWB Los Angeles. Latest feature of program is one in which person with love or marriage problem comes to studio and airs his or her difficulty. Counselor then offers suggestions. Listeners are invited to write helpful suggestions to persons interviewed.

'Police Beat'

DESIGNED to describe work of Dayton, Ohio's, police force, to inform listeners how to avoid becoming victims of various crimes and rackets, and to deter crime is WONE Dayton's new program *Police Beat*. Show offers ten-minute local crime news summary Mon.-Sat. at 12:35 p.m. Sgt. Richard C. Grundish, former Dayton newspaperman, writes and narrates each script.

Religious News

PROGRAM of religious news, *Thru the Eyes of Religion*, is being telecast by WRGB(TV) Schenectady, N. Y., in cooperation with Religious News Service, New York, Councils of Churches of Troy and Schenectady, and Federation of Churches of Christ in Albany. Initial program—presentation of Protestant, Roman Catholic and Jewish news—combined use of maps, RNS photos and live shots. Commentators and writers of program are Rev. Harold J. Quigley and Rev. Richard Cummings of Troy.

'Spinning Images'

TELEVISION disc jockey show *Spinning Images*, featuring use of illuminated drawing board which permits artist to work freely and yet remain invisible to cameras and TV audience, is being telecast by WMCT(TV) Memphis. All that is visible to audience is a moving point which leaves a visible line. Cartoons thus created provide "video," while record is being played. Artist cartoons his impressions of record. Jay Scott originated program and drawing board idea.

Parenthood Series

HUMAN interest stories and information for parents and prospective parents are featured on new WHAT Philadelphia series, *Planned Parenthood on the Air*. Program, launched April 29, is heard Fridays at 10:30 a.m. It is sponsored by the Planned Parenthood Assn. of Philadelphia.



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RAY McKinley
I'm Not So Sure Of My L'Amour
I Wanna Be Loved
DJ-699



SPADE Cooley
I Had My Heart Set On You
Don't Take My Word, Take My Heart
DJ-700



FREDDY Martin
Portrait of Jennie
If You Could Care
DJ-701

*"DJ" records are special pressings — for radio station use only!

RCA VICTOR RECORDS

May 5 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Authorizations were granted by FCC for seven new Class B FM stations and one Class A station; CP's to replace expired CP's were granted three FM outlets; one station was granted switch to Class B in lieu of Class A facilities; four CP holders were granted changes of facilities; two non-commercial educational outlets were granted CP's (See story this issue).

Allocation Change

Commission announced proposal to amend revised tentative allocation plan to delete Channel 222 (92.3 mc) from Greensboro, N. C., and assign it to Asheboro, N. C.

Extension Granted

WMBR-TV Jacksonville, Fla.—Denied petition insofar as it requests approval of proposed 500 w interim operation of WMBR-TV; granted petition for reconsideration in all other respects, removed application for extension of completion date from hearing docket and granted extension for completion of construction of 5 kw trans to Nov. 3.

Extension Denied

WEEK-TV Peoria, Ill.—On basis of apparent lack of diligence of permittee denied application for extension of completion date from April 18 to Nov. 24, 1949; informed applicant that if it requests hearing within 20 days, denial will be set aside pending outcome.

Reinstatement of CP

W6XAO Hollywood, Calif. — Granted application to reinstate CP for experimental TV station and extend completion date for six mos; placed application mod CP [to change trans site, increase power and make equipment changes] in pending file.

Assignment of License

KPAS Banning, Calif.—Granted assignment of license from Carl Phillips, Robert W. Phillips and John Phillips, to William T. Smith and David Robbins for $52,500.

WGL Fort Wayne, Ind. — Accepted amendment by News-Sentinel Broadcasting Co. to extend effective date of agreement to purchase WGL and associated stations in Fort Wayne from Farnsworth, to revise program statistical data, revise officers and directors of assignee corp, amend data regarding proposed staffing of WGL. Anthony Wayne Radio Co. Inc. is competing applicant in hearing scheduled for May 16, 1949.

Revocation

WINZ Hollywood, Fla.—Ordered license and CP revoked on basis of violations of Commission's rules and regulations and standards of good engineering practice, including notices served upon the licensee. Latter has 15 days to request hearing, which would suspend revocation until decision in hearing. WINZ is licensed to operate on 940 kc, 1 kw D, has CP for 1 kw unl. DA, is applicant for mod. to use 50 kw-D 1 kw-N.

Hearing Continued

Greenwich Broadcasting Corp., Greenwich, Conn.—Ordered that hearing on application Greenwich Broadcasting Co. for new station to operate on 1490 kc, 250 w, unl be continued indefinitely.

Transfer of Control

WLAU Laurel, Miss.—Granted voluntary relinquishment of control Southland Broadcasting Co. by Hugh M. Smith and acquisition negative control by James V. Willson and C. H. Leggett, by sales of 50.18% from Hugh M. Smith to James V. Willson for consideration of $27,181 and issuance of one additional share capital stock to Leggett (now holding 49.82%) for $181, in order to equalize stock ownership.

WROD Daytona Beach, Fla.—Granted acquisition of negative control of Daytona Beach Broadcasting Corp. by transfer of 25% of stock from Wade R. Sperry to Lakeland Broadcasting Corp. for $20,000.

Assignment of CP

KTAT Frederick, Okla. — Granted voluntary assignment of CP from J. D. Jones Jr., Ronald W. Wheeler Jr. and Winston A. Jones, to partnership composed of these three persons and Jack W. Oswalt.

KFRD Rosenberg, Tex.—Granted assignment of CP from Fort Bend County Broadcasting Co., J. E. Junker, trustee, to Fort Bend Broadcasting Co., new corp.

Assignment of License

WINX and W3XOT Washington, D. C. — Granted assignment license WINX and associated facilities from WINX Broadcasting Co. to William A. Banks for consideration of $130,000.



ACTIONS OF THE FCC

MAY 5 TO MAY 12

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

KBIO Burley, Idaho—Granted assignment of license and permit from licensee to firm 86% owned by assignor with 14% held by new parties.

WCNU Crestview, Fla. — Granted assignment of license from partnership composed of Cyril W. Reddoch and L. Burson Whittington, to partnership composed of Reddoch, John B. McCrary and D. G. O'Neal.

WRLD - AM - FM Lanett, Ala. - West Point, Ga.—Granted assignment of license of WRLD and CP for WRLD-FM from partnership to Valley Broadcasting Co., Inc., for $67,000.

WFTC Kinston, N. C.—Granted assignment of license from Jonas Weiland to Kinston Broadcasting Co. for consideration $61,000. Conditions.

Hearing Designated

KGFN Grass Valley, Calif.—Designated for hearing application of '49er Broadcasting Co. and Joe D. Carroll requesting assignment license KGFN, and competing application of H. Neil Black, to be heard at Grass Valley June 14.

Assignment of License

KRUZ Santa Cruz, Calif., and KDON Monterey, Calif.—Granted consent to assignments of licenses of KRUZ from Monterey Bay Broadcasting Co. to Central Coast Counties Radio Inc. and KDON from Monterey Peninsula Broadcasting Co. to Monterey Radio Broadcasting Co.

Hearing Designated

WSNY Schenectady, N. Y.—Designated for consolidated hearing [1] petition filed by George R. Nelson requesting investigation of series of stock transfers in WSNY to determine whether they violated Sec. 310[b] of the Act, [2] answer of Western Gateway to Nelson petition, [3] application for consent to transfer control of Western Gateway [4] petition by George R. Nelson, Bradley Kincaid and Benjamin Dubb requesting application be designated for hearing.

Transfer of Control

WKYB and WKYC(FM) Paducah, Ky.—Granted consent transfer of control from Citizens Savings Bank, Paducah, to Florence B. Paxton, Edwin J. Paxton Jr., Marie L. Decker, Francis R. Paxton, Patricia Ann Paxton and James F. Paxton by reason of maturity of trust agreement.

Petition Denied

Kern County Bcstrs. Bakersfield, Calif.—Denied petition Kern County Broadcasters requesting grant of earlier petition which asked for reconsideration of Commission action granting assignment of license KERO Bakersfield, Calif., from Rodman to Paul R. Bartlett and dismissing competing application of Kern County Bcstrs.

AM—1400 kc

Leonard R. Lyon, Big Spring, Tex.—Granted CP new AM station 1400 kc 100 w, unl, eng cond; estimated cost $8,000.

AM—1010 kc

Jefferson County Radio & Television Co. Festus, Mo.—Granted CP new AM station 1010 kc 250 w D, eng. cond.; estimated cost $10,350 exclusive of cost of land.

AM—1540 kc

Conant Bcstg. Co. Inc. Beverly, Mass.—Granted CP new AM station 1540 kc 250 w D, eng. cond.; estimated cost $14,176 exclusive of land and buildings.

AM—860 kc

Neal W. Welch, North Adams, Mass.—Granted CP new AM station 860 kc 250 w D, eng. cond.; estimated cost $18,924.

AM—900 kc

The Lebanon Bcstg. Co. Inc., Lebanon, Tenn.—Granted CP new AM station 900 kc 250 w D, eng. cond.; estimated cost $12,000 exclusive of land and buildings.

Hearing Designated

Bessemer Bcstg. Co. Bessemer, Ala.—Designated for hearing application new AM station 1450 kc 250 w unl; made WHMA Anniston, Ala., party to proceeding.

AM—1490 kc

Northwest Public Services Inc. Kelso, Wash.—Granted CP new AM station 1490 kc 250 w unl. eng. cond.; estimated cost $12,270 exclusive of land and buildings.

AM—1400 kc

Pioneer Valley Bcstg. Co., Northampton, Mass.—Granted CP new AM station 1400 kc 250 w unl. eng. cond.; estimated cost $10,385 exclusive of land and buildings.

AM—1450 kc

Old South Bcstg. Co. Natchez, Miss.—Granted CP new AM station 1450 kc 250 w unl. eng. cond.; estimated cost $17,475.

Modification of CP

WACR Starkville, Miss. — Granted mod. CP to change type of trans. and change transmitter and studio locations from Starkville to Columbus, Miss., eng. cond.

AM—1300 kc

Don J. Kesterke Fulton, N. Y.—Granted CP new AM station 1300 kc 1 kw D; estimated cost $23,000.

AM—1280 kc

Newport Bcstg. Co. Newport, Ark.—Granted CP new station to operate on 1280 kc 1 kw; eng. cond.; estimated cost $21,000.

AM—860 kc

H. F. Ohlendorf, Osceola, Ark.—Granted CP new AM station 860 kc 1 kw D eng. cond.; estimated cost $20,950 exclusive of land.

Hearing Designated

KTYL Mesa, Ariz.—Designated for hearing application change facilities from 1490 kc 250 w unl. to 1310 kc 1 kw-D 500 w-N and install new trans. made KWBR Oakland, Calif., party to proceeding.

WWSC Glens Falls, N. Y.—Designated for hearing application to change facilities from 1450 kc 250 w unl. to 1410 kc 1 kw unl. DA-N, install new trans and DA-N and change trans. location.

Modification of CP

WMFD Wilmington, N. C.—Granted mod. CP to specify new trans. location, make changes in DA-N add FM ant. to one tower; eng. cond.

AM—1450 kc

WMVA Martinsville, Va. — Granted CP to change trans. and studio location and mount FM antenna on AM tower.

Extension Denied

KELN Las Vegas, Nev.—Denied request for extension of completion date from Feb. 2 to July 31, 1949.

Extension Granted

Belvedere Bcstg. Corp., Baltimore Md. — Granted 30-day extension in which to amend application so as to specify definite trans. site for proposed operation.

Hearing Designated

South Bay Bcstg. Co., Hermosa Beach Calif., Public Service Bcstrs., Riverside Calif., South Bay Bcstrs., Hermosa Beach, Calif.—Designated for hearing applications South Bay Bcstg. Co. and Public Service Bcstrs. each requesting

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ew stations on 880 kc 250 w D at ermosa Beach and Riverside, respecively, and of South Bay Bcstrs. requestion new station on 890 kc 1 kw D Hermosa Beach, in consolidated proeeding with applications of Leland olzer, to be held at Van Nuys, Los ngeles, Riverside and Hermosa Beach mmencing on Aug. 1, 1949; further dered that if, as result of consolidated roceeding, it appears that, were it not r issues pending in the hearing rearding clear channels and hearing rearding daytime skywave transmissions d Commission's policy pertaining ereto announced Aug. 9, 1946 and ay 8, 1947, the public interest would e best served by grant of one or more involved applications other than ose of William and Lee A. Odessky nd Essie Binkley West then such apication or applications shall be reurned to the pending file until after nclusion of said hearings regarding ear channels and daytime skywave ansmission.

Petition Granted

WSAZ Huntington, W. Va.—Granted SAZ petition that application to hange facilities on 930 kc 5 kw-D 1 w-N unl., to 5 kw unl. DA-N be eard in consolidated proceedings with urety Bcstg. Co., Charlotte, N. C. and ar Heel Bcstg. System Inc. Washgton, N. C., commencing May 25, 1949 at ashington, D. C., Commission's order ept. 8, 1948 was amended accordingly.

AM—1290 kc

KRGV Weslaco, Tex.—On petition, emoved from hearing docket and ranted application to increase power om 1 kw to 5 kw, to install DA and ew trans. and change trans. location; ubject to various eng. cond.

Petition Denied

WQXR New York—Adopted memoandum opinion and order denying etition of WQXR to reconsider action f Nov. 19, 1948 granting without hearg application of Silver City Bcstg. orp., for new station on 1570 kc 1 kw, at Taunton, Mass.

May 5 Applications . . .

ACCEPTED FOR FILING
Modification of CP

WEBS Oak Park, Ill.—Mod. CP new M station for extension of completion ate.

License for CP

KOLT Scottsbluff, Neb.—License for P for increase in power etc.

Transfer of Stock

WTHT Hartford, Conn. — Transfer ov. 1, 1947, of voting and dividends ights in 57% of voting stock from rank E. Gannett to Frank E. Gannett ewspaper Foundation Inc.
WDAN Danville, Ill.—Same.
WABY Albany, N. Y.—Same.
WENY Elmira, N. Y.—Same.
WHEC Rochester, N. Y.—Same.

Modification of CP

KDFC San Francisco—Mod. CP new M station for extension of completion ate.
WTUX-FM Wilmington, Del.—Same.
WAAF-FM Chicago—Same.
KSCJ-FM Sioux City, Iowa—Same.
KMBC-FM Kansas City, Mo.—Same.
WCNT-FM Roanoke Rapids, N. C.—ame.
WBUT-FM Butler, Pa.—Same.
WFIL-FM Philadelphia—Same.
WIBG-FM Philadelphia—Same.
WSPA-FM Spartanburg, S. C.—Same.
WTJS-FM Jackson, Tenn.—Same.
WBIR-FM Knoxville, Tenn.—Same.
WROV-FM Roanoke, Va.—Same.
WKBN-FM Youngstown, Ohio—Mod. P new FM station to change ERP to 8.7 kw, antenna to 516.5 ft. above verage terrain.
KRLD-FM Dallas—CP to change ERP o 39.9 kw, antenna to 479 ft. above verage terrain.

Transfer of Stock

WTHT-FM Hartford, Conn.—Transer Nov. 1, 1947, voting and dividends ights in 57% of voting stock from rank E. Gannett to Frank E. Gannett ewspaper Foundation Inc.
WENY-FM Elmira, N. Y.—Same.
WHEC-FM Rochester, N. Y.—Same.

Reinstatement of CP

WFWM Atlanta, Ga.—CP to reinstate P for new FM station.

AM—1270 kc

WMMB Melbourne, Fla.—CP new AM station to change from 1050 kc 250 w D to 1270 kc 250 w-D 100-w-N.

Transfer of Stock

KWK-AM-FM St. Louis—Transfer of stock owned individually by Robert T. Convey to Robert T. Convey as trustee under a voting trust agreement.

License Renewal

KDLR Devil's Lake, N. D.—License renewal new AM station.

TENDERED FOR FILING
AM-710 kc

WGBS Miami—CP new AM station to change from 710 kc 50 kw-D 1 kw-N to 710 kc 50 kw unl. DA-DN.

AM—1110 kc

WNAR Norristown, Pa.—Mod. license to change from 1110 kc 500 w D to 1110 kc 500 w limited.

Assignment of License

KRAI Craig, Col.—Assignment of license from Newell S. Cahoon tr/as Craig Bcstg. Co. to Northwestern Colorado Bcstg. Co.

APPLICATION DISMISSED

AM—620 kc

Dempster-Johnson and Ward Bcstrs., Knoxville, Tenn.—DISMISSED application to purchase WROL Knoxville by John A. Johnson, George R. Dempster and Royce F. Ward d/b as Dempster-Johnson and Ward Bcstrs.

AM—1190 kc

Texas Trade School, Dallas, Tex.—DISMISSED May 2, CP new AM station 1190 kc 1 kw D.

FM DELETION

FM—106.1 mc

KHCO Earl C. Hankamer,, Houston, Tex.—DELETED April 28, CP new FM station.

May 6 Decisions . . .

BY COMMISSION EN BANC

Petition Granted

KWHN-AM-FM Fort Smith, Ark.—Granted petition insofar as it requests Commission to reconsider and set aside action of May 13, 1948 designating applications for AM license and extension of completion date for FM station for hearing; removed same from hearing docket and extended FM completion date to Nov 7.

Petition Denied

Valley Bcstg. Corp., Holyoke, Mass—Denied petition to reconsider and grant without hearing application for permit to construct new AM station on 930 kc 500 w D. Further ordered on Commission's motion that hearing order of Oct. 27, 1948 be amended to delete issues 1, 3 and 7 and remove applications of North Jersey Bcstg. Co. Inc., as amended, and The Monocacy Bcstg. Co. from this proceeding

AM—680 kc

WDBC Escanaba, Mich.—On petition removed from hearing docket and granted application to change frequency from 1490 kc to 680 kc and increase power from 250 w unl. to 1 kw unl. DA, subject to approval of proposed trans. site and ant. system by CAA.

Petition Granted

WKRM Columbia, Tenn. and WNAH Nashville, Tenn.—Granted petition of WKRM to reconsider and set aside Commission action Sept. 1, 1948 which granted application of Hermitage Bcstg. Corp. for new station at Nashville, Tenn. to operate on 1350 kc 1 kw D designated said application for hearing June 10 at Washington, D. C., and made WKRM party to proceeding; also accepted late filed WNAH opposition.

Petition Denied

WPOR Portland, Me.—Denied petition requesting reconsideration and grant without hearing of application to change operating facilities from 1490 kc, 250 w unl. to 1060 kc 5 kw unl., etc. amended order of July 12, 1948 designating Oliver Bcstg. Corp. and Lowell Sun Pub. Co., Lowell, Mass. for consolidated hearing to the extent of deleting issue No. 8 and reference to Lowell Sun Pub. Co. application in all other issues (Lowell Sun application was dismissed without prejudice on Nov. 26, 1948).

Request Denied

KIND Independence, Kan.—Denied request for waiver of rules to permit KIND to operate under special temporary authority after local sunset to broadcast season's local baseball games.

AM—1280 kc

KIT Yakima, Wash.—On petition, removed from hearing docket and granted application to increase daytime power from 1 to 5 kw, install new trans. subject to condition that applicant agree to satisfy all legitimate complaints of blanket interference.

Modification of CP

WKAX-FM Birmingham, Ala.—Mod. CP new FM station to change ERP from 8.2 kw to 8.9 kw.

ACTIONS ON MOTIONS

(By Commissioner Webster)

Mount Vernon Bcstg. Co., Mt. Vernon, Ohio—Granted petition to extend time within which to file exceptions to proposed decision, extended time to May 31.

WFNS Burlington, N. C.—Granted petition for leave to amend application so as to show current financial status of applicant and stockholders; accepted amendment.

KAFY Bakersfield, Calif. — Granted petition for leave to amend application so as to specify DA-DN in lieu of DA-N; severed from proceeding re application Patrick G. Smith, Bishop, Calif. and retained KAFY in hearing status and continued hearing indefinitely.

Lakewood Bcstg. Co., Dallas, Tex.—Granted petition for leave to amend application so as to specify 1480 kc 1 kw, unl. DA, in lieu of 1470 kc, 1 kw D; accepted amendment; removed application from hearing docket.

WGES Chicago, Ill.—Granted petition insofar as it requests leave to amend application so as to revise directional array, and for continuance of hearing; accepted amendment and continued hearing in Dockets 9190 and 8178 [Steel City Bcstg. Co., Gary, Ind.] indefinitely pending action on request of WGES to reconsider and grant application without hearing.

Greenwich Bcstg. Corp., Greenwich, Conn.—Granted petition to withdraw petition to change place of hearing on application from Greenwich to Washington, D. C.; dismissed petition to change place of hearing.

WWJ Detroit, Mich.—Granted petition for continuance of hearing on application of WWST Wooster, Ohio, mod. of license from May 16 to May 31, at Washington, D. C.

WBRE Wilkes-Barre, Pa.—Granted petition to dismiss application for CP to construct satellite station at Scranton, Pa., to operate synchronously with WBRE on WBRE's frequency 1340 kc.

WCBI Columbus, Miss.—On Commission's own motion, continued hearing indefinitely re application.

May 6 Applications . . .

ACCEPTED FOR FILING

AM—1050 kc

Ark-Valley Bcstg. Co. Inc., Garden City, Kan.—CP new AM station 1050 kc 1 kw D AMENDED re stockholders.

AM—790 kc

WGRC Louisville, Ky.—CP new AM station to change frequency, increase power etc. AMENDED to request DA-DN.

License for CP

KVOB Alexandria, La.—License for CP new AM station to increase power etc.

(Continued on page 66)



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FCC Actions

(Continued from page 65)

Applications Cont.:

AM—1490 kc

Cleveland Bcstg. Co., Cleveland, Miss.—CP new AM station 1490 kc 250 w. unl. AMENDED to request change of name from C. W. Capps, Lowry Tims and Cy N. Bahakel d/b as Cleveland Bcstg. Co. to same d/b as Cleveland Bcstg. System.

Modification of CP

WAAF-FM Chicago—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM-1460 kc

WOKO Albany, N. Y.—CP to reinstate expired CP as modified for new AM station 1460 kc 5 kw unl. DA-DN.

AM—920 kc

KECK Odessa, Tex.—CP new AM station to change from 920 kc 1 kw D to 920 kc 1 kw-D 500 w-N DA-N.

APPLICATION RETURNED

Modification of CP

KVNE Oxnard, Calif.—RETURNED May 4, Mod. CP new AM station for extension of completion date.

License for CP

WPBP Mayaguez, P. R.—DISMISSED License for CP new AM station.

May 10 Decisions . . .

DOCKET CASE ACTIONS

AM—580 kc

Commission announced final decision granting application of WHP Inc., to change operating facilities of WHP Harrisburg, Pa., from 1460 kc 5 kw-D 1 kw-N DA-N unl. to 580 kc 5 kw unl. DA-N, engineering cond.

AM—1550 kc

Commission announced decision and order denying for default application of Pure Bred Bcstg. Co. for new station at Richmond, Ky., to operate on 1550 kc w unl.

Transfer of Control

Commission issued report and order granting application of Arde Bulova and Harry D. Henshel to transfer control of Wodaam Corp. [WOV], New York, to Victory Bcstg. Corp. at same time Commission removed from hearing docket and granted application of Greater New York Bcstg. Corp. for renewal of license of WNEW New York, for period ending May 1, 1951; also application of Wodaam Corp. for renewal of license of WOV for period ending Nov. 1, 1951. It denied petitions by International Catholic Truth Society and Mariannina C. deRaczynski to intervene in hearings on these applications. Comrs. Coy and Jones, in dissenting opinion, favored hearing. Sterling did not participate.

May 11 Decisions . . .

DOCKET CASE ACTION

AM—1320 kc

Commission announces proposed decision looking toward grant of application of Lansing Bcstg. Co. to change operating facilities of WILS Lansing, Mich., from 1430 kc 500 w D to 1320 kc 1 kw unl. DA-N and denial of applications of Central Michigan Radio Corp. for new station at Lansing on 1320 kc 1 kw unl. DA-N and Charlotte Bcstg. Co. same facilities at Charlotte, Mich., with DA-DN.

BY THE SECRETARY

W S P R-F M Springfield, Mass. — Granted license new FM station Chan. 250, [97.9 mcs] 13 kw, 590 ft.

WHFM North Adams, Mass.—Granted license new FM station, Chan. 248 [97.5 mcs] 13 kw, 660 ft.

WENE-FM Endicott, N. Y.—Granted license new FM station, Chan. 269 [101.7 mcs] 540 w, 330 ft.

W B R C-F M Birmingham, Ala. — Granted license new FM station, Chan. 273 [102.5 mcs] 546 kw, 880 ft.

WAKR-FM Akron, Ohio — Granted license new FM station, Chan. 248 [97.5 mcs] 14.7 kw 260 ft.

KXOK-FM St. Louis, Mo.—Granted license new FM station, Chan. 229 [93.7 mcs] 16 kw, 415 ft.

KTNT Tacoma, Wash.—Granted license new FM station, Chan. 247 [97.3 mcs] 10 kw, 425 ft.

KIXL-FM Dallas, Tex.—Granted license for new FM station, Chan. 283 [104.5 mcs] 34 kw, 470 ft.

WTAG-FM Worcester, Mass.—Granted license covering changes FM broadcast station.

WHK WMadison, Wis.—Granted license for new noncommercial educational FM staion; Chan. 207 [89.3 mcs] 50 kw, 740 ft.

WKAR-FM East Lansing, Mich. — Granted license new noncommercial educational FM station; Chan. 213 [90.5 mcs] 9.7 kw 280 ft.

WPIL Jackson, Tenn—Granted license new AM station 1490 kc, 250 w unl.

WAEB Allentown, Pa.—Granted license new AM station 790 kc, 500 w-D 1 kw-N DA-DN.

KA-3087 San Francisco, Calif. — Granted license covering change of equipment.

KA-3186 Arecibo, P. R.—Granted license for new remote pickup station.

KTBS Shreveport, La.—Granted license change in frequency, increase in power, install new trans. and DA-DN change trans. location, change name of licensee and mount FM ant. on the No 3 AM tower of the directional array.

WIAC San Juan, P. R.—Granted license install auxiliary trans. at present location of main trans.

WWEZ New Orleans, La.—Granted license covering change hours of operation, change in power, change type of trans. and install DA and change trans. location.

WHK Cleveland, Ohio—Granted license covering use of old main trans. as alternate main trans. Granted license install new trans.

WGEM Quincy, Ill.—Granted license install new trans.

KOSA Odessa, Tex.—Granted license covering change in frequency and changes in trans. equipment.

WCAX Burlington, Vt.—Granted license covering use of old main trans. [present location of main trans.] for auxiliary purposes.

WHBQ Memphis, Tenn.—Granted license change of frequency, increase power, install new trans. and DA-DN change trans. and studio location.

KSON and KWFM San Diego, Calif.—Granted assignment of license to Studebaker Bcstg. Co., Inc.

WING-FM Great Trials Bcstg Corp., Dayton, Ohio—Granted request to cancel CP new FM station.

WIBC-FM Indiana Bcstg Corp., Indianapolis, Ind.—Granted request to cancel CP for new FM broadcast station.

WSFA Montgomery, Ala. — Granted request cancel CP mount FM ant. on south tower of AM DA system.

KWJB Globe, Ariz.—Granted CP install new vertical ant. change type trans. and trans. and studio locations.

WDAR Savannah, Ga.—Granted CP to reinstate CP covering changes in vertical ant. and mount FM ant. on AM tower.

KNBH Los Angeles, Calif.—Application to increase ERP to vis. 25.22 kw aural 13.34 kw and ant. changes, granted in part with power maintained at present levels and ant. height changed to 3,015 feet.

W10XMN Area Washington, D. C.—Granted mod. CP to change frequency and trans. location of experimental TV relay station.

COMMUNICATIONS STUDY

Stanton, Lazarsfeld Edit

COMMUNICATIONS RESEARCH. Edited by Frank Stanton and Paul F. Lazarsfeld. New York, Harper & Bros. $4.50.

THIRD in a series of books co-edited by Frank Stanton, CBS president, and Paul F. Lazarsfeld, director of Columbia U.'s Bureau of Applied Social Research, *Communications Research*, was published last week by Harper & Bros., New York.

The book varies from the two previous volumes published before the war in that it contains material on research done in the communications field outside of radio.

Longest feature of the volume is a chapter on domestic broadcasting in the Soviet Union, believed to be the most comprehensive study yet published on the subject. Other chapters of interest to radio are:

● A study of the Morning Radio Audience, by Mr. Lazarsfeld and Helen Dinerman, an associate at Columbia. This is a detailed report on a survey conducted for NBC in 1944.

● An Analysis of Radio Programming, by Kenneth Baker, research director of NAB. This is the cataloguing of program types done by Dr. Baker in 1946.

Following were granted mod. CP's for extension of completion dates as shown: WDEL-FM Wilmington, Del. to 11-29-49; WEIM-FM Fitchburg, Mass. to 11-23-49; WEMB-FM San Juan, P. R. to 11-29-49; WFJL Chicago to 6-10-49; WHIS-FM Bluefield, W. Va. to 12-1-49; WHLD-FM Niagara Falls, N. Y. to 12-1-49; WLAG-FM La Grange, Ga. to 11-20-49.

WDUH Chicago — Granted license change in frequency, equipment and ant. system.

WHUH Chattanooga, Tenn.—Granted CP for reinstatement of CP for new ST Link station.

WFQY Atlanta, Ga.—Granted CP for reinstatement of CP for new ST link station.

KCLI-FM Cannon & Callister Inc., Los Angeles, Calif.—Granted request to cancel CP and mod. new FM station.

KFDM-FM Beaumont, Texas—Granted request to cancel CP and mod. for new FM station.

WGLS-FM Decatur, Ga. — Granted request to vacate CG for new FM station.

WNAB-FM WNAB Inc. Bridgeport, Conn.—Granted request to cancel CP for a new FM broadcast station.

W2XBH Nutley, N. J.—Granted mod. CP to change from Chan. 9 [186-192 mcs] to Chan. 7 [174-180 mcs] change power vis. 1 kw, aur. 500 w to vis. 5.5 kw, aur. 3 kw and change type of trans. Granted mod. CP for extension of completion date to 12-31-49.

Following were granted mod. CP's for extension of completion dates as shown: WRCM New Orleans, La to 11-27-49; WNAM-FM Neenah, Wis. to 8-1-49; KVNJ-FM Fargo, N. D. to 6-6-49; KRON-FM San Francisco, Calif. to 8-25-49; KNOB Long Beach, Calif. to 10-22-49.

KWRE Warrenton, Mo.—Granted license for new AM station 730 kc, 250 w D.

WJEJ Hagerstown, Md.—Granted CP for new STL KGH-79.

WHLD Niagara Falls—Granted mod. CP for extension of completion date to 12-1-49.

WBGE Atlanta, Ga. — Granted mod. CP for extension of completion date to 12-1-49.

KECA-FM Los Angeles, Calif. — Granted mod. CP for extension of completion date to 11-30-49.

WCAR-FM Pontiac, Mich.—Granted mod. CP for extension of completion date to 12-1-49.

WSVR Pensacola, Fla.—Granted license for remote pickup station.

WAFB-FM Baton Rouge, La.—Granted license new FM station, Chan. 282 [104.3 mcs] 3 kw, 315 ft.

WILK-FM Wilkes-Barre, Pa.—Granted license for new FM station, Chan. 297; [107.3 mcs] 3.1 kw 980 ft.

WBGE-FM Atlanta, Ga. — Granted mod. CP for extension of completion date to 12-1-49.

WNAO-FM Raleigh, N. C.—Granted mod. CP for extension of completion date to 6-28-49.

KLUF-FM Galveston, Tex.—Granted mod. CP for extension of completion date to 6-13-49 on condition that construction be completed or interim operation provided by that date.

May 11 Applications . . .

ACCEPTED FOR FILING

AM—1460 kc

Crescent Bay Bcstg. Co., Santa Monica, Calif.—CP new AM station 1460 k 500 w D AMENDED to request change in corporate structure.

AM—1270 kc

WMMB Melbourne, Fla. — CP new AM station to change from 1050 k 250 w D to 1470 kc 250 w-D 100 w-unl.

License for CP

WUSJ Lockport, N. Y.—License for CP new AM station.

AM—920 kc

Rural Bcstg. Co. Ltd., Wahiawa, Hawaii—CP new AM station 920 kc 1 kw unl. AMENDED to request change studio and trans. locations to Waipah

AM—1230 kc

J. A. Brooks, St. Louis, Mo.—CP new AM station 1600 kc 1 kw D AMENDED to request 1230 kc 250 w unl. change type trans. and studio location.

AM—560 kc

KPQ Wenatchee, Wash.—CP new AM station to change from 560 kc 1 kw unl. DA-N to 560 kc 5 kw unl. DA-N

License Renewal

WKOK Sunbury, Pa. — Application for license renewal.

Modification of CP

KVME Merced, Calif.—Mod. CP new FM station for extension of completion date.

WBOW-FM Terre Haute, Ind.—Same.
WHIO-FM Dayton—Same.
KING-FM Seattle—Same.
WNOW-FM York, Pa.—Same.
WBIK Chicago—Same.
KIMV Grant Township, Kan.—Same.
KOCY-FM Oklahoma City—Same.
KTOY Tacoma, Wash.—Same.
KWGS Tulsa—Same.

WTHI-FM Terre Haute, Ind.—Mod. CP new FM station to change ERP 7.4 kw, ant. to 331 ft. above average terrain.

KOIL-FM Omaha—Mod. CP new FM station to change ERP to 8.28 kw, ant. to 219 ft. above average terrain.

WLYC Williamsport, Pa.—Mod. CP new FM station to change ant. height above average terrain to 1,258 ft.

License for CP

WGOV-FM Valdosta, Ga. — License for CP reinstatement of new FM station.

WJDX-FM Jackson, Miss. — License for CP new FM station.

WOHS-FM Shelby, N. C.—Same.

TENDERED FOR FILING

Assignment of License

KCRT Trinidad, Col. — Assignment of license from H. L. Corley tr/as Corley Radio and Sound Service to Ernest E. Cooper and Rembert O. Coy d/b as Mel-Bert Bcstg. Co.

KCHS Hot Springs, N. M.—Assignment of license from Leonard Trainer and Reginald Shirk d/b Sierra Bcstg. Service to Sierra Bcstg Co.

Assignment of CP

WNAF Providence, R. I. — Assignment of CP from Community Bcstg Service to Narragansett Bay Bcstg. C

AM—1230 kc

WIKB Iron Mountain, Mich. — CP AM station to change trans. and studio locations to Iron River, Mich.

APPLICATIONS DISMISSED

AM—920 kc

Donroy Bcstg. Co., San Diego—DISMISSED May 4 CP new AM station 920 kc 1 kw D.

AM—1380 kc

Pryor Dillard, Raymondville, Tex DISMISSED May 3 CP new AM station 1380 kc 1 kw-D 500 w-N DA.

(Continued on page 80)

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LEE E. BAKER
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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

"Recently we placed a classified advertisement with you when seeking a new manager for our radio station. The results were so astounding that we believe we would be negligent were we to keep the results secret. To date we have received almost sixty applications as a direct result of the advertisement. . . . Inasmuch as we feel it obligatory to personally acknowledge each application, we almost dread seeing tomorrow's mail. . . . We had no difficulty selecting exactly the man desired. This is to congratulate your fine medium for such an excellent service. . . ." Paul A. Jenkins, President, Valradio, Incorporated, El Centro, Calif.

Salesmen

Good pay for right salesman. Must be experienced. Local net affiliate in Texas city 20,000. Earnings and future virtually unlimited if you qualify. Send full details, references and photo. Box 4B, BROADCASTING.

Sales manager for Pennsylvania one kilowatt fulltime CBS affiliate, 100,000 population. Box 40B, BROADCASTING.

Energetic young salesman with small station experience capable handling sales department. Suburban middle Atlantic independent daytime. Qualifications, salary and photo first letter. Box 60B, BROADCASTING.

Salesman — Excellent opportunity for livewire, energetic salesman who can produce personally, to become commercial manager of livewire network affiliate in leading southern city. Guarantee plus commission. Box 61B, BROADCASTING.

Wanted—Top salesman, excellent station in midwest market of 250,000. Able to handle full duties of commercial manager—Give full details, experience, salary expected and availability. Enclose photograph. Apply Box 70B, BROADCASTING.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

Unlimited compensation available two experienced time salesmen at WKYW, one of Louisville, Kentucky's leading independents. Must work, must follow directions. You inherit substantial load present business due to ill health one present salesman. No desk pilots, no rate cutters, no gimmicks. References, background, photo, then personal interview. Edwin Weldon, Station Manager, WKYW, 431 W. Jefferson.

Salesman who can integrate himself into the operation of a small station in a highly competitive, but lucrative market. No corner cutters—just honest selling and selling ideas. Full information about you now please. P. O. Box 371. Richmond, Va.

Announcers

". . . We have always had good results from our classified advertising in BROADCASTING. We use BROADCASTING to reach prospective employees because we feel that a man who reads BROADCASTING is trying to keep up with the rapid changes in radio and that because of this he should make a better employee. Since 1934 we at KFRO have been reading BROADCASTING. . . ." James R. Curtis, President.

Help Wanted (Cont'd)

If you are a young family man interested in a permanent position announcing a new station in New England. Send complete details, photo, etc. to Box 115B, BROADCASTING.

Wanted—Three experienced announcers who can work board and all kinds of shows. Must have station experience, excellent voice and the know how. No "just out of school" announcers need apply. Also want one good salesman and program director. Station located in North Carolina with Mutual affiliation. Send disc and all information to Box 71B, BROADCASTING.

Wanted — Announcer for newspaper owned Mutual station in north Texas town of 17,000. Send full details first letter. References, photo and disc. State salary requirements first letter. Box 81B, BROADCASTING.

Announcer, seasoned family man, emphasis promotion and public relations activity. Exceptional opportunity with well-established organization. NBC affiliate, attractive eastern city. Give full details, qualifications, availability. Box 93B, BROADCASTING.

Attention—Combination announcer-engineer with first class ticket. No radio school graduates or inexperienced men need apply. We want man who is strong on adlib with several years experience. Little engineering experience necessary. Top salary for market 500,000. Rush complete information, salary expected, audition disc to Box 111B, BROADCASTING.

Sports director needed for progressive station in northeast. Should have thorough knowledge of all sports and able to do all-round good announcing job, too. Box 116B, BROADCASTING.

Announcer with first class license can earn above-scale wage with aggressive newspaper-radio organization in Oregon. Real money for real ability. IBEW conditions. Bud Chandler, KFLW-ABC, Klamath Falls, Oregon.

Wanted — Capable, experienced announcer and disc jockey for 5000 watt day, 1000 watt night, ABC affiliate. Permanent position, good pay. Liner's Broadcasting Station, Inc., Radio Station KMLB, Monroe, Louisiana.

Wanted—Announcer. Apply in person if possible. WAIR, Winston-Salem, N. C.

Announcer—Preferably single, strong on news. Only experienced need apply. Full information in first letter. Radio Station WEAV, Plattsburg, New York.

Good announcer with first class ticket. Good salary and working conditions. Send disc and write full details. Do not phone. Radio Station WPLA, Plant City, Florida.

Wanted—One combination man at once, chance to continue college education at Miss. State College. WSSO, Starkville, Mississippi.

Technical

". . . I would like to pass along a bouquet to your Classified Department. In search of an operator-announcer several weeks ago, we placed one ad in your classifieds. The response was most gratifying from applicants of all grades of experience in all parts of the country. . . . We selected our replacement, and a good man he is, from one of the respondees to that classified. . . ." William B. Murphy, Manager, KSUE, Susanville, California.

Need combination engineer-announcer immediately. Unfurnished house available. Contact KPAN, Hereford, Texas.

Wanted — Combination operator-announcer to work vacation relief May 21st to July 3rd. Contact Jack R. Wagner, Mgr., KSYC, Yreka, California.

Combination engineer-announcer, one kilowatt fulltime CBS affiliate, announcing secondary, auto desirable, full details first letter, Box 373, Altoona, Pennsylvania.

Help Wanted (Cont'd)

"I wish you to know how gratified we feel from results secured from using the Want Ads in BROADCASTING. We placed an ad for an engineer, which ran two weeks and drew twenty two replies. We have always placed an ad with BROADCASTING when looking. . . ." Thomas Phillips, Chief Engineer, WKPT, Kingsport, Tenn.

Production-Programming, others

Program director—production, writing, announcing experience essential. Permanent position with expanding organization in growing Texas town of 20,000. If you're low man on a 50 kw totem pole, here's a chance to broaden your radio experience, handle every type of program—to learn radio thoroughly. Send disc, sample programs, references, photo, etc. Box 5B, BROADCASTING.

Attorney—Young executive with radio station and music industry background for prominent New York music firm. Submit detailed resume. Box 41B, BROADCASTING.

Newsman—Experienced in gathering, writing and editing radio news needed, half time, to help teach radio news in accredited journalism school while doing graduate work, beginning September. Good start for teaching career. Write Box 88B, BROADCASTING.

Bookkeeper experienced in keeping all books, accounts and ledgers for radio station; 5 kw fulltime, good live southwestern community. In replying give full details of experience. Box 112B, BROADCASTING.

Situations Wanted

Managerial

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Desire station in red or one in tough market. Well educated, veteran, experienced all phases of radio. Box 920a, BROADCASTING.

General Manager independent station 100,000 group city past 5 years; previously salesman, seeks larger opportunity. Box 923a, BROADCASTING.

Manager, commercial manager, twenty three years background in all phases. Best references. If you want two men that can produce and know radio write now. No commission jobs. We earn our salary. Box 991a, BROADCASTING.

"Recently we placed a classified advertisement with you when seeking a new manager for our radio station. The results were so astounding that we believe we would be negligent were we to keep the results secret. To date we have received almost sixty applications as a direct result of the advertisement. . . . Inasmuch as we feel it obligatory to personally acknowledge each application, we almost dread seeing tomorrow's mail. . . . We had no difficulty selecting exactly the man desired. This is to congratulate your fine medium for such an excellent service. . . ." Paul A. Jenkins, President, Valradio, Incorporated, El Centro, Calif.

Owners—Finding just the right man in whom you can have faith and trust, and in whom you can have confidence to delegate authority to build, develop and manage your station, is next to impossible these days. Good proven station managers just aren't available. I know! I own the largest block of stock in a top market station, (it's making money) and I've had one H--- of a time replacing myself. My reasons for this move you'll appreciate and understand. They're bonafide. As an applicant I can substantiate a highly creditable record with the best of national connections. So, — if you're looking for just the right man to manage your radio property, I'd like to talk it over. If its new construction (I've been through it); if its poor operation (I've the proven facts); or if you seek a good reliable experienced manager (I'm a married man with two children and sober habits). Now, you probably figure that the type of man you want just isn't to be found through a blind ad, and to be truthful, I've always figured that way too. However, give it a try just this once. If you've a good bonafide proposition, I can hold up my end. It should prove mutually beneficial. Address Box 11B, BROADCASTING.

Situations Wanted (Cont'd)

I'm homesick—and home is Oklahoma. Now employed as program manager in Nebraska. Ambitious to become general manager of small station, but still know the business end of a broom and mop, if that talent fills your need. Do not want to locate more than 20 miles away from Oklahoma. Box 501 BROADCASTING.

General manager of successful 250 watt station wants to join sales staff in metropolitan market. Family man, college degree, hard worker, good ideas, thorough experience. Box 54B, BROADCASTING.

Desire midwest small station—Successful executive. Programming, production, public relations. All phases a work. Married, dependable, conscientious, reliable. Excellent reference Box 59B, BROADCASTING.

Young man with ten years experience in all departments interested in permanent position. College graduate. Be of references. Can be available aft June 1. Box 76B, BROADCASTING.

Manager—Sales manager—program director. Any one or combination. years experience. Staff and sports a nouncing to managerial 6 years. Pro en ability. Best trade reference Available two weeks. Go anywher Minimum $100.00 weekly. Box 85 BROADCASTING.

General manager desires change. Nin years experience all phases static operation. Age thirty. College gra uate. Will consider managerial, pr gram, or production position. Futu prospects more important than startin salary. Box 91B, BROADCASTING.

Will invest $5,000 with services. Ma ager independent, major market, pa 5 years. Previously salesman, networ station. Must have payoff possibiliti for know-how. Box 97B. BROAD CASTING.

Salesmen

Experienced air salesman with telev sion training wants position progressi station. Good references. Also co petent announcer. Box 55B, BROAD CASTING.

Salesman, experienced in rural area can announce; young, single, car, sm eastern city preferred. Box 107 BROADCASTING.

Announcers

". . . We have always had good resul from our classified advertising BROADCASTING. We use BROAD CASTING to reach prospective employees because we feel that a man wh reads BROADCASTING is trying keep up with the rapid changes radio and that because of this should make a better employee. Sin 1934 we at KFRO have been readi BROADCASTING. . . ." James Curtis, President.

Announcer—Experienced all phase strong play-by-play sports. Seeks A deal with TV future. Top reference travel anywhere. Box 911a, BROAD CASTING.

Disc jockey-announcer, working metropolitan New York wants di show—preferably all night. Box 98 BROADCASTING.

Disc jockey—specialty cowboy, hillbil records, farm programs. Full deta available. Box 44B BROADCASTIN

Disc jockey with program ideas. Pr fer progressive indie or music-mind affiliate. Presently net man. Box 45 BROADCASTING.

Thoroughly experienced—Young ma ried veteran presently employed, d sires immediate change to northea as sports or staff announcer. Fin references. Disc upon request. B 51B, BROADCASTING.

Announcer, experienced, veteran. Pr fer position in south or west. Disc photo available. Box 52B, BROA CASTING.

Announcer—Good worker, two ye experience, college graduate, sob married, age 22. Music, news int views, morning shows, etc. Form musician. Prefer south, midwest, southwest, but will consider all offe Disc, photo, information, upon reque Box 57B, BROADCASTING.

Station going fulltime? You'll need good all-nite man. Box 46B, BROA CASTING.

Situations Wanted (Cont'd)

nnouncer—Disc jockey, versatile, fair air for adlibbing. New York experince. Box 62B, BROADCASTING.

nnouncer, 21, disc jockey, newscasts, ommercials, good voice, control board. ox 68B, BROADCASTING.

pecial morning man. Available May . Good adlibber. Humorist and philsophic. With at least 50 different oices. Male and female. The best npersonations of funny voices in he world and comedian. Box 72B, ROADCASTING.

nnouncer—Presently employed. Deres position with large progressive orthern station. Box 73B, BROADASTING.

nnouncer, cultured voice, experience, ducated, can write. Box 80B, BROADASTING.

ive kw and up network affiliates, here your man. Three years staff experince plus training by America's top etwork. Steady congenial guy with utstanding commercial voice. Availble for personal audition after May 25 nywhere east of Mississippi. Top refrences on request. If you are serisly interested in quality by all means ontact Box 82B, BROADCASTING.

eneral announcer, heavily trained, uality voice, control board, versatile, o floating, will travel. Intelligent. Box 3B, BROADCASTING.

years old, good all-round staff anouncer, wants permanent position imediately with opportunities. One year xperience all phases. Prefer 350 mile adius of Chicago. Box 83B, BROADASTING.

onscientious young married veteran raduate of RKO School seeks opporunity for broad experience. Thorughly trained all types announcing, opywriting, some acting. Not afraid f demanding work. Prefer south or outhwest. Disc, photo, character refrences on request. Write Box 84B, ROADCASTING.

ttention—Minnesota and Wisconsin ations. If you have an opening for n experienced announcer, 21 years old, ngle and not afraid to work, I would ppreciate hearing from you. Best of eferences. Formerly with 1000 watter. ill answer all replies. Box 87B, ROADCASTING.

abbits will be astonished by the way ur audience multiplies. Experienced J-announcer now employed in major ty, can reproduce results in your rea. Box 89B, ROADCASTING.

ports announcer. 15 months' extenve training all phases of radio and levision announcing and production. op sports background. Single, 23. xcellent prospect. Box 94B, BROADASTING.

nnouncer—Five years experience. Deres opportunity to buy stock and dvance on staff, new station. Box 8B, BROADCASTING.

nnouncer—news editor-continuity riter. Experienced in all phases of adio. Excellent references. Good DJ ail results. Will travel for right posiion. Box 100B, BROADCASTING.

ankees—Pass by. Announcing posion in southern state desired. Availble July 10. Four and a half years xperience in west and north. No enius, but young, ambitious, and arried. Would like permanent conection. Experienced in programming nd news writing. Any offers? Box 1B, BROADCASTING.

ports announcer. New, different portscast. Ten years play-by-play. ox 104B, BROADCASTING.

uccessful announcer, 6 years midwest, ants southern opportunity. Personal terview and audition, plus discs, notos, etc. Box 105B, BROADCASTNG.

nnouncer—Presently employed. Deres advancement with large northern midwest station. Box 99B, BROADASTING.

pportunity wanted—announcer, gradate School Radio Technique. Strong news, music. College graduate, ngle, ambitious. Salary no object. isc avialable. Box 106B, BROADASTING.

ook no further. Sparkplug announcer, university degree, intelligent dexery, experienced in all phases of aff announcing and writing. Single, ill travel. For discs, details write ox 109B, BROADCASTING.

nnouncer—Presently employed, marled, three years experience AM and M desires position with production ature. Accent on news, music and rama. Box 113B, BROADCASTING.

esire general staff announcer's job to et more experience. Can do play-by-lay in sports. Capable and willing to ork. References. Phone 8612W or rite 1822 Oak St., Quincy, Ill.

Situations Wanted (Cont'd)

Announcer, capable of assuming responsibility of station seeks connection on west coast, vicinity. 33, married, sober, Lions Club, 2 years college, rest in practical experience. 5 years announcer, 2 years merchant marine, police chief & sheriff's dept., wish to re-enter radio field with permanent connection. No ticket. A. E. Dahl, P. O. Box 913, Gardiner, Orgeon.

Announcer, 21, single, two years college, graduate School of Radio Technique. Excellent sports background. Veteran, disc and photo. Dick Drake, 15 E. Harrison, Iowa City, Iowa.

Newscaster—Gradaute School of Radio Technique. Some experience. Also commercials and DJ. Willing to travel. Disc on request. Edward F. Egan, Oregon, Wisconsin.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15. Atlantic 5-0516.

Announcer-operator available, successful year and a half. Staff, news, available immediately. Dan Holocher, 439 South Jackson St., Louisville, Ky.

Announcer—Experienced, specialty sports, also disc jockey, news, commercials. Desires opportunity anywhere. Disc and photo on request. Write or wire Stan Kotel, 416 Fort Washington Ave., New York, N. Y.

Young man willing, ambitious, high school graduate, graduate Miami School for announcers, wants to begin career in announcing, preferable small station. Charles Kudas, Box 84, Barton, Ohio.

Combo man with 7 years experience in southwest will go immediately. Must be permanent, within 500 miles at least, $1.50 an hour. Hal Leland, Box U U, Palm Springs, California.

Professionally trained announcer desires permanent staff position. Single, age 27. Six months experience with local station—general announcing and production, newsediting and reporting, and operation of console and turntables. Talent for writing. Interest in civic activities. Distance no object. Professional references. Let audition tell story. Wire or write Lyle Mack, 1929 N. W. Everett St., Portland, Oregon.

Announcer - writer - production man. Young man, trained by one of the foremost broadcasting schools. Eight years experience as musician, bandleader, vocalist. Discs and complete background on request. Wire-phone-write M. D. McCall, 906 East 30th, Kansas City, Mo. Tel. Harrison 0473.

Announcers-newscasters, early-morning men and disc jockeys. Thoroughly trained in production, announcing, commercial narration, and newscasting. Forty to fifty to start. Pathfinder School of Radio Broadcasting, 1329 Oak St., Kansas City, Mo. Phone HA. 0473.

Announcer—Good voice, news, commercial, not so good adlibbing. Write James E. Russell, 131-D Enfield Apts., Elizabeth City, N. C.

Budding announcer, 23, comprehensive training in all phases radio, college graduate. Youth with desire and capacity for the furtherance of skill. Stan Schwartz, 1001 Ocean Avenue, Brooklyn, N. Y.

Technical

"I wish you to know how gratified we feel from results secured from using the Want Ads in BROADCASTING. We placed an ad for an engineer, which ran two weeks and drew twenty two replies. We have always placed an ad with BROADCASTING when looking. . . ." Thomas Phillips, Chief Engineer, WKPT. Kingsport, Tenn.

Engineer—20 years old, presently employed AM-FM. Desires change. Box 1B, BROADCASTING.

Transmitter operator with one year's experience at kilowatt station. Some announcing experience. Graduate of technical school. Veteran, married, twenty-two. Desires permanent job with progressive station. Salary not as important as opportunity and location. Recommended highly by previous employer. Box 49B, BROADCASTING.

Transmitter operator—first phone, single, 27, desires position. Few months experience on AM, FM transmitters. Amateur Class A. Have car. Will travel. Box 56B, BROADCASTING.

Chief Engineer-announcer. Also play-by-play. Dependable, hard worker. Best references. Will travel for permanent job. Available after May 16. Box 79B, BROADCASTING.

Situations Wanted (Cont'd)

Opportunity doesn't even have to knock! Young vet, 1st phone, second telegraph, Class A amateur licenses. Technical and amateur background on AM, FM and TV transmitters. Also TV studio and cameras. Short of experience, long on ambition. Ready, willing and able to work. Box 63B, BROADCASTING.

Experienced engineer desires position with progressive midwest station. Box 64B, BROADCASTING.

First phone vet seeks engineer position midwest. All replies acknowledged. Box 66B, BROADCASTING.

Engineer—1st phone, single veteran, experienced, have car. Southern states, preferably Georgia or Alabama. Box 78B, BROADCASTING.

Engineer—8 years experience. Transmitter and studio operation, installation, trouble shooting, and preventive maintenance. Good record and references. Box 90B, BROADCASTING.

Desire position as chief engineer of midwest station. Box 65B, BROADCASTING.

Engineer first phone desires transmitter position AM, FM. Any location. Box 92B BROADCASTING.

Engineer-announcer wants position midwest station. Best references. Box 96B, BROADCASTING.

1st phone, will travel need start, have car if necessary. Felix D'Ambrosio, 439 East 121 Street, New York City.

First class engineer, construction experience, factory trained, thoroughly familiar with both AM and FM operation and directional arrays. Available immediately. Call or write David Dodd, 2211 Saratoga Drive, Louisville, Kentucky, telephone Highland 4634-R.

Transmitter operator, 18 months experience in AM station, has announcing potentialities. Desires position in liberal station. 27, single, colored, veteran. Will write full particulars upon request. Good references. R. Johnson, 2604 Eddie St., Youngstown, Ohio.

Chief engineer, build, remodel or operate your station. 20 years experience gets things done. Reasonable salary. Married. Have car, tools & equipment. Can go anywhere. Picture and details available with disc. Mr. Kidd, Box 866, Fredericksburg, Texas.

Combination engineer-announcer. First phone. 14 months CBS affiliate. Experienced all types announcing. Good engineer. Immediate availability anywhere. H. E. Lundquist, General Delivery, Reno, Nevada.

Engineer, first phone, 2½ years college. CREI broadcast course, nearly two years AM-FM development engineering with broadcast equipment manufacturer, ten in radio mostly communications, three months station experience. Marsh, 1308 Rosedale, Chicago, Ill.

Engineer available immediately. Young man, single, experienced desires position with small station. Contact Tommy Milligan, 1007 W. Broadway, Louisville, Ky.

Operator, first license, four years broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

". . . I would like to pass along a bouquet to your Classified Department. In search of an operator-announcer several weeks ago, we placed one ad in your classifieds. The response was most gratfying from applicants of all grades of experience in all parts of the country. . . . We selected our replacement, and a good man he is, from one of the respondees to that classified. . . ." William B Murphy, Manager, KSUE, Susanville, California.

Production-Programming, others

Idea team. Radio and television. Presently employed. Woman — competent director women's programs, continuity, traffic. Man—producer-director, experienced all phases. Box 794a, BROADCASTING.

Available now — Experienced radio news writer, announcer, reporter, 24, B. J. from Missouri University, radio major, veteran, will travel. Prefer radio or TV, good references. Box 43B, BROADCASTING.

Situations Wanted (Cont'd)

Experienced program director-announcer-newscaster. College background. Desires midwest, west. Box 906a, BROADCASTING.

Producer-announcer, young, versatile, college, NBC trained. Excellent voice. Production thoroughness plus showmanship. Resume, disc, available. Box 30B, BROADCASTING.

Grad television workshop has good theatrical and sports background but no TV experience. Need experience to get a job—but where can I get experience if no one will take a chance. Station or agency, not particular; married but will relocate. Box 42B, BROADCASTING.

Continuity writer wants assignments by mail. Specializing on spot announcements. Box 47B, BROADCASTING.

Program director — sports announcer, thirty six, married, college graduate, twelve years radio experience. Covered live and wire all sports, major leagues and college. Established reputation, excellent references. Former pro. Successful idea, production, program continuity man. Want change to sports minded, aggressive station where hard work pays off. Box 48B, BROADCASTING.

Continuity writer. Radio education plus two years actual radio experience. Presently employed in 1000 watt Illinois station. For copy samples, letters of recommendation and further details write Box 53B, BROADCASTING.

Program director—Seven years experience all phases. Well rounded ability. Desire to locate permanently. Married, dependable, conscientious. Best of recommendations. Prefer midwest. Box 58B, BROADCASTING.

I can deliver the goods on one of your most salable commodities, local news. Thoroughly experienced all phases news-gathering, writing, and editing. Experienced other phases radio writing and announcing. Currently employed as news editor. Box 74B, BROADCASTING.

Wife wants to live in Texas. I want to live with wife. Therefore, one able news editor, newscaster, reporter available for southern assignment. Presently with midwestern network affiliate. Forceful delivery, good diction, college graduate. Further details from Box 95B, BROADCASTING.

Radio and TV writer and producer, network experience, public relations background. Desires connection with national association to handle radio-TV publicity. Box 102B, BROADCASTING.

Program manager—Seven years experience in network programming and production. TV background. Sales ability, too. Box 103B, BROADCASTING.

Continuity writers. Men and women trained in traffic, production, announcing and programming. Thirty-five to fifty week to start. Pathfinder School of Radio Broadcasting, 1329 Oak St., Kansas City, Mo. Phone Ha. 0473.

Television

Announcers

TV announcer, sportscaster. Skilled other TV operations. Presently employed New York, available June 1. Box 988a, BROADCASTING.

Need a good announcer? Television-radio, you won't be sorry. Box 67B, BROADCASTING.

Announcer—Three years experience AM and FM, presently employed, married, wants work in television. Strong on news, music and drama. Any offer considered. Box 114B. BROADCASTING.

Production-Programming, others

Television broadcasting production director and facilities coordinator. Thoroughly experienced with latest equipment. Familiar with techniques necessary to solve problematical phases for smooth results. Essential and advanced training background acquired at Radio City, New York. Box 108B, BROADCASTING.

Does your television station need an alert, aggressive man to handle your scenery problems? Experience includes Little Theatre scenery designing, radio announcing, script writing and college dramatics. Primarily interested in organization with advancement possibilities. Jack Carpenter, 277 DeBaliviere, St. Louis, Mo.

(Continued on next page)

Television (Cont'd)

Technical

Engineer—Interested television station. Experienced broadcasting, marine, amateur, radar, photography, knowledge television theory, physics degree. Own car, single, 24. G. Fleer, 5702 14 Ave., Brooklyn, New York.

For Sale

Equipment, Etc.

1—640AA WE cond. mi. with 1—RA1095 WE cond. mi. amp. First come first served. Price, $354.95. Box 37B, BROADCASTING.

6 RMC DL-1D heads, 2 arms for same with filters. 3 months old. Excellent condition. Howard Stanley, WEAM, Arlington, Virginia.

Collins 1 kilowatt transmitter, type 20-K; 2 years old; used only as auxiliary; spare tubes; $4500. WHDH, Boston.

For Sale—Tower, self-supporting, 179 feet, Blaw-Knox, used, good condition with lighting equipment. WOSH, Oshkosh, Wisconsin.

GE model BT1A 250 watt FM transmitter with tubes and crystal used but in new condition. Will tune to your frequency and guarantee performance. Attractively priced for quick sales. Gates Radio Company, Quincy, Illinois or Warner Bldg., Washington, D. C.

Now 5000 watts, we've priced our 1000 watt Raytheon transmitter for quick sale! Frequency 530 to 1600 kc. In excellent condition, has spare parts. A steal at $4,000. Blaw-Knox tapered self-supporting tower, grounded, 235 feet, $1,000. Howard Stanley, WEAM, Arlington, Virginia.

Wanted to Buy

Am interested in investing and managing successful station. Am prepared to make a reasonable down payment and pay balance from profits. Would be interested in partnership. Box 75B, BROADCASTING.

Studio console, late model, good condition. Airmail full description, cost, KULA, Honolulu.

Wanted—For training purposes: Console, amplifier, three speakers, three mikes, two turntables, recorder, records and transcriptions good condition, three Western Union clocks, several earphones. N. W. Vocational Institute, 745 Grand Avenue, St. Paul 5, Minnesota.

Miscellaneous

Do you have a small savings you want to increase but too small to use? Invest it in a radio station with persons like yourself. Put your savings, no matter how small, to work. Make it grow. If interested write Box 86B, BROADCASTING.

Employment Service

Mr. Manager—Trouble filling vacancies? The persons needed register here. Openings—managers, chief engineers, announcers, salesmen, announcer-technicians. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Managerial

Station Manager

Wanted Immediately

Newspaper owned radio station in rich central Illinois. Salary and bonus arrangement. An excellent opportunity for an experienced, qualified manager who is community minded, with highest character, including selling and promotional ability. He must be able to take complete charge of this valuable AM-FM station. Present manager accepting better position elsewhere. Give full information including salary requirements and photo if possible in first letter. Write: *Joseph M. Bunting, The Daily Pantagraph, Bloomington, Illinois.*

Situations Wanted

Managerial

WANT THE BEST?

One of radio's best qualified managers. 22 solid years of radio experience from 3 networks, 50,000 watters to 250 watters.
Just read this record:
Announcer: Good enough for 11 network commercials.
Newscaster: Esso Reporter five years.
Commentator: Sponsored for two years by Studebaker.
Sportcaster: Two hour sports show for Gunther. Winner of the Sporting News Award for baseball play-by-play. Adam Hats from the Garden.
Promotion: Promotion Manager for a 50,000 watter.
Program: Program director at three stations. Program Director of the Overseas Branch of The Office of War Information.
Writer: Writer of seven syndicated programs.
Sales: Sales manager of two stations. Sales-Service Director of 50,000 watter.
Manager: General Manager of three stations. Built two into real money makers from the ground up. Eighteen months ago built a new daytimer and made it so tough for the competition (an old established fulltime network station) that they bought up my five year contract.
Absolutely dote on competition. The tougher the better. Guarantee to make money if the audience potential is there, and I have full rein.
Good civic club man—good mixer—do not drink.
Finest of references.
Am willing to consider fair salary and percentage of profits with at least a two year contract and a free hand. Am profitably engaged, but desire something with a larger potential. Can provide an excellent, hard working sales manager, too.
BOX 117B, BROADCASTING

Production-Programming

ASPIRING PRODUCER-DIRECTOR—No boaster, but a good worker. 4 years college. 3 years radio with NBC, ABC and MBS affiliates. Married, have a family and am available immediately. Will do continuity, announcing, special events, control room operation, dramatic shows or any thing that is needed to be done. Box 120B BROADCASTING.

Television

Technical

TELEVISION

22 years experience radio/television technical operations, camera to antenna. Nearly 15 years with present leading network employer. Familiar program and directorial problems. Desire affiliation progressive concern.
BOX 110B, BROADCASTING

Production-Programming, others

RADIO - TV DIRECTOR, midwest 4 - A agency, seeks metropolitan agency, station or network connection. At 34, thoroughly seasoned in all phases, broadcasting and merchandising, at large and small stations and agencies. Crack writer. Heavy on ideas. Write Box 119B, BROADCASTING.

For Sale

Equipment, etc.

FOR SALE new unused equipment at 50% below cost.

1 Truscon H-30 286 foot self-supporting tower complete to last nut and bolt with A-3 lighting, base and sectionalizing insulators if desired.

1 GE BT1A 250 watt FM Transmitter
1 GE BP2A FM Freq/Mod Monitor
4 RCA BA2B Booster Amplifiers
1 RCA 86-1A Limiting Amplifier
1 RCA BA4C Monitor Amplifier
3 RCA "ON AIR" Lights

Used equipment also available at 70% below cost includes: RCA Varacoustic Microphones, WE 124D Line Amplifier, Presto "Y" portable recorder with head and amplifier, Radiotone R16 portable recording turntable with head.

WHHH, 2nd National Bank, Warren, Ohio

USED BROADCASTING EQUIPMENT

G.E. model BT1A FM 250 watt transmitter with tubes. Will adjust to frequency and make ready to go. Gates 250C-1 transmitter AM 250 watts with tubes. Raytheon RC11 Console complete. Raytheon RA-10 limiter. General Radio 1181AR frequency monitor. Pair Presto model 64A latest type dual motor turntables. Will equip with pickups of your choosing. All used but in excellent condition and priced to move fast.

GATES RADIO COMPANY TEL. 522
QUINCY, ILLINOIS

Stations

Florida Station
Absolutely In Exclusive Market
Station Paid 25% in 1948
In Florida's Fastest Growing City
Very Economical Operation
Well Equipped
Fulltime
Good Reasons for Selling
Price $100,000
Box 77B, BROADCASTING

Southwestern 250 W
Mutual Affiliate

Located in fast growing area grossing over $90,000 making $30,000, well equipped. Priced right.

HARVEY W. MALOTT
Scarritt Bldg., Kansas City, Mo., Ph. Victor 4339

Miscellaneous

PROGRESSIVE STATIONS!

We are the manufacturers of the FASTEST-selling, most sought-after NECESSITY article ever offered on the air! Item sells for $2.95 with money-back GUARANTEE. If you're interested in an HONEST, reputable proposition, we guarantee to do RIGHT by YOUR Listeners.—We have excellent REFERENCES! For full details wire or write to L. F. Co., 5008 Melrose Ave., Hollywood 38, Calif.

NYC Radio Exams

EXAMINATIONS are soon to be held for positions with the Municipal Broadcasting System, New York, Municipal Civil Service Commission announced May 2. The commission will accept applications until 4 p.m. May 18. Positions are assistant program director and radio operations assistant. The former pays $4,450, the latter $2,100. Additional information may be secured from New York's Municipal Civil Service Commission, 9 Duane St.

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

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Address.....

City.....State.....

Southwest Network Station

A 250 watt fulltime network affiliate in an important Texas market. Excellent equipment and facilities. Gross business is in excess of $6,000 per month. Price for immediate sale is $50,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	711 Construction Bldg	Ray V. Hamilton
Washington Bldg.	S. Akard and Wood Sts.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

Respects

(Continued from page 44)

with each school year.

In Cape Girardeau's Central High School, he was president of the student body, active in dramatics, music and debating. He failed to graduate at the top of his class by 13/1,000's of a point, but had the satisfaction of passing the winner at Southeast Missouri State College, where he was top man in the class of 1936. Mr. Margraf still believes, however, that the other student was the better scholar.

Again, in college, he found time for school activities, such as debating, editing the *Sagamore*, the school annual; and for more music and dramatics efforts. One summer he joined a band on a Cunard liner and loafed his way across the Atlantic several times, collecting for his trumpeting only his keep and the ride.

Law at Duke

The following fall, however, he went back to the grind, accepting a scholarship to Duke Law School. He could have chosen a scholarship to U. of Missouri, but decided that Duke would be more broadening to a man from Missouri. His career at Duke quickly followed the Margraf pattern which by that time was pretty well defined. He led his class, became editor of the *Duke Bar Journal*, and made Order of the Coif, legal honorary society. All these accomplishments were attained while he earned his way as a research assistant for two law professors.

After law school, he adjusted his rimless glasses, an appendage traceable to long hours of briefing cases, and turned his eyes toward New York. There he became a cog in the firm of Wright, Gordon, Zachry & Reindel, a firm which later became Cahill, Gordon, Zachry & Reindel. The firm represented RCA and NBC. The job carried Mr. Margraf into an NBC vice presidency.

At the law firm, he received his introduction to radio law. Three years after joining, he was transferred to Washington, D. C., where he headed the firm's office. Sent to the National Capital for a one-year assignment, he remained six years —until appointed to the NBC vice presidency.

In Washington, he represented NBC in clear channel hearings, color television hearings, FM application cases and other matters before the FCC. He prepared material for both RCA and NBC in Congressional and other hearings.

From that activity, NBC brought him back to New York—right into the middle of the confusing picture television had introduced in network legal affairs.

Video Problems

He worked with Mr. Denny in developing the new television affiliation agreement. The various rights, labor problems and other matters which had more or less become known quantities in AM network operations had to be re-examined in the light of television.

Meanwhile, there were always the knotty little problems that constantly flow into a legal department—such as the time some barracks-room language in Russian contaminated the NBC airwaves, or the recent action by Tallulah Bankhead protesting the use of the name "Tallulah" in connection with the Prell Shampoo copy. On the latter score, NBC legal department has received numerous unsolicited letters from or about all kinds of Tallulahs.

In addition to the network problems, Mr. Margraf also is active as chairman of the Communications Committee of the New York County Lawyers Assn. and as a member of the Committee of Radio Broadcasters of the Advisory Council on Federal Reports, which advises the Federal Bureau of the Budget on review of FCC forms and methods. He is a member of the New York, District of Columbia and Missouri bars, has been admitted to practice before various tribunals including the Supreme Court of the United States.

All of which does not give him as much time as he'd like to spend with his family. His wife is the former Grace Margaret Houck, whom he met as a fellow student at Southeast Missouri State Teachers College. At the time, Miss Houck, great niece of Louis Houck, Missouri railroad builder and historian, was a physical education major. They were married in 1939, when he went to New York. Their children are: James Houck, 6; Patricia Lee, 4, and John William, 1.

On weekends, however, he tries to fulfill the functions of fatherhood, which includes briefing the youngsters, an activity which should be ducksoup after a week-long chore of advising NBC executives on the matters troubling them. But somehow, the weekend seldom is long enough for him to get in the reading he wants to do or the tennis he'd like to play.

When it is over, he swings back onto the train again Monday morning and is off to another round of work. At his desk, the legal ramifications of a network get untangled. As the day progresses, the Margraf brown hair gets mussed, the desk gets rid of some burdens but adds others. There always is a tendency to feel sorry for a man who works most of the time—even a vice president. Such emotion would be misplaced, if directed toward Mr. Margraf. Why feel sorry for a man pursuing a hobby?

Speakman Named

EDWIN A. SPEAKMAN, member of the Institute of Radio Engineers and formerly radio engineer with Philco Corp., has been appointed executive director of the Committee on Electronics, Research and Development Board, National Military Establishment. His appointment, announced last Thursday by D. A. Quarles, committee chairman, is effective today (Monday). He succeeds Norman L. Winter, former committee director since its formation in 1946.

News

EDWARD R. NATHAN, assistant CBS Western Division editor for past three years, has been named editor effective yesterday. He replaces **JOHN MESTON**, recently named editor of network programs, Hollywood. **RICHARD-GEORGE PEDICINI** of CBS-KNX Hollywood script department, takes over his post as assistant editor.

DOROTHYA C. RIEGER, formerly in news and sales promotion departments of WCBS and WCBS-TV New York, has been named assistant to **ARTHUR E. PATTERSON Jr.**, WHLI Hempstead, N. Y., director of public affairs.

GEORGE HICKS, radio news and special events reporter, has joined NBC's news and special events department.

PAUL NAKEL, sportscaster on WJMO Cleveland, is the father of a boy, Michael Alan.

Commercial

BERNARD HOWARD, formerly sales account executive for eastern division of **Forjoe & Co.**, national station representative, has been named sales manager.

JOHN ROSSITER has been appointed sales manager of WICU(TV) Erie, Pa. He was formerly sales manager of WIKK Erie.

KDYE Oklahoma City, Okla., appoints **Radio Representatives**, Chicago, to handle its representation effective June 1. Firm began representing **WPGH** Pittsburgh May 1.

ROBERT L. LIVINGSTON, formerly assistant manager of Washington Gas Light Co., has joined WMAL and WMAL-TV Washington as commercial representotive.

WJLS (AM-FM) Beckley, W. Va., has appointed **Weed & Co.**, New York, as national sales representative.

JOHN SULLIVAN has joined sales staff of WCOP Boston. He was formerly commercial manager of WLIP Kenosha, Wis., and WESX Salem, Mass.

RALPH POHLAND has joined KCMJ Palm Springs, Calif., as salesman.

MURRAY C. EVANS, former account executive at WHLI Hempstead, N. Y., has been appointed sales manager of WGBB, Freeport, N. Y.

JEANNE C. ORR has joined KVER Albuquerque, N. M. Mrs. Orr was formerly with KOOL Phoenix as traffic manager.

SAM ELKIND, on sales staff of KSFO San Francisco, is the father of a girl, Natalie Susan.

DOROTHY KURTWEIL of Chicago office of **John E. Pearson Co.**, station representative, has resigned to be married early next month. **MARION AZZARELLO**, for past four years radio timebuyer for Simmonds & Simmonds agency, Chicago, will replace Miss Kurtweil.

BILL WALBRIDGE, general sales manager for WWJ, WWJ-FM, and WWJ-TV Detroit, is the father of a boy, Peter Frederick.

BILL BAXLEY, KECA Hollywood sales executive, is the father of a girl, Christine Helene.

F. C. C. LICENSE COURSE

Accelerated Training

You are prepared for

1ST CLASS PHONE (FCC) LICENSE in 4 to 8 weeks.

Practical Instruction

Classes and training conducted directly in New York City radio stations.

Arrangements For Quarters

Combo training (announcer-engineer) also available.

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School of Radio Broadcasting

220 W. 42nd St., New York, N.Y.

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TEXAS 1000-WATT DAYTIME STATION

Only $10,000 Down

$40,000 Full Price

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis, *President*

317 South Sixteenth Street

Philadelphia 2, Pa.

Albert ZugSmith, *Exec. Vice Pres.*

Phone KIngsley 6-1132



Adv.

First Homemaker

ELLEN ROSE DICKEY RETURNS FOR WLS 25th ANNIVERSARY

In 1924, Ellen Rose Dickey pioneered radio homemaking programs on WLS in Chicago. Like many other oldtimers, she has kept in touch with her "alma mater" and this year paid WLS a visit in connection with its 25th anniversary celebration.

Martha Crane and Helen Joyce interviewed Mrs. Dickey on "WLS Feature Foods," modern broadcasting-merchandising counterpart of the early day homemakers' hour. Martha took over the Homemakers' Hour in 1928 and in 1935 was joined by Helen Joyce to form the WLS Feature Foods team which has talked to Chicago area housewives ever since.

Mrs. Dickey was told about the merchandising group which calls on over 1,500 key retail food outlets in Chicago and suburbs, reporting on sales, displays and grocer-interest in products advertised on WLS Feature Foods—one of America's best known women's programs and a powerful selling force in America's second marketplace.

WLS
1924 — — — 1949
Chicago 7
Represented nationally by John Blair

FAB ACTION

Hits Federal Time Requests

ACTION to protect stations from free-time solicitations by federal agencies, with the threat of FCC disapproval "subtly exploited," was taken at the May 6-7 meeting of the Florida Assn. of Broadcasters.

Convening at Ponte Vedra Beach, Fla., the state group unanimously adopted a resolution designed to check what members called "an unreasonable and dangerous trend."

The two-day meeting included talks by Roy Harlow, of BMI, on use of music in programming; Lee Hart, NAB, on productive retail radio advertising, and Al Halberstadt, Procter & Gamble media dircetor, on P&G's radio program policies. The three sat in a question panel after their talks.

Ken Ballinger, FAB legislative representative, reported on developments at the state capital.

Officers elected were: W. Wright Esch, WMFJ Daytona Beach, president; Garland Powell, WRUF Gainesville, first vice president; Tom Watson Jr., WSWN Belle Glade, second vice president; Jerry Stone, WNDB Daytona Beach, secretary-treasurer. The board of directors includes William G. McBride, WDBO Orlando, retiring president; John I. Prosser, WKAT Miami Beach, and S. O. Ward, WLAK Lakeland.

Text of the resolution urging stations to provide free time to government agencies only under specified conditions follows:

Whereas The Florida Assn. of Broadcasters is primarily an organization for the interchange of ideas between Florida broadcasters and for the protection of the mutual interests of the same, and

Whereas it is within the province of this organization to bring to light trends not to the best interests of these broadcasters and to recommend action that may seem appropriate and justifiable for correcting such trends, and

Whereas solicitations by numerous government agencies are steadily increasing for "free time" for such activities as Army, Navy and Marine Recruiting, Social Security, Bureau of Internal Revenue, ad infinitum, under which philosophy the ever-present threat of FCC disapproval is subtly exploited by presenting such solicitations in the guise of "Public Service," and

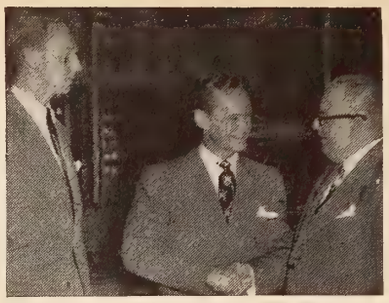
Whereas devoid of this apprehension of FCC disapproval there exists no more reason for the complimentary furnishing to government agencies of a product produced by broadcasters at great cost than there exists for any other manufacturer or producer to furnish his product without cost, and

Whereas there is ample precedent for paid use of advertising mediums by all levels of government, and

Whereas radio broadcasting stations are operated as free and private enterprise, enjoy no immunity from taxation by the federal government and depend solely upon the sale of broadcast time for the revenue which makes payment of these taxes possible;

Be it therefore resolved by the Florida Assn. of Broadcasters at this annual meeting that member stations be urged to provide broadcast time without charge to such agencies only when such agencies are unable to pay for and do not pay for other related services such as artists' fees, writers' fees, transcription costs, other advertising mediums, administration salaries and costs and other related costs for goods and services furnished by other manufacturers and/or producers.

Adopted May 7, 1949, at Ponte Vedra, Fla.



REGIONAL manager for Chrysler Sales Corp., A. J. Morrison (r), meets bandleader Sammy Kaye (center) during visit to St. Louis. Transcribed *Sammy Kaye Showroom*, sponsored by Chrysler, will be broadcast in St. Louis on KXOK starting May 17, Tuesdays, Thursdays and Saturdays, 7-7:15 p.m. At left is John H. White, KXOK salesman on Chrysler account.

ELLERY STONE

Heads Capehart-Farnsworth

ELLERY W. STONE, a vice president of International Telephone & Telegraph Corp., was elected president of Capehart-Farnsworth Corp., new IT&T subsidiary which is the successor to Farnsworth Television & Radio Corp. David R. Hull, assistant technical director of IT&T, was named executive vice president of Capehart-Farnsworth. The following officers also were elected:

Philo T. Farnsworth, vice president; Henry C. Roemer, vice president; William Clausen, vice president; P. H. Hartmann, treasurer; W. F. Hoeppner, comptroller; Chester H. Wiggin, secretary and assistant treasurer; Dudley M. Day, assistant secretary; C. Douglas Webb, assistant secretary; John J. Brosnan, assistant treasurer; Edmond H. Dufau, assistant treasurer, and Roy H. Workman, assistant comptroller. Edwin A. Nicholas, former president of Farnsworth, will act as assistant to the president.

Members of the board of directors are: Sosthenes Behn, George Everson, Philo T. Farnsworth, William H. Harrison, Charles D. Hilles Jr., David R. Hull, Edwin A. Nicholas, Henry C. Roemer and Ellery W. Stone.

JOHNNY CLARKE, who conducts daily *Johnny Clarke Show* on WNJR Newark, was inducted into Enlisted Reserve Corps of U. S. Army during show.

FM HOUSE ORGAN

Suggested by Faught

FM and facsimile offer industry "a great potential to achieve better relations among management, worker, customer and stockholder," Dr. Millard C. Faught, New York economist and public relations consultant, told the Detroit Chapter of the Public Relations Society of America last Monday.

Dr. Faught suggested most major industrial plants, banks, stores and other enterprises could have their own small FM stations at a cost of less than $2,000 to serve the same purposes as house organs. He said he believes the FCC "would look with favor on such added use of radio in the public interest."

Facsimile receiving units around plants, railroad yards, branch banks and other places could eliminate a lot of red tape and paper work, he said, and signals could be transmitted simultaneously with an FM service.

The full use of radio "is nowhere yet in sight," he predicted, adding "To say that TV will obsolete radio is the equivalent of expecting people's ears to fall off."

WIL, KWK MOVE

Announce New Location

WIL St. Louis will move its studios and offices to the Chase Hotel on or about June 1, L. A. Benson president and general manager, has announced. KWK St. Louis, which had its offices and studios in the Chase Hotel, moved into the new *Globe-Democrat* radio building at 12th and Cole Sts. on May 10.

WIL will occupy the ninth floor of the hotel. Its FM antenna will be erected on the roof. The station was originally located in the Chase in its early days of operation when the call was WEB, Mr. Benson said. WIL is owned by the Missouri Broadcasting Corp. and operates on 1430 kc with 5 kw. KWK operates on 1380 kc with 5 kw and is owned by Thomas Patrick Inc.

NEWS staff of KLZ Denver is collaborating with a Denver U. survey conducted to judge news interests of listeners in Denver area.

It's No Bull!

. . . when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Meadville alone.) And too, don't forget for one minute: We not only broadcast your shows . . . we promote them.

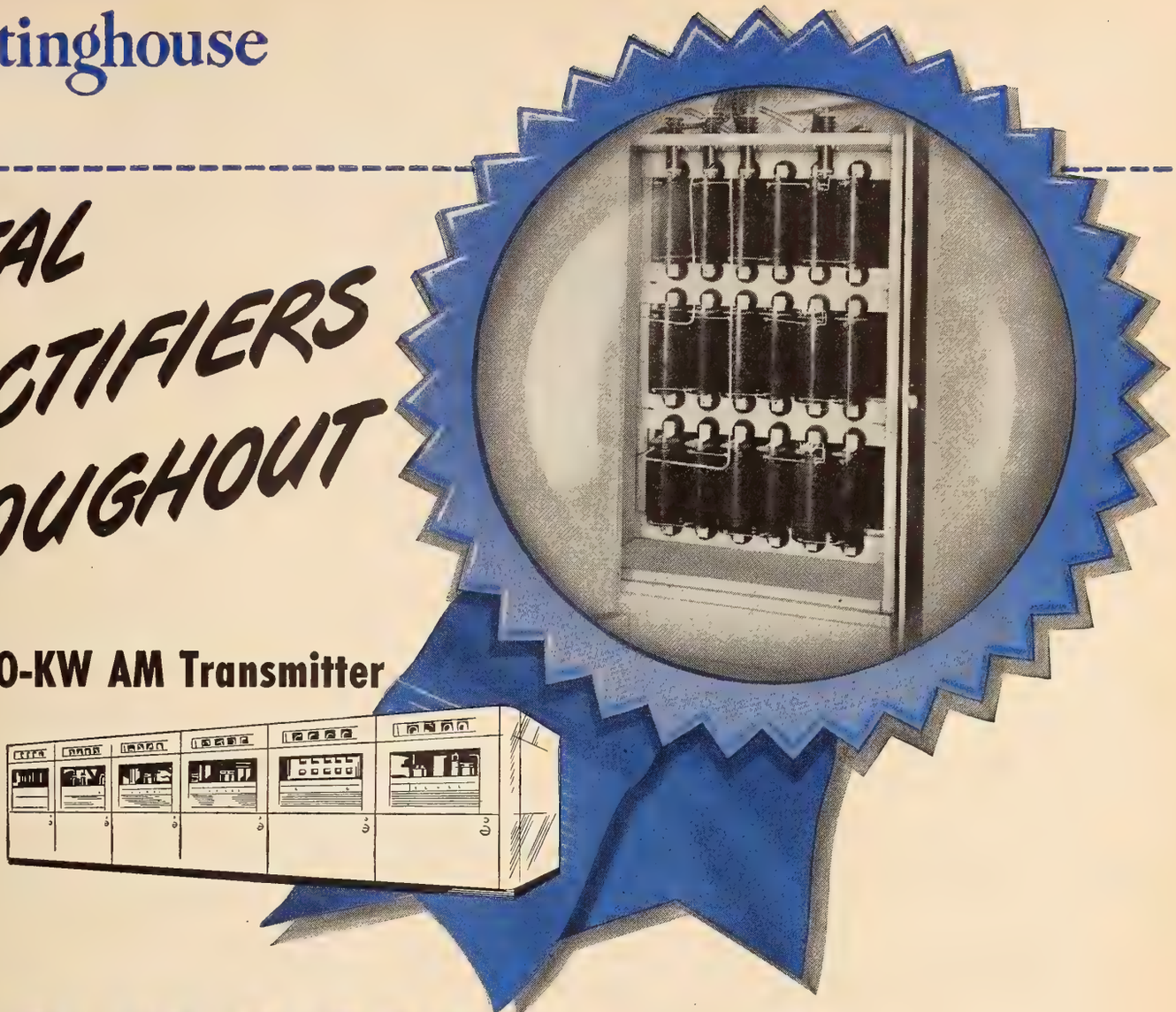
WMGW

Studios & Offices—First Nat'l Bank Bldg.
Meadville, Pa.

YOU CAN BE SURE.. IF IT'S

Westinghouse

METAL RECTIFIERS THROUGHOUT



The New 50-KW AM Transmitter

BLUE RIBBON Dependability

For the first time in *any* transmitter, metal rectifiers have been successfully used to supply *every* stage including the final! The new Westinghouse 50-kw AM transmitter does not contain any tube rectifier!

Westinghouse pioneered the application of metal rectifiers to broadcast transmitters. The pioneering is now backed by years of experience with many installations. These are typical comments:

"KXEL has been on the air for six and one-half years, and to date, has not experienced a moment's difficulty with a single metal rectifier."

Signed: Don Kassner, Chief Engineer
Josh Higgins Broadcasting Co.

"For your information, our Westinghouse . . . Transmitter (Station WBBM) has been in operation for almost seven years.

"During this period I am pleased to say that we have not had a single case of trouble with our Westinghouse metallic rectifiers."

Signed: J. F. Novy, General Engineer
Central Division—CBS

Metal rectifiers have virtually unlimited life and *eliminate* tube rectifier failure as a cause of outages.

Get the details *today* about this and other important features of Westinghouse transmitters.

Call your local Westinghouse representative, or write Westinghouse Electric Corp., P. O. Box 868, Pittsburgh 30, Pa.

J-02170

Westinghouse

FIRST IN BROADCASTING

Production

JOEL A. CHASEMAN has been appointed assistant to program director of WAAM(TV) Baltimore. He has been with station since its debut in November 1948.

BUZZ HASSETT has been appointed program director of KROS Clinton, Iowa. He was formerly sports and special events director of KCRG Cedar Rapids, Iowa.



Mr. Hassett

DICK BARBER, formerly of KVNU Logan, Utah, has joined announcing staff of KLZ Denver.

FRANK HARDEN, staff announcer at WMAL and WMAL-TV Washington, is the father of a girl, Daphne Guinn.

PAUL ROY GOWEN has resigned as production manager of WARK Hagerstown, Md., to enter construction business in Bethesda, Md.

SHERMAN K. HEADLEY has been named television producer for WTCN-TV Minneapolis-St. Paul.

FRANK HARDEN, program director of WIS and WIS-FM Columbia, S. C., has been elected president of Columbia Junior Chamber of Commerce.

ALLEN PHILLIPS has joined announcing staff of WOL Washington.

WILLIAM BALABAN, son of **JOHN BALABAN**, president of Balaban & Katz theatre chain and WBKB(TV) Chicago, begins directors duties after working as station's publicity assistant for past six months.

FORD PEARSON has been named announcer on ABC *California Caravan*.

DALE DWELLEY, formerly of KVON Napa, Calif., has joined staff of KSUE Susanville, Calif., as operator-announcer. He has started two western disc shows.

ANDY WILSON joins program staff of KMPC Hollywood. For past three years Mr. Wilson has been associated with KOY and KOOL, both in Phoenix.

TOM DUGGAN, WILLIAM GRISKEY and **FRANK FREDERICK** have been added to NBC Chicago program staff as vacation relief personnel.

DON ORLANDO, accordionist, has joined staff of WBBM (CBS) Chicago.

CARL GREYSON, formerly of WSM Nashville, has joined announcing staff of WGN Chicago.

JACK PACKARD has joined WCSI (FM) Columbus, Ind., as announcer. He replaces **CHARLES POWELL**, resigned.

ART LaPAUGH has joined WCSS Amsterdam, N. Y., as staff announcer.

JAMES T. MAHONEY, program director of WLAW Lawrence, Mass., was featured speaker at Radio Panel of National Federation of Catholic College Students held at Boston College recently.

DINO FAZIO has joined WNLK Norwalk, Conn., as Italian announcer on its *Happy Italian Hour*.

BOB VAN CAMP, announcer-organist at WSB Atlanta, has been elected for professional membership in Alpha chapter of Di Gamma Kappa, honorary radio fraternity.

HENRY COOKE, NBC Chicago announcer, is the father of a girl, Margaret Ann. **HUGH DOWNS**, also on NBC Chicago announcing staff, is the father of a girl, Deidre Lynn.

MATTY MALNECK, musical director of NBC *Duffy's Tavern*, is the father of a girl, Patricia.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

TRANSIT RADIO

Baltimore Plans July Start

COMPLETION of plans to install Transit Radio system in Baltimore city busses was announced jointly last week by WMAR-FM Baltimore, the *Sunpapers* outlet, and the Baltimore Transit Co. The service is to start around July 15 when 60 busses will be equipped with FM receivers.

First four months of Transit Radio will be operated on a trial basis, the announcement stated, during which time passengers will be invited to comment on the service. Following the trial period, it is planned to expand the service to more busses and eventually to have all Baltimore busses equipped. Specially created programs of music and brief newscasts will be broadcast by WMAR-FM for the bus service. Official launching of Transit Radio in Baltimore follows experimental tests of the service conducted in that city last year.

ABC REPORT

McNeill Highest Paid, Woods Gets $75,000

DON McNEILL, emcee of ABC's *Breakfast Club*, drew $180,229.40 from the network during 1948—the largest sum paid by ABC for services.

He was listed among 16 persons—neither directors, officers nor employes of ABC—who were paid $20,000 or more for services. His remuneration was reported to the SEC as part of ABC's annual report.

Mr. McNeill, by a wide margin, topped the salaries received by the three highest-paid employes on ABC's regular payrolls. They were: Mark Woods, president, $75,000; F. Alden Russell, known to radio fans as Ted Malone, $79,350, and Paul Whiteman, who was paid $21,666.56 as vice president and $123,650 as a radio artist, a total of $145,316.56.

ABC reported it paid 30 officers and radio artists on the regular payrolls $20,000 or more. They divided among them a total of $1,220,941.28—an average in excess of $40,000 per year.

Only the three top regular employes were named in the report. All the "independent contractors," however, such as Mr. McNeill, who made $20,000 or over were set forth. They were:

For program services—Allen Funt, $78,626.91; Margaret Lynch, $62,549; Ed and Pegeen Fitzgerald $57,969.72; Robert Jennings, $47,491; Lester Lewis $40,380.85; Larry White, $34,911.41; H. R. Baukhage, $32,233.51; Alice Maslin, $25,679.45; Cal Tinney, $20,800; Katherine T. McNeill, $20,012.60.

For rating and circulation services—A. C. Neilsen Co., $37,216.12; C. E. Hooper Inc., $26,374.20, and Broadcast Measurement Bureau, $25,222.82.

For engineering services—Kear & Kennedy, $31,302.82.

For brokerage commission — Smith Davis Corp., $42,500, in the sale of WOOD Grand Rapids.

Edward J. Noble, chairman of the board, was listed as the only shareholder owning more than 10% of any class of ABC securities. He owned 901,667 shares, or 53.38% of the common stock, it was reported.

The network also explained its depreciation policy, stating land improvements were depreciated over a five-year period; buildings over 10, 20 and 33⅓ years; transmitters over 5 to 12 years; furniture and fixtures over from 7 to 15 years; equipment over 4 to 15 years, and automobiles over four years.

Almost $4,500,000 was spent by the network for new property, plant and equipment in 1948—much of it for television. The figures:

	Jan. 1, 1948	Dec. 31, 194
Land	$187,674.57	$408,724.9
Land Improvements	1,836.29	1,836.2
Buildings	519,709.62	935,939.1
Transmitters	716,319.97	1,434,177.5
Furniture, Fixtures	461,366.01	560,272.5
Automobiles	12,343.83	68,167.2
Airplane	40,000.000	
Equipment	249,092.65	1,781,303.2
Leasehold Improvements	262,383.71	960,228.3
Television Equipment, other Construction in Progress	506,354.10	1,188,624.2
Total	$2,957,113.75	$7,339,303.6

FTC HEARING

On Insurance Sales Rules

HEARINGS on FTC's proposed trade practice rules for the mail order insurance industry will be held in Washington, D. C., on May 28, FTC has announced. Invitation to "present views, suggestions or objections" was extended to those firms offering insurance for sale through interstate communications.

FTC's proposed rules cover advertisements used to promote insurance sales by radio, mail or other media. The rules would embrace "all newspaper and periodical advertisements, radio broadcasts, letters, policies . . . testimonials, endorsements or other promotional communications. . . ."

Communications in writing must be filed with FTC no later than May 25. The oral hearing follows a trade practice conference of the industry held in Chicago.

Insurance firms accounted for 2.1% and .4% of all network and spot radio net sales, respectively, in 1948. Network grosses from insurance category totaled over $340,000 for January 1949. It is not known how many companies handled mail order business.



THE Fred A. Palmer CO.

Columbus, Ohio

Radio Consultants

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Management and Operation

(20 years experience)

● SALES CAMPAIGNS

● SALES TRAINING

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Post Office—Box 108, Worthington, Ohio

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STEERING committee for proposed Chicago-area FM association confers on organizational plans at WFMF, Marshall Field FM station. Participants include (l to r) Walter F. Myers, chief engineer, WFMF; Ralph J. Wood Jr., manager, WMOR; Bernard Jacobs, manager, WOAK Oak Park; Ted Leitzell, manager, WEFM (Zenith), and Edward Wheeler, manager, WEAW Evanston. Mr. Wood originated the idea as an aid in improving set and time sales and in surveying listener preferences.

RMA

Coy Praises Achievements; Chicago Meet Opens

FCC Chairman Wayne Coy on the eve of the Radio Mfrs. Assn. Silver Anniversary convention May 16-19 at the Stevens Hotel, Chicago, praised RMA's achievements.

In a letter to Max F. Balcom, RMA president, Chairman Coy wrote that the 25th anniversary finds "our radio communications systems, in the building of which your members have played such a notable role, at undreamed heights of progress."

Reviewing the industry's progress in manufacture of sets and station equipment, Mr. Coy lauded RMA's leadership "in planning and building the sound foundations upon which our systems of radio communications are based and which have been so important to their spectacular growth." He acknowledged aid given by RMA through the National Television Systems Committee, Radio Technical Planning Board and Joint Technical Advisory Committee.

Concurrent with the convention is the Radio Parts Trade Show in which a number of related associations participate. Winding up the week's activity will be the all-industry banquet Thursday evening. Herbert H. Frost, one of RMA's founders and its first president, will speak briefly, with a variety show to follow.

On the Monday agenda are committee and section meetings lasting through the day. Similar specialized meetings will be held all day Tuesday, including a session of the Advertising Committee headed by Stanley H. Manson, Stromberg-Carlson Co.

The series of group meetings will continue all day Wednesday, with the board of directors meeting in the afternoon. A dinner will be held Wednesday evening to honor RMA past presidents and former directors.

Thursday's program includes division meetings in the morning, followed by an RMA membership luncheon. Presiding at the luncheon will be President Max F. Balcom and Bond Geddes, executive vice president. Mr. Balcom will deliver his annual report. Sen. Homer E. Capehart (R-Ind.) will address the luncheon. Officers will be elected and the new RMA board will meet that afternoon. Friday's only event is a golf tournament, with the Radio Industries Golf Club of Chicago as host at Olympia Fields Country Club.

The parts show program opens Monday morning with a general meeting and a luncheon by the Radio Parts Mfrs. Inc. National Electronic Distributors Assn. will meet in the afternoon for a short time, followed by a joint meeting of Electronic Parts & Equipment Mfrs.; Sales Managers Club, Eastern Division, and West Coast Electronic Mfrs. Assn. Delegates to the parts show will meet in the afternoon, followed by a session of member-exhibitors and general members of the show.

The display rooms and exhibition hall open Tuesday morning, remaining open through Friday afternoon.



KOIL SPORTS DEAL

Motor Firm Gets Package

FOR the second successive year Webber Motors, midwest automotive firm, has purchased KOIL Omaha's entire sports package. The transaction involves approximately $59,000 in time, talent and production costs, an increase of more than $17,000 over last year, KOIL reports.

Included among Webber-sponsored sports programs during the coming year will be U. of Nebraska football broadcasts (at home and away), a weekly 15-minute fishing and hunting program, hockey (home games and playoffs both home and away), local professional boxing, baseball games and baseball sportscasts, daily 15-minute sportscasts, and sports bulletins. Other contemplated coverage includes regional basketball tournaments, swimming meets, boat races and midget auto races.

The KOIL-Webber deal is similar to one which gave General Electric Supply Corp. the sports package of KRNT Des Moines recently [BROADCASTING, April 25].

WSTV LABOR RULING

NLRB Recommendations

A RECOMMENDATION that Valley Broadcasting Co. (WSTV), Steubenville, Ohio, "cease and desist" from allegedly engaging in certain unfair labor practices has been issued by a National Labor Relations Board trial examiner, Howard Myers. The recommendation grew out of a charge filed last Nov. 10 by the Pittsburgh local, American Federation of Radio Artists (AFL), to the effect that WSTV had engaged in such practices and had refused to bargain with AFRA, although AFRA had been designated by NLRB as bargaining agent for certain WSTV employes.

Mr. Myers' recommendation, subject to NLRB affirmation, directs that, upon request, WSTV bargain collectively with AFRA as the exclusive representative of designated WSTV employes.

97,410 RADIO HOMES



KMLB

MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives
AMERICAN BROADCASTING CO.

Mr. Bill Smith
Buchanan and Co. Inc.
New York City

Dear Bill:

Us folks down here has been ahearin' thet a recession er sumpin' is agoin' on in th' country. Well sir, down here in WCHS territory yud never think it! Even durin' th' big depression back in th' 30s yuh had ter leave Charleston ter know how bad thins was. Yessiree, this is a mighty good spot fer bizness, and WCHS with her 5000 watts on 580 really covers it! Fer th' feller with thins ter sell, this is jest about th' best place in th' country, and WCHS has th' listeners ter do th' sellin'!

Yrs.
Algy



WCHS

Charleston, W. Va.

Promotion



ANNUAL city-wide spelling bee sponsored by WOL Washington and Washington *Daily News* registered record total of 82 contestants representing as many junior high and high schools in Washington and adjoining Virginia and Maryland counties. Steve McCormick, WOL program director, acted as master of ceremonies and official "Pronouncer" for fourth consecutive year. WOL aired bee, which was broadcast for first time this year. Prior to event, WOL and *News* scheduled concentrated two week campaign to publicize it. On its daytime personality shows station set interviews with all 82 participants. *News* photographers covered each interview session with daily pictures of youngsters in action before WOL mikes. Richard Hollander, managing editor of *News*, made a WOL appearance to outline the bee's background; station also featured special interviews with Washington, Virginia and Maryland Board of Education officials. Spelling Bee is sponsored nationally by Scripps-Howard newspapers and radio stations. Washington's winner will represent the Capital in the national finals scheduled later this month in Washington.

'Far Away Places'

WHILE playing Margaret Whiting's recording of "Far Away Places," Bill Sommer, disc m. c. on WKST New Castle, Pa., decided to have listeners send in articles from "Far Away Places," and offer prizes to one that was from farthest point. Contest ran for two weeks, with over 300 articles entered. They included Turkish water pipe and monkey's tail from Africa's Gold Coast. Winner was a Q. S. L. card from Southern Australia. Prizes were record albums. Display of articles was carried by WKST in Western Union window in center of New Castle.

Barbecue Time—Summer Time

BARBECUE aprons inscribed "199 Smart Advertisers Are 'Cooking' On WOR" were distributed by New York station to 1,500 timebuyers and advertisers in U. S., Canada and foreign countries. Suitable for chefs at outdoor parties, and stamped over front with WOR sponsor names, apron was distributed on theory that many ad men are suburban dwellers owning outdoor grills, and were sent out with first warm spell.

KDAL's Otto Mattick

NEWEST promotion piece of KDAL Duluth, Minn., features its ad gimmick Otto Mattick. Piece further carries out station's idea of long range promotion with slogan, "Hoopers Like This Don't 'Just Happen.' KDAL and CBS Personalities Plus Long Range Promotion Made it Happen!" Eight of KDAL's top personalities, who also have been publicized by way of outdoor billboards, are included. Piece is being sent to agencies and business representatives locally and nationally.

Eddie Newman's Sundae

EDDIE NEWMAN, personality on WPEN Philadelphia's *Eddie Newman Show*, concocted his Nutty Sundae for patrons of main Sun Ray Drug Store in Philadelphia. With each sundae ordered he gave an autographed picture of himself. This was another of WPEN's promotion stunts for show.

Quiet Fears

FIFTEEN thousand picture postcards have been distributed by KIRO Seattle in response to listener requests, to overcome impressions in other parts of U. S. that Pacific Northwest was devasted by recent earthquake [BROADCASTING, April 25]. Station offered postcards on all local-origination shows, plus schedule of spot anouncements throughout the day. In responding to requests for cards, KIRO included letter suggesting brief, to-the-point messages aimed at correcting impressions created by news stories and pictures. Project endorsed by Seattle Chamber of Commerce, Tourist Bureau, and hotel association.

Package Presentation

TELEVISION program ideas—"even good ones"—are a dime a dozen, Larry Kurtze of Service Unlimited, Chicago, wrote 400 agency executives and advertising managers of possible TV sponsors last week. He also pointed out that production know-how and directorial ability "builds the viewing audience of any show." Mr. Kurtze used the letter to preface the first in a series of presentations on his various TV packages.

Promotion Results

FIRST place in Pontiac Div. of General Motors new car promotion contest was won by Joe Bowcutt, manager of Western Motor Sales, local Pontiac agency, as a result of promotion put on by KPST Preston, Idaho, announcing 1949 Pontiac. Promotion was in form of direct broadcast from the Pontiac showrooms. "Chief Pontiac" was principal character in 15 minute show featuring two Indian maidens and two Indian braves. Plot centered around "Chief Pontiac's" return from Happy Hunting Ground to reclaim country after seeing new Pontiac.

Agency Folder

SYKES Adv. Inc., Pittsburgh, has published new folder entitled "What Distinguishes An Advertising Agency?" In it are described services which agency offers its clients, as well as products it has advertised and markets it has cultivated. Last page describes agency's key personnel.

Speech Tournament

WGAR Cleveland-Western Reserve U. Speech Tournament for high schools, inaugurated last year, started last month and continues through May. Contest is restricted to members of schools' senior classes. Grand award is four year scholarship to Western Reserve and part time employment at WGAR.

WMT Heifer Contest

FIRST prize in WMT Cedar Rapids, Iowa, Fifth Annual Dairy Heifer Contest was a purebred calf. Contest is held to stimulate interest in good dairying. First 15 winners and their parents and dairy officials were entertained at WMT awards banquet.

How Do You Pronounce It?

DIFFERENCE of opinion between Chamber of Commerce, citizens and WNOC Norwich, Conn., on how Norwich should be pronounced paved way for WNOC's newest listener participation show. Station aired eight announcements daily asking listeners to send in their choice of pronounciations—Nor-ridge, as in porridge; Norwich, as in witch, or Nor-ich, as in Greenwich (grenich). Results will be announced tomorrow (May 17).

High Dimes

CANCER Fund Drive for 1949 got an added boost when Jack Heald and Stan Erle, disc m. c.'s KAYL Storm Lake, Iowa, ran a "Dime Guessing Contest" on their respective shows. Object was to fill two glass tubes cut the exact height of each man. Tubes were diameter of a dime. For each dime contributed, listener was entitled to one guess as to how many dimes it would take to fill tube to which he contributed. Winners in each contest received their choice of a record album.

Open House

COMPLETION of the front lobby and elevator facilities at WIMA Lima, Ohio, was celebrated by station personnel with daily open house. Mutual affiliate, which took the air last December, distributed four-page color picture brochures to more than 400 visitors each day.

Early Birds Buy Chicks

FIFTY thousand baby chickens were sold in four weeks on WTOP Washington's *Housewives' Protective League* show, conducted by Mark Evans from 5:30-6 a.m. Mr. Evans sold chicks between records, weather reports, time signals and chatter.

Iris Show

FLOWER lovers and growers contributed to WJOI Florence, Ala.'s, Iris Show held at Rogers Department Store. Sixty entrants participated. Only two newspaper ads were used and all promotion was done on station in "off" times. Names of winners were given only on air by president of Florence Garden Club.

WQXR Ad

WQXR New York carried a half-page ad in *New York Times*, which listed the 314 different compositions by 96 different composers which station will air during May.

Young Wisconsin Artists

CASH music scholarships totaling $1,000 were awarded last month by WTMJ and WTMJ-FM Milwaukee to three winners in the 1949 "Starring Young Wisconsin Artists" radio concert competition. This was sixth year this project has been carried on by WTMJ in cooperation with Wisconsin Federation of Music Clubs.

ADVERTISERS, in 1948, spent $100 million for spot time.

BROADCASTING has at least one paid subscription going to 87% of the advertisers and agencies (regional and national) who placed this spot business.

Only station saturating rich Western Washington market!



KIRO

CBS SEATTLE TACOMA

THE PIONEER 50,000 WATT STATION OF THE PACIFIC NORTHWEST

710 KC

NATIONALLY REPRESENTED BY FREE & PETERS, INC.

Woman's Work Is Never Done

BUT IN MEMPHIS SHE ALWAYS FINDS TIME TO

tune in to—

WMPS 10,000 WATTS DAY 5,000 WATTS NIGHT 680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

Every *Sales-Minded* Advertiser and Agency . . .

Need the '49

"RED BOOK"



STIMULATE SALES

ANALYZE COMPETITION

REALIZE NEW BUSINESS

The Register Lists

- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executive
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

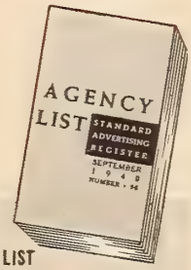
You'll find the new 1949 STANDARD ADVERTISING REGISTER an indispensable right arm in all your sales and advertising planning — because this one book with its cumulative monthly supplement, gives you accurate facts about the *Companies*, the *Agencies*, and the *People* responsible for 95% of all national advertising in the United States!

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Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.



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Standard source of information about 2,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year—the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

NATIONAL REGISTER PUBLISHING CO., INC.

330 WEST 42ND STREET
NEW YORK 18, N. Y.

•

333 N. MICHIGAN AVENUE
CHICAGO 1, ILL.

Allied Arts

FRED MARSHALL, executive assistant to **BRUCE EELLS,** president and general manager, Bruce Eells & Assoc., Hollywood, has been promoted to operations director. Replacing him as executive assistant is **JIM EELLS.** formerly business manager, *Television Magazine.*

HERMANN KRASNOW, composer-writer, specialist in material for youngsters, has joined Columbia Records Inc., as head of children's record department.

LARRY LOWENSTEIN, former publicity manager of WINS New York, has been appointed general manager of Richard A. Walsh Assoc., New York public relations firm.

DUNCAN A. SCOTT Co., advertising representative, is opening branch office for Pacific Northwest at 830 Securities Bldg., Seattle. **RICHARD E. GOEBEL,** formerly station manager of KLAS Las Vegas [BROADCASTING, May 2], has joined firm as vice president and manager of new office. Mr. Goebel was previously associated with several advertising agencies and stations.

FRANK MARTIN, formerly with the sales department of WOR New York and general manager of WLRC Torrington, Conn., has joined sales staff of Transcription Broadcasting System.

BERNE WILKINS, formerly sales manager for KFWB Los Angeles, has joined Dick Fischel, publicity and promotion agency, that city.

BOB HERGONSON, former program director at WINS New York, is now in charge of programming and production at the Cambridge School of Radio Broadcasting, New York.

Equipment

ANGELO DiDONATO has been appointed factory superintendent and assistant to the works manager of Andrea Radio Corp.'s Long Island City, N. Y., plant.

KARL PHILIPPI has been appointed manager of electronics and merchandise division of International General Electric Co. He will headquarter in New York.

MAX ABRAMS, Emerson Radio & Phonograph Corp. secretary-treasurer, received annual gold medal of Men's League of Brooklyn on Saturday, May 7, as "outstanding citizen of the Borough." Award is given annually to Brooklynite who has served his community for ten-year period.

ANDREW Corp., Chicago, has issued its latest price list covering all fields of equipment.

RCA TUBE DEPT., Harrison, N. J., has announced reduction in price of its 10inch TV picture tube of approximately 10%. New suggested list price is $41.50 as against former price of $44.50.

NEW YORK UNIVERSITY

14th year

SUMMER WORKSHOP IN RADIO and TELEVISION

The oldest summer program of professional training in radio now adds television to its workshop

6 weeks—July 5 to Aug. 12, 1949

ROBERT J. LANDRY, *Director*

FACULTY: *Leon Goldstein,* WMCA, **News and Special Events;** *Jack Tyler,* CBS, **Production;** *Frederic Methot,* free-lance, **Scriptwriting;** *Robert Jamieson,* DuMont, **Television Fundamentals;** *George Wallach,* WNYC, **Tape-recording;** *Mary Noble, Wallace House,* free-lance **Acting.**

GUEST LECTURERS: *Hugh Beville,* NBC; *William Fineshriber,* CBS; *Walter Craig,* Benton & Bowles; *Arnold Hartley,* WOV; *George Rosen,* Variety; *Charles Siepmann,* author, Radio's Second Chance.

STUDIOS: University Radio Studios and Station WPIX Television studios.

Full-time program with or without University credit. Veterans eligible. Registration limited. Tuition: $150.

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Division of General Education

NEW YORK UNIVERSITY

100 Washington Sq. E.
New York 3, N. Y.
SPring 7-2000, Ext. 291

WHP HARRISBURG

To Be 5 kw Fulltime

FINAL decision was adopted by FCC last Monday to grant application of WHP Harrisburg, Pa., for switch to 5 kw fulltime on 580 kc, directional night. WHP has been assigned 1460 kc with 5 kw day, 1 kw directional at night.

Ruling was same as earlier proposed decision in which Commission favored grant on basis of increased coverage which would result [BROADCASTING, April 4]. WHP's bid had been consolidated with competitive bids of WARM Scranton and WBAX Wilkes-Barre, Pa., for 590 kc, but was separated at the request of the Harrisburg station because no adjacent channel interference would result.

Meanwhile, the Commission last week also announced its decision to deny application of Pure Bred Broadcasting Co. for a new station at Richmond, Ky., on 1550 kc with 250 w fulltime. Because the applicant failed to appear at FCC's scheduled hearing or to prosecute its request, the application was denied for default. Firm was a partnership of Roy Clark, Joseph L. Harrison and James Clark.

WHP, established in 1924 and since 1930 licensed to WHP Inc., is a CBS affiliate. WHP Inc. is controlled by the Harrisburg *Telegraph.* Principal owners are E. J. Stackpole and Bowman A. Brown.

WOWO Fort Wayne, Ind., held its 10th annual Achievement Award Banquet April 28.

On All Accounts

(Continued from page 10)

along the way" kept him abreast of social amenities as he toured most of the continent by car on weekends. Time was divided equally between the beaches and the casinos at the Belgian seacoast, his favorite resort spot, Lake Como in Italy and the French Riviera.

During these pre-war years, he returned to the States only twice (for six weeks each time). In 1932 however, when Frigidaire closed its Paris export headquarters, Mr. Deiter returned to Dayton. He worked there on national sales and promotion and advertising until 1939, when the parent company shifted him to New York. He worked in market research until 1940.

The year before America went to war he left for Hawaii to survey Frigidaire's Hawaiian Islands operations. Shortly thereafter he joined the firm's local distributor ("who had franchises on almost everything made in the States") as sales manager of the refrigeration department and manager of the radio division.

His previous theory of gracious and effortless living was put into practice when he built a five-room, one-story house of Douglas fir directly behind and overlooking Diamond Head. After three and one-half years, he returned to the States and joined Foote, Cone & Belding, Chicago, as copywriter and an account man on the Frigidaire account.

In 1947 the agency established a unique division of activity in its radio department. Production and business on AM and TV were split, and Mr. Dieter was named business manager.

In this capacity, he works with clients and agency men on the following accounts and programs:—AM—Armour (*Stars Over Hollywood*); Hallmark Greeting Cards (*Hallmark Playhouse*); Frigidaire (*Lum 'n' Abner*); Pepsodent (*My Friend Irma*); Toni (*Give and Take, This Is Nora Drake*); all on CBS; TV—Toni (*That Wonderful Man*), starting June 2 on CBS-TV; Marshall Field & Co. (*Uncle Mistletoe,* WENR-TV, Chicago), and Kleenex (*Fun for the Money,* starting next month on ABC-TV). National or regional spots also are used by Armour, Frigidaire, Pepsodent and Toni.

All of the agency's clients are "being educated to TV," although last year the only video account was Field's with *Uncle Mistletoe.* AM billings for 1948 totaled $10 million. Other major accounts are expected to come into the TV line-up.

The personal product which he is demonstrating currently is a video set enclosed in a closet of his near North Side bachelor apartment. The TV screen is concealed when not in use by a favorite painting. An art collector for three years, Mr. Dieter is owner of a painting by Thomas Hart Benton ("After Many Springs") and oils by Aaron Bohrod, Frank Hoffman and William Schwartz, all contemporary leaders.

Technical

KENNETH J. GARDNER has been appointed director of engineering for WHAM, WHFM(FM) and WHAM-TV Rochester, N. Y. He has been technical supervisor of WHAM since 1925 and of WHFM since 1939.

WILLIS C. BEECHER, associate in consulting engineering firm of Kear & Kennedy, Washington for past five years, has become a member of firm.

WILLIAM KUSACK, engineer in charge of transmitter at WBKB(TV) Chicago, is the father of a boy, William Peter Jr.

SUPERIOR ELECTRIC Co., Bristol Conn., has announced production of new Powerstat dimmer with rated capacity of 0 to 850 w.

FAIRCHILD RECORD EQUIPMENT Corp., Whitestone, N. Y., has announced two new equalizers for modifying frequency characteristics of recording to conform to NAB recommendations.

SYLVANIA ELECTRIC PRODUCTS Inc., New York, has announced new vacuum tube voltimeter.

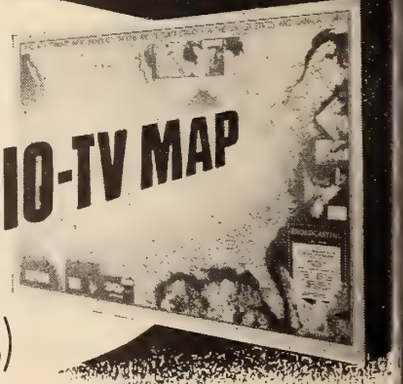
GRAY RESEARCH & DEVELOPMENT Co., Hartford, Conn., has announced new stylus force gauge.

CKVL Verdun, Que., has announced its new mobile FM unit.

AGENCIES • ADVERTISERS • STATIONS

DESIGNED FOR PLANNING-SELLING
(3 colors - 25" x 35")

1949 RADIO-TV MAP



60c ea. (50c - 10 or more / 40c in lots of 50)

Please include payment with order.

BROADCASTING • TELECASTING

NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

Bulova Grants

(Continued from page 27)

erest therein. We have only e oral statement of an Atlanta orney that it was the 'general derstanding' that Mr. Bulova have an interest in the station" d that the sale in 1939 was not reed upon until after he gave s consent. "We consider this nsy and insubstantial 'evidence' npletely insufficient to justify a pening of this matter, almost e years after the event," the jority said.

The question in connection with COP, WELI, and WNBC ONS) was whether Mr. Bulova tually "owned" the original ap- ications and the stations when ey were first established, before applied for and secured FCC nsent to their transfer to him.

The majority concluded that ma- rial found in the investigation is ntirely consistent with the ex- anation furnished by Mr. Bulova, mely, that he and Mr. Lafount Harold A. Lafount, former Fed- al Radio Commissioner and now neral manager of the Bulova dio interests] financed the con- ruction and operation of the sta- ns and ultimately received com- n and preferred stock in satis- ction of these loans." The jority continued:

. . . It is clear that the three in- viduals who filed the original appli- tions [for WCOP, WELI, WNBC] in gust 1934 . . . misrepresented the ts (with respect to financing). It is o clear that the three individual plicants contributed no funds to the ree stations and that Mr. Bulova and . Lafount did not expressly make is clear to the Commission until the 48 investigation, although they had portunities to do so during the years nen the events occurred. However have found no instance where Mr. ulova misrepresented these facts him- lf.

By the same 4-2 vote, the major- y also denied petitions to inter- ne which had been filed by the ternational Catholic Truth So- ety, one of the principal com- ainants against the Bulova activ- es, and by Mariannina C. Raczynski, daughter of John aci. Mrs. deRaczynski charged her petition that her father and other and she herself had been sed as dupes and pawns in a nning and premeditated scheme" Bulova interests. She claimed portant papers are "strangely missing" from the files of the estate of her father, one-time owner of WPEN and WOV.

The majority held that neither petitioner had shown an interest "such as would warrant it being made a party intervenor" and that Mrs. deRaczynski's petition "does not allege facts sufficient to justify a further hearing."

The scope of the Commission's 1948 investigation, designed to determine "once and for all the truth or falsity of the charges made against Mr. Bulova," was shown by the volume of material covered. It was conducted by staff members under the direction of John E. McCoy, now head of the Law Bureau's TV Branch but whose connection with the Bulova case dates back to the 1946 hearings. Other investigators: Raymond Lewis, also of the Law Bureau, and Robert D. J. Leahy of the Accounting Bureau.

Lengthy Report

The investigators' report was 110 pages long and supplemented by 146 pages of digests of correspondence. The six-week probe included interviews with some 38 persons; examination of the corporate books and books of account of 19 corporations; the return to Washington of more than 8,000 items of correspondence and bank records; examination of income tax returns of 15 persons or corporations, and collection of 11 written statements. Said the majority:

The report indicates that Bulova and his staff cooperated with the investigators, who reported that they felt that they had seen all records that were in existence at the time of the investigation, and reported that there was no indication that any records had been withheld or destroyed in contemplation of the investigation.

The conclusions which Comrs. Coy and Jones drew from the results of the investigation were at odds with those of the majority. First, they objected to the issuance of a detailed report based on an *"ex parte* investigation" rather than a hearing where all testimony is given under oath and truthfulness can be tested by cross-examination.

On the basis of the investigation they concluded that Mr. Bulova "did have an ownership interest in WCOP from the very beginning" and controlled WELI and WNBC "from their inception." They had "no doubt" that "deliberate" concealment was involved in the failure to file copies of Mr. Bulova's 1937 letter giving Mr. Iraci minority rights in WOV.

They also felt the investigation produced evidence "which strongly indicates an undisclosed interest by Bulova in WPEN" and that data in the WAGA case are at least sufficient to "indicate that all the true facts were not disclosed."

'Let Matter Rest'

Messrs. Coy and Jones said they "would be inclined to let the matter rest if it were clear that our predecessors had given approval to past applications involving Bulova and his associates with full view or even substantial knowledge of the facts." But they felt "the official records of the Commission, considered in the light of the facts disclosed by the investigation, fail to establish that our predecessors had such knowledge." They continued:

The transactions passed upon by our predecessors from time to time related separately to individual stations. The recent investigation dealt with an overall pattern of activities relating to six stations. In this context, the facts have now emerged with significance which may well have been obscure when previously considered in connection with separate transactions.

Mr. Bulova owns 51% of WNEW and is voting trustee of 29% held by Milton H. Biow. The remaining 20% is divided equally between Vincent Dailey and Mr. O'Dea, who gives up his 10% in connection with the WOV sale. As currently constituted, WOV is owned as follows: Mr. Bulova 60% of Class B stock; Harry D. Henshel 20% of Class B and 50% of Class A; Mr. O'Dea 50% of Class A and 20% of Class B.

Under Victory ownership, WOV will be controlled by Mr. Leigh, with Mr. O'Dea as one-third owner holding the second largest block.

WOV is on 1280 kc with 5 kw and shares one-seventh of its time with WHBI Newark. WNEW is on 1130 kc with 10 kw. Both are independents.

FIRST 15 PACIFIC HOOPERATINGS—April-Evening

Program	No. of Cities	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell (2 mos.) †	6	Kaiser-Frazer (Weintraub)	33.3	27.1	+6.2	3
Jack Benny †	6	American Tobacco (BBDO)	30.8	31.0	—0.2	1
McGee & Molly	6	S. C. Johnson (N L & B)	23.9	25.0	—1.1	4
People Are Funny	6	B & W Tobacco (Seeds)	21.8	11.4	+10.4	40
Bing Crosby	6	Philco (Hutchins)	20.7	16.8	+3.9	14
Bob Hope	6	Lever Bros. (Y & R)	19.2	27.2	—8.0	2
Horace Heidt †	6	Philip Morris (Biow)	19.0	15.6	+3.4	17
Adv. of Sam Spade	6	Wildroot Co. (BBDO)	18.3	10.5	+7.8	47
My Friend Irma	6	Pepsodent Div.-Lever (FC&B)	18.1	17.4	+0.7	13
The Whistler	6	Signal Oil (Stebbins)	17.7	10.2	+7.5	50
Dennis Day	6	Colg.-Palm.-Peet (Bates)	17.5	15.6	+1.9	16
Radio Theatre	6	Lever Bros. (JWT)	17.4	17.7	—0.3	12
Groucho Marx	6	Elgin-American Div (W&G) Illinois Watch Case Co.	16.8	10.3	+6.5	49
Life of Riley	6	Procter & Gamble (B&B)	16.2	16.4	—0.2	15
Louella Parsons (2 mos.) †	6	Andrew Jergens (Orr)	15.9	11.3	+4.6	42

† Second broadcast on same day provides more than one opportunity to hear program.

BALTIMORE GAG

NAB Files Brief

THE "Baltimore Gag" court rule, under which several stations and a commentator stand convicted of contempt for broadcasting official news about an arrested murderer, violates the First and Fourteenth Amendments to the Constitution, NAB claims in a brief filed with the Maryland Court of Appeals.

The court is to hear appeals from the contempt convictions in the near future. The stations are charged with violating Rule 904 of the Baltimore Supreme Bench which NAB contends is based on outmoded contempt practices held by the U. S. Supreme Court not to apply under the Constitution.

NAB entered the case last July. Also participating were the American Newspaper Publishers Assn. and two Maryland press associations.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

THE LONG ISLAND STORY

A SUMMER BONUS

250,000 summer residents, over and above the year 'round population, plus 8,000,000 summer visitors will spend time on Long Island during the next five months.

Many of them will listen to WHLI for music, news, traffic and railroad conditions, weather reports, and boating, fishing and swimming information.

Normally, WHLI has more listeners in Long Island's major market than 3 key network stations. Now WHLI delivers a summer bonus too!

AM WHLI FM
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS L GODOFSKY President

FCC Budget

(Continued from page 27)

is paid but a large number of accountants and engineers work overtime and never claim compensation," he said.

Chairman Coy said the Commission averaged 1,348.7 employes, and needed the full $6,633,000 estimated for fiscal 1950 to meet salaries, rather than the $6,525,000 granted in the House-passed bill.

"We stand to lose personnel where we seriously need them," he told the group. "We need strengthening in the laboratories and technical information services. Those and the field services are the most important, and a revision of rules would aid standard broadcast service."

Sen. O'Mahoney alluded to the House report calling for reduction of radio monitoring and field service operations to concentrate on processing of applications. Mr. Coy interposed that "stripping" these services is a "risk."

Chairman Coy revealed that FCC's monitoring stations are actively at work, "in collaboration with other agencies," on recent Russian efforts to jam the Voice of America. He said the stations were attempting to trace the sources of Soviet transmitters.

Coy Proposal

Delving into the FCC's Hearing Division, Comr. Coy proposed an increase of five employes—from 17 to 22, observing that with the present staff it would take two years to clear the "heavy backlog of cases" pending.

Asked to summarize the requirements of the various broadcast types, Chairman Coy asserted: (1) The number of FM cases is dropping, but those still remaining necessitate hearings; (2) the opening of television—the lifting of the "freeze"—will increase the number of hearings, and (3) AM applications are decreasing and will require fewer hearings, because the AM band is nearing saturation.

The FCC Chairman, asked what would happen if the Senate group failed to restore the original $108,000 cut, replied the result would be to "slow up" laboratory work and other essential services, defer much-needed revision of rules, especially for standard broadcasts, and generally thwart progress in FCC's hearing division.

Backlog Situation

Mr. Coy said that with the burgeoning of TV, "our backlog will fall further behind." He explained further that the Commission had found it necessary to start research looking toward revision of its original TV allocation plan, which had proved to be faulty in that co-channel stations had been allocated too close together. A 200-mile distance rather than the generally accepted 150-mile separation, would be more ideal, he suggested.

Mr. Coy told the subcommittee that "FM is slowing down and is not developing as fast as certain people would like to see it develop" but said he believed it would eventually replace AM.

Past Actions

In the common carrier field, Comr. Coy stated that the Commission has in the past sacrificed attention and consideration there "because of standard broadcast station work." He said FCC is "facing a request from American Telephone & Telegraph for increase in its long line rates with inadequate staff personnel" and the Commission would be unable to act unless it probed the problem at the roots by thorough investigation. "Common carrier is being minimized," he noted, adding the AT&T request was inevitable.

RAY DOREY, disc m. c. on WBZ Boston, received first annual Radio and Television Best-Sunroc Disc Jockey Award for his "engaging contribution to Boston's radio entertainment." Award was presented by Sunroc Refrigeration Co.

April Box Score

STATUS of broadcast station authorizations and applications at FCC as of April 30 follows:

	AM	FM	TV
Total authorized	2,151	866	120
Total on the air	1,985	728	59
Licensed (All on air)	1,933	321	8
Construction permits	218	545	112
Conditional grants		20	
Total applications pending	1,154	360	370
Requests for new stations	423	73	326
Requests to change existing facilities	302	14	16
Deletion of licensed stations in April			
Deletion of construction permits	8	34	1†
Deletion of conditional grants		4	

† WJHP-TV Jacksonville, Fla., deleted effective April 13.

FCC Actions

(Continued from page 66)

May 12 Decisions . . .

DOCKET CASE ACTION

AM—1240 kc

Commission announces proposed decision looking toward grant of applications of WTAX Inc. for construction permit to increase power of WTAX Springfield, Ill., from 100 w to 250 w unl. on 1240 kc, and change trans. site and Blackhawk Bcstg. Co. for new station at Sterling, Ill., on 1240 kc, 100 w unl., conditions and denial of application of Shelbyville Broadcasting Co. for new station at Shelbyville, Ill. on 1250 kc, 250 w D.

May 12 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KOWH Omaha — Assignment of license from World Pub. Co. to Mid-Continent Bcstg. Co.

KIHN Hugo, Okla. — Assignment of license from O. A. Brewer, George Malone, A. M. Kerr, W. R. Wallace and Elmer Hale d/b as Little Dixie Bcstg. Co. to Little Dixie Bcstg. Co.

AM—1460 kc

WOKO Albany, N. Y.—CP to reinstate CP for new AM station 1460 kc 5 kw unl. DA-DN.

AM—920 kc

KECK Odessa, Tex.—CP new AM station to change from 920 kc 1 kw D to 920 kc 1 kw-D 500 w-N DA-N.

License for CP

WBRM Marion, N. C.—License for CP new AM station.

AM—710 kc

WGBS Miami—CP new AM station to change from 710 kc 50 kw-D 10 kw-N to 710 kc 50 kw unl. DA-DN.

AM—1230 kc

WIKB Iron Mountain, Mich. — CP new AM station to change trans. and studio location to Iron River, Mich.

Modification of CP

WCON-FM Atlanta, Ga.—Mod. CP new FM station for extension of completion date.

KTSA-FM San Antonio—Same.
WELI-FM New Haven, Conn.—Same.
WRBL-FM Columbus, Ga.—Same.
WMOR Chicago—Same.
WFSS Coram, N. Y.—Same.
WFMJ-FM Youngstown, Ohio—Same.
WLYC Williamsport, Pa.—Same.
WAUX-FM Waukesha, Wis.—Same.

License for CP

WRSW Warsaw, Ind. — License for CP new FM sation.

KBUX-FM Muskogee, Okla.—Same.
KRKD-FM Los Angeles—Same.
KREI-FM Farmington, Mo.—Same.
WKBR-FM Manchester, N. H.—Same.
WLYN-FM Lynn, Mass.—Mod. CP new FM station to change ant. height above average terrain to 202 ft.

TV— [174-180 mc]

Miami Bcstg. Co., Miami—CP ne commercial TV station Channel 5 (7 82 mc), ERP 16.3 kw vis. 16.3 kw au AMENDED to request Channel 7 (17 180 mc) ERP 29.9 kw vis. 14.95 kw au

Modification of CP

WLWC Columbus, Ohio—Mod. C new commercial TV station for exte sion of completion date to Dec. 16.

WLWD Dayton, Ohio—Same to De 4.

WHIO-TV Dayton, Ohio — Same Aug. 30.

WXEL Parma, Ohio—Same to Oc 31.

WKY-TV Oklahoma City—Same Oct. 1.

WBKB Chicago—Same to Sept. 1.

WGN-TV Chicago—Same to Dec. 1

WNAC-TV Boston—Same to Sept.

TV—[82-88 mc]

KOTV Tulsa, Okla.—CP new cor mercial TV station AMENDED change ERP from 17.2 kw vis. 8.6 k aur. to 16.55 kw vis. 8.5 kw aur. a change trans. and studio locations.

TENDERED FOR FILING

Stock Transfer

KXLW-AM-FM Clayton, Mo.—Tran fer of stock in St. Louis County Bcst Co. owned by Guy Runnion and Glad Runnion to Lee J. Sloan, Silas E. Slo and T. Virgil Sloan.

WEKR Fayetteville, Tenn.—Transf of 80 shares of common stock own by R. A. Largen in Elk River Bcst Inc. to Arthur D. Smith.

Assignment of CP

WPKE Pikeville, Ky. — Assignme of CP from John T. H. Scott, Oscar V Thompson and W. Frank Scott d/b East Kentucky Bcstg. Co. to East Ke tucky Bcstg. Corp.

APPLICATION DISMISSED

AM—1240 kc

Winter Garden Bcstg. Co., Cryst City, Tex.—DISMISSED May 9, C new AM station 1240 kc 250 w unl.

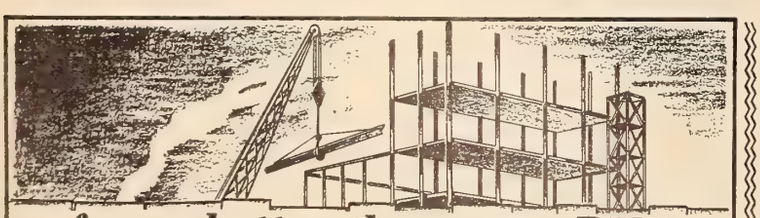
GA. INSTITUTE

Radio Executives Spea

THREE-DAY meeting of t fourth annual Georgia Radio I stitute was scheduled to op Thursday night, with Gov. Herma Talmadge and a group of broa cast executives taking part in t weekend proceedings.

Arrangements were in charge Allen M. Woodall, WDAK Colu bus, Ga., an NAB director. Hos at the opening dinner Thursda night were DiGamma Kappa, ho orary radio fraternity, and WGA and WRFC Athens. John Fulto WGST Atlanta, president of t sponsoring Georgia Assn. of Broa casters, was to introduce Go Talmadge, with Lee Nance, L Gamma Kappa president, presi ing.

Professional addresses were start Friday morning with Geor Moscovics, CBS New York, spea ing on television. Other schedul speakers included A. D. Willa Jr., NAB executive vice presiden G. Richard Shafto, WIS Columbi S. C., an NAB director; Sam Slate, program director of BB New York office; Elmer Dav news analyst; Irvin G. Abelo WLEE Richmond, Va.; Charles Crutchfield, WBT Charlotte, N. C Ken Tredwell, WBT; Enid Da Davison-Paxon Co., Atlanta; Fr A. Palmer, Columbus; Dr. Joh athan C. Robers, president of of Georgia. WAGA-TV plann a TV demonstration using stude talent.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

TV APPLICATION

urham, N. C.—Harold H. Thoms, annel 7 (174-180) ERP visual 2.46 aural 1.23 kw, antenna height ve average terrain 468 ft.; esti- ted cost $121,000, first year oper- g cost $52,000, revenue $60,000. Ap- ant is manager and 98.5% owner WISE Asheville, N. C., owns and rates WHHT Durham, has control- interest in WEAM Arlington and interest in Inter City Advertising Inc. Filed May 10.

AM APPLICATIONS

ew Orleans—New Orleans Broad- ing Co. Inc., 1450 kc, 250 w, unl.; nated cost $19,736.11. Principals: E. Maley, one-third owner Maley e Co. and 50% interest in H. B. erprises, president 40%; W. G. Ma- one-third owner Maley Tire Co., interest H. B. Enterprises, secre- -treasurer 40%; Robert J. Doskey, io operator and technician WJBW Orleans, vice president 20%. Filed 12.

ew Orleans — Royal Broadcasting p., 1450 kc, 250 w, unl.; estimated not stated; applicant making ar- gements to purchase entire present ipment of WNOE. Principals: gh M. Wilkinson Jr., attorney, ; Rep. F. Edward Hebert (D-La.), e president, 20%; Raymond F. Hufft, utant general, executive advisor to Gov. James Noe, owner WNOE Orleans and KNOE Monroe, asurer 20%; James Wilkinson, at- ney, secretary 20%, and Hugh M. kinson Sr., attorney, president 20% d May 11.

thens, Ohio—A. H. Kovlan and J. Sinyard, 1010 kc, 250 w, daytime; mated cost $4,100. Principals: A. Kovlan, 50% owner Kovlan Bros., operated music machines, gen- l manager, 50%; J. D. Sinyard, ex- tive director, 50%. Filed May 11.

lainview, Tex.—West Texas Broad- ters Inc., 1570 kc, 250 w, daytime; mated cost $25,050. Principals: Ed mes, farming and insurance, 40%; on A. Robertson, farming, 20%; bin Baker, 55% owner Baker-Flem- Flash O-Gas Co., and 30% owner er Hardware, 40%. Filed May 11.

TRANSFER REQUESTS

CLF Salinas, Calif.—Assignment of struction permit from Edwin N. ufman and Alvin B. Kaufman, part- ship d/b as Radio Twins Broadcasting Co., to Frank D. Howell, Clarence Pentz, M. T. Killingsworth and Henry F. Korsmeir new partnership d/b as Well-Worth Broadcasting Co. Original partners receive 10% interest as compensation for monies spent for legal and engineering service in securing permit. Well-Worth has AM applications pending for Long Beach and Redlands, Calif. and FM application for Los Angeles. KCLF is assigned 1150 kc, 500 w daytime.

KWK-AM-FM St. Louis—Transfer of stock owned individually by Robert T. Convey in Thomas Patrick Inc. to Mr. Convey as trustee under voting trust agreement. Mr. Convey owns 50.37% of stock and will sell 17.3% to Globe-Democrat Pub. Co. As he wishes to retain voting control, each minority stockholder agrees to deposit his shares with Mr. Convey as trustee. Mr. Convey will then hold 74.7% of outstanding stock and have voting control. KWK is assigned 1380 kc, 5 kw unlimited.

KOWH, KOAD-FM Omaha—Assignment of license from World Pub. Co. to Robert H. Storz and Todd Storz d/b as Mid-Continent Broadcasting Co. for $75,000. Robert H. Storz, director and stockholder in Omaha National Bank, 60% owner Ralph H. Campbell Insurance Agency and 20% owner of Storz Brewing Co., is president and 60% owner. Todd Storz, president and 90% stockholder of Outdoor Display Co. Inc., is vice president and 40% owner. KOWH is assigned 660 kc, 500 w daytime.

KIHN Hugo, Okla.—Assignment of license from O. A. Brewer, George Malone, E. M. Kerr, W. R. Wallace, Elmer Hale and W. E. Schooler d/b as Little Dixie Broadcasting Co. to corporation composed of same people each retaining original interests. KIHN operates with 250 w unlimited on 1340 kc.

WTLS and WAAM-TV Baltimore, Md.—Transfer of control of Radio-Television of Baltimore Inc. from Ben Cohen, Herman Cohen, Samuel Carliner, Herbert Levy, Fred L. Allman and Norman Kal to Ben Cohen, Samuel Carliner and Herbert Levy as voting trustees for Cohen Bros. and others. Corporation proposes to eliminate preferred stock and issue in lieu ten year 5% discount bonds. Mr. Carliner and the Cohen brothers would accept such bonds for advances already made, and the Cohens from time to time would accept more bonds to keep corporation in sound current position. Cohens' obligation to purchase bonds would cease when their total holdings reach 1,138 bonds. In a minimum four-year period the Cohens would increase their common stock holdings from 40% to 58%. They also plan to dispose of not more than 15% to relatives and friends. The voting trust is designed to maintain the present balance of control as nearly as possible for at least a year. The trustees will vote 63% including 21% belonging to the Cohen brothers.

KCHS Hot Springs, N. M.—Assignment of license from Leonard R. Trainer and Reginald H. Shirk d/b as Sierra Broadcasting Service to new corporation composed of Leonard Trainer who will own 50%; Reginald H. Shirk 25% and Beulah M. Shirk 25%. There is no money involved. New corporation will be known as Sierra Broadcasting Co. KCHS operates on 1400 kc, 250 w unlimited.

KCRT Trinidad, Col.—Assignment of license from H. L. Corley tr/as Corley Radio and Sound Service to Earnest M. Cooper and Rembert O. Coyle for $15,000. Mr. Coyle and Mr. Rembert are both employes of KCRT and each will have 50% interest. New company will do business as Mel-Bert Broadcasting Co. KCRT is assigned 250 w unlimited on 1240 kc.

WAZF Yazoo City, Miss.—Assignment of license from B. J. Barrier Jr., H. T. Barrier and H. P. Holmes d/b as Yazoo Broadcasting Co. to new corporation composed of Milton E. Stauffer who buys 51% and Guy Corley who buys 49%. Consideration $35,000. Mr. Stauffer is vice president of Kroehler Mfg. Co. Mr. Corley is WAZF manager. WAZF operates on 1230 kc, 250 w unlimited.

Box Score

SUMMARY TO MAY 12

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,987	1,940	218	...	420	237
FM Stations	728	325	569	15*	66	30
TV Stations	60	8	112	...	328	182

* 8 on air

CALL ASSIGNMENTS: WHTM (TV) Rochester, N. Y., changed to WHAM-TV (Stromberg-Carlson Co.); KSBM Manhattan, Kan., changed to KMAN (Manhattan Broadcasting Co. Inc.); KTRK Turlock, Calif. (Turlock Broadcasting Group, 1390 kc, 1 kw fulltime, directional night); WBAY Coral Gables, Fla., changed to WTTT (Atlantic Shores Broadcasting Inc.); WCLA Baton Rouge, La., changed to WIBR (Community Broadcasting Co.); WKRS Waukegan, Ill. (The News-Sun Broadcasting Co., 1220 kc, 1 kw daytime, directional); WONO Saratoga Springs, N. Y. (The Saratoga Broadcasting Co., 900 kc, 250 w daytime); WIFM (FM) Elkin, N. C. (Yadkin Valley Broadcasting Co., Channel 265, 100.9 mc); WKRS (FM) Waukegan, Ill., changed to WKRS-FM (Keystone Printing Service Inc.).

Caution: Code Ahead

(Continued from page 25)

le could affect enforcement. This ld happen particularly in the e of marginal stations and some adcasters might even be forced of business, especially in com- nities that are unable to support the stations licensed by the C. He voiced a similar view in case of FM, television and nsit radio.

The present Standards of Prac- e document was set in motion the October 1946 NAB conven- n in Chicago when the member- p adopted a resolution for ap- intment of a code committee. is committee was appointed, th Robert D. Swezey, then MBS e president and now at WDSU w Orleans, as chairman. The mmittee held the first of a series meetings March 31, 1947, named o subcommittees, and worked on ogram and commercial phases rough the summer.

NAB's membership by referen- m adopted a by-law empowering e board to adopt and promulgate ode. This action was completed g. 11, 1947. A few days previ- s a revised draft of the code had en approved by the NAB Pro- am Executive Committee.

The retiring 1947 NAB board ted to put the code on the NAB nvention agenda at a meeting ld the day before the Atlantic y meeting opened in mid-September 1947. During the ensuing convention session the code developed heated debate for several hours and the discussion ran into a second floor session.

The board "adopted and endorsed" the standards Sept. 19, 1947, after the convention, effective Feb. 1, 1948, subject to contracts in existence Sept. 19, 1947. Members were asked to comment on the document by Nov. 1, 1947.

The code was discussed Oct. 23, 1947, by a committee of independent stations, which suggested a number of changes. The next day the FM Executive Committee approved the document.

At its Nov. 13-15, 1947, meeting the board discussed the standards, along with industry comments as digested by screening committee.

Actually the period from Sept. 19, 1947, to May 19, 1948, was a period of review, with NAB informally claiming the standards had been adopted effective Feb. 1, 1948, despite the fact that formal adoption did not occur until May 19 of that year.

At its Feb. 24-26, 1948, meeting the NAB board again discussed the standards and ordered them "restyled." The restyled version was submitted to the membership last March. At its pre-convention meeting May 15, 1948, in Los Angeles the board reviewed this latest version of the code. The membership discussed the version at the convention with other suggested changes, and endorsed the project with only slight dissent.

The board formally adopted the standards May 19, 1948, voting 21-1 in favor. The document was effective July 1, 1948, subject to contracts existing on May 19, 1948, and fully effective May 19, 1949.

An industry referendum on a proposal to amend the by-laws and charter was asked just before the Los Angeles convention but was deferred because it had not been submitted 30 days in advance of the board meeting. The referendum was finally taken in March of this year, the industry voting 760-270 against removing the board's powers to promulgate and enforce a code.

NBS Radio Lab Site

SITE for the National Bureau of Standards' proposed radio research laboratory was discussed last week by the Senate Interstate & Foreign Commerce Committee meeting in closed executive session. The laboratory, which would be devoted to a study of electronics for civilian applications, would cost about $4,475,000. Discussion reportedly centered on whether specifically the laboratory should be located in Washington, or whether generally the measure should even make any mention of the site. The bill was authored by Sen. Edwin C. Johnson (D-Col.), committee chairman who took part in the discussion.

NEWS COVERAGE

Survey Planned by NARND

NATIONAL ASSN. of Radio News Directors plans to make a survey within the next few months looking toward a broad program of interstation cooperation in news coverage. Survey committee head is Bill Warrick, WJOB Hammond, Ind.

Other members of the committee, which will present its coverage plan at the NARND convention in New York Nov. 11-13, are: Rex Davis, KMOX St. Louis; Pat Cullen, KHQ Spokane; Dale Danford, KXXX Colby, Kan., and Ted Haas, KOIL Omaha.

Basic purpose of the plan is to enable news directors to solicit the cooperation of other news directors in centers where major stories are breaking in order to supplement wire service coverage, according to Sig Mickelson, NARND president and WCCO Minneapolis news chief. Under the proposal, radio newsmen could, if they wished, use not only the telephone but telegraph and in special instances direct lines to obtain stories.

Another NARND development last week was announcement by the association's board of the personnel of its nominating committee. The committee members are: Mort Linder, WSBT South Bend, Ind., chairman; Jack Swenson, KVNJ Fargo, N. D.; Bud Neble, KFAB Omaha; Grenville Seibels, WIS Columbia, S. C., and Ben Holmes, KOMA Oklahoma City.

At Deadline...

NEW LAWRENCE STATION; WBET BROCKTON GETS BOOST

NEW daytime station for Lawrence, Mass., and power boost for WBET Brockton, Mass., were proposed by FCC in decision handed down Friday. FCC proposed to deny new-station application of Viking Broadcasting Co., Newport, R. I., on grounds company is financially unqualified and displayed lack of candor.

WBET, daytimer on 990 kc with 250 w, would increase to 1 kw. New-station grant would go to Northeast Radio for 980 kc with 1 kw, daytime only. Company is headed by Israel Cohen, radio engineer, now with WMGM New York.

Ultimate stock ownership:

Israel Cohen 20%; his brothers, Theodore and Maurice, 20% each; Ralph E. Floyd, electrical engineer, 30%; Raymond W. Goulding, WHDH Boston announcer-producer, 5%, and his brother, Philip H. Goulding, WMGM news editor and announcer, 5%. Israel Cohen would be general manager; Theodore Cohen, chief engineer; Raymond Goulding, program director and announcer; Philip Goulding, news editor and announcer.

FCC proposed to deny Viking application for lack of sufficient funds. Further, Commission said, President Clifton T. Holman (85% owner) testified company had $4,000 in bank when it actually had four cents, and that he was holding about $1,000 corporate funds when he actually was holding about $55. Application is for 500 w daytimer on 980 kc at Newport.

WARNER ASKS DELAY

INDICATING possible change of mind, Warner Bros. on Friday requested and received one-week delay in FCC action on its petition to dismiss Chicago television application. Petition was up for action by Comr. E. M. Webster in motions hearing. Marcus Cohn, Warners' attorney, without explanation had it passed over until following week. Criticizing FCC delays, petition was filed after Warners announced it was dropping TV plans except contract (which expires Aug. 1) to buy Mrs. Dorothy Thackrey's KLAC and KLAC-TV Los Angeles and KYA San Francisco [BROADCASTING, May 2, 9].

UN NEWS DRAFT

PROTECTION from expulsion from foreign countries and guarantee of equal access to news among rights accorded to correspondents in world treaty draft presented for UN General Assembly approval Friday. Proposal was drafted by Dr. Charles Malik of Lebanon, social committee chairman, at international news transmission gathering in New York. Angry exchange highlighted debate over disputed clause imposing "legal" duty on press to "further international understanding and cooperation." Substituted clause recognized correspondents' responsibilities to report facts without discrimination and as moral obligation.

ZENITH DENIES CHARGES

ZENITH RADIO Corp. denied charges of Sightmaster Corp. and Empire Coil Co. that Zenith ads on obsolescence of television sets were false and misleading, it was learned Friday. Zenith served its answer Wednesday in action started in March by Sightmaster and Empire in New York Supreme Court. Ads recited Zenith claims for UHF reception [BROADCASTING, March 28].

VIRGIN ISLANDS POWER PROPOSAL ARGUED AT FCC

FCC PROPOSAL for low power AM broadcasting in Virgin Islands aroused mixed reaction in oral argument before Commission Friday. Three interests opposed relaxation of rules and standards while one approved proposal [BROADCASTING, April 25, March 28].

NAB vigorously opposed any waiver of technical requirements, except those for operators, on grounds U.S. position would be weakened in forthcoming revision of North American Regional Broadcasting Agreement. Vail W. Pischke, NAB attorney, told Comrs. Rosel H. Hyde (presiding), Frieda B. Hennock, George E. Sterling and E. M. Webster, that U.S. has worked years to build up standards and any relaxation would invite requests for waivers elsewhere.

International Brotherhood of Electrical Workers, represented by Lawson Wimberly, opposed lowering of operator requirements as unnecessary because of labor supply and undesirable from technical and safety standpoints. Edward M. Vickers, head of Radio American West Indies, said waivers not necessary as his firm plans to file about June 1 for regular fulltime outlet there. William N. Greer, San Juan consulting engineer, fully supports FCC proposal, according to Philip G. Hennessey Jr., his Washington attorney. Mr. Greer seeks 50 w fulltime on 1340 kc.

PROGRESS ON RELAY

CONSTRUCTION under way on extension of Bell System's New York-Boston radio relay to Providence. It will be completed in time to relay TV programs this fall, New England Telephone & Telegraph Co. announced Friday. WJAR-TV, Providence's only authorized TV station, slated to commence operations within few months.

KSL-TV TAKES DUMONT

KSL-TV Salt Lake City signed affiliation contract with DuMont Television Network. Station, to start June 1, is owned by Radio Service Corp. of Utah. KSL-TV is also ABC-TV and CBS-TV affiliate.

WINS TRIMS ORCHESTRA

WINS New York signed one-year contract with AFM Local 802 permitting reduction of orchestra from 10 to eight men and continuation of present pay scales. Agreement retroactive to April 1.

WOV SALES UP 14½%

OVERALL sales at WOV New York hit all-time high during April and went 14½% over April last year.

TALENT PROJECT DELAYED

VIDEO actors union failed to get into being as expected at meeting of founders Thursday night. Inability of AGVA to settle certain questions as its part of deal broke up proceedings. AGVA failed because its board, scattered through country, couldn't muster quorum to act in time for Thursday night meeting. Next effort to whip TV talent union into shape will be made Wednesday. Agreement among various 4-A unions said to be virtually complete.

PUBLIC INTEREST LISTING

LIST of public interest programs available t stations published by NAB for weekend di tribution to membership. Compilation wa handled by NAB Program Dept. under direc tion of Harold Fair, director, and Ben Mille assistant director. Both transcriptions an scripts included.

DECCA FORMS SUBSIDIARY

DECCA RECORDS, New York, has forme subsidiary company, Vocalion Records Inc 50 W. 57th St., New York 19, with A. J. Ker rick as general manager. Records to reta for 49 cents. Firm planning direct mail an trade paper campaign.

GARDNER TO HANDLE

GARDNER Adv. Co., handling radio and T coverage of Air Force Assn.'s National A Fair to be held in Chicago July 1-4. Dis have been sent to stations inviting public Air Fair, and Gardner representative negotiating with two Chicago TV statio for coverage.

Closed Circuit

(Continued from page 4)

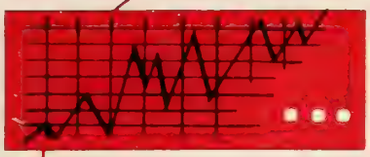
League publication, who now is with Remin ton Rand. Latter two are new names. Sele tion may be made any day.

LEGISLATIVE log jam in Congress alo with desire to adjourn by Aug. 1 may mea that Johnson Bill (S-1626) to increase FC Commissioners' pay from $10,000 to $15,0 ($17,500 for chairman) will have less tha even chance of passage. Bill, which also pr vides for cease and desist authority for FC as middle ground punitive measure may further amended too, which wouldn't he chances of passage. Subcommittee headed Sen. McFarland (D-Ariz.) may go as far to include in measure provision for reorganiz tion of FCC along functional lines as propos by Chairman Coy.

FCC membership and staff alike heaved sigh relief when final report on Bulova stations New York was released last Tuesday (see pa 27). Few cases in FCC annals have be fraught with so much backstage wire-pulli from highest places in government and Co gress. And it wouldn't surprise Washingt observers to see case rehashed on floor House under spur of Rep. Richard Wiggl worth (R-Mass.) who has had his axe out f Bulova for more than decade.

WILL WAYNE COY accept presidency Television Broadcasters Assn. as proffer week ago [BROADCASTING, May 9]? Answ probably won't be known for weeks. It's p sible that if Chairman returns from Pa International Conference on Telephone a Telegraph midway between sessions (in ea June), he may then make up his mind.

DESPITE lack of any known opposition confirmation of Comr. E. M. Webster for n term of seven years on FCC from June temper of Congress is such that nominati could be held up although it's confidently pected favorable action will come prior Senate adjournment this summer. Senate terstate Commerce Committee already is ho ing up two nominations — one for Fede Power Commission and another for Fede Trade Commission—because it does not rega Presidential confirmations as perfunct matter.



...only through EXPERIENCE



Will your new product really sell? Only through experience will you learn whether your product is right... your package appealing . . . your selling theme effective. And WLW-land is the ideal place to test and gain that invaluable experience.

For WLW-land is the proving ground of the Nation.

You'll find a true cross-section of America in WLW's Merchandise-Able Area. Here, in parts of seven states, are nearly 14 million persons — in great cities and tiny hamlets, in country houses and cottages. These millions typify the people of our Nation, for they come from every walk of life, from every income bracket. So if an advertising campaign will work in WLW-land, it's pretty sure to be effective anywhere in America.

Many sales problems have been brought to WLW. And when at all possible, manufacturers and advertising men have received help. But the assistance provided has not been merely time-on-the-air. WLW's service goes deeper. The Nation's Station has facilities unrivaled by any other radio station in the country, plus manpower, plus a "know-how" peculiar to its territory.

Yes, WLW-land is the ideal proving ground for new ideas, products, packages and techniques. And WLW—with its unequaled facilities—can help you gain the experience you need to reach . . . *and sell* . . . consumers.

Do *you* have a sales problem? The Nation's Station will be glad to help you solve it soundly.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation



Using ammonia and radio waves, RCA scientists have devised a clock more accurate than the star

Your future will run on **"Atomic Time"**

Imagine a clock which will lose or gain only one second in 20,000,000, and which—when further research is carried out—will vary no more than *a second in 30 years!*

Such a timepiece—constructed by the National Bureau of Standards on a principle conceived and demonstrated at RCA Laboratories—is now in operation. More accurate than the stars? Yes, because "star time" will vary when Mother Earth wobbles in her orbit.

The pendulum of RCA's clock is an atom . . . at present, the nitrogen atom in an ammonia molecule . . . though others may later be used. Vibrating 23 billion 870 million times a second, it controls a system of radio waves and electrical impulses which operates the clock—locks them tightly in tune with its own unvarying beat!

You will hardly need an "atomic clock" to get to the office promptly, or get your children to school. But scientists and engineers who must split seconds into millions of parts need this more accurate way of *telling time.*

The atomic clock is but *one* of the many major achievements pioneered at RCA Laboratories. Such leadership in science and engineering adds *value beyond price* to any product or service bearing RCA and RCA Victor.

* * *

Examples of the newest developments in radio, television, and electronics can be seen in action at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.

RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

MAY 23, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

"listen here, boys, hold it!"

A CLIENT OF OURS said: "You fellows keep proving to us in your ads that you can sell—sell more to more people at less cost than any high-powered station anywhere. Good heavens, man, we *know* it!

"Hold that latest, will you? Good day, you've already wiped out our $250,000.00 inventory* of a household appliance in 8-weeks and the dealers are hollering all over the place."

To which WOR politely retorts: If radio can sell a product like that—and it *can*—it can sell a *message*, *slogan*, or *idea*, too. It can peg your trademark into people's minds; it can make 'em remember and remember and remember. It can . . .

Oh, come, Gentlemen, pick up your phone, your quill, or pedal your cycle to



the station—
heard by the most people
where the most people are WOR

*That's a fact! Ask us to prove it, if you wish.

mutual

OUR 25TH ANNIVERSARY YEAR

YOU are listening to WLS



A LITTLE girl in Weirton, West Virginia, a quarter century ago, was intrigued by her uncle's big, new Atwater Kent radio with its batteries and horn. What amazed her most was the announcer at WLS in Chicago . . . for instead of following the pattern of most stations with "This is WLS," . . . he would say, "*You* are listening to WLS."



It took Mildred's uncle months to convince her that the friendly WLS announcer could not actually tell that *she* was listening. "He always sounded like he just *knew* I was listening to WLS," Mildred says now. Meantime, she has moved to 2131 West Evergreen in Chicago, and is Mrs. Frank Gross—still a daily listener to Lulu Belle and Scotty, Bob Atcher and other WLS stars.

Mrs. Gross put into words one of the basic reasons for WLS acceptance in millions of Midwest homes—the friendly voices that take a *personal* interest in the listener. Whether it's Jack Holden or Hal Culver, Stilwill or Brinkley or Baker or Bailey, Al Tiffany, Larry McDonald, Dinner Bell's Arthur C. Page—listeners feel a friendly personality is talking *to them.*

For twenty-five years, in every WLS program, this thought has stayed uppermost—not that WLS is broadcasting—but that "*You* are listening—"

This WLS attitude accounts for the strong personal loyalty of millions of our listeners, and their always immediate response to the friendly voices that sell for our advertisers, in city, town and farm throughout Illinois, Indiana Michigan and Wisconsin.

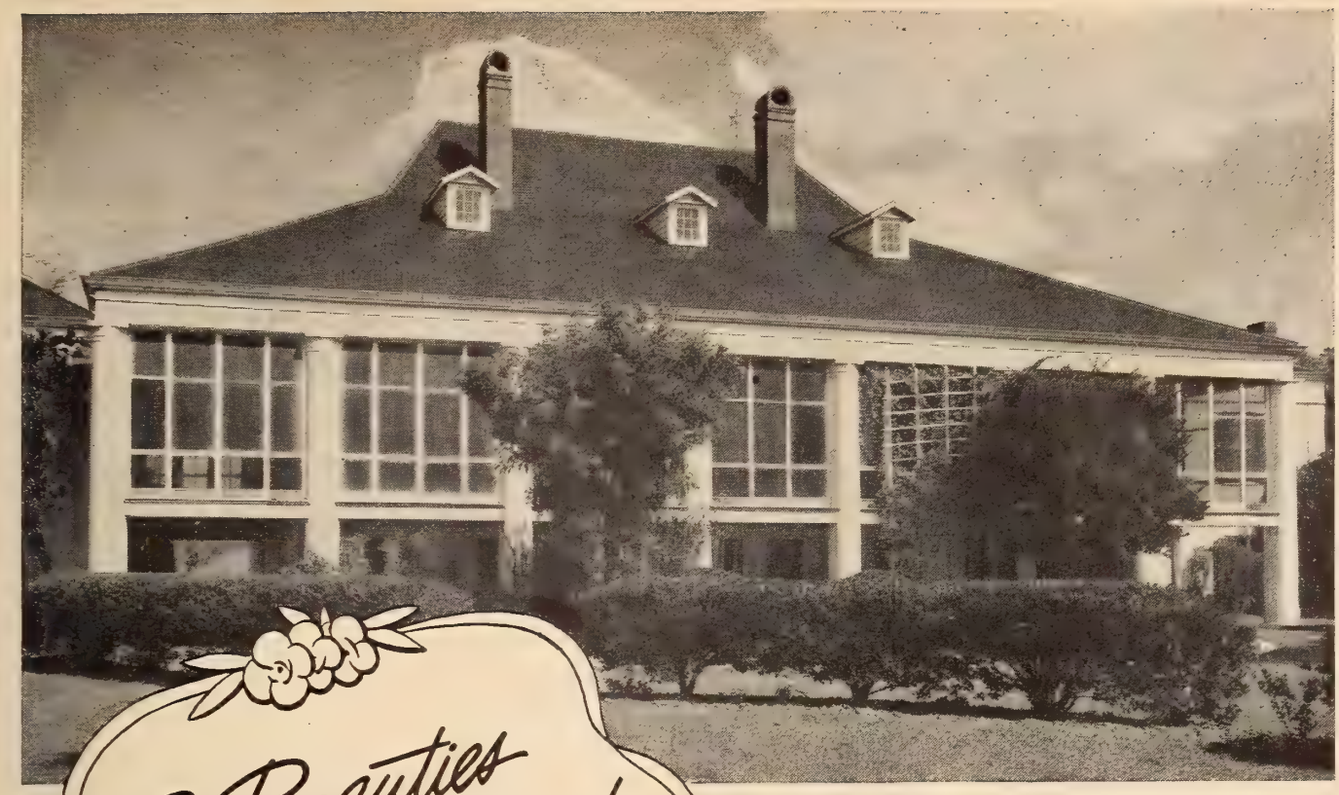
A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE

REPRESENTED BY JOHN BLAIR & CO.

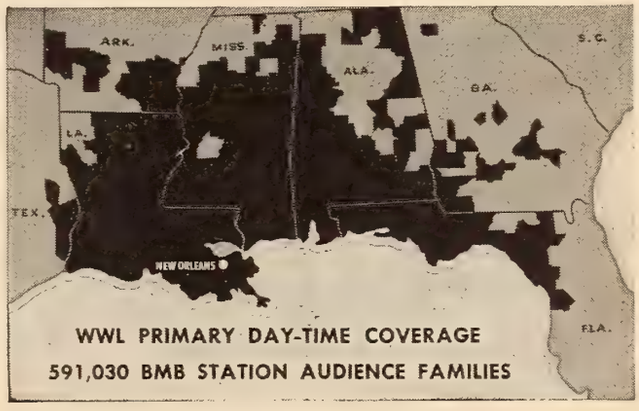


3 Beauties of the Deep South

1. D'ESTREHAN, historical mansion near New Orleans, exemplifies West Indian architecture. Built in the 1820's by the pioneer family for whom it was named.



2. THE FUR INDUSTRY IN LOUISIANA— largest fur-producing state in the nation. Provides income for 100,000 people, adding $10,000,000 gross spending power annually. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.



3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

DECISION expected shortly on appointment of new president and general manager of WCAU Philadelphia (AM-TV-FM) to succeed Dr. Leon Levy who's desirous of relinquishing day-to-day operations to devote more time to personal investments and family interests. Several topflighters in station management under consideration but speculation is premature since there has been no meeting of *Philadelphia Bulletin* minds.

EXTENT to which banks may be sensitive to competitive radio picture reflected in report that within hours after M. H. Aylesworth's prediction of radio doomsday in three years because of television, plus FCC Chairman Coy's optimistic TV outlook, one banker contacted station client and called his loan. Broadcaster cited this as indication of need of offsetting such "destructive propaganda."

CLARIFICATION of Cuba's position with respect to extension of NARBA pact, governing continental broadcast allocations, may be sought by U. S. State Dept. and FCC officials considering desirability of asking high-level Cuban communications officials to talk informally since there's been no clear-cut expression of views from Cuba.

PHONY STORIES about what FCC is alleged to be doing are causing that agency no little anguish. Fortnight ago there was published report that FCC had decided to retain editorializing ban, which was diametrically opposed to planned action (which won't be taken finally until this week). Last week there were headlines about what FCC had done on giveaway issue when that matter hasn't even been discussed since March 29 at which time FCC directed its staff to study state and federal cases dealing with lotteries; nothing more.

CHAIRMAN ED JOHNSON of Senate Interstate & Foreign Commerce Committee has shot another hot question at FCC. He wants to know when Commission will lift TV freeze, in force since last September and which was to have thawed weeks ago based on FCC's original promises. Answer may come any day.

IT LOOKS certain that NAB Sales Managers and Small Markets committees will be merged into overall Broadcast Advertising Bureau committee. Unofficial board vote heavily favors idea.

COLGATE-PALMOLIVE-PEET CO. considering half-hour television show featuring Hollywood name star.

MOSS ASSOCIATES, New York, advertising agency, preparing five-minute television program for Semca Watch Corp., New York, for fall presentation. Network not yet selected.

WILLIAM H. WEINTRAUB CO., New York, understood to be lining up five advertisers to participate in sponsorship of *Vanity Fair* show on WCBS-TV New York.

UPCOMING: FCC action on 18-month-old

(Continued on page 82)

Upcoming

May 23-25: Broadcast Engineers Conference, Biltmore Hotel, Atlanta.
May 25-26: Ohio Assn. of Broadcasters, Columbus.
May 26-27: Virginia Assn. of Broadcasters, Tides Inn, Irvington, Va.
May 29-June 1: Advertising Federation of America 45th annual convention, Rice Hotel, Houston, Tex.

(Other Upcomings on page 61)

Bulletins

WMOR, Chicago's newest FM station, has signed with Consumer's Aid for store broadcasting in Jewel food chain for two years, starting May 30. Programming to be fed to 150-plus stores Mondays through Saturdays, 8:15 a.m. to 6:15 p.m. (CDT).

IBEW AND CBS DIVIDE NATIONAL, LOCAL ISSUES

IBEW and CBS negotiations took unprecedented turn Friday. Parties decided to split negotiations for 500 engineers into "national" and "local" items. Local items, such as wages, grievances, days off, to be negotiated in New York, Chicago, San Francisco, St. Louis, Minneapolis, Boston. National items, such as union recognition and membership, to be negotiated separately. One result of splintering negotiations might be pay differentials for various cities.

Talks began Monday as scheduled after both sides gave proper notice under contract to reopen certain clauses. Matters not reopened continue in effect from year to year. New clauses decided upon will become effective May 28, birthday of contract, and retroactively if necessary.

Among matters reopened are wages, seniority, penalty payments and posting of days off. Wages and seniority are regarded as more important points.

IBEW asks increases up to $35 weekly in some categories, it was said. Company is seeking to maintain status quo, for most part, so far as wages is concerned, with pay differentials for various cities. Seniority question involves in part status of television employes. CBS wishes to divorce TV and AM operations in this respect, it was said. By doing so, layoff of AM engineer with more seniority than TV engineer would be possible. IBEW opposes this in favor of strict seniority applicable to engineers regardless of type of operation.

NLRB ELECTIONS CERTIFIED

CERTIFICATION of elections at WBT Charlotte, N. C., and WOLF Syracuse, N. Y., reported by NLRB regional directors. IBEW certified for technicians at WBT, AFRA for announcers at WOLF.

Business Briefly

MILES MUSICAL ● Miles Labs., Elkhart Ind., June 6 starts 15-minute across board musical with Martha Tilton and Curt Massey, replacing *Herb Shriner Time*. Agency, Wade Adv., Chicago (see story page 30).

LEE PHARMACAL ADDS ● Lee Pharmacal Co., Beverly Hills (Spray-A-Wave), sponsor added 15-minute segment of CBS Arthur Godfrey morning show, five times weekly 10:15-11:30 a.m. effective May 30. Dancer Fitzgerald-Sample is agency. Other sponsors are Gold Seal Wax, National Biscuit Co. and Liggett & Myers (half-hour).

WWBZ APPOINTS ● WWBZ Vineland, N.J. names Joseph Hershey McGillvra Inc. as national representative.

TWO DROPPING ● Household Finance Co., through LeValley Inc., Chicago, dropping *Backstage With Barry*, CBS-TV, Tues., 10:15 p. m., after May 24. Army Air Force Recruiting Service, through Gardner Adv. Agency, dropping *Skyways to the Stars*, CBS Sun., 4:30-5 p. m., effective May 22.

SUN-RAY DRIVE ● Sun-Ray Hair Preparations Co., New York, planning extensive mail order radio campaign with possible use of 1 or 15-minute programs considered. All major markets to be covered, including New York, Boston, Baltimore, Washington, Chicago, Los Angeles, San Francisco, St. Louis, Indianapolis, Detroit, Buffalo and stations in Texas. Agency, Casper Pinsker Adv., New York.

SPOT TEST ● Ted Bates Inc., New York, preparing TV spot announcements for Continental Baking Co. If approved, TV spots to be tested in New York area.

ROSS CHANGES MIND

AFTER Norman Ross and NBC announced earlier in week he was resigning from *46 Hour* as m.c., Mr. Ross and Chicago & North Western Railway announced late Friday they had agreed on terms of new contract (see early story page 74).

NABET, WOR-WOIC STILL SEEKING AGREEMENT

NABET sent Clarence Westover, its national executive secretary, to aid in deadlocked negotiations for 115 engineers at WOR New York and WOIC (TV) Washington [BROADCASTING May 9].

Highest level WOR officials, including President Theodore C. Streibert, joined talks Friday at which Bernard Forman, of Federal Mediation and Conciliation Service, was trying to keep parties together. With strike vote already taken, situation was regarded as tense.

It was learned that NABET still was holding out for 15% wage increase while management is said to have made no salary offer. Following caucuses by both sides Friday afternoon, in which they both re-examined their positions, talks were resumed. When session adjourned Friday for weekend, J. R. Poppele, vice president and chief engineer of WOR, reported some progress had been made. Talks resume today (Monday).

WANTED

BY LISTENERS IN 5 BIG MARKET-AREAS!

In the PHILADELPHIA area



Listeners like plenty of music, daytime and nighttime. They get it, smoothly leavened with sales-producing commercials, in KYW's *new* Midday Review, starring Johnnie Deegan (12:05-1:30, Mon. thru Fri.) and in Tom Rodgers' *new* evening platter show at 11:05 (Mon. thru Sat.).

In the PITTSBURGH market



Radio fans wanted *more* of that sensational pair, Buzz and Bill. KDKA obliges, with a 45-minute program featuring Buzz and Bill *every* weekday morning (8:45-9:30).

In the PORTLAND market



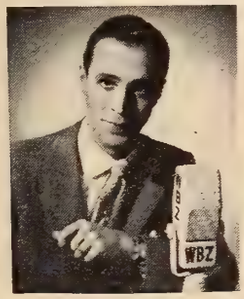
Kids and grown-ups alike heard a newcomer named Bob Amsberry. *Everybody* liked him! KEX now gives him *two* shows daily.. a dawn-hour platter program (6:00-6:45) and an afternoon juvenile (4:30-5:00).

In the MIDWEST



Listeners like to keep up-to-the-minute with popular music. WOWO, Fort Wayne, meets the demand with a *new* daily disc show at 6:15 PM. Roy Harvey's "Top Two" airs the region's two best-selling records of the day.

In NEW ENGLAND



Audiences like to start their day with cheerful music and light-hearted comment. They get both (interspersed with serious reports on news and weather) on the *new* Carl deSuze show, 7:05 AM, Mon. thru Sat., on WBZ, Boston, and WBZA, Springfield.

REWARDS!

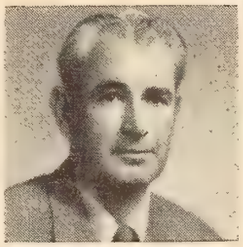
For advertisers, Westinghouse stations' development of new programs and new talent spells new sales opportunities! Ask Free & Peters for information on these and other new programs.. and on the fast-growing audiences attracted by these Westinghouse stations.

WESTINGHOUSE RADIO STATIONS INC

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BIGGER . . . BETTER . . . Stronger than Ever



"Ernie" Webber, president of Webber Motors, Omaha, sponsor of the "Sportlog."

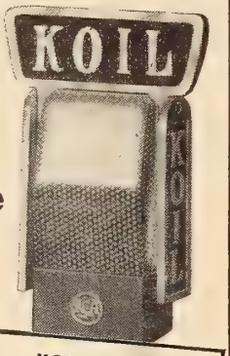


Bob Steelman, KOIL's Sports Director, featured on Webber Motors' "Sportlog."



2nd Year of the Midwest's Biggest Sports Package

WEBBER MOTORS' "Sportlog"



Tremendous results the first year! Now, Webber Motors' "Sportlog" starts its second year greater than ever. Two new features have been added—Football and a Hunting and Fishing series.

A combination of all KOIL's sports programs—"Sportlog" is 100% sponsored by Webber Motors, Omaha, distributor and dealer of Dodge and Plymouth cars and trucks. Webber Motors is just one of the many local advertisers who buy local shows on KOIL IN A BIG WAY year after year.

KOIL Builds Programming That Pays Off!

105 advertisers use KOIL today . . . . 30 have received continuous service for over 5 years. KOIL is TOP ABC station in the nation in morning and afternoon audience . . . it's second at night. (Jan.-Febr., '49 Hooper). Ask about KOIL shows that will pay off for *you* in the Omaha area.

KOIL

OMAHA & COUNCIL BLUFFS BASIC ABC 5000 WATTS

Represented by Edward Petry & Co.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

IN THIS ISSUE . . .

Unrest Stirs Stations 23
RMA's Balcom Sees Radio's Future 23
How's Business?—
'Broadcasting' Study of Business Climate .. 25
Network Sales Down First Quarter 26
Radio Helps Public Utilities—By Jan Gilbert.. 27
ABC Signs Woods, Kentner, Priaulx 28
NAB Committee, District Agenda Set 28
Allen, Duffy Dropped in Summer Revamping ... 29
ASCAP Extends TV Music Rights 32
RCA Develops Co-Channel TV Plan 32
20th Century to Try Theatre TV 33
Buyer's Market Discussed at AWB District 1 .. 58
Three AM Grants Made Final 60

DEPARTMENTS

Agencies	16	On All Accounts	20
Allied Arts	75	Open Mike	14
Commercial	71	Our Respects to	44
Editorial	44	Production	72
FCC Actions	64	Programs	65
Feature of Week	20	Promotion	76
Film Report	33	Radiorama	10
Management	63	Technical	75
Milestones	73	Telestatus	38
New Business	12	Upcoming	61

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
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Estelle Markowitz.

CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

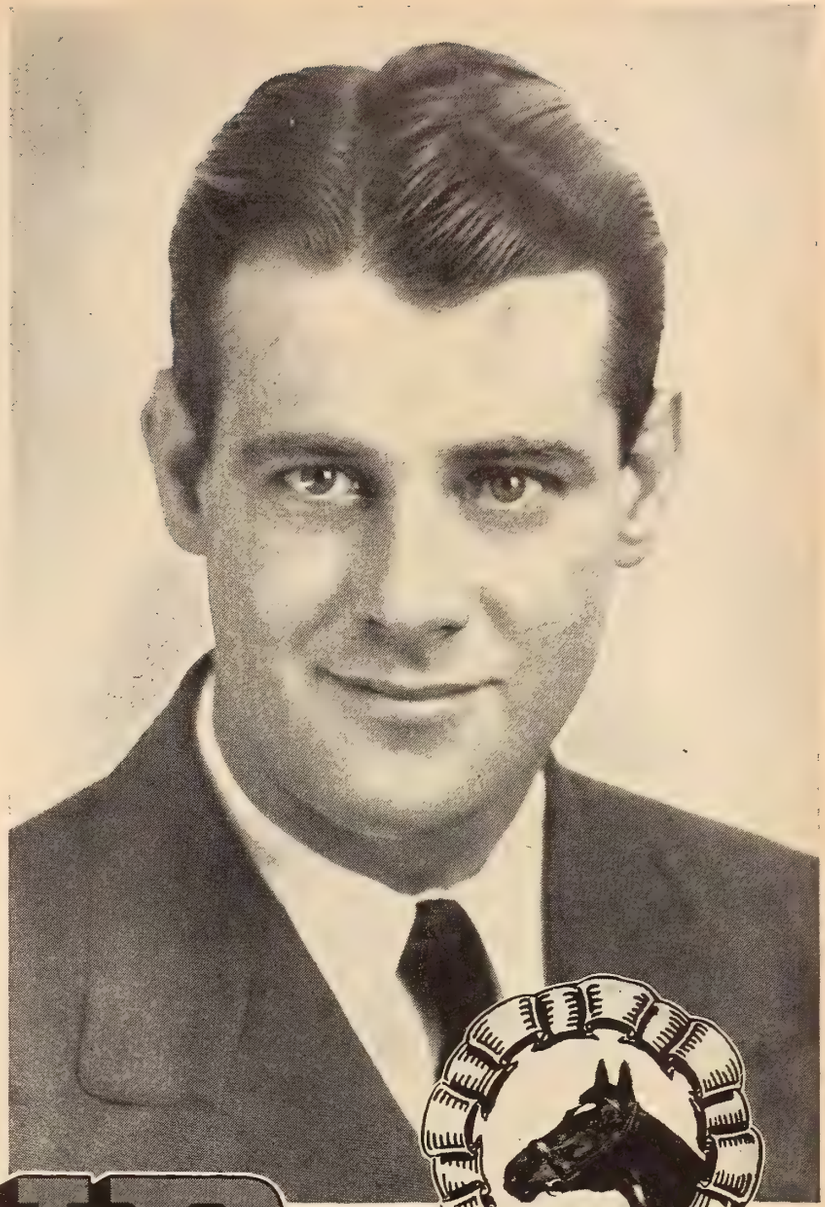
TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy



A Winner

. . . of the coveted Sigma Delta Chi journalism award for an outstanding job of radio reporting . . .

"George J. O'Connor, News Editor of Station WINR, Binghamton, N. Y., was judged to have done an outstanding job of radio reporting when he anticipated that a flood was moving towards Binghamton and other communities and went ahead on his own authority to warn the public and perform a spirited public service."

Quoted from Sigma Delta Chi release to the Press, May 6, 1949

on WINR

IN THE TRIPLE CITIES
People Listen to WINR

AFFILIATE NBC

BINGHAMTON • ENDICOTT • JOHNSON CITY

George P. Hollingbery, National Representative

BINGHAMTON, N. Y.
C. A. Bengtson, General Manager

THE 73rd NBC MARKET



Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS

Television

Baltimore	WAAM	New York	WPIX
Fort Worth-Dallas	WBAP-TV	St. Louis	KSD-TV
Louisville	WAVE-TV	San Francisco	KRON-TV
Minneapolis-St. Paul	WTCN-TV		

"Bull's-Eye Radio"

LOCALIZED RADIO

THIS message is being written on March 28, 1949. Yesterday's temperature was 85 in Richmond, 76 in New York, 56 in San Francisco, 83 in Washington, D. C., and 41 in Minneapolis. In some areas, it's time to talk about the "warm-weather advantages" of your products, be they dairy-goods or deodorants. . . . In other areas, ice is still on the ponds.

Whether it's in March, August or December, almost any day of the year is "different" in vast America. And with national spot (Bull's-Eye) radio, you can make that difference help you to *sell goods.*

Here at Free & Peters there's nothing we like better than talking to advertising people who want to quit generalizing in their radio selling—who want to capitalize on the fact that sales are made in local stores, and for just such local reasons as the local temperature. How about it?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Radiorama



KTUC Tucson's "roving reporter" Ralph Radcliffe (l), Tucson mgr. of American Airlines, receives equipment from Lee Little, KTUC pres. Mr. Radcliffe will record shows for KTUC while in Europe on airlines inspection. He will airmail the recordings to Tucson for airing on KTUC.



NEWLY elected member of Di Gamma Kappa, national radio fraternity, is George B. Storer Jr., son of Fort Industry Co. head. Mr. Storer, 23, is station manager of Fort Industry Co.'s WAGA-TV Atlanta, Ga., which opened in March. He was elected to fraternity's charter chapter at U. of Georgia during the Radio Institute May 12-14.

ON BEHALF of the radio industry, NAB President Justin Miller (l) presents plaque to Wallace H. White Jr., who retired last January as Republican Senator from Maine. Presentation was made at a dinner tendered by Judge Miller [BROADCASTING, May 16].



ADDRESSING Advertising Club of Baltimore on "Arrow Beer Day," celebrating brewery's anniversary, is Joseph Katz, president of Katz Agency which handles Arrow account. At left is Dale Carnegie, who was the speaker of the day.





WINNER for second consecutive year of Los Angeles Ad Women's "Lula" award for her radio advertising campaign for Don Lee network, Joy Berghell of R. W. Webster Adv. is congratulated by Herb Sonnenberg of Don Lee.

WORKING out commercial format for *News of Washington*, WOL Washington series, are Henry V. Seay (l), WOL account executive, and Robert C. Jones, senior partner, Robert C. Jones & Co. investment firm, show's new sponsor.



DISCUSSING spot broadcasting at Boston dinner meeting of Waltham Co. and National Assn. of Radio Station Representatives [BROADCASTING, May 16] are (l to r) John J. Hagerty, Waltham president; T. F. Flanagan, NARSR managing director; C. Keefe Hurley, Waltham trustee; Robert Foster, Paul H. Raymer Co.; Art Smith, Edward Petry & Co.; Dana Baird, Weed & Co., and Frank M. Headley, Headley-Reed president and president of NARSR.

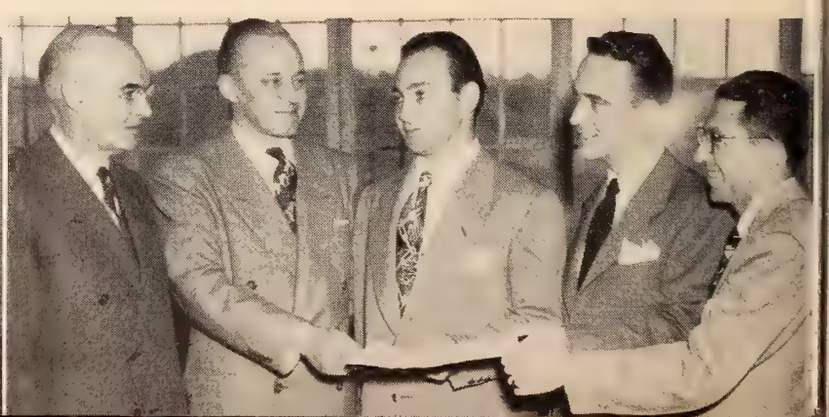


AWARD for operating 297,629 man hours without loss time accident is presented WRVA Richmond by Liberty Mutual Insurance Co. L to r: Walter Bishop, David Woods, WRVA; Ernest Cutler, Liberty Co.; C. T. Lucy, WRVA gen. mgr.; Sam Carey, WRVA.

GIVING okay to Graybar Electric Co. contract for *Breakfast Party* on WHK Cleveland are (l to r) standing—Everett Jarett, Gerst Adv.; Saul Glantz, WHK; Jack Mauer, WHK; seated—Roy Blaha (center), Graybar; Bob and Rena Ledyard, show's stars.

CITATIONS for meritorious achievement in radio and television are presented to three Syracuse U. Radio Center alumni at annual Radio Day celebration. L to r: Vice Chancellor Finla G. Crawford, who made presentations; Prof. Kenneth G. Bartlett, SU director of radio and TV; recipients, Marty Glickman, WMGM New York; John Warrent, sales manager, WNBC WNBT (TV) New York, and Simon Goldman, manager of WJTN WJTN-FM Jamestown, N. Y.





Announcing . . . .

Independent Metropolitan Sales

Established to better serve the

● **ADVERTISING AGENCY** . . Our facilities will be geared to present the true picture of the Metropolitan Independent — its vital importance in the community — its outstanding achievements in competing with "piped" programming — its sound value as an investment of your client's advertising dollar. Our limited list will assure you of maximum service on *each* station.

● **METROPOLITAN INDEPENDENT** . . We are pledged to represent *only* Independents in major markets, and *only* a restricted list of Independents. Our member stations retain the right to qualify a new station (it must be good!) and limit the number of stations (one small list). We have one picture to present — the successful Metropolitan Independent.

"INDIE SALES" invites your Independent inquiries.

Independent Metropolitan Sales

"The Nation's Popular Stations"

Jack Koste, *Pres.*
55 West 42nd Street
New York 18, New York
LOngacre 3-6741

Jack Mulholland, *Mgr.*
75 East Wacker Drive
Chicago, Ill.
ANdover 3-7169

The Patroon* of the week

GENEVIEVE LEMPER

Time Buyer,
FOOTE, CONE & BELDING,
Chicago



Miss Lemper, with her thorough knowledge of radio, does a very capable job of time buying for all radio users in the Chicago office. The William G. Rambeau rep today presented Miss Lemper with a certificate of membership in the Honorary Order of Patroons and with the deed to a tract of land in the heart of Patroon country.



*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

There's no guesswork about selling merchandise on WPTR. A five week campaign brought 2,048 orders from 226 cities in 8 states and Canada.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business



AMBROSIA BREWING Co., Chicago (Nectar Premium beer), appoints Malcolm-Howard Adv., Chicago, to handle advertising. Intensive radio and TV campaign in Chicago area will be used. **Arthur M. Holland** is account executive.

FRONT-BUTLER Corp., Cincinnati tire distributor, appoints Associated Adv. Agency, Cincinnati, as advertising counsel. Regional spot campaign will be used. **Sam Malcolm Levy** is account executive.

ALBERS SUPER MARKETS of Cincinnati appoints Hugo Wagenseil & Assoc., Dayton, to handle advertising. Firm sponsors *Win Your Dinner* on WONE Dayton. **ANDERSON PIANO Co.,** Dayton, also appoints HW&A to handle advertising. Piano firm is sponsoring *49, the Magazine of Television* on WLWD(TV) Dayton.

BRISTOL-MYERS, New York (Ipana toothpaste), contracts for *Lucky Pup* to be telecast on WGN-TV Chicago, Tuesdays and Thursdays, 5:30-5:45 p.m. (CDT) for 52 weeks effective June 28. Agency: Doherty, Clifford & Shenfield, New York.

KERWIN, SHANE & YOUNG, Southern California distributor for Sentinel radio and television sets, appoints David S. Hillman Inc., Los Angeles, as advertising counsel. Plans call for radio and television.

SIGNAL OIL Co., Los Angeles, through Barton A. Stebbins Adv., same city, June 5 renews *The Whistler* on 16 Columbia Pacific Network stations for 52 weeks.

DALAND'S VITAMIN Co., Wilmington, Del., appoints Yardis Adv., Philadelphia, to handle its advertising. **Fred P. Fielding** is account executive.

REGAL AMBER BREWING Co., San Francisco, sponsor of San Francisco Seals baseball games on KSFO San Francisco, extended its sponsorship May 11 to include coverage of games by KPIX, TV affiliate of KSFO. Previously games on KPIX were sustaining.

FORT PITT BREWING Co., Pittsburgh, through BBDO, sponsoring wrestling bouts on WDTV (TV) Pittsburgh, Wednesdays from 9:30 p.m. to conclusion.

FIVE department stores contract to sponsor one five-minute, six one-minute TV film spots on **Catalina Inc.** (Los Angeles) swim suits. **ZCMI** Salt Lake City, to place spots on KDYL-TV Salt Lake City; **La Salle & Koch,** Toledo, on WSPD-TV Toledo; **Bon Marche,** Seattle, on KRSC-TV Seattle; **Gimbel's** Milwaukee, on WTMJ-TV Milwaukee; **Hecht Co.,** Washington, on WNBW (TV) Washington.

THE DILL Co., Norristown, Pa., appoints Street & Finney, New York, to handle advertising for its Duz-Kil insecticide.

(Continued on page 17)



NEW HAVEN Railroad claims another first with sponsorship of termina passenger interviews regularly on four Boston outlets. Airing departure o the New Haven's new Merchants Limited simultaneously on night of firs multiple-show are (l to r) Chick Morris, WBZ; Fred B. Cole, WHDH; Ton Russell, WEEI, and Vin Maloney, WNAC. Broadcasts are scheduled 4:55-5 p.m. weekdays for one month.

The HIGH-FIDELITY RECORDER...

...for the Studio Professionalist



RCA 73-B RECORDER, with its optional cabinet type MI-11827

RCA Type 73-B

DESIGNED with almost every known device for cutting your high-fidelity reproductions, this professional recorder has everything you need for versatile control of cutting to meet any recording situation.

● For instance, a new improved cam-operated lowering device prevents stylus damage and overcutting . . . because it enables you to lower the flutter-proof cutting head gently with decreasing speed as the head approaches the spinning record.

● For instance, start and finish spiralling is controlled by a *separate* motor . . . push-button operated. Spiralling pitch: approximately 6 lines per inch at 78 rpm and 2.5 lines per inch at 33⅓ rpm.

● For instance, *you can change cutting from inside out to outside in* by the simple turn of a dial . . . without adjusting the lead screw or driving gears. The pitch is continuously variable, while recording, from 96 to 152 lines per inch to handle program overruns. During actual running, too, you can adjust the stylus cutting angle and cutting depth. Groove grouping is eliminated because the head rides smoothly along a tubular enclosure that protects the feed screw. An automatic equalizer . . . available on special order . . . compensates for recording-level variations due to changes in surface speeds.

For additional facts ask your RCA Broadcast Sales Engineer for Bulletin 1J3137 . . . or write Dept. 19-ED.



CHECK THESE SPECIFICATIONS

Frequency response	30 to 10,000 cycles, ± 2 db
Head sensitivity (groove velocity 6.3 cm/sec., 0.00079" peak to peak at 1000 cps)	+30 dbm (1.0) watt
Turntable accuracy	± ½% 33⅓ or 78 rpm
Speed regulation (wows)	0.14% rms at 33⅓ rpm 0.07% rms at 78 rpm
Turntable drive	2 hysteresis type synchronous motors, using rim drive through rubber idler rollers
Type of stylus	Sapphire or Steel
Microscope	36 power Spencer

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Open Mike

(Letters are welcomed. Editors reserve the right to use only the most pertinent portions.)

'Well Read'

EDITOR, BROADCASTING:

. . . It seems that everybody in the radio business reads BROADCASTING. . . . I was visiting in Indianapolis, Cincinnati and St. Louis. Every agency I called on had read the story [Pearson Co. changes, BROADCASTING, May 9] and commented on it. . . .

John E. Pearson
John E. Pearson Co.
Chicago

* * *

On Elgin American

EDITOR, BROADCASTING:

. . . The Shaw Agency was appointed [BROADCASTING, May 9, page 14] by the Illinois Watch Case Co. to direct the advertising for Elgin American's new American Beauty line of compacts, cigarette cases and dresser sets. However, Weiss & Geller, Chicago, continues to handle the Elgin American line of compacts, cigarette cases, lighter sets and dresser sets. We also continue to direct the Groucho Marx radio program and all Elgin American visual and television advertising. . . .

Irving D. Auspitz
Executive Vice President
Weiss & Geller
Chicago

* * *

Very Useful

EDITOR, BROADCASTING:

. . . I see your publication regularly, and it is, indeed, very well informed and tremendously useful.

B. Cohen
Assistant Secretary-General for Public Information
United Nations
Lake Success, N. Y.

* * *

Information Source

EDITOR, BROADCASTING:

. . . It is certainly true that without BROADCASTING most of us would find it impossible to keep informed on day-to-day activities within our own industry.

Maurice B. Mitchell
Director, Broadcast Advertising Bureau
NAB, Washington

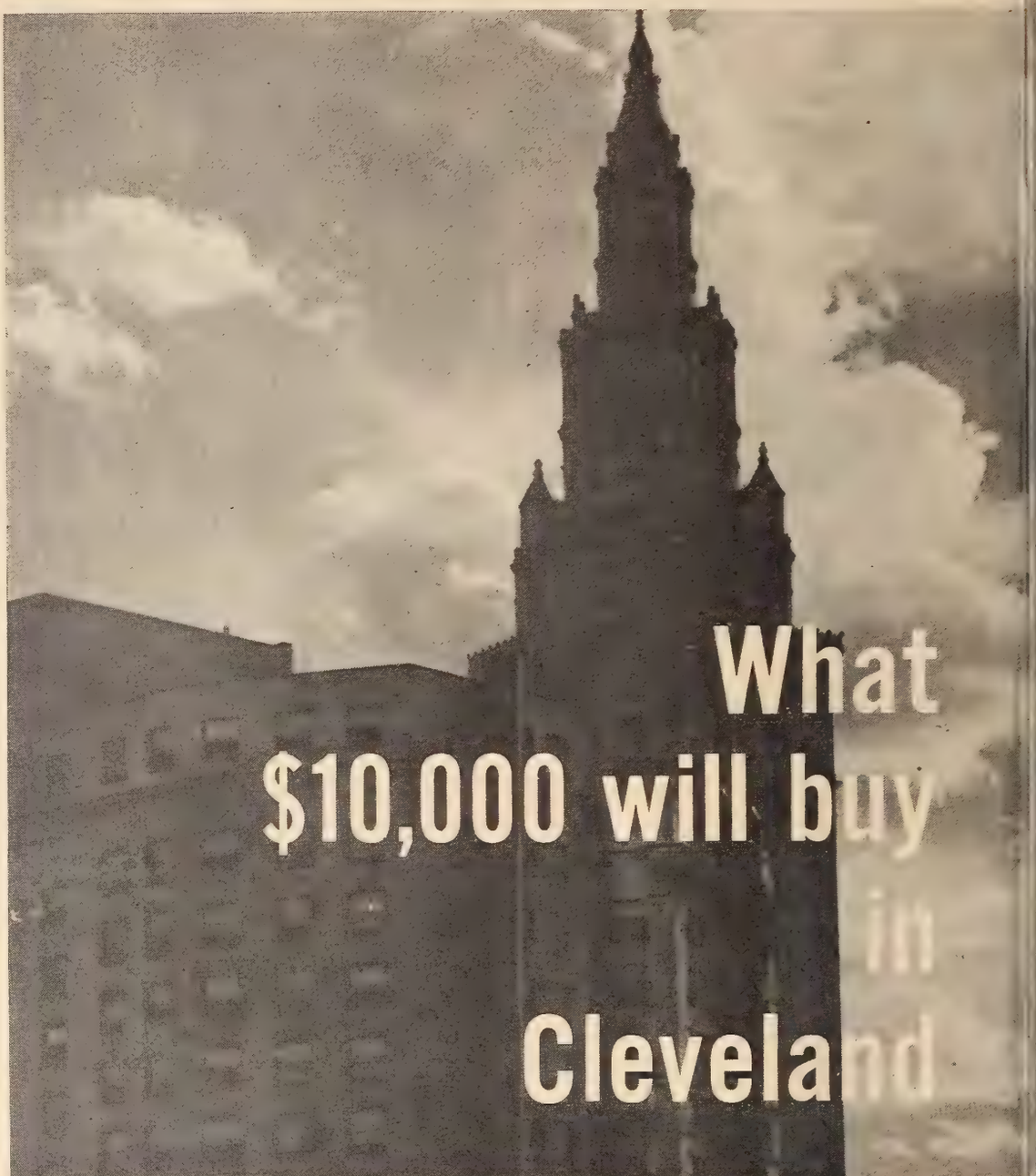
* * *

Re RIAS Budget

EDITOR, BROADCASTING:

I have read Mr. S. A. Cisler's recent letter to you [BROADCASTING,

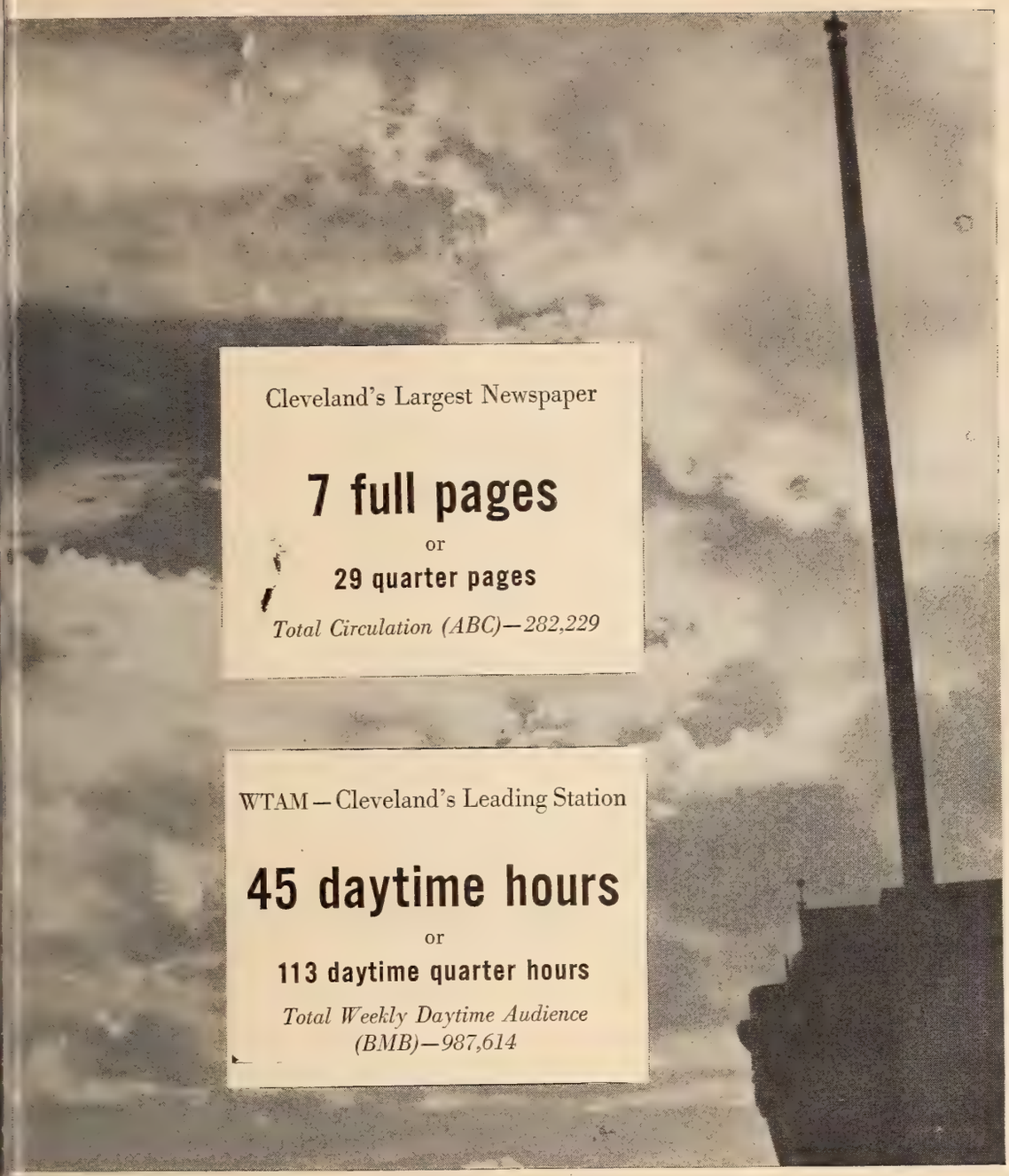
(Continued on opposite page)



For *more* impact on *more* people *more* often,
the nation's leading advertisers use SPOT RADIO.
For complete information on the nation's major stations
in the nation's major markets, they usually
call NBC SPOT SALES *first.*

NBC

representing WTAM, Cleveland • WNBC, New York • WGY, Schenectad



NBC SPOT SALES

New York · Chicago · Cleveland · Hollywood · San Francisco · Washington · Denver

MAQ, Chicago • KOA, Denver • WRC, Washington • KNBC, San Francisco

(Continued from opposite page)

May 2] in which he calls the budget for RIAS, Berlin, in the middle of the Russian Zone of Germany, "Operation Rathole."

I believe Mr. Cisler's feeling a natural one . . . It was my reaction before I went to RIAS and the four other stations in our zone last year resolved to improve the situation.

Mr. Cisler wonders who is in charge of RIAS. For the last three years, it has been William F. Heimlich, former colonel, G-2, Berlin, whom many commercial executives remember as a darn good radio man with plenty of practical experience before the war. There are only three other Americans at the station.

I soon discovered, as Mr. Heimlich had known for some time, that radio in Germany is not radio in the U.S. Here are a few sample difficulties:

1. Where are you going to get radio staffs after you have thrown out the Nazis, have replaced them with their sharpest opponents, and then, after training these, have found that many of them also have to be thrown out because they are Communists. . . . Absenteeism is . . . high following years of malnutrition.

2. A part of the 600 are drivers of cars used to haul talent to work and back, or the public address cars, which are the only ways of getting the news to the people when electrical current is off all day. . . .

3. Probably the thing to do is use less people for various program types —What are all those people doing in educational school radio, for example? When radio stations must themselves provide Schools of the Air for schools with book shortages, where does Mr. Cisler propose to get this material? There are no agencies, networks, syndicates, or school studios to help.

What are all those people doing in news and political commentary? Has Mr. Cisler ever tried to answer several hundred Russian lies a day spread by a 100,000 w station just across the river?

What is RIAS doing with a symphony orchestra and other musical groups as well? With symphonies of their own at Radio Berlin (the tremendous station in the Russian Sector). Radio Leipzig and a dozen other Russian-controlled stations, twice as large and twice as well-paid as anything our zone has to offer, one begins to realize how thoroughly good, original music is a part of German life. . . .

RIAS has at least eight commentators who draw salaries comparable to those of outstanding radio men in the U. S. But for that fee these Germans, Hungarians, Romanians, etc. risk their lives every day . . . We can keep them or let the Russians have them and their following.

4. American occupation authorities broke up the cartels and combines they felt dangerous. One of the tighest was the Nazi Radio Network. There is no longer any network. Each station, and German stations are often 100,000 watters, now is in effect a network production center, creating from scratch all it broadcasts. . . .

Both RIAS and the air lift are uneconomical, admittedly. . . . But anyone who has seen any of the scores of prisoners escaped from Russian Uranium mines who come to RIAS, as the one place they know about, for help . . . realizes the impact of this station. . . .

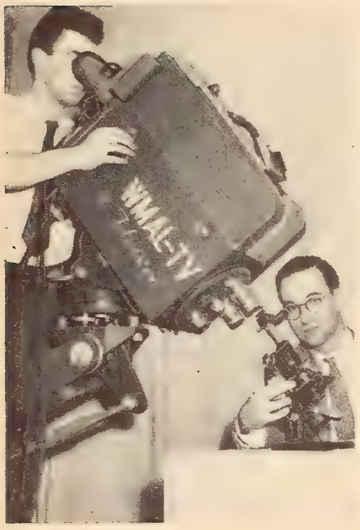
Since the Office of Military Government has invited me to suggest other experts, I am recommending Mr. Cisler and the project he suggests (the flying of American radio men to Berlin, to "clean up the waste") with the warning, however, that unless diagnosis, is based on at least a few weeks of observation, preferably by persons who can

(Continued on page 61)

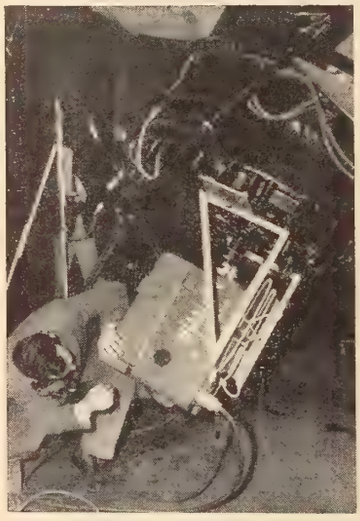
ON THE WASHINGTON SCREEN

"You have to keep a sharp eye on the television listings to keep up with WMAL-TV's science shows since they are not on a regular schedule, but they are superlative jobs of experimental television and well worth watching for."

—Sonia Stein
The Washington Post
April 10, 1949



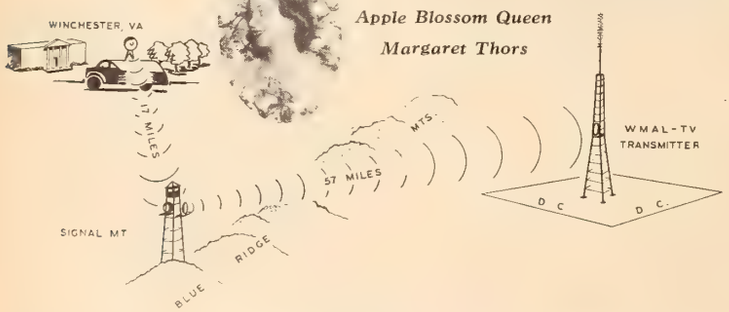
FOR THE FIRST TIME, television fans in the Nation's Capital have seen for themselves the differences between cancer cells and healthy, normal cells of the human body. This was made possible through the twin eyes of the television camera and the microscope, (at left), a combination never before used on television. The program was produced with the cooperation of the U. S. National Cancer Institute and the American Cancer Society.



WHEN WMAL-TV ATTACHED A TELEVISION PICK-UP CAMERA (at right) to the face plate of the 40-inch reflecting telescope at the United States Naval Observatory in Washington in March 1948, televiewers were able to see at close range Mars, Saturn, and the Moon. . . . WMAL-TV had successfully demonstrated a new use for the medium of television! Captain Guy W. Clark, superintendent of the Observatory described the telecast as a "step forward in the teaching of astronomy." The WMAL-TV "first" was repeated on April 12, 1949, for a total lunar eclipse, but was only partly successful due to atmospheric conditions.



Apple Blossom Queen
Margaret Thors



Another FIRST ! Longest single relay in TV history !

THE FAMOUS SHENENDOAH APPLE BLOSSOM FESTIVAL this April in Winchester, Virginia was televised by WMAL-TV and two unique achievements were accomplished. The final 57 mile relay was the longest single relay circuit ever used in a television broadcast and the entire 74 mile span from Winchester to Washington established a record in micro-wave relay transmission for a single broadcast! The picture was micro-waved 17 air miles to a fire look-out on Signal Mountain, 2,400 feet above sea level. There it was transmitted by another micro-wave relay 57 miles to the WMAL-TV transmitter in Washington from which it was radiated to TV receivers in the Washington area.

WMAL

WMAL—TV

THE EVENING STAR STATIONS
WASHINGTON, D. C.

WMAL-FM

Agencies



HAROLD M. WALKER, formerly with Ruthrauff & Ryan, Seattle, named general manager of Rhoades & Davis, San Francisco.

JAMES G. COMINOS, vice president in charge of radio and television at Le-Valley Inc., Chicago, appointed general manager of agency. He will supervise agency's radio and TV advertising, and continue as a vice president and account executive.

DELBERT J. COOK, formerly director of advertising and public relations of Kingan & Co., Indianapolis, joins Jim Baker & Assoc., Milwaukee, as account executive.



Mr. Cominos

LOIS REICHER, formerly with Deglin-Wood Inc., New York, appointed public relations director of Ray-Hirsch Co., New York.

JOHN DUFFY, former KALL Salt Lake City and Intermountain Network news announcer and writer, join Cooper & Crowe Adv., Salt Lake City, as radio director and account executive.

JACK SCRUGGS, timebuyer, Foote, Cone & Belding, Los Angeles, leaves agency at end of this month for year's leave of absence to complete studies in Business Administration at U. of Southern California, Los Angeles.

CLAIRE KOREN, radio assistant, replaces him during that time.

BETTY SMITH joins copy department of David S. Hillman Inc., Los Angeles. She was formerly in copy department of Stodel Adv., that city.

PATIENCE ABBE, co-author of *Around the World in Eleven Years,* joins John O'Rourke & Assoc., San Francisco.

RUSSELL K. JONES, Newell-Emmett Co., New York, account executive, and C. McKim Norton, well-known yachtsman, have written *The Cruising Cookbook* which was published earlier this month by W. W. Norton Co.

TIM ELLIOT joins public relations staff of Norman Malone & Assoc., Akron, Ohio. He was formerly with WAKR Akron, as news director.

WILLIAM ESTY Co., New York, added three to its television department. They are: **SAMUEL NORTHCROSS,** formerly with Young & Rubicam Inc., in audience research group; **WILLIAM L. STUART,** former free-lance writer; **CHARLES RUSSELL,** recently with Monica McCall literary agency.

KENNETH E. MOORE, account executive at Fuller & Smith & Ross, New York, will transfer to company's Cleveland staff. He has been with the agency since November. Mr. Moore will serve newly-acquired Sherwin-Williams paint account.

WILFRED WEISS, formerly free-lance magazine writer, joins public relations staff at Kudner Agency, New York.

COUNCIL of Advertising Agency Librarians, New York, elected following officers to serve for one year: **ROSALIND MORRISON,** Doherty, Clifford & Shenfield Inc., president; **KATHERINE D. FRANKENSTEIN,** BBDO, vice president; **VERA HALLORAN,** J. M. Mathes Inc., secretary.

AGENCIES moving offices to new locations: Los Angeles—**BBDO** to 6363 Wilshire Blvd., telephone, Webster 1-1234; **Lee Ringer Adv.** to 3142 Wilshire Blvd; Washington—**Gardner Adv. Co.** to 1616 K St. about June 1.

FRANCIS J. WALSH, account executive with McCann-Erickson for the past eight years, joins Advertisers Production Services Inc., New York, in executive capacity effective June 1.

ELLIS T. GASH named a vice president of Burnet-Kuhn Agency, Chicago. He is former account executive at Campbell-Mithun, Minneapolis, and was president of the Chicago agency bearing his name for 12 years.

JOSEPH C. LIEB, formerly with Kastor, Farrell, Chesley & Clifford, New York, joins Geyer, Newell & Ganger, New York, as an account executive.

MICHAEL FLEMING, formerly with J. Walter Thompson Co., appointed copy chief of Grey Adv., effective June 1. **FREDERIC J. TRUMP,** formerly with McCann-Erickson, joins Grey as account executive.

New Business

(Continued from page 12)

MILWAUKEE FURNITURE Co. of San Francisco, sponsoring *Design for Living*, Thursdays on KPIX(TV) San Francisco.

REFINADORA de OLEAOS, Brazil, S. A., appoints McCann-Erickson's Sao Paulo office to handle advertising for its "Gordura de Coco Brasil," a cacao-oil product. Radio will be used.

SINGER SEWING MACHINE Co., Puerto Rico, appoints San Juan office of McCann-Erickson to handle its radio and publications advertising in Puerto Rico and the Virgin Islands.

Adpeople • • •

FRANCIS L. CONGDON appointed advertising and merchandising director of Altes Brewing Co., Detroit and San Diego, after 11 years with Maxon Inc., Detroit.

They Say • • •

"THE $2,800,000 lawsuit by (former) Jersey City Mayor Frank Hague Eggers against . . . WAAT —for permitting an allegedly slanderous political broadcast— focuses attention on a grave legal dilemma facing radio stations in this state and elsewhere.

"The (FCC) . . . interprets the Federal Communications Act of 1934 as forbidding stations from exercising any censorship whatever over political broadcasts. . . . Yet the stations are exposed to huge suits if the candidate buying radio time makes slanderous or libelous statements. . . . Stations do have the right, within certain limitations, to reject such scripts in toto. But it is virtually impossible for station personnel, particularly in the hundreds of smaller stations, to make sure that scripts contain no possible slander . . . ad-libbing obviously presents enormous further difficulty. . . .

". . . The strict FCC ruling on censorship is definitely in the public interest. The overwhelming majority of stations do not want the right to interfere with the free expression of views by political candidates. . . . Responsibility for any slanderous political statements clearly should rest with the party making the offense. Radio stations should be relieved of legal responsibility in such cases if they follow reasonable procedures which might be prescribed.

From an editorial appearing in The Elizabeth (N. J.) Daily Journal

* * *

". . . THE RADIO broadcasters are the most abused and worst treated of all American businesses. Especially is this true of about 1,500 independent stations. Thousands of business firms and commercial-trade associations spend millions each year in printing, labor and postage on material to be sent to radio stations . . . in hopes their material will be used, and thus they can gain radio publicity without paying for it. . . . The Government is the biggest abuser of the radio broadcasters. The Government thinks nothing of paying transcription companies [for] programs they expect the stations to run free of charge. . . . It spends eight to ten millions in magazines and newspapers each year in recruiting, with little of the recruiting going to radio. It is expected to work free. . . . Radio broadcasters outperformed all public-information media during the war, and it appears now the businessmen are quick to forget this fact, and that Congress has forgotten it, too."

Statement by W. L. Gleeson
President, Broadcasting Corp. of America, Riverside, Calif.
Quoted by Rep. Eugene J. Keogh (D-N.Y.)
In House of Representatives



HARRY JACKSON (l), vice president of Jackson Furniture Co., Sacramento, Calif., approves contract for one of the biggest retail radio merchandising programs in history of Sacramento radio. Jackson's is sponsoring two quarter-hour strips, *Deems Taylor Concert* and participations in *G. E. Platter Party* on KXOA Sacramento. Mort Sidley, KXOA's general sales manager, beams approval.

WFBL
SYRACUSE, N. Y.

1ST in HOOPERATINGS
OCTOBER 1948 THROUGH FEBRUARY 1949

in 27 of 40
quarter hour daytime
periods--Mon. thru Fri.
2nd in 10 periods
3rd in 3 periods

WFBL had 13 Quarter-Hour Periods with a rating of 9 or better. No other Syracuse station had a single period with this rating.

Free & Peters will be glad to show you the complete quarter hour breakdown.

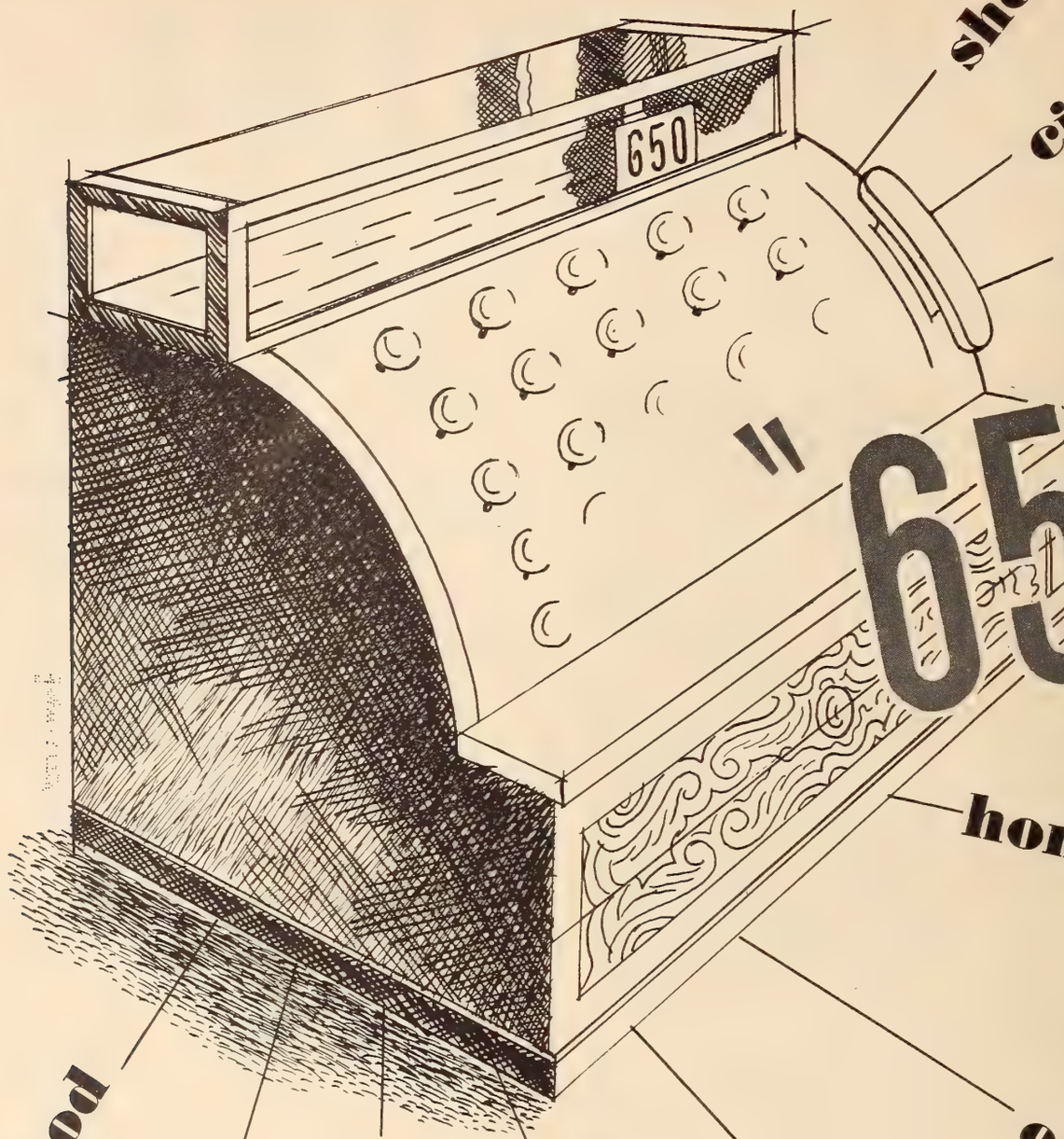
HOOPER *Share-of-Audience* Oct. 1948 thru Feb. 1949
WEEKDAY—MONDAY THRU FRIDAY

	WFBL	Station B	Station C	Station D	Station E
Morning	40.2	28.6	20.6	7.1	3.2
Afternoon	38.4	19.4	19.2	12.9	9.6



Ask Free & Peters for the WFBL Market Booklet and Availabilities.

WFBL BASIC CBS
IN SYRACUSE . . . THE NO. 1 STATION
WITH THE TOP SHARE OF AUDIENCE
MORNING, AFTERNOON OR EVENING



shoes

cigarettes

cosmetic

"650"

home need

electrical

beverages

clothing

automotive

farm machinery

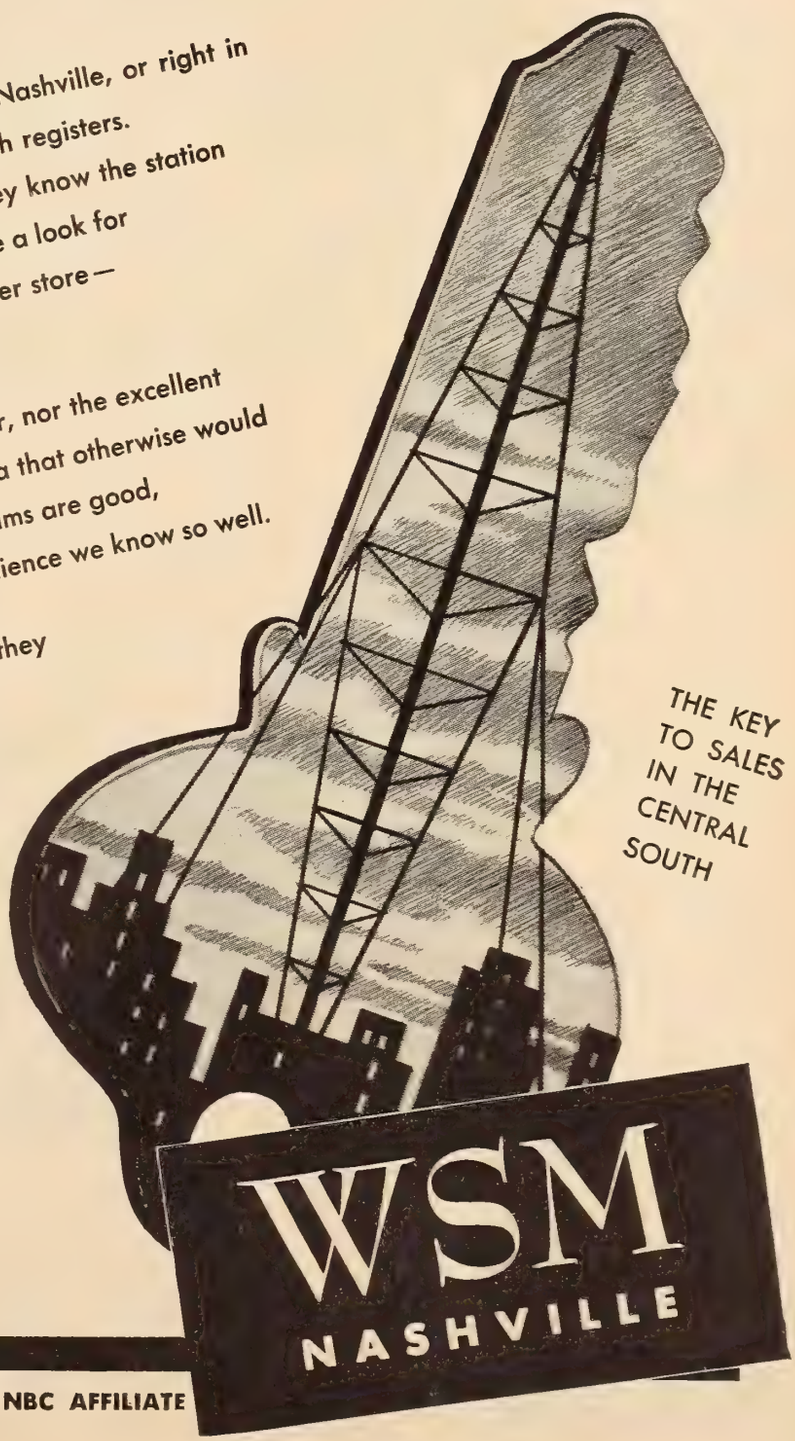
food

. . . on the cash register . . .

You can go out to dealers, hundreds of miles from Nashville, or right in town—and there you can see the WSM story on cash registers. They ring up 650 so regularly, these merchants, they know the station has a special power to sell their customers. Go take a look for yourself, as we have, and you'll find it in store after store—all through the Central South.

It isn't just our 50,000 watt, clear channel power, nor the excellent reception we provide dependably over an area that otherwise would be poorly served. Nor the fact that our programs are good, balanced, and specially designed for the audience we know so well.

The reason they act when they listen is that they know they can trust and believe and buy what we sell them.

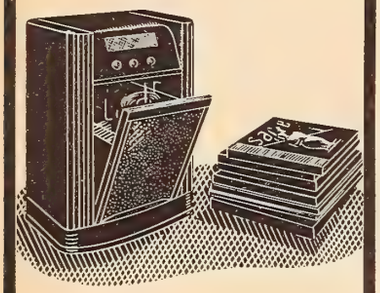


liances

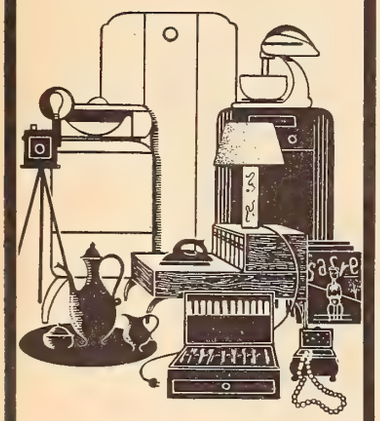
00 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

Remember the story about...

the jackpot



that grew



and grew and grew?

Fabulous, isn't it, the way the list of prizes grows in the big jackpots? Equally fabulous is the growth of WWDC in Washington. From a small beginning, WWDC has grown into a huge power for producing economical results in this rich market. Get the whole story from your Forjoe man.

WWDC

AM-FM—The D. C. Independent

Represented Nationally by
FORJOE & COMPANY

Feature of the Week

PUBLIC service has reached such a point in the daily operation of WATO Oak Ridge, Tenn., that it bids well to engulf all other station activity at "The Atomic City," according to Marshall Pengra, WATO president and general manager.



Mr. Pengra

Only last May 10 a construction crew, building new houses in the station area, blew down the WATO power lines in the ear-shattering process of blasting some rock for removal from housing sites. If the station entertains any lawsuit ideas, it may well think twice—for Uncle Sam is the only landlord at Oak Ridge.

The Atomic City seems to develop a crisis "every hour on the hour," Mr. Pengra says. And despite the fact that no resident, businessman or operating company owns real property in the area, the citizenry glues a watchful, if sometimes suspicious, eye on the top brass, he reports.

When the Atomic Energy Commission recently announced a rental increase for dormitory residents of the city, WATO dutifully produced special tape-recorded broadcasts of the meetings between AEC and the dorm committees. There followed a congressional hearing held in Oak Ridge by a subcommittee of a joint Congressional Committee on Atomic Energy. Interest ran so high that the station tape-recorded the session and carried a full four-hour broadcast.

In fact, public interest appeared exceeded only by listener reaction. WATO described the response as "terrific," in view of phone calls and mail. One listener commented: "Your public service broadcasts, particularly of the dormitory hearing, are much appreciated. WATO is the best thing that ever happened to Oak Ridge."

Even the Atomic Energy Commission was moved to adulation. Fred Ford, AEC director of community affairs, called the station

(Continued on page 76)

On All Accounts

WHEN they pulled the carpet from under Ely Landau, head of the television department for Moss Assoc., in 1946 he didn't call for a chiropractor or hurry to the nearest all-night lawyer. He bought the carpet.

The carpet in this case was television, and its support was denied him when Mr. Landau, then an advertiser, met unforeseen manufacturing difficulties with his product, Pepcorn Chips. Retiring his business interests, he joined the medium that had made his business interesting. He became a television executive with Ray Nelson Productions.

His video experience with Pepcorn—the experience that sold him on television—involved a spot announcement campaign on WCBS-TV New York immediately following the Dodger baseball games. As a result of his exclusive use of that promotion more than 2,750 new markets in the New York area alone were opened to his product in less than three months.



ELY

After working with the Nelson organization as a production associate on such shows as *Fashions on Parade* and *Television Auction*, Mr.Landau published a capsule report on video called *The Television Story*. The writing venture paid off substantially beyond prevailing literary rates. He was offered attractive positions with several advertising agencies, and finally chose to ally himself with Moss Assoc. in a capacity designed to utilize both his selling and creative talents.

Currently, he is agency executive on the following accounts: Ziploc Watch Strap Co., which uses spots on video preceding gift season for men; Paterson Motors, New York, sponsor of a spot campaign on WABD (TV) from New York, which incidentally, increased its auto service more than 20% as a direct result of its use of a one-minute film prepared by the agency; and Purofied Products, a participating advertiser. In addition Mr. Landau is preparing a five-minute program for Semca Clock Co.

Mr. Landau is married to the former Hannah Klein. They have a son, Neil, 2½ years old.

A reformed professional basketball star, Mr. Landau devotes his moments away from television to watching sporting events. Watching them on television, of course.

For its, in the new visual medium that the energetic head of television executive foresees even greater things to come in selling.

for profitable selling—
INVESTIGATE

WDEL
WILMINGTON
DEL.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

Represented by
ROBERT MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

There's

Pay Dirt

in the NEW 1949 GATES

SA-40 Console





The New SA-40 Speech Input Console is one of the many new Gates items for this year.

There is indeed *pay dirt* for each broadcasting station that will install this newest of Speech Input Equipment—Gates Model SA-40.

Added facilities such as new control board ideas, greater ease in servicing and most important, an easy-to-use console, make the SA-40 the ultimate in engineering desirability.

The SA-40 has many new features including two specials . . . all major circuits are so terminated that the engineer may install a patch panel without removing a wire, and three turntable channels each with a cue type control.

Add to this . . . plug-in type muting relays, complete remote and network override, adjustable remote cue level control, recording facilities, higher gain, plus many more of the items never found in a speech input console and you have the reason why more broadcasting stations each day are making Gates their first choice.

When you plan on building new or changing your present equipment, investigate this newest Gates Product. A line or two on your letterhead will bring the complete story of Gates Equipment and a large leather-bound catalog listing hundreds of Modern Gates Products for Broadcasting Stations.

Gates

RADIO COMPANY

QUINCY, ILLINOIS

AND

EASTERN ZONE

WARNER BUILDING

WASHINGTON 4, D.C.



Looking for the leader?

New York's highest-rated woman commentator is WCBS' Margaret Arlen



Sustained leadership: throughout the year, an audience 32% greater than her *nearest* competition is Margaret Arlen's record in her highly competitive program category. A.C. Nielsen shows that *every month* she holds first place among woman commentators.

AVERAGE ¼ HOUR RATINGS, FEB. '48—JAN. '49

Margaret Arlen... 3.7	Woman Commentator B... 2.1
Man-Wife Team A.. 2.8	Woman Commentator C... 2.1
Man-Wife Team B.. 2.7	(All others below 2.0 av. ¼ hr.)

Nielsen Radio Index—N. Y. Station Area Reports

Represented by Radio Sales

BROADCASTING
TELECASTING

Vol. 36, No. 21 WASHINGTON, D. C., MAY 23, 1949 $7.00 A YEAR—25c A COPY

UNREST STIRS STATIONS

NAB, Video Main Targets

By SOL TAISHOFF

DISSENSION which may flare into open revolt is brewing among old-line network affiliates who regard themselves as the backbone of American radio.

Many broadcasters — not in TV markets, but from all geographical areas—are becoming more outspoken in their resentment against what they term the artificial stimulation of television. They also condemn talk about reduction of AM rates by the networks to compensate for TV's effect upon tune-in. But perhaps most pronounced is their unhappiness over the state of affairs at NAB.

Without regard to the television issue, many network-affiliated stations now contend that NAB is "dominated" by unaffiliated independents and by the newcomers. Whereas those who are in non-TV markets oppose any substantial expenditure of NAB funds for video exploitation, those who happen to be in TV argue the opposite point—that NAB is not sufficiently interested in television to justify their membership.

Portents of this unrest followed the NAB Convention in Chicago last month. There have been a number of resignations of important stations. Additional resignations are believed imminent. Among hitherto unannounced resignations are WOAI San Antonio, WWJ Detroit, KPRC Houston, all NBC affiliates, and WPEN, Philadelphia independent.

The resignation of WWJ posed an immediate problem for the NAB since Harry Bannister, general manager, is a member of the board of directors. Mr. Bannister in his letter of resignation to NAB President Justin Miller, said:

Our decision to withdraw has been made with reluctance and regret. It is forced upon us by a deepening realization that the objectives of our business and the aspirations of its management are not the objectives and aspirations of an overwhelming majority in the NAB membership.

Mr. Bannister did not amplify this statement but the resignation was believed to be premised upon a combination of high cost of membership plus his view that the NAB has become a sprawling organization and was spread too thin to be effectual.

Last week in Shreveport, La., there developed tangible evidence of the feeling being whipped up among major network affiliates. A group of NBC-affiliated stations met there Saturday, May 14, at the call of William B. Way, vice president and general manager of the 50 kw KVOO Tulsa and a former NAB board member. The session was held in conjunction with the formal dedication of the new studios and plant of KTBS, Shreveport NBC outlet. Host to the group was Cecil K. Beaver, KTBS general manager (see story page 54).

General Reaction

What transpired at the Shreveport sessions concided generally with reaction from other areas following the NAB Convention. The session was given added importance by virtue of the presence of Martin Campbell, WFAA Dallas, chairman of NBC's SPAC committee; Edward Petry, president of Edward Petry & Co., pioneer station representative; and Sheldon B. Hickox Jr., manager of NBC station relations. Among other representatives of south central and southwestern NBC affiliates who participated were: Hugh A. L. Halff, WOAI; Jack Harris, KPRC Houston; G. E. Zimmerman, KARK Little Rock; Roy Bacus, WBAP (AM and TV) Fort Worth; Harold Wheelahan, WSMB New Orleans; and Mr. Beaver. Others present at the session were: Sales Managers Ralph Nimmons, of WFAA, Jack Keasler, WOAI, and Jack McGrew of KPRC.

Mr. Way, an old campaigner, pulled no punches in launching the hair-letting-down session. He flayed the networks for overplaying TV which he felt would not be a factor for some years in the Southwest and in other areas remote from the talent centers. He criticized trade papers for devoting "too much space" to television. He lashed out against the NAB and questioned whether the present command hadn't served

(Continued on page 24)

NAB Board Vacancy

NAB BOARD vacancy created by resignation of Harry Bannister, WWJ Detroit, as result of WWJ's decision to quit association ranks, can be filled by the board when it meets July 11-13 at Wentworth-by-the-Sea, Portsmouth, N. H. Appointee would serve until the end of District 8 (Ind., Mich. in part) term at 1950 NAB convention in mid-April. Decision as to the time District will nominate and elect the 1950-51 board member will rest with the appointee. Election can be handled at the District 8 meeting Nov. 21-22 or by mail at least 30 days prior to the next convention. By-laws require nominations by mail.



Mr. Bannister

RADIO'S FUTURE

Balcom Sees Vast Growth

By JANE PINKERTON

THE MAKERS of the nation's radio and television sets are prepared to include every new technical development in their products, but they will not cause "deliberate obsolescence," Max Balcom, retiring president of Radio Manufacturers Assn., pledged as the association wound up its Silver Anniversary convention in Chicago last week.

Supported by a tribute from President Truman to the progress of manufacturers and the power of radio and television in the nation's daily life and economy, Mr. Balcom scoffed at suggestions that television will put broadcasting out of business. He predicted radio will continue "indefinitely" and at the same time forecast operation of 6,000,000 TV receivers by 1951.

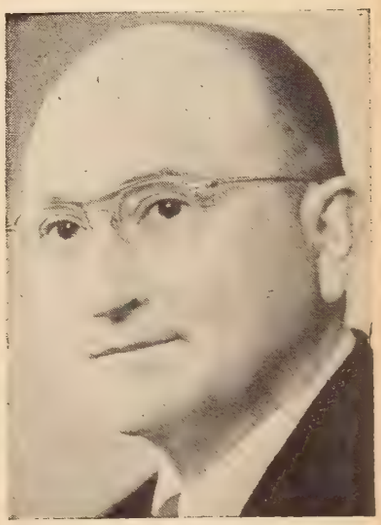
Raymond C. Cosgrove, executive vice president of Avco Mfg. Co. was elected to his fourth term as RMA president at the RMA board meeting Thursday afternoon, succeeding Mr. Balcom. The board session wound up a four-day convention held at the Stevens Hotel, Chicago.

Mr. Cosgrove headed the group from 1944 until 1947, and directed the industry's wartime and postwar reconversion activities. Other re-elected officers were Leslie F. Muter, president of The Muter Co., Chicago, as treasurer for the 15th term, and Bond Geddes of Washington, D. C., executive vice president and secretary. John W. Van Allen of Buffalo was re-appointed general counsel.

Nine directors were re-elected. Five new ones are J. B. Elliott, vice president, RCA Victor; W. J. Halligan, president, Hallicrafters Co.; Richard A. O'Connor, president, Magnavox, all representing the set division. In the parts division, R. L. Triplett, president, Triplett Electrical Instrument Co., and in the amplifier and sound equipment division, A. Liberman, president, Talk-A-Phone, were elected.

New vice presidents, in addition

(Continued on page 52)



Mr. COSGROVE

Unrest Stirs Stations

(Continued from page 23)

its purpose and perhaps finished its usefulness. He left practically nothing unsaid (we were there).

On some of Mr. Way's points there was unanimity, though several present disagreed with his contention that TV would not be a factor in their areas for some time, or that trade papers [BROADCASTING was named specifically] were devoting too much space to TV. Only one telecaster was present—Mr. Bacus of WBAP, the Fort Worth *Star Telegram* AM and TV operations. He disagreed with the contention that TV is unduly overplayed but conceded it was confusing. WBAP's experience, he said, is that TV's impact can't be minimized or discounted. He observed, however, that there is a "fatigue factor" and he felt that televiewing would not be as widespread as listening. He anticipated more "selective looking" than selective listening.

There were disparaging references to the two forms of radio as "sound" and "unsound." But, after the smoke had cleared, there was general agreement that progress could not be stopped; that television constituted progress; that TV is the heritage of the broadcaster and that, while many zealots were going to extremes, it nevertheless behooved all in radio who want to remain in it to keep abreast of the new art and do something about TV.

On the matter of AM rates the discussion became heated. Mr. Petry asserted that network talk of a reduction in station rates during evening hours, whether it be 1 or 20%, because of video competition, was dangerous and unjustified. He argued that station rates always have been too low when contrasted with those of other media and that stations should not take a single step backward on rate structure. It was evident from the comments made that any move to cut AM rates would be stoutly resisted.

Mr. Harris pointed out that KPRC is a television applicant and that he, therefore, is fully conscious of the job ahead. The principal job for sound radio, he said, is to promote it by building programs and increasing tune-in. He urged NBC and other networks to build and pretest programs and he admonished those present to beware the fate of the buggy whip manufacturer in the day of the automobile's advent.

Mr. Hickox vigorously defended his network's position on simultaneous development of TV along with AM. He said the network now is in the process of "unintegrating" its operations except at the top level where it will be integrated. Hence, he said, AM and TV will function separately as to sales and programming within the network. He insisted NBC has not forsaken its unremitting effort to sell AM and promote it and discussed, off-the-record, a couple of new program ideas in the works.

'New York' Influence Hit

There was also revival of talk about the "New York influence" in programming becoming even more severe in TV than in AM. People away from the show business centers do not relish the infusion of "city slicker" influence, it was argued.

Mr. Halff explained that he had withheld announcement of his resignation from the NAB last December because he did not want to be the bellwether of a possible general exodus. Others present at the Shreveport meeting indicated that they would be disposed to follow Mr. Halff if the NAB continues in its present groove. It was argued that the dues of major network affiliates, generally in the higher brackets, are being disbursed to "build up competitors," mainly among the newcomers. And the newcomers and the independents, it was alleged flatly, had taken over "control of the NAB operations and management."

Last Thursday (May 19) Mr. Harris wrote NAB Secretary C. E. Arney Jr., that KPRC had decided to resign, effective June 1, because of the feeling that the association "was falling short of doing a job for the radio industry and also was failing completely in being of any real service to us."

There wasn't even enthusiasm for the new Broadcast Advertising Bureau, with several of the Southwesterners harboring the view that this also was designed to benefit the smaller entities. But the competition with newspapers was generally recognized and it was the consensus that such a project, under competent management, could be fruitful. There was some praise voiced for Mauric

(Continued on page 55)

WHY DID WPEN QUIT?

Says Functional Groups Would Better Serve Industry

SEPARATION of NAB into functional groups, each having its own code and its own convention, with an annual association business meeting, is proposed by Edward C. Obrist, general manager of WPEN Philadelphia, an independent regional, in his swan song as an NAB member.

Mr. Obrist advanced his idea in a letter to C. E. Arney Jr., NAB secretary-treasurer. Mr. Arney had asked him to list the reasons WPEN has resigned its NAB membership (see story page 23).

First of all, Mr. Obrist contends, the industry has become too large for the present organizational setup and the overall convention. He says AM, FM, TV and facsimile have varied interests, complicated by the independent, affiliate, clear channel, regional, local, parttime and fulltime classifications in small, medium and metropolitan markets.

Few, if any, metropolitan operators are interested in FM, he argues, since their big "going concern" problems are AM problems whereas FM is vital in smaller towns and rural areas. As to TV, he calls it "an arch-rival" of AM and asks, "Why mother our murderer?"

"The NAB should revert to its type, an association of AM broadcasters for the over-all advancement of the AM industry and the sole benefit of all individual AM stations in it," he holds. "AM broadcasters have problems that can best be solved by separate meetings or conventions.

The network affiliates should have their annual conclave, the independents theirs, for example "where the big fellows and the little ones in each class will have ample time in which to air their problems; sympathetic minds and interested ears to help them.

"These groups will elect their own representatives who will go to a smaller annual association business convention for the purpose of pleading causes that have been agreed to in advance, and returning with evidences of concrete progress.

"Each group or representative should be respected equally and considered equally. If this is an indirect promulgation of more activity and more control and more power in the hinterlands and less power in radio headquarters at Washington, then so be it. These groups should adopt codes that pertain to their own classes. The association as a whole should then fashion a code to complement these that would generalize over and above these specific items and that would be representative of the industry at large."

Use of Referendum

Mr. Obrist feels NAB should make more use of the referendum. Such a vote at Atlantic City would have defeated the code, he feels, and might have defeated the BMB loan at Chicago, "the approval of which has caused much unfavorable reaction."

He looks to NAB "for a final and sensible solution of the coverage problem" and for a "business convention, completely devoid of speeches that tell us how good we are, that urge us one year to 'get into FM' and later, to 'get into TV,' a convention that builds respect for our industry and business for the individual stations.

"I'd like to hear how bad we were during the previous year from agencies, account executives and advertisers, so we can derive a modicum of benefit instead of false balm from our annual sessions."

Reduced to its essence, the problem is one of "resignation vs. reform," Mr. Obrist believes. "In today's very tight and increasingly competitive market, the time and inclination to stump for complete re-evaluation of the purposes and procedures of NAB is unfortunately lacking."

RADIO EXECUTIVES were feted at reception and dinner party at home of George D. Wray Sr., board chairman of KTBS Shreveport, La., following dedication of new KTBS facilities and meeting of station executives (see story page 54). Station officials and guests included (l to r): Allen D. Morris, KTBS president; Mr. Wray; E. Newton Wray, KTBS vice president; William B. Way, KVOO Tulsa, who presided at executives' meeting; Edward Petry, head of his own station representative firm; Prentiss E. Furlow, KTBS vice president; C. K. Beaver, KTBS secretary-treasurer and general manager; Sheldon B. Hickox Jr., manager, NBC station relations.



How's Business?

'Broadcasting' Study of the Business Climate

By ROBERT LUCE

WHAT HAPPENED to the economy in the first three months of the year is now clear. Government figures for the first quarter are published, and they show that the steady rise in this nation's economic activity has been halted in many respects.

The basic measurement of the business level—the gross national product—dropped $9 billion on an annual rate from the previous quarter's record high of $264.9 billion. "GNP" is the measurement of the value of all goods and services produced in the economy. This drop of $9 billion was the most severe of the postwar period.

Even with this rapid decline, the dollar value of goods and services for the first quarter is above the average for 1948, and nearly triple the 1939 total. Such a perspective is necessary to a proper understanding of the extremely high level on which our economy has been operating in the postwar period.

Much of the decline is centered in the manufacturing industries. The index of industrial production has dropped from a high of 195 in October 1948, to 179 in April (1935-39=100). The decline is general in both durable and nondurable goods production, although some upturn was evident in April's figures for mining.

Root of Unemployment

This decline in production is at the root of the unemployment figures that have made headlines in past months. The Bureau of Labor Statistics reports manufacturing employment for March continued a six-month downward drift to reach a figure 1.2 million below the postwar peak in September 1948. Spring has brought total unemployment down about 200,000 to a shade over three million, according to April reports.

These declines have injected caution and jumpiness into the business picture to a degree that has not been felt since the end of the war. Expenditures for capital equipment of all kinds, plant expansion and modernization, housing, inventories have been reduced sharply in the first quarter—largely as a result of this hesitancy.

Purchasing Power Up

In the midst of this series of economic changes, a new development appears. The average per capita disposable income reached its highest point since the end of OPA, in terms of purchasing power. (See chart.) The slight drop in the price level is partly responsible for this development. Using 1948 as 100, the first quarter 1949 consumer's price index is 99.2. Average per capita disposable income in the first quarter reached $1,347, only slightly below the 1946 figure of $1,351 in these same 1948 dollars.

This is on the credit side of the ledger, and it is a reassuring factor. The bottom has by no means dropped out of the market for consumer goods. The money is there. National income has declined somewhat in dollar terms, to be sure, but it does not compare to the drop shown in industrial production. Personal income is at an annual rate of about $217 billion, equal to July of last year, and considerably above March 1948. Farm incomes are about equal to March 1948.

What have consumers done with their income? They have saved an increased portion, and spent somewhat less. In the fourth quarter of 1948, consumers spent at an annual rate of $181 billion and saved at an annual rate of $18.4 billion. Thus they saved approximately 9%. In the first quarter of 1949, they spent at the rate of $178 billion per year and saved $20 billion, saving a little over 10%. Why?

The uncertainty that is apparent in business expenditures is also reflected in consumer buying plans. Much of the reduction in both cases is a matter of waiting until prices come down to a new level. Why buy a refrigerator today for $300 if it might sell for $250 in two months? Or why build a new addition to a plant now when materials and labor may be cheaper in 1950? These are the kind of decisions that affect the economic picture, and the kind that are being made daily in 1949.

Effects Economy

Such a postponement of major expenditures can have a snowballing effect on the economy. The good old days of $3,500 houses and $600 automobiles are not going to come back, and consumers should be educated through intelligent advertising that current prices, though they may decline even more, have a lot of the "water" shaken out of them, and in many cases represent rock bottom on today's market.

Publishers Information Bureau figures for AM network advertising show a $500,000 (1%) decline in this year's first three months compared with a similar 1948 period (see story page 26). This decline is not in itself indicative of further drop—the March total is about even with March 1948. The decline occurred primarily in the February figures.

The first quarter net income reports for major industries were remarkably divergent. Iron and steel reported a 66% increase in Jan.-March last year. Textiles showed a 52% decline. Railway equipment was up 27%, pulp and paper products down 24%. On the whole, income of 500 leading corporations was 6.5% above the first quarter of 1948.

Apparently the economy is making an adjustment, industry by industry, to what is loosely called the "buyer's market." Even the steel industry, which has been far behind demand, is catching up, and the machinery manufacturers indicate that their backlogs of orders are filled for the most part. Textiles have apparently overproduced at present prices, and it is not certain how much demand exists at lower prices.

No one in Washington doubts that the flower of the post-war boom has wilted somewhat. There also is confidence that the roots and stalk are healthy. The talk in Washington has reached the stage of earnest hope that we will maintain present levels of prosperity, with the fear of further inflation almost completely gone.

Pessimism in our economic decision-making could bring about the very thing that is feared. This being our first postwar experience with a major readjustment in business, quite naturally it has made business, labor and government uncertain and jumpy.

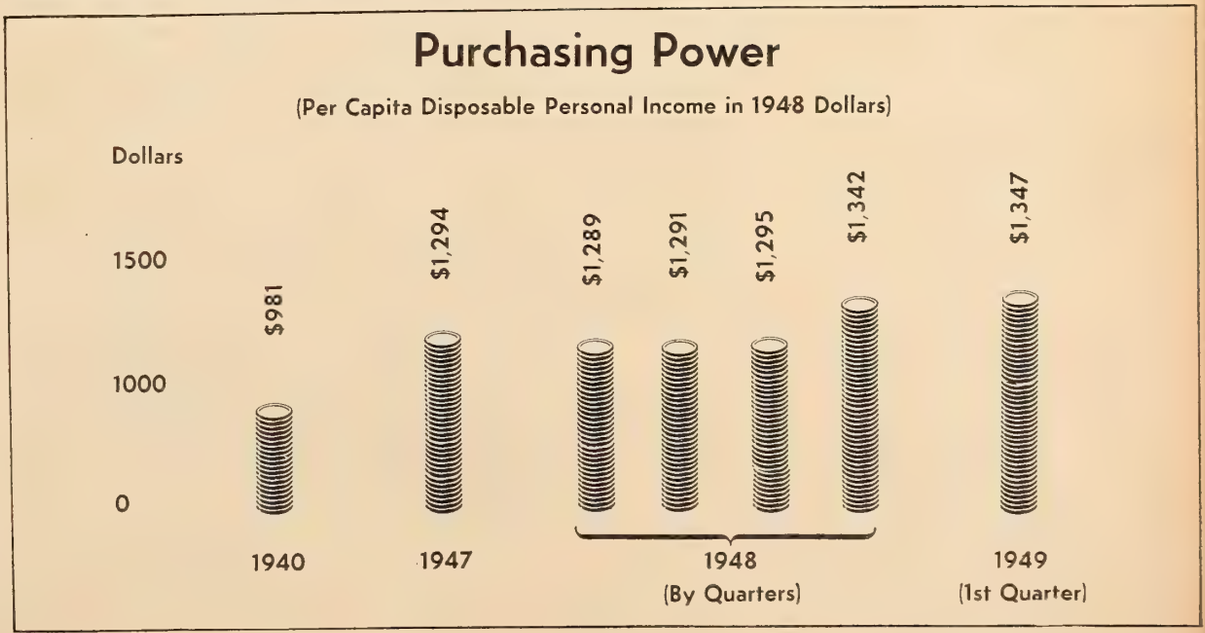
Confidence Vital

Confidence is a vital ingredient in prosperity, and our total economic picture to date justifies a temperate confidence in future American prosperity at levels near those of the past three years.

Standard & Poors Corp., in a recent analysis of the economy, said that the business price adjustment now taking place would result in a period of good business lasting several years. "We are convinced that a depression as severe as in 1920-21 or 1929-32 is out of the question." We are in complete agreement with this viewpoint.

Ule to K&E

G. MAXWELL ULE, formerly market and research director for McCann-Erickson Inc. in Chicago, has resigned to become vice president and research director of Kenyon & Eckhardt Inc., New York, effective June 1. Mr. Ule succeeds C. W. McKay, who has resigned his vice presidency after 19 years with the agency to "take a vacation." To date Mr. McKay has made no further announcement of his plans.



NETWORK SALES

First Quarter Down 1%

FIRST QUARTER AM network time sales are 1% below 1948's first three months, according to Publishers Information Bureau figures. The difference of $500,000 in the first three months of the year occurred primarily in the February total, although the March figures for 1949 are about $100,000 below the same month in 1948.

Major product groups have shown some marked changes. Food advertising is running 6.1% below the 1948 first quarter; toiletries are 7.2% below the figure for the same period in 1948; drugs and remedies are about 12.2% below the 1948 level. Automotive advertising, which was expected to rise, is running a slight 2.7% below 1948.

Tobacco advertising is running well ahead of 1948 (15.2% above) and the same is true of the household soaps and cleansers group, which has shown a 12.5% increase over January-March 1948.

Smoking materials advertising has moved up to third place in volume of network advertising in 1949. Last year it was fifth ranking at the first quarter mark. Even with its 6% drop, food is the head and shoulders leader, followed by toiletries.

Overall the outlook is about the same this year as last in the AM network advertising picture. Thirteen product groups have shown an increase, and 12 have declined. The decline of $500,000 is not enough to warrant any conclusions about network business; two or three increased appropriations, or one large account could bring the total back to the 1948 level immediately.

GROSS BILLING

(Source: Publishers Information Bureau)

	March 1949	Jan.-Mar. 1949	March 1948	Jan.-Mar. 1948
1. Agriculture & Farming	$ 147,581	$ 107,655	$ 410,435	$ 338,158
2. Apparel, Footwear & Access.	123,760	117,800	392,577	372,467
3. Automotive, Automotive Access. & Equipment	656,980	699,694	2,051,272	2,109,205
4. Aviation, Aviation Access. & Equipment				
5. Beer, Wine & Liquor	70,476	101,172	208,404	315,610
6. Building Materials, Equipment & Fixtures	128,476	113,552	316,511	282,434
7. Confectionery & Soft Drinks	660,471	647,308	2,048,099	1,995,582
8. Consumer Services	144,707	264,108	463,071	718,331
9. Drugs & Remedies	1,860,948	2,067,633	5,276,263	6,009,553
10. Entertainment & Amusements				
11. Food & Food Products	4,311,315	4,474,209	12,109,480	12,892,404
12. Gasoline, Lubricants & Other Fuels	619,868	535,500	1,825,376	1,684,790
13. Horticulture	22,992	22,092	45,984	71,331
14. Household Equipment & Supplies	769,696	726,174	2,139,287	2,099,357
15. Household Furnishings	96,764	101,150	314,592	325,250
16. Industrial Materials	181,000	187,415	588,450	554,428
17. Insurance	337,035	379,477	994,281	1,100,721
18. Jewelry, Optical Goods & Cameras	178,903	50,484	574,086	160,557
19. Office Equipment, Stationery & Writing Supplies	149,046	194,919	430,647	730,677
20. Publishing & Media	111,648	133,226	297,662	453,177
21. Radios, Television Sets, Phonographs, Musical Instruments & Accessories	154,551	194,007	476,773	584,232
22. Retail Stores	5,496		16,488	
23. Smoking Materials	1,945,728	1,769,821	5,948,393	5,163,517
24. Soaps, Cleansers & Polishes	1,925,509	1,733,670	5,322,973	4,729,937
25. Sporting Goods & Toys				
26. Toiletries & Toilet Goods	2,773,647	2,963,594	8,082,937	8,707,095
27. Transportation, Travel & Resorts	106,304		346,000	
28. Miscellaneous	233,347	218,736	860,694	661,690
Totals	$17,705,248	$17,802,766	$51,540,735	$52,061,123

AFL DISC SERIES

Coy Speaks on First Program

NO single group in American society should have sole access to radio as an avenue for presentation of issues, whether it's labor or another group, FCC Chairman Wayne Coy declared in a transcription opening a new series of AFL discs covering 140 stations.

"Radio broadcasting is potentially our most powerful medium of public education," Chairman Coy said, reminding that 95% of homes and 25% of autos have sets. "We need to have all viewpoints presented, not only as a matter of fair play but also because we have proved to the world that such practice in the long run results in soundest decisions."

Referring to the AFL series, he lauded organized labor for "helping strengthen our democracy in assisting its members and the people generally to understand public issues. . . . What management has to say may be controversial. What labor has to say may be controversial. But both are entitled to present their case to the public."

The AFL discs, produced by Labor's League for Political Education, are sent to local AFL groups which request time from stations in their communities.

ALL-RADIO BIDS

Film Companies to Be Asked

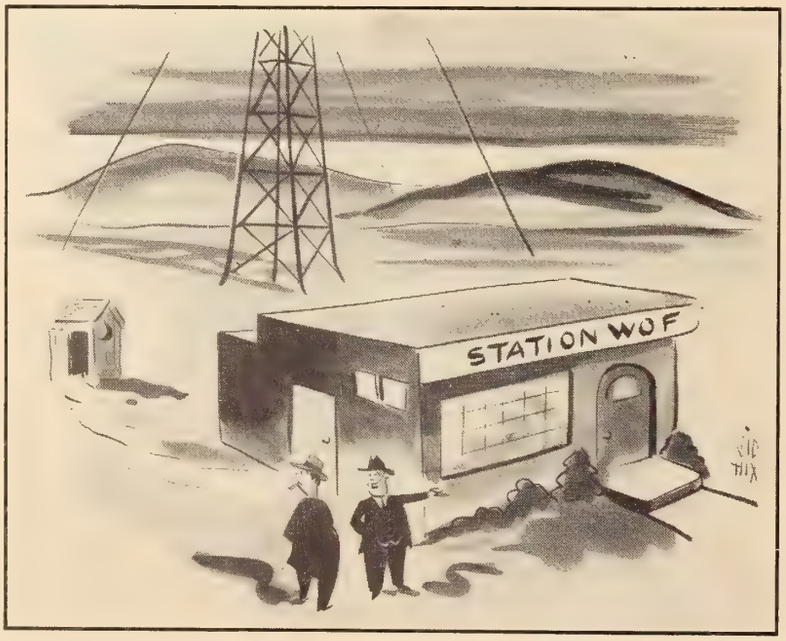
BIDS will be invited from film companies for production of the All-Radio promotional film within two weeks, Maurice Mitchell, director of the Bureau of Broadcast Advertising and spokesman of the All-Radio promotion committee, said last week.

At a meeting Thursday in New York the committee discussed the preliminary script and agreed that it had reached a state of completion that would allow film companies to estimate accurately the money necessary to produce it.

The movie, which the committee hopes to have completed for presentation next fall, probably will run about 40 minutes, Mr. Mitchell said.

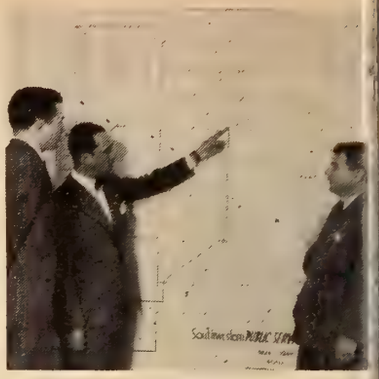
AP Adds Four

FOUR additional stations have been elected to associate memberships in AP, bringing the U. S. total to 1,014. Stations are KCBS San Francisco; KHBG Okmulgee, Okla.; WBVP Beaver Falls, Pa., and WRNO Orangeburg, S. C.



Drawn for BROADCASTING by Sid Hix

"I've installed the latest equipment . . . nothing old-fashioned about this station!"



Mr. Rosenwald points out Amarillo headquarters for Southwestern Public Service Co. and KGNC, as he discusses "program" network for utility firm's transcribed series with Ed Weber (l), Southwestern advertising manager, and Mr. Watson.

* * *

UTILITY FIRM

To Use 14-Station Hookup

A "PROGRAM" network of 14 stations in three Southwest states will be launched June 5 to handle a new series of transcribed programs for the Southwestern Public Service Co., A R. Watson, vice president of the electric utility firm, has announced.

KGNC Amarillo, home city for the company, will serve as key originating station for the network covering outlets in Texas, Oklahoma and New Mexico. Monte Rosenwald of Southwest Advertisers Agency, Amarillo, will announce the show, to be aired Sundays at 12:45 p.m. locally, and commercials will be done "live" from KGNC. Utility company recently appointed the agency to handle its radio advertising.

The 14-station hookup, to be known as "Your Public Service Company Network," is reportedly the first of its type to be employed by a regional advertiser in the Texas Panhandle, New Mexico and Oklahoma areas. Stations to be used are: KGNC, KHUZ Borger KXIT Dalhart, KDDD Dumas KFYO Lubbock, KPDN Pampa KPAN Hereford, KVOP Plainview KVOW Littlefield, (all Texas); KICA Clovis, KGFL Roswell KSVP Artesia, KAVE Carlsbad (all N. M.); KGYN Guymon (Okla.).

Program is titled *Hymns of the World*, and is a Teleways production featuring John Charles Thomas and the King's Men. Amarillo office of Southwestern Bell Telephone Co. is setting up lines to service the network.

New ABC Business

THE VOICE OF PROPHESY Inc., Los Angeles, through Western Advertising Agency of that city, has signed a 52-week contract with ABC for Sunday morning religious broadcasts. The programs, to be called *The Voice of Prophesy*, will be aired Sundays, 9:30-10 a.m., and will feature religious sermons and music.

PUBLIC UTILITIES CASE

Radio Brings Understanding

By JAN GILBERT
Radio-Television Director,
Harold Cabot & Co., Boston

RADIO should be a "must" in every public utility advertising budget!

The words "public utility" to many people are something overpowering in scope—something just not understood. This lack of understanding should be non-existent today if the use of such a large medium as radio is employed to educate the public. A carefully planned radio campaign should be a part of advertising budgets for all utilities.

Radio reaches everyone. It appeals to young and old; literate and illiterate; healthy and invalid. It is a grass root medium . . . it is an all level medium. Because radio reaches such a cross section of the population, it can be used as an educational medium.

The word "educational" is not meant to imply necessarily the high brow or so called long-hair appeal. The flexibility of radio permits it



One of a Series

to bring a message, educational or otherwise, to the population in almost any manner which is believed desirable. A firm's message can be delivered humorously, seriously, as a portion of a quiz program, variety show, newscast, or in the form of one-minute announcements or station breaks which can be either straight selling copy or in the familiar jingle form.

Railroad Example

A good example of how radio can be used to sell two problems which might appear to be rather dull was the Boston and Maine Railroad's campaign of two years ago.

The Boston and Maine wanted to get across two points: (1) dependability of train travel and (2) the friendliness of the railroad. The method employed was a one-minute jingle — "Timetable Mable," the girl who's in love wtih a train; and, incidentally, the train happened to be the Boston and Maine.

This jingle was scheduled on over 20 stations throughout the Boston and Maine territory. During a period of nine months the jingle was broadcast some 3,000 times—and the results were astonishing. The stations received requests for the music, requests for recordings, and even requests that it be played on request programs. Some people even attended costume parties dressed as "Timetable Mable."

We have just completed a one-minute jingle for the New England Electric System. It is a friendly, warm jingle which tells people in an entertaining manner just how wonderful life can be with electricity.

In this instance, the New England Electric System wanted a way in which to impress upon people the fact that electricity is inexpensive, that appliances are available, and that electricity makes work easier, life brighter, or, in sum total, an appreciation of electricity.

The jingle goes like this:

Once an old Yankee closed his eyes
And the darkness made him realize
"How bright our life can be
Thanks to electricity."
So he climbed up the steeple
And he shouted to the people
Who were standin' on the landin' down below
"Folks thank your lucky rabbit
that you've got the 'lectric habit
For that wattage keeps your cottage all aglow
And there's toasters and heaters, roaster, egg beaters
'Frigerators, percolators, blankets for the night . . . how bright our life can be
Thanks to electricity."

Uses Different Approach

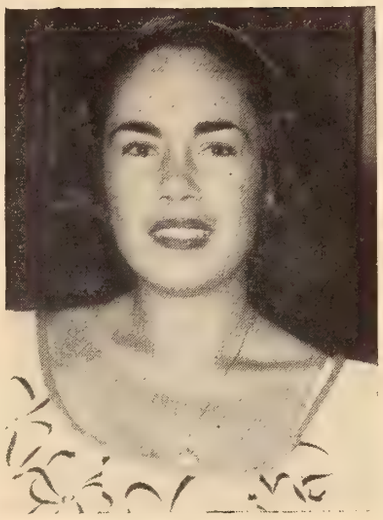
An entirely different approach to the use of radio by a utility, and equally effective, was taken by the Boston Consolidated Gas Co. They sponsor a 15-minute quiz program, *Quizzing the Wives*, five days a week on WNAC Boston. Their guests are club women selected from the towns or cities served by the Boston Consolidated. The ladies are given the opportunity to win cash awards for their own club, a chance to be on radio—which, by the way, is a big treat for some people.

They are exposed during the broadcast to the commercial messages of the Boston Consolidated, and following the broadcast to a home economic talk by a representative of the Boston Gas. We estimate that this program, which has been on the air over four years, reaches approximately 6,000 women directly a year, and 26,000 indirectly and directly a year.

Radio broadcasting is effective. We at Harold Cabot & Co. put it to a great test last winter when the snow fell so fast and so often it was impossible for the permanent snow removal crews of the Boston and Maine Railroad to keep its yards clear. We used radio to hire, of all things, snow shovelers.

By the use of radio as a medium, we were able to deliver enough snow shovelers for the Boston and Maine to keep its trains running. We also found an interesting indication as to how people listen to the radio.

Our copy read: "Attention—temporary snow shovelers are urgently needed tomorrow morning by the Boston and Maine Railroad. Men 18 and over can earn extra money. Report at the rear of 150 Causeway St., properly dressed tomorrow



Miss GILBERT

morning at 6:00 a.m." In spite of the fact that we stated "tomorrow morning," men were flocking to the yards at 6:00 p.m. that night. We deleted the word "urgently" and solved the problem.

During 47 snowbound days, no less than 43 emergencies arose needing radio assistance. We prepared spot announcements for four utility and semi-utility accounts, airing 767 announcements over a dozen or more New England stations. In many instances, announcements were on the air every half hour.

Station cooperation was splendid. Roads were cleared by shovelers hired by radio; motorists kept off trolley tracks; people understood the fuel and milk situations —accepted them gracefully.

The question for utilities is not, "Should a utility use radio as an advertising medium?" That should be an accepted fact. The question should be, "Which of the many techniques in radio advertising will best suit my particular problems?"

AN ARDENT believer in the effectiveness of radio advertising, Miss Gilbert states her case in simple, solid terms. In the problem of public utility advertising, the question, she says, is not whether to use radio, but rather how to most effectively reap the potential benefits radio has to offer. Institutional advertising plays a leading role at Harold Cabot & Co., where Miss Gilbert is radio and television director. Among the Cabot accounts are many public utilities, including Boston Consolidated Gas Co., Boston & Maine Railroad, Boston & Maine Transportation Co., Metropolitan Transit Authority, New England Electric System and Port of Boston Authority. When the New England regional conference of the Public Utilities Advertising Assn. met in Boston, Miss Gilbert presented the group with a strong case outlining what radio could do for them. On the request of BROADCASTING, she has prepared the material in more detail as a suggested pattern for other agencies and clients.

Stresses Friendliness

Whatever the individual problems are, the underlying themes should be friendly. Utilities should not mean something overpowering that business men talk about. It should not be a thing that people grouse about paying for because in their opinions it costs too much.

The word "utility" should instead spell to everyone, old and young, the warm, bright light in the window replacing the old oil lamp; the modern gas range instead of the less efficient, slower cooking methods; a friendly telephone call from a loving mother informing her son that a bus will be at the railroad station when his dependable train arrives.

Radio—because of its impact, its ability to reach the masses, its flexibility—should be a part of all utilities' advertising budget, and tailored to best meet each firm's needs.

BASEBALL

Chandler Clarifies Rights

A MINOR LEAGUE baseball team has the final word on whether broadcasts of major league games may be carried by stations in its own home territory, but has nothing to say about which local stations may carry such broadcasts.

This is the ruling handed down by Baseball Commissioner A. B. Chandler and being circulated last week. It applies to telecasts as well as broadcasts. It is also applicable to major league teams with respect to local broadcasts and telecasts of games in which they are not engaged.

Once the local club has given permission for the "outside" game to be carried locally, the selection of the local station or stations is up to the organization which holds the broadcast rights—usually the major league home club in the game being broadcast, or the major league itself. Only exception would be where the local club is the property of the team holding broadcast rights.

Commissioner Chandler said:

To the extent that a minor league club attempts or has attempted to designate the station to carry the broadcasts or telecasts of designated major league games, or to give a consent limited only to certain designated stations, the major league home club, or the major league, as the case may be, may disregard the attempted limitation on the consent and may consider the consent which has been given as an unlimited consent to the broadcast and telecast, and may broadcast or telecast such major league games in the home territory of the minor league club.

Mr. Chandler made it clear that the local minor league club does not have to give its consent on an all-or-none basis.

ABC SIGNS

Woods, Kintner, Priaulx for Five Years

MARK WOODS, president of ABC, has signed a five-year contract with the network at $75,000 a year, his 1948 salary, but, depending on ABC earnings, can make up to $100,000 annually, it was learned last week.



Mr. Woods

At the same time, almost identical contracts, except for money clauses, were signed with ABC by Robert E. Kintner, executive vice president, and by C. Nicholas Priaulx, vice president and treasurer. Mr. Kintner is to get $50,000 annually but, depending on ABC earnings, can make up to $75,000. Mr. Priaulx is to get $27,500 but can likewise earn as much as $35,000.

All three executives, however, may go over their ceilings by bonuses. They are premitted to participate in any bonuses paid by ABC.

BROADCASTING learned of the contracts following the news 11 day ago that Frank Stanton, president of CBS, had signed a 10-year contract with his network at $100,000 annually [BROADCASTING, May 16]. There are some similarities and many differences between the contracts the two networks signed with their respective top brass.

Main difference, however, aside from money and length of contract, is the "incentive feature" of the ABC contract—which is not present in the CBS agreement with Mr. Stanton.

Under that feature, Mr. Woods' $75,000 salary can be boosted $5,000 for every $250,000 the ABC consolidated income rises over $1 million. Thus, if ABC consolidated income were to hit $2 million, Mr. Woods would be paid his $75,000 plus an additional $20,000, or a total of $95,000. In no case, however, can his salary rise over a total of $100,000, the contract stipulates.

The same feature applies to Mr. Kintner's terms of employment. He, too, is to be paid $5,000 for every $250,000 of ABC consolidated income over $1 million. His top limitation is $75,000.

Mr. Priaulx has the same sort of clause but in his case he is to be paid $2,500 extra for each $250,000 over $1 million consolidated income.

Extra Payments

All extra payments under the "incentive" clauses are to be handed over "promptly after the income of the corporation for such particular year shall have been determined." All regular salary payments, on the other hand, are to be paid in equal semi-monthly installments.

The contracts themselves were all dated Dec. 6, 1948, and employed the three executives respectively for the five years ending Dec. 31, 1953. Signing each contract was the executive himself and Edward J. Noble, chairman of the board of ABC.

The agreements each recited that because ABC wanted to "continue to employ and secure the services" of the named executive and "in particular to secure the benefit of his experience in radio broadcasting" it was entered into the contract. For their part, the Messrs. Woods, Kintner and Priaulx, respectively, pledged "to devote his best efforts to such employment during the life of the agreement."



Mr. Kintner



Mr. Priaulx

Although nowhere in the contracts was it stated what precise title each executive shall have or what his exact duties are to be, it was stated that he may serve as a director and/or officer of other corporations in which ABC is, or may become interested by reason of stock ownership or otherwise without further compensation and that he will devote his full business time and attention to ABC and its corporations as he has heretofore done.

Since the contracts all were dated Dec. 6, 1948, at a time when there were efforts by 20th Century-Fox Film Corp. to buy ABC, it could be speculated that the employment agreements might have had as their purpose two main aims: (1) To assure continuity of top direction, and (2) to provide proper security and incentive to top-level officials to stick by the corporation.

Ownership Change Effect

It could be speculated that if ABC ownership should eventually be transferred, the three executives' claims on ABC would continue good either against ABC or its successor. The CBS contract with Mr. Stanton, however, differed in this respect, for it came right out with a specific provision that the contract was binding on any corporation which succeeded CBS either through merger, absorption or sale.

Also one feature in the Stanton contract not in the ABC agreements is the "consultative clauses." By them, Mr. Stanton is to be retained by CBS for 10 years after termination of his main contract to act as a consultant for CBS at $25,000 a year.

DUNNING NAMED

President of WAB

RICHARD O. DUNNING, president and general manager of KHQ Spokane, was elected president of the Washington State Assn. of Broadcasters at its meeting at the Washington Athletic Club, in Seattle.



Mr. Dunning

Other officers elected were James W. Wallace, general manager of KPQ Wenatchee, vice president, and Tom Olsen, president and general manager of KGY Olympia, secretary-treasurer

Elected as directors were H. J. Quilliam, president of KTBI Tacoma and outgoing president of the association, and O. W. Fisher, president of KOMO Seattle.

NAB AGENDA

District Meets Set

LONGEST list of NAB meetings in the association's history will open next month, starting with committee sessions, continuing through the June 27-29 Program Directors Clinic and the July 11-13 board meeting, and winding up in the autumn with the 17 district and a number of state association gatherings.

Only committee meeting thus far scheduled is the Assn. of Women Broadcasters Executive Committee for June 3. Many of the other executive committees are expected to meet in June, prior to the board's summer session, since all of the committees are being reconstituted.

The June program clinic is scheduled to be held at Northwestern U. in downtown Chicago. Judging by present signs, it will draw a heavy attendance from all parts of the country.

Site of the board meeting is Wentworth-by-the-Sea, Portsmouth, N. H. Originally the board had specified a Cape Cod site but Harold E. Fellows, WEEI Boston, District 1 director, picked the Portsmouth resort after an inspection trip several days ago.

The annual series of district meetings opens Sept. 8-9 (see schedule page 53) when District 7 meets at the Terrace Plaza, Cincinnati. The first series ends Nov. 1 with the District 1 gathering in Boston, then resumes Nov. 21-22 with District 8 in Detroit and winds up Dec. 19-20 when District 15 meets in San Francisco. Some objection has been raised to the fact that District 15 has a date close to Christmas and it may be changed.

For the first time in three years there will be no area meetings in which two or more districts meet jointly. The grouping was adopted by the NAB board at its summer meeting in 1946 with the thought that NAB staff members would be spared some of the "flea circus" agony and spend less time and money on the road.

Miller To Attend

NAB President Justin Miller plans to attend some of the district meetings. Last year he made the entire summer-fall circuit.

In line with board policy since the separate Management Conference replaced the annual convention, district meetings will be on a workshop level and have a decided commercial flavor. Staff directors will be able to spend considerable time at principal centers during the series of district sessions, the schedule having been arranged with this in mind. They will have less time at meetings to be held at resorts, and after the District 4 meeting Oct. 17-18 at Pinehurst, N. C., the headquarters squadron will have a week in Washington.

Some state associations will meet in conjunction with their district conventions but this schedule is still in the nebulous stage.

NAB has not yet decided what staff members will participate in the meetings, but it is anticipated most department heads will attend. Likely to have a prominent place on the agendas is the NAB Broadcast Advertising Bureau headed by Maurice B. Mitchell, since sales and competitive problems are uppermost in most minds.

Decision as to eligibility of nonmember station delegates to attend district meetings is up to each district director.

All hotel reservations for district meetings will be handled through NAB, according to C. E. Arney Jr., secretary-treasurer.

Election of a district director will be held by some even-numbered districts for terms starting at the convention next April and continuing for two years. In such cases, district directors must notify NAB headquarters at least 40 days prior to the meeting so that the compulsory nomination-by-mail

(Continued on page 53)

SUMMER REVAMPING

Sponsors Drop Allen, 'Duffy's'

By BETTY STONE

AS RARE as a day in June is a sponsored comedian in July, judging from the advance schedules of the radio and television networks, currently involved in juggling, revamping and revising programs for hot-weather consumption.

Present status of summer programming is shown on the accompanying chart. Not indicated are programs that switch to other networks, or those being dropped, along with the time, by sponsors. Such programs include the *Fred Allen Show* on NBC which concludes with its June 26 broadcast. According to the network, although Ford has dropped the time, Mr. Allen will return to NBC "when he returns to radio."

The *RCA Victor Show* on NBC, originally scheduled to vacation starting May 29, has been dropped by the sponsor.

The U.S. Steel-sponsored *Theatre Guild of the Air* switches from ABC to NBC in the fall, with the firm sponsoring the *NBC Symphony* on that network during the summer. The symphony will be scheduled for the 8:30-9 Sunday evening slot early in June, when Henry Morgan goes off for a spell before replacing *Duffy's Tavern* for Bristol-Myers on Wednesdays at 9 p.m. When Mr. Allen vacates the 8-8:30 spot, U.S. Steel might increase sponsorship of the symphony to a full 8-9 hour.

With the better-known sponsored comedians being replaced by musical shows and mysteries, i.e., Jack Benny, Phil Harris, *Amos 'n' Andy*, etc., newer comics are to be aired by networks on a sustaining basis. The *Lux Radio Theatre* hiatus from CBS, Mondays, 9-10 p.m., for instance, gives the network opportunity to test a new format for comedienne Joan Davis in the role of a department store saleslerk (*Leave It To Joan*, 9-9:30), and to re-introduce its newly signed comedian-songster, Abe Burrows, in a whimsically titled program *Breakfast with Burrows —He Gets Up Late*, 9:30-10 p.m.

The irrepressible Henry Morgan gets a reprieve from his sponsorless existence when he moves into the *Duffy's Tavern* spot. The ungrammatical Ed Gardner and his tavern cronies are being dropped by Bristol-Myers, which is seeking a new show for the fall. Whether Mr. Morgan will be heard permanently in that spot depends on his summer behavior, it was hinted last week.

The television hiatus picture is still rather cloudy, although certain programs are known to be taking vacations. These include *The Goldbergs* for Sanka Coffee, *Arthur Godfrey's Talent Scouts* for Lipton's Tea and *Ford Theatre*, all on CBS. NBC expected that General Foods would hiatus from its 8-9 p.m. slot on Sundays. *Lamb's Gambol*, telecast during the first half of the hour, followed by *Author Meets the Critics*, has already been dropped, but will be replaced by another show (possibly *Leave It To The Girls*) until the start of the GF eight-week interval on July 3.

Other NBC telecasts going off for the summer are *Kukla, Fran and Ollie*, sponsored by RCA, the *Texaco Theatre* starring Milton Berle, *Fireside Theatre* for Procter & Gamble, and *The Swift Show*. The *Admiral Broadway Review*, telecast simultaneously by NBC-TV and DuMont, was expected by the former network to have a summer replacement, while DuMont reported the sponsor would take a hiatus during the summer months.

Moving into the Tuesday night 8-9 spot on NBC vacated by Milton Berle, but not a replacement, is the *Olsen and Johnson Show*, to be sponsored by Buick through Kudner Agency. When Mr. Berle returns to the time period in the fall, Kudner will seek a new time on the same network.

Summer status as shown on the accompanying chart is indicated by the letters "H" meaning sponsor-hiatus; "R" indicating sponsor-replacement, and "S" showing sustainer replacements for commercial shows. "TBA" indicates further details "to be announced" at a future date.

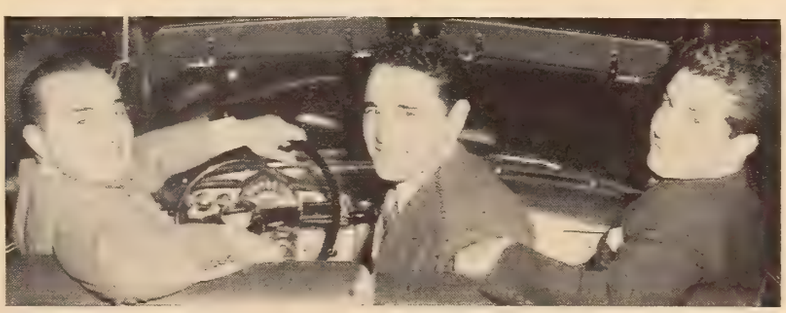
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NETWORK SUMMER CHANGES

Program & Sponsor	Network	Time	Summer Status
Phil Harris, Alice Faye Rexall	NBC	Sun. 7:30-8 p.m.	R. Guy Lombardo 7/3-8/25
Alan Young Show Lewis-Howe	NBC	Thurs. 8:30-9 p.m.	R. "Behind Eight-Ball" 7/12 13 w.
Bob Hope Lever Bros	NBC	Tues. 9-9:30 p.m.	H. or R. TBA
This is Your Life Philip Morris	NBC	Tues. 8-8:30 p.m.	R. TBA
Cavalcade of America duPont	NBC	Mon. 8-8:30 p.m.	Possible H.
Fibber McGee & Molly Johnson's Wax	NBC	Tues. 9:30-10 p.m.	R. King's Men Show
People Are Funny Brown & Williamson	NBC	Tues. 10:30-11 p.m.	R. Life in Your Hands
Blondie Colg.-Palm.-Peet	NBC	Wed. 8-8:30 p.m.	H. TBA
Judy Canova Colg.-Palm.-Peet	NBC	Sat. 9:30-10 p.m.	H. TBA
Dennis Day Colg.-Palm.-Peet	NBC	Sat. 10-10:30 p.m.	H. TBA
Great Gildersleeve Kraft	NBC	Wed. 8:30-9 p.m.	R. Archie Andrews 6/8-8/31
Duffy's Tavern Bristol-Myers	NBC	Wed. 9-9:30 p.m.	R. Henry Morgan New Show in Fall
Morton Downey Coca Cola	NBC	Tues.-Thurs.-Sat. 11:15-11:30 p.m.	H. TBA
Aldrich Family General Foods, Jello	NBC	Thurs. 8-8:30 p.m.	H. 6/13 13 wks.
Burns & Allen G. F. Maxwell H. Coffee	NBC	Thurs. 8:30-9 p.m.	H. 8 wks. "Father Knows Best" in Fall
Kraft Music Hall—Jolson Kraft	NBC	Thurs. 9-9:30 p.m.	R. 6/2 17 wks. Dorothy Kirsten, Nelson Eddy . . . New show in fall.
Truth or Consequences Procter & Gamble	NBC	Sat. 8:30-9 p.m.	H. 7/2-8/20
Take It Or Leave It Eversharp	NBC	Sun. 10-10:30 p.m.	Possible H.
Jack Smith Procter & Gamble	CBS	Mon.-Fri. 7:15-7:30 p.m.	H. 7/4-8/19
Club 15 Campbell Soup	CBS	Mon.-Fri. 7:30-7:45 p.m.	7/4-8/26 H.
Ed Murrow Campbell Soup	CBS	Mon.-Fri. 7:45-8 p.m.	H. 7/2-8/26 S. Other Newsmen
Godfrey Talent Scouts Thos. J. Lipton	CBS	Mon. 8:30-9 p.m.	H. 7/4-8/22
Lux Radio Theatre Lever Bros.	CBS	Mon. 9-10 p.m.	H. 7/4-8/22 S. "Leave it To Joan" 9-9:30 "Breakfast with Burrows" 9:30-10
FBI In Peace & War Procter & Gamble	CBS	Thurs. 8-8:30 p.m.	H. 7/7-8/25
My Friend Irma Pepsodent	CBS	Mon.10-10:30 p.m.	H. 7/4-8/22
Suspense Electric Auto-Lite	CBS	Thurs. 9-9:30 p.m.	H. 7/7-8/25
Jack Carson G. F. Sanka	CBS	Fri. 8-8:30 p.m.	H. 7/8-8/26 "The Goldbergs" in Fall
My Favorite Husband G. F. Jello	CBS	Fri. 8:30-9 p.m.	H. 7/8-8/26
Vaughn Monroe R. J. Reynolds	CBS	Sat. 7:30-8 p.m.	H. 7/2-9/24
Jack Benny American Tobacco Co.	CBS	Sun. 7-7:30 p.m.	R. 6/5-9/4 "Your Hit Parade On Parade"
Amos 'n' Andy Rinso—Lever Bros.	CBS	Sun. 7:30-8 p.m.	R. 6/5-9/4 "Call the Police"
Helen Hayes Electric Companies	CBS	Sun. 9-9:30 p.m.	H. 6/5-7/24 and R. 7/31-? by "Meet Corliss Archer"
Hallmark Playhouse Hall Bros.	CBS	Thurs. 10-10:30 p.m.	H. 6/9-9/1
Family Hour Prudential Ins. Co.	CBS	Sun. 6-6:30 p.m.	R. AFRA players instead of name stars.
Lowell Thomas Procter & Gamble	CBS	Mon.-Fri. 6:45-7 p.m.	H. 7/4-8/19
Beulah Procter & Gamble	CBS	Mon.-Fri. 7-7:15 p.m.	H. 7/4-8/19
Ford Theatre Ford Motor Co.	CBS	Fri. 9-10 p.m.	H. 7/8-9/30
Milton Berle Texas Co.	ABC	Wed. 9-9:30 p.m.	H. 6/23 S. Jack Kirkwood Show
Jack Armstrong General Mills	ABC	Mon.-Fri. (alternating) 5:30-6p.m.	H. 6/10 S. Jack Armstrong
Sky King Derby Foods	ABC	Mon.-Fri. (alternating) 5:30-6 p.m.	H. 6/9 S. Sky King
Talk Your Way Out of It Quaker Oats	ABC	Mon.-Wed.-Fri. 3-3:30 p.m.	H. 6/17
Challenge of the Yukon Quaker Oats	ABC	Mon.-Wed.-Fri. 5-5:30 p.m.	H. 6/17 S. Same show
Greatest Story Ever Told Goodyear Tire & Rubber	ABC	Sun. 6:30-7 p.m.	H. 6/19
Jo Stafford Show Revere Camera Co.	ABC	Thurs. 9:30-9:55 p.m	R. 5/12 "Name the Movie"
Railroad Hour Assn. of Amer. Railroads	ABC	Mon. 8-8:45 p.m.	R. 5/2 Gordon MacRae & Lucille Norman 8-8:30
Walter Winchell Kaiser-Frazer	ABC	Sun. 9-9:15 p.m.	R. Guests TBA
The Shadow Delaware Lackawanna	MBS	Sun. 5-5:30 p.m.	H. 6/5 S. "Under Arrest"
Yours for a Song Conti Products	MBS	Fri. 8:30-9 p.m.	R. Sun. 5:45-6 Sheila Graham 13 wks.
Juvenile Jury General Foods	MBS	Sun. 3:30-4 p.m.	H. 6/26 13 wks.
Capt. Midnight Wander Co.	MBS	Mon.-Fri. 5:30-5:45 p.m.	H. 6/17 13 wks.
Quick as a Flash Helbros Watch Co.	MBS	Sun. 5:30-6 p.m.	H. 13 wks.

ABC Leases Space

SIGNING of a five-year lease for additional studio space was announced last week by ABC. New York Elysee Theatre at 202 W. 58th St. has been rented from Edin Films Inc., for use primarily as a radio studio, but will be available to the video network as well. Engineering and client's booths, installed when ABC previously rented the property from 1946 to 1948, are still intact.



REGISTERING complete happiness is this trio as Freddy Martin's *Showtime From Hollywood* goes on the air over WSAI Cincinnati on behalf of the city's Pontiac dealers. Seated in a new Pontiac convertible are (l to r) Freddy Martin; Joseph Kotler, account executive for Frederic W. Ziv Co., producer of show, and Robert Acomb, agency head who handles Pontiac account.

Bicycle Scripts

BICYCLE INSTITUTE of America has prepared a comprehensive program kit containing radio scripts, background material and stories about bicycle safety for distribution to station program directors free of charge. The radio programs included a half-hour script on the adventure of *Bicycle Bill*, a quarter hour interview and a group of saftey shorts, one minute and less in length. Kit can be obtained by writing to Bicycle Information Bureau, One East 57 St., New York 22, N. Y.

SET FAMILIES

BMB Estimates U. S. Total

THERE were 39,274,700 radio families in the United States as of Jan. 1, 1949, according to BMB estimates, Dr. Kenneth Baker, acting president, announced Wednesday. This figure will be used as a base for the county and city quotas in BMB's second nationwide study of station and network audiences, now under way, he explained.

The 39,274,700 figure was reached, Dr. Baker said, by applying 94.2%—ratio of radio families to all families established by an independent BMB study last year—to the total number of U. S. families. This total, on Jan. 1, 1949, was 41,692,900, according to estimates of *Sales Management*, which BMB is using as its starting point. Decision to use these figures instead of those of the U. S. Census Bureau was based primarily on the fact that the census figures are now nine years old and a projection of them to the 17,000 places where BMB mails its ballots would not be as accurate or useful, Dr. Baker said.

"Any station manager who wants to know the total number of radio families in the counties covered by his outlet's signal need only refer to *Sales Management* estimates for those counties and multiply by the percentage of radio ownership which BMB published for each county in 1948," Dr. Baker explained. "When BMB's study No. 2 is released, subscribing stations then will know how many of that potential audience they are reaching. Breakdown of the radio families figures into the nine census regions and into state totals will be announced later," he added.

Waivers Signed

Noting that more than 400 station subscribers of BMB have signed waivers of their 90-day cancellation privileges, accounting for more than 90% of the organization's dollar volume of pledged income, Dr. Baker urged that broadcasters who have not yet signed these waivers should do so and send them to BMB headquarters at the earliest possible moment, so that firm contracts can be signed to guarantee the completion of the second study.

BMB has just completed a mailing to all non-subscriber stations, sending them copies of the 28-city test study of the new method of reporting station listening by six or seven days a week, three to five days, and one and two days, in addition to the total weekly figures. These stations also received BMB contract forms, together with personal notes from Dr. Baker asking for their subscriptions and giving broadcasters their lump sum cost of subscribing for the second study.



BRONZE plaque marking 20 years of affiliation of WPTF Raleigh, N. C., with NBC is presented to S. B. Coley (l), WPTF vice president, and Station Manager R. H. Mason by Easton C. Woolley (r), NBC director of station relations. Presentation was made at a luncheon May 17 celebrating the anniversary. Gov. W. Kerr Scott of North Carolina was the main luncheon speaker.

EQUAL TIME

Democrats File Complaint Against CBS

MUST stations and networks furnish "equal time and facilities" for replies when they carry a public official's "report to the people"?

This poser may be answered by FCC in its disposition of a complaint filed by the New York Democratic State Committee last week against CBS.

The Democrats claimed they were entitled to equal time to reply to a speech broadcast by Republican Gov. Thomas E. Dewey. CBS held that they weren't.

Paul E. Fitzpatrick, chairman of the Democratic committee and part owner of WEBR Buffalo, who filed the complaint, contended Gov. Dewey's talk, delivered May 2 over a CBS state network, was "political."

He said it contained "at least seven statements of a controversial nature, and at least one false statement detrimental to the Democratic Party in the State of New York."

But when the Democrats asked for reply time, he said, they were notified by Helen Sioussat, CBS director of talks, that "Gov. Dewey spoke in his capacity of chief executive of New York State in a report to the people of the state and not as a candidate for office" and that therefore "we do not feel that . . . a reply is indicated."

Mr. Fitzpatrick said precedent for equal time in such circumstances was set in May 1947 when NBC "placed at our disposal equal time and facilities to answer a similar report on the activities of the state legislature made by the Republican Governor of the State."

Following its customary procedure, FCC forwarded copies of the complaint to CBS with a request for the network's comments. When these have been received it will decide what, if anything, it should do. Mr. Fitzpartick requested "whatever action you may deem proper."

CBS meanwhile was disposed to stand pat. Davidson Taylor, CBS vice president and director of public affairs, said the network intended no further action on the Democrats' request.

In his protest, sent as a letter to FCC Chairman Wayne Coy, Mr. Fitzpatrick charged that Gov. Dewey in his talk misrepresented the Democratic position on the state's new disability insurance system. He also claimed the GOP leader made "statements of a political, controversial nature" on other matters of state interest, including public housing, state-wide building code, disability insurance, state aid to education, the budget, and taxes.

The only specific equal-time rule in the Commission's books is based on a provision of the Communications Act (Sec. 315) and applies only to candidates for public office. In various decisions, however, the Commission has stressed the importance of programs on controversial issues and of balance and fair play in dealing with public questions.

Dorothy Cook

DOROTHY MICHELS COOK, 28, traffic director of KFWB Los Angeles, died May 11 of pneumonia. Interment was in New York. She is survived by her husband, Harry E. Cook.

MILES HIATUS

Savings To Expand Video

MILES LABS., Elkhart, Ind., will take its NBC *Quiz Kids* off the air this summer for 11 weeks and use the money for an expanded TV version of the juvenile series in the fall, according to Oliver B. Capelle, Miles sales promotion manager.

Mr. Capelle termed the move "a sensible swap" and made it clear that Miles is maintaining a heavy summer schedule with 20 network broadcasts every week. He added that it in no sense indicates a preference by Miles for television over AM radio.



Mr. Capelle

Miles has had the *Quiz Kids* on TV several months following the Milton Berle NBC TV program. Starting on WNBQ (TV) Chicago, series was extended to Cleveland and Detroit. The summer hiatus on NBC will provide sufficient funds to finance a September-December TV series on 16 NBC television stations, according to Mr. Capelle.

"Baseball broadcasts and other Sunday afternoon diversions provide tough competition for the *Quiz Kids* in summer," Mr. Capelle said. "Use of the same money for the *Quiz Kids* on television in the fall seemed like a sensible swap to our directors.

"However, our summertime radio schedule will still be a powerful one. In addition to shows in local areas, Alka-Seltzer will have 20 network broadcasts every week from our *News of the World* on NBC, *Queen for a Day* on MBS, *Hilltop House* on CBS and a summer replacement for *Herb Shriner Time* on CBS, which is now under consideration."

COLE LIBRARY

Station Purchase Plan Set

HARRY S. GOODMAN Radio Productions, New York, last week announced a plan whereby radio stations may purchase outright the M. M. Cole Library. Goodman recently took over the library's sales distribution.

The plan is in accordance with resolution unanimously passed at the NAB convention covering the outright sale of transcription libraries.

At a fee of $30 per month for 30 months regardless of the market size, immediate shipment will be made of 1,800 selections to be followed by 20 selections a month until the library contains more than 2,000 numbers. After final payment, the library becomes the station's property. For 15 months thereafter, Cole will replace all defective or broken platters at no charge. More than 200 stations have subscribed to the plan to date.



Success story: Can WLEE sell magazines? You bet WLEE can! Just read this:

Recently a national women's magazine participated in WLEE's "Northside Man-on-the-Street" program for just *one* day. This program is broadcast from the street in the northern section of Richmond.

Result: Sales of the magazine in the northside section were 13% *greater than the average for the city!*

This is the kind of immediate action WLEE produces regularly for local and national advertisers. If you want to get results fast in Richmond, use WLEE. Call in your Forjoe man today for the whole story.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* ▪ IRVIN G. ABELOFF, *General Manager* ▪ FORJOE & CO., *Representatives*

A Service of Broadcasting Newsweekly

TELECASTING

MAY 23, 1949

ASCAP EXTENDS

Television Music Rights to June 15

By BRUCE ROBERTSON

ASCAP has extended until June 15 the temporary licenses authorizing TV broadcasters to use the music of ASCAP members on their sight-and-sound programs.

Move, announced Thursday by Fred E. Ahlert, ASCAP president, puts off for two weeks at least the threat of a withdrawal of ASCAP tunes from the air. Since the society's cancellation of its long-term blanket licenses as of Dec. 31, 1948, it has continued to permit its music to be telecast by a series of extensions—the first for three months, followed by two of one month each — while negotiations were in progress between TV music committees of NAB and ASCAP.

Breakdown in these negotiations on May 6 [BROADCASTING, May 9, May 16] led to belief that June 1 might find television in a situation comparable to that of the sound broadcasters on Jan. 1, 1941, with the right to use ASCAP music withdrawn. Both groups, however, have striven to avert such an event. ASCAP's prompt invitation to the networks to negotiate individual contracts was promptly accepted and meetings of network and ASCAP committees at the top executive level began last week. A friendly attitude but little progress was reported following lengthy meetings on Monday and Wednesday, but at the conclusion of the Thursday meeting Mr. Ahlert, in announcing the extension of the temporary licenses, stated: "Progress was made at today's meeting. No final decision was reached, but discussions will continue."

First Effect

First effect of the extension was the restoration of ASCAP music to programs which, in addition to their live telecasts, are kinescoped —recorded on film from the face of a receiver tube—for delayed broadcast by non-interconnected stations. As the normal time for such delayed broadcasts is two weeks after the date of the original performance, ASCAP tunes had been ruled off these programs after May 17, as two weeks from that date would be June and, if ASCAP music had been banned as of June 1 as feared, such delayed broadcasts would have constituted infringements.

On Tuesday, ASCAP was host to a score of executives of New York advertising agencies, to whom Mr. Ahlert outlined the difficulties confronting his organization and the TV broadcasters in arriving at a mutually satisfactory system for licensing the use of ASCAP music on television. One agency radio-TV executive who attended the luncheon said that it impressed him largely as a public relations venture on the society's part, to explain to the agencies that the problem is complicated and difficult and that it is not a matter of unreasonable demands on TV by the music copyright group.

Contrasts Attitudes

Contrasting the present attitude with that of ASCAP preceding its break with radio nine years ago, he said that the ASCAP position expressed at the luncheon was that both sides are trying to find a workable TV licensing plan and that they will continue to do so despite the failure of the original negotiating committees. There was none of the belligerence of a decade ago, he reported, expressing the belief that before ASCAP would allow the TV problem to involve it in a serious dispute with the broadcasting industry which last year contributed some $7 million of the ASCAP revenue, it would step out of the video picture and return the TV licensing rights to its members to handle individually.

The idea that ASCAP might withdraw from the video licensing field, which cropped up repeatedly in New York radio-music circles last week, was brushed aside as "ridiculous" by an ASCAP spokesman queried by BROADCASTING. Rather than dropping this admittedly difficult problem, he said, ASCAP executives are determined to work out a solution acceptable to the TV broadcasters as well as to their own membership. "We've got to face it eventually," he pointed out, "so there's no reason to try to dodge it now."

Representing the TV networks at last week's meetings were: Charles R. Denny, NBC executive vice president; Joseph H. Ream, CBS executive vice president; Mark Woods, ABC president; Mortimer W. Loewi, director, DuMont TV Network; Theodore C. Streibert, president, WOR New York [WOR-TV, WOIC (TV) Washington]. ASCAP was represented by Mr. Ahlert; Oscar Hammerstein II, board member; Herman Finkelstein, resident counsel; Richard F. Murray.

Statement reviewing the ASCAP-TV negotiations was issued Thursday by NAB Washington headquarters. It included text of letters exchanged by Robert P. Myers, NBC, chairman of the NAB Television Music Committee, and Mr. Ahlert; an introductory statement by NAB Executive Vice President A. D. Willard Jr. and a report by Mr. Myers to the NAB board.

Mr. Myers told the NAB board the committee could not accept ASCAP's proposal for two basic reasons—the proposal was too expensive; it could not recommend acceptance of the principle of special-use licensing. Costs were estimated at 2½ times the amount ASCAP would receive under sound broadcasting contracts on the same gross billing.

The committee held the special-use proposal was so unacceptable as a matter of principle as to be an improper subject of arbitration and that selection of an inexperienced third party for arbitration would have been impracticable.

CO-CHANNEL TV

RCA Has 'Off-Frequency' Plan

A SYSTEM of "off-frequency" co-channel television assignments has been developed by RCA Labs which its exponents are confident will reduce interference at least as well as synchronization, without synchronization's extra expense.

Not yet formally announced because work is still in progress, the plan is believed capable of permitting co-channel operations at spacings of approximately 150 miles—the separation FCC aimed at in its original allocation.

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs, told BROADCASTING that the heart of the plan is to stagger the carrier frequencies of co-channel stations by about one-half the line frequency. Thus, he said, the Venetian-blind pattern arising from mutual interference is reduced to about the width of a scanning line, and disappears.

Dr. Jolliffe said the new system has been in operation on RCA-NBC's WNBT (TV) New York and WNBW (TV) Washington for about two months. The results, he said, are fully as good as were obtained by the exact synchronization of the two stations' frequencies in earlier tests [BROADCASTING, Jan. 3].

If utilized by the Commission, the system would pose no extra cost for broadcasters. FCC's assignment procedures would specify the exact carrier frequency to be used—about 8,000 to 10,000 cycles apart for co-channel operations—and station operators would buy the crystals they need, just as they do now.

Cost of producing units similar to those used in the previous synchronization tests has been estimated at about $5,000.

If 150-mile separation for co-channel stations is shown to be feasible, FCC could salvage much of the allocation plan which many authorities regarded as doomed by tropospheric interference effects. In many instances, however, the allocation provided for spacings narrower than the goal of 150 miles for co-channels and 75 for adjacent channels.

Since FCC called the current TV freeze last fall and with industry's aid launched intensive studies of the interference problems, there has been considerable speculation that co-channel separations in the order of 200 miles or more may be needed.

Meanwhile there was still little likelihood that FCC could lift the television freeze before this fall, at the earliest. The commissioners, including the engineer-members, George E. Sterling and E. M. Webster, who are directing the TV work conferred Friday with key staff members to discuss plans.

The most recent target date for action is August. Since notice must be given and hearings held, this makes it unlikely that there could be a return to normal licensing before October or November, and protracted hearings would mean even greater delay.

Film Report



PANEL of Hollywood television executives at Los Angeles Advertising Women "Advertising in Industry" session included (l to r) seated: Harry Witt, general manager, KTTV(TV); Klaus Landsberg, West Coast director of Paramount television and KTLA(TV) general manager; Martha Gaston (moderator), account executive, KFOX Long Beach; Harry Lubcke, technical director of KTSL and president, Academy of Television Arts & Sciences; Don Forbes, manager of studio programs; standing: Haan J. Tyler, manager, KFI-TV; Hal Bock, NBC manager of western network television.

GLENN WALLICHS, president of **Capitol Records**, told BROADCASTING before leaving on five-week TV survey of East and Midwest, that firm expects to start film production within six months after study of program needs. No budget has been set, but firm will "appropriate money as need presents itself." Capitol plans to limit its activities to film production and will not venture into kinescope programming, Mr. Wallichs said. . . . **Dynamic Films Inc.**, New York, has released for video and general distribution, first of series of dance motion pictures in 16mm color. . . . **National Society for Crippled Children and Adults**, Chicago, is accepting bids from film companies coast-to-coast for production of 20-minute case history movie for theatres and video. . . . **Campbell-Cahill**, Chicago, has just completed 60-second spot for the **First Federal Savings and Loan Assn.**, using live action with dissolves and montages. Agency: **U. S. Savings and Loan League**. . . .

Old Gold Cigarettes reportedly interested in 26 week film series being prepared by **Paul Parry Productions**, Hollywood. Films entitled "Adventures on Cocos Island" run 13 minutes and are semi-documentary. Same firm is readying audition films. Aimed at national advertisers each is 13 minutes in length. Two of the films are "A Day in Photography" a fashion film, and "Plantation Days," a musical . . . . **Five Star Productions**, Hollywood film firm, is in three-way competition with itself. Commercials which it has made for **Magicomb, Ford** and **Acme Breweries** are spotted at same time on three Hollywood stations, opposite each other. . . .

Gil Paltridge, head of sales and promotion for **Hayes-Parnell Inc.**, Hollywood, is in East for ten days contacting stations and agencies. . . . **Joseph G. Frankel**, managing director of **Michael H. Goodman Film Productions Ltd.**, London, England, currently in Los Angeles (Ambassador Hotel) arranging for showing of firm's film of 15-round Mills-Woodcock heavyweight championship bout, to be held June 2 in London. **Toni Hamilton Inc.**, New York, is firm's western hemisphere representative.

Henry W. Anderson has joined the visual education staff of **Vogue-Wright Studios**, Chicago, as a TV salesman. . . . **Sarra Inc.**, same city, is producing a series of 13 15-minute TV programs starring **Burton Holmes** for the **Atchison, Topeka & Santa Fe Railway** through **Leo Burnett** agency. Footage from Mr. Holmes' regular travelogues will be correlated with sequences featuring him and his assistant, **Thayer Soule**. Production begins June 1, with release scheduled for fall. Series will emphasize points of travel interest along the railway route.

Tressel Television Productions is preparing to move into a new film studio at 2214 E. 75 St., Chicago, where puppet serials and commercials will be made. Test shooting has been completed on a 16mm series of entertainment-commercial films which combine a new production gimmick and novel presentation. Firm will guarantee to national advertisers a return of 35 viewers for every one penny spent. . . .

Filmed weather forecast jingles by **Harry S. Goodman Radio & Television Productions**, New York, placed in the following markets: Boston, **National Shawmut Bank**, through **Doremus & Co.**; Pittsburgh, **Duquesne Brewing Co.**, through **Walter & Downing**; St. Louis, **Independent Packing Co.**, through **Gardner Advertising**; Columbus, WBNS-TV direct; Baltimore, **Joseph Katz Agency**; Washington, **Lewis Edwin Ryan Agency**. . . . Spots use marionettes with invisible strings. Negotiations currently under way for addition of 14 markets in next few days. Films, video versions of AM forecast jingles that received first award at National Radio Conference, were produced in Kodachrome with eye to future color video. . . .

Speaker at the May 26 dinner meeting of National Television Film Council, to be held at New York's Brass Rail Restaurant, will be **Norman Livingston**, director of commercial program operations WOR and WOR-TV New York. His subject will be "What a TV Station Looks for and Can't Find in Television Film."

108 Sponsors

TOTAL of 108 sponsors the first week in May was recorded by WPTZ (TV) Philadelphia. Station reports that in April it had 91 sponsors and as of first week in May, 17 new accounts were added.

THEATRE TV

Skouras Outlines 20th Century Plans

PLANS of Twentieth Century-Fox Film Corp. to start theatre television in 30 moving picture houses in the Los Angeles area were revealed to stockholders Tuesday at the company's annual meeting in New York. President Spyros P. Skouras made the announcement.

In talking of the plans, Mr. Skouras predicted that moving pictures will reach their zenith through television. He foresaw home and theatre television existing side by side and complementing each other.

He told shareholders that Twentieth Century visualized production of four-hour shows in the Hollywood theatres—combining first-run moving pictures and top television features on a single bill. Such features as "South Pacific," show stoppers as Bob Hope and musical artists as Arturo Toscanini would be sought for the television sections of the programs, said Mr. Skouras. Admission would be on a reserved seat basis, with performances scheduled afternoons and evenings.

Terms It Experiment

The Hollywood television tryouts would be a big laboratory experiment, upon the success of which would depend Twentieth Century's television policy, Mr. Skouras indicated. He said his company and RCA have been conducting cooperative experiments in theatre television for some time.

These experiments have reached a point where Twentieth Century now is undertaking negotiations with RCA for the necessary equipment and, at the same time, is seeking an FCC license for a channel for theatre use. If the channel application comes through and the negotiations with RCA are favorably concluded, he said, theatre television will then be on its way to a big-scale test. He said, however, it would take 18 months after receipt of the license to complete the final tests.

During the meeting, a stockholder questioned Mr. Skouras about intentions of the company to release old feature pictures for use of television stations.

The company president assured the stockholder the company would scrutinize most carefully any picture so released. Mr. Skouras emphasized that unless great care were taken about releasing pictures for telecasting, valuable properties could be dissipated quickly.

"We value our inventory too highly for that," he promised.

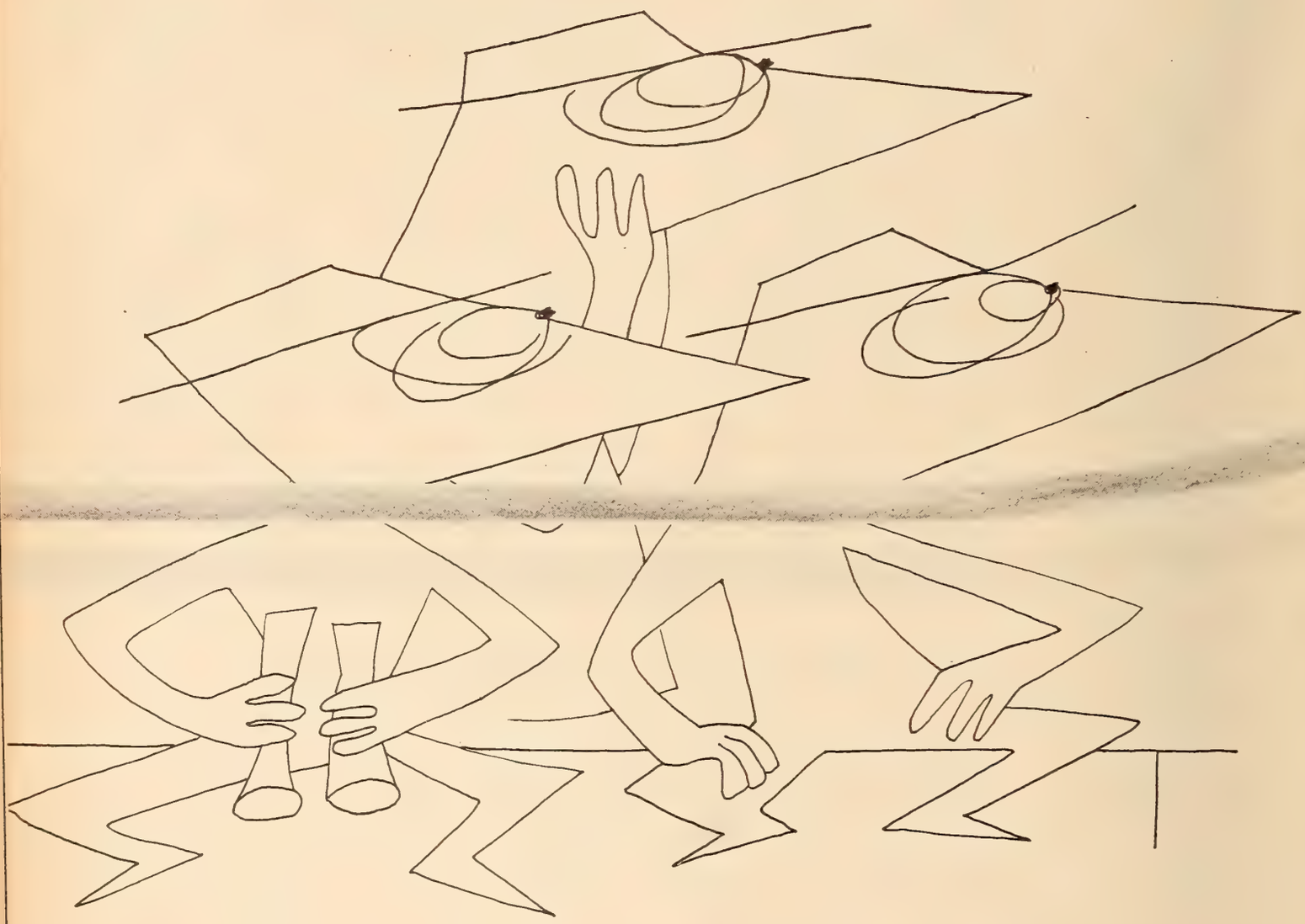
Then he went on to predict that theatre television and home television will go along different paths, neither in conflict with the other. It was his own belief that motion picture patronage will reach its zenith through theatre television, he said.

Shareholders were shown a large-screen television demonstration with RCA equipment in which Mr. Skouras and Twentieth Century artists performed for the stockholders.

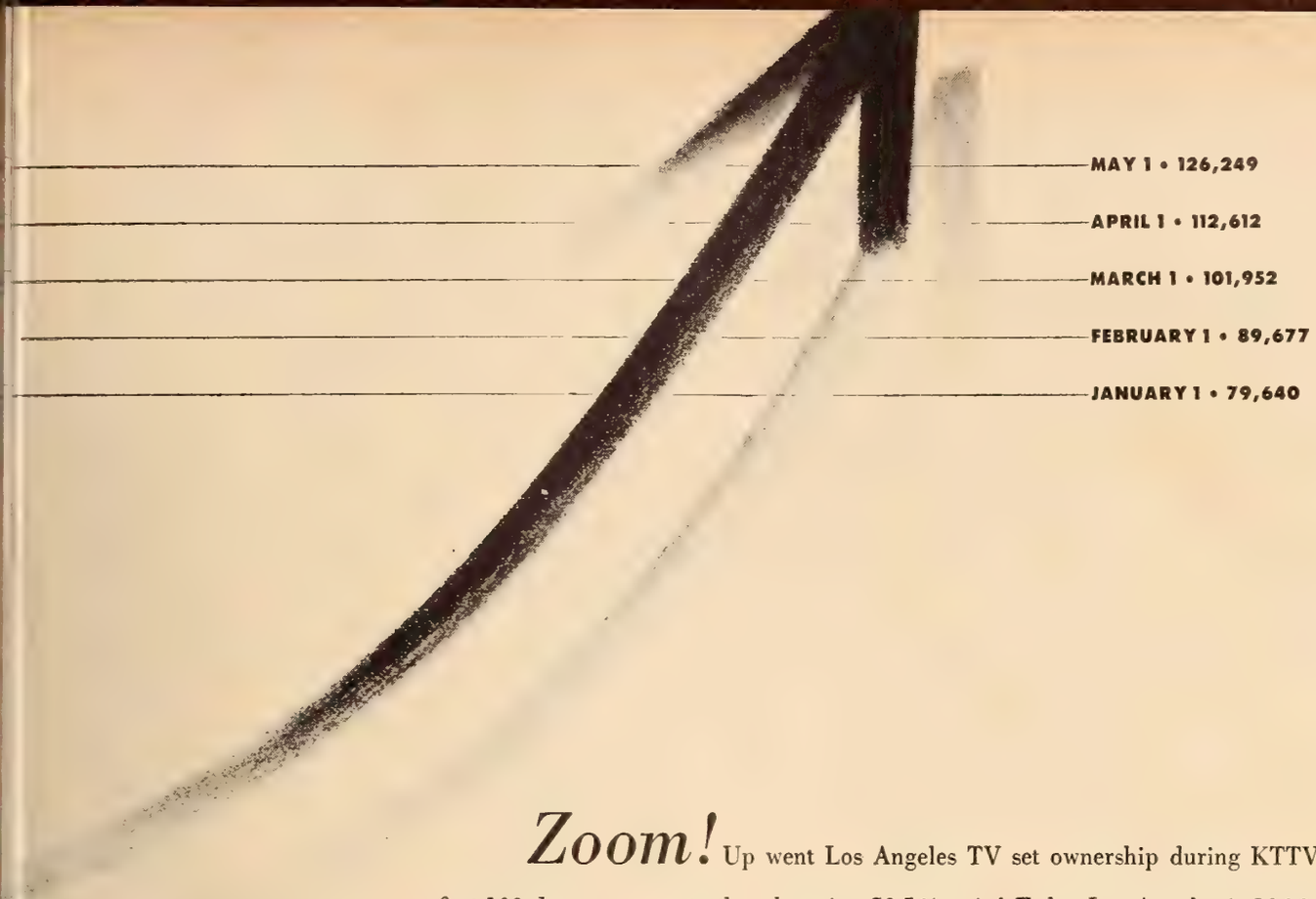
Mr. Skouras predicted that 1949 revenue would equal the record year of 1948. First quarter earnings were $1.04 per share, compared with $1.00 per share last year, Mr. Skouras revealed. Film rentals and theatre receipts were $43,490,969 compared with $40,316,174 last year and net earnings were $3,017,736 compared with $2,926,842 the year before.

The meeting itself produced a hot debate between one stockholder, James P. Fuller, Hartford, Conn., and management. Mr. Fuller objected to Mr. Skouras' high salary ($252,385), high pension provision ($25,000 annually), and to a deal in which Mr. Skouras' brother Charles, participated in a transaction by which the brother and three others sold shares in a subsidiary back to the parent company at a profit to them of over $6½ million a deal which is now in process of being compromised. After a full discussion of all the points, Mr Fuller complimented the company on running "a good meeting."

The board of directors was re-elected except for one post, a vacancy caused by the death of John R. Dillon on Sept. 29, 1948. Former Postmaster General Robert E. Hannegan was elected to fill the vacancy.



Fastest start in all television



Zoom! Up went Los Angeles TV set ownership during KTTV's first 100 days—now note the whopping 58.5% gain! Today Los Angeles is 126,249 sets big*—and still growing lightning-fast! ★ KTTV is setting the pace for *all* Los Angeles television. Which is just what you'd expect from a station owned by The Los Angeles Times and the Columbia Broadcasting System. Like this . . .

Jack Benny, The Nation's Most Popular Comedian—star of KTTV's big dedicatory program, with Lum 'n' Abner, The Andrews Sisters, Margaret Whiting, Isaac Stern, Bob Crosby, Rochester and others.

Longest Uninterrupted Broadcast In TV History—24 hours and 50 minutes of continuous on-the-spot coverage of the San Marino well tragedy.

Full CBS-TV Network Schedule—blended with KTTV local shows with the "Hollywood touch."

Exclusive Rose Bowl Commercial Telecast—the first in history—seen by 88% of all Los Angeles television homes, with an average of 9.8 people per set.

Small wonder that 75 advertisers have successfully used KTTV during its first 100 days—the fastest start in all television. To make your sales go up equally fast in America's fastest-growing television market, ask Radio Sales about KTTV.

*May 1

KTTV *Los Angeles Times • CBS*

TV COMPONENTS
Standardization Sought

SUBCOMMITTEE of the engineering committee of Television Broadcasters Assn. has been named to study the problem of securing standardization of components of television equipment with the goal of interchangeability, so far as is feasible. Appointed by TBA Engineering Chairman Raymond F. Guy, NBC's manager of radio and allocations engineering, the subcommittee was charged with querying all of the country's TV stations about their technical operating procedures and gather their recommendations for achieving interchangeability.

F. J. Bingley, chief TV engineer of Bamberger Broadcasting Corp. (WOR-TV New York, WOIC (TV) Washington), was appointed chairman of the subcommittee. Other members are: Howard A. Chinn, CBS; Donald Castle, NBC; Rodney Chipp, DuMont; Robert Morris ABC; William Purcell, WRGB Schenectady; Thomas Howard, WPIX New York. Two more members will be added from AT&T and from WPTZ Philadelphia.

Frank Marx, ABC vice president in charge of engineering, was appointed TBA representative on a committee of New York TV broadcasters which is working with engineers of the city to amend the city's electrical code to cover TV installations at various locations throughout the city. All appointments were made Wednesday at a meeting of the full engineering committee.

WTPS-TV Denial

DENIAL of additional time to Times-Picayune Pub. Co. to complete construction of WTPS-TV New Orleans was set aside by FCC last week and the station's application was designated for hearing. The refusal to extend completion date was made by the Commission in early April [BROADCASTING, April 18]. The applicant told FCC it sought the television extension because it was financially unable to build the TV outlet at this time. Substantial losses in its AM and FM station operation were cited.

SPORT FEES TAX
Bill Is Blocked In Calif.

A BILL regulating television contracts for boxing and wrestling matches has been successfully blocked on the floor of the California State Senate and returned to committee.

The bill was backed by the California Athletic Commsision and the California Managers' Assn. It would levy a 5% tax on all fees paid by broadcasters for rights to telecast matches and would give the Athletic Commission power to approve or disapprove all such contracts [BROADCASTING, May 2].

The bill, strongly opposed by the California State Broadcasters Assn. went to the Senate floor with a "do pass" recommendation. Before being returned to committee for further hearings and possible revision it was twice amended on the Senate floor.

Arthur Westlund, general manager of KRE Berkeley and president of the broadcasters association, said the amendments removed two sections to which the broadcasters objected most strongly.

★

The first amendment removed a requirement that all television contracts with a fight stadium or promoter must be approved before each telecast by all participants, Mr. Westlund said.

The second amendment took away the right of the Athletic Commission to control contracts.

Present Standing

As the bill now stands in committee, Mr. Westlund said, copies of all contracts would have to be filed with the Athletic Commission but the commission would have no control over provisions of such contracts. The 5% tax on fees paid for television rights still is in the bill.

"Our main objection to the bill has been taken care of," Mr. Westlund told BROADCASTING. "But we will continue to oppose it when further committee hearings are held on it."

He pointed out that passage of a bill of this kind, no matter how innocuous, would set a precedent for further legislation governing television. "We don't feel we should be bound to file copies of our contracts with the Athletic Commission anymore than those concessionaires who sell hotdogs or operate parking lots at the stadiums.

CHICAGO MOVIE TV
WBKB (TV) Marks Birthday

THE Chicago Theatre will present theatre television from its screen June 16, employing Paramount's exclusive Teletranscription technique, John Balaban, director of WBKB (TV) Chicago, announced Thursday. The new entertainment medium, previously used only at the Paramount Theatre in New York, will be a regular feature at the theatre when major sports events occur, he said.

The June 16 show will be part of a mammouth television celebration planned by Balaban & Katz, owner of both WBKB and the Chicago Teatre. Eighth anniversary of the TV station, Chicago's first, will be observed and WBKB will officially begin operation of a new high-powered transmitter atop the American National Bank Bldg. The new unit will be the highest in Chicago, station claims, dwarfing by 313 feet WBKB's present tower on the State-Lake Bldg. Telecasts of a star-studded Chicago Theatre stage revue direct from the stage also will be presented.

KLEENEX TELEVISION
To Back 'Fun for the Money'

NEW audience participation program with a baseball format, *Fun for the Money*, will be sponsored on ABC-TV by International Cellucotton Products Co., Chicago, manufacturer of Kleenex. The program, to start June 17, will be telecast on Fridays, 9:30-10 p.m., over the eastern and midwestern video networks. It is packaged by the James L. Saphier Agency, Chicago, and produced by Steve Hatos. The show will originate in Chicago.

Fun for the Money will be carried by ABC owned and operated stations WJZ-TV New York, WENR-TV Chicago and WXYZ-TV Detroit, and by affiliates WFIL-TV Philadelphia, WMAL-TV Washington, WAAM (TV) Baltimore and WNAC-TV Boston. Other stations are expected to join the line-up.

INDUSTRIAL TV
St. Louis Sees Monsanto

KSD-TV St. Louis has presented a 30-minute program from an industrial plant, using facilities of two remote cameras. The show included demonstrations of Monsanto Chemical Co.'s chemicals and plastics and examples of wood decay.

Most of the program originated in the new research pilot plant of the John F. Queeny plant, adjacent to Monsanto's main office building in South St. Louis. In addition to being seen by St. Louis televiewers, the show was picked up at Hotel Jefferson, where the American Wood Preservers' Assn. was holding its national convention.

TELECINE CORP.
New TV Packager Formed

TELECINE Corp. of America, new video package outfit, has set up offices at 745 Fifth Ave., New York, with Benn Jacobson, former story and talent executive for MGM and Eagle-Lion studios, as president. John M. Gray, formerly with the war savings staff of the U. S. Treasury and, during the war, Air Force public relations officer, is secretary-treasurer.

According to Mr. Jacobson, who says he switched from movies to television because he believes that telecasting techniques will be built on moviemakers' art, video within the next few years will be ready for color. By then, he says, the new art, having monopolized so much of the entertainment audience, will have passed the movies as a producer and the radio as an advertising medium.

MOWREY ON TV
Speaks at Oakland Ad Club

"THE FASTEST WAY to build a television audience is to offer a comprehensive schedule of sports events." This opinion was voiced by Paul B. Mowrey, national director of television for ABC, in a talk before the Oakland Advertising Club on "The Future of Television in the Bay Area." After television becomes more firmly established, he said, the emphasis will be shifted to other video features such as drama, news and variety shows.

Mr. Mowrey has been in San Francisco for the past month in conjunction with the debut of KGO-TV, ABC's Bay Area television affiliate. He was introduced to Ad Club members by Gayle V. Grubb, general manager of KGO and KGO-TV.

DuMont Summer Plans

DuMONT Television Network last Wednesday announced a complete revision of programs for the summer months. Plans include three news programs, now in rehearsal, to premiere within the next two weeks; eight new programs already written and cast, to be showcased, one a week, starting about the middle of June; 50 new programs already planned and scripted and under consideration by the network's program board; and the revamping of shows currently on the air.

A CHICKEN IN EVERY POT!
WHAT STATION CAN DO IT?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER



The highest point in San Francisco County: *KGO-TV's giant transmitter tower atop Mt. Sutro rises 1362 feet above sea level. Viewers in Reno, Nevada, 220 miles distant, report "Consistently Good Reception."*

NOW TELECASTING!

KGO-TV

CHANNEL 7 — SAN FRANCISCO

One More ABC Owned & Operated Television Station in a Strategic Sales Market . . . Another Powerful Link in the Fast-Growing ABC Television Network

When television was in the planning stages at ABC, it was decided that in order to serve advertisers best, TV stations should be located in mass buying markets.

With the opening of KGO-TV and the soon-to-be-on-the-air KECA-TV, Los Angeles, ABC will have Owned & Operated television stations in five of the six major markets in America. *A distribution of TV stations not matched by any other broadcasting company!*

By using ABC-TV facilities you buy from one representative . . . one organization to cover America's top buying markets. All your television problems are handled under one roof.

The simple, efficient way to sell your products is to use ABC-TV

. . . in New York WJZ-TV CHANNEL 7	*Finest TV Studio Facilities in the World*
. . . in Chicago WENR-TV CHANNEL 7	*Tallest TV Tower in Chicago*
. . . in Detroit WXYZ-TV CHANNEL 7	*Most Modern Studio Equipment in Detroit*
. . . in San Francisco KGO-TV CHANNEL 7	*Atop Highest Point in San Francisco County*
. . . in Los Angeles KECA-TV CHANNEL 7	*A Movie Lot for a Studio*

ABC TELEVISION

ABC Television Center, New York 23, New York

American Broadcasting Company

Telestatus



Analysis of April Program Types
(Report 60)

VAUDEVILLE for television, often classified as variety, is becoming for television what daytime serials are to radio. With a regularity that is astounding, new variety shows have hit the TV networks. As a result, it has become the top entertainment for the television audience.

On the networks, 219 of the 599 hours of programming during April were live variety shows. (See Table I.) Among the sponsors of these fast-paced creations of the new medium are Texaco, Admiral, Ford, Lincoln-Mercury, Chevrolet, Arrow Shirts, General Electric, General Foods, Gulf Oil Co., Household Finance Co., The Swift Co., and Whitehall Pharmacal.

In March, variety programming edged out sports as the top in number of sponsored hours on network, spot and local broadcasts. Variety shows held this position in April too, but as the baseball season opened, sports showed an increase.

Of the total of 928 hours of programming, sports remotes occupied 212 hours. In March sports programming totaled 179 hours. Most of this sports programming is local. Stations pick up wrestling, boxing, racing, baseball or roller derbies from their local arenas, tracks or stadiums. Of the total in April, 52 hours was network broadcasting, 55 locally sponsored, and 105 hours spot advertising, with the beer companies doing much of the buying for this type of broadcast.

Local activity in variety programming is slight; about 16 sponsored hours of variety programming were shown during a sample week in April. There are many participation arrangements with these local variety shows, and the time shown here allows two minutes for each participating sponsor. Actually, the local stations provide more variety programming than the sponsored total indicates. Some of the local shows are build gradually and finally achieve sponsorship, much the same as in AM.

Dramatic Next

Next most popular form of sponsored program is the dramatic show. About 90% of 119 hours devoted to dramatic programming is network programming, most of it live. Productions of Shakespeare, mystery, and original dramatic shows, both light comedy and serious "message" shows, have been seen on the video screen.

Most of the 15 hours of local dramatic programming is on film, with re-runs of older pictures or foreign films. A few have bought special 15 minute and half-hour film packaged shows.

TV has been kind to the kids—there is as much children's fare on TV as dramatic programming. The now famous *Howdy-Doody* and others have captured the hearts of the juvenile viewers, and it would seem that there is a better future for this type of programming, with its clowns, puppets, and picture-book characters than there is on AM.

TABLE I
TV SPONSORSHIP BY PROGRAM TYPE

Type of Prog.	Sponsorship: Network (Hrs: Min)	Spot (Hrs: Min)	Local (Hrs: Min)	Total (Hrs: Min)
Variety	219:30	7:32	16:43	243:45
Sports	52:00	105:30	55:11	212:41
Dramatic	92:45	1:32	15:21	119:38
Children's	104:30	3:54	10:54	119:18
News	27:20	9:47	14:29	51:36
Musical	41:35	2:56	5:33	50:04
Announcements	..	25:05	17:04	44:49
Discussion & Panel	31:00	..	1:00	32:00
Educational	19:15	:15	2:00	21:30
Household & Women's	2:30	3:05	12:08	17:43
Quiz	2:30	1:08	6:16	9:54
Audience Participation	5:00	:32	:22	5:54
Miscellaneous	1:30	..	6:43	8:13
Totals	599:25	163:43	164:39	927:49

TABLE II
TV PRODUCTION METHODS
(Hrs: Min)

	Live Shows	Film	Live & Film	Remotes
Networks	480:20	26:15	44:50	48:00
Spot	17:00	34:20	6:04	98:52
Local	47:07	33:07	16:41	55:22
Total	544:27	93:42	67:35	202:14

Note: Slides were used in combination with live and film presentation in about 17 hours of commercial presentation.

News programming is frequent on TV, and a kind that has been sold to local sponsors. About half of all news is network-sponsored, but another 14 of the 51 hour total is locally bought. Some of the local shows use newsreel technique, others are straight talk from the studios.

Announcements of all kinds—time, weather and straight commercial—added up to about 45 hours during the sample week in April. Film commercials are still the most popular form, used more frequently than all other types combined. This number of announcements corresponds to former months on a percentage-of-the-total-sponsored-time basis.

Production on TV

Breaking the total commercial TV time down by method of production, network influence is again predominant. The live shows originating in Chicago, New York, and other network points provided 480 of the 544 hours of live programming during the sample week in April. (Table II)

Because of this heavy live schedule on the networks, live programming is the walkaway winner on TV at this time with remote programming, nearly all of it in the form of sports programming, in second place. Of the 928 hour total, remote sports broadcasts occupy 202 hours.

Local live programming reached 47 hours during April's sample week and only 17 hours of spot broadcasting.

Film was used for 93 hours, and combination live and film broadcasting was sponsored for 67 hours of the total.

ACTOR BARGAINING

4 A's Blueprint Agreement

THE 4 A's committee charged with drafting the blueprint for a video actors union reached an agreement Wednesday night in New York.

The Committee then sent the agreement to the international governing board of the 4 A's (Associated Actors and Artistes of America).

At the same time, the committee sent the 4 A's board two unresolved problems: what should be the makeup of the new union's governing board, and (2) what should be the bargaining agent for announcers doing TV but primarily working in AM.

The 4 A's board will submit the agreement to all the various 4 A's branches for their action, and meanwhile, will try to work out an accord on the two unresolved problems. After the 4 A's branches pass on the main agreement, it will come back to the international board for final action. It was said that the whole process could be completed in a month.

Thus, a new union, to be called the 4 A's Television Authority, would come into existence to bargain for video actors.

Such a union would end the danger of jurisdictional rivalry between such 4 A's branches as Actors Equity, American Federation of Radio Artists, American Guild of Variety Artists and others. The 4 A's committee which worked out the agreement for the new union was itself composed of the presidents and members of each of the branches of the major 4 A's organizations.

During the process of getting ratification by the 4 A's branches of the main agreement. It is believed the two other matters yet to be unsnarled will be cleaned up by the 4 A's board.

In one of these problems, the makeup of the governing board of the new union, the question is whether representation of the various 4 A branches shall be by proportional representation or by equal representation. AGVA, with its huge membership, contends that makeup of the board should be by proportional representation based on the number of members of respective branches paying per capita taxes to the 4 A's. All other branches are said to be opposed to this arrangement.

The other problem also was posed by AGVA, it was said. AGVA objected to AFRA being given authority to bargain for staff announcers doing TV work although their main job was in the AM field. AGVA contended the new union should bargain for such announcers, too, it was said.

TV SET figures reported to BROADCASTING during the past week:

Milwaukee—24,503 as of May 1, reported by WTMJ-TV Milwaukee.

Cincinnati—23,000 as of May 1, reported by Crosley Broadcasting Corp. [WLWT (TV)].

Dayton—5,300 as of May 1, reported by Crosley Broadcasting Corp. [WLWD (TV)].

Columbus—5,800 as of May 1, reported by Crosley Broadcasting Corp. [WLWC (TV)].

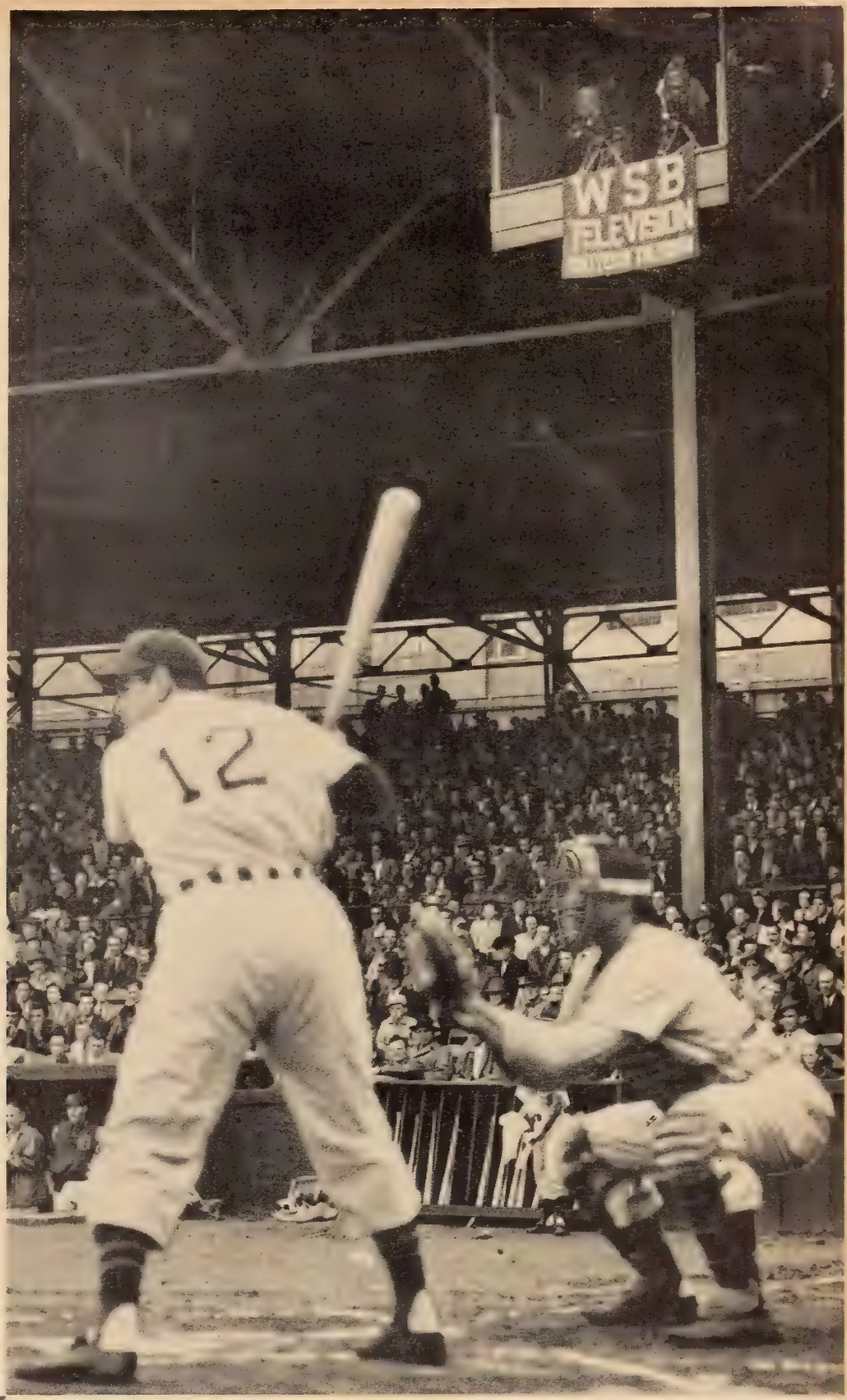
Baltimore—57,635 as of May 1, reported by Baltimore Television Circulation Committee [WAAM (TV) WMAR-TV WBAL-TV].

St. Louis—28,850 as of May 1, reported by KSD-TV St. Louis, compiled by Union Electric Co. of Missouri.

Los Angeles—126,249 as of April 30, reported by the Southern California Radio & Electrical Appliance Assn.

Buffalo—21,546 as of April 30, reported by WBEN-TV Buffalo, compiled by Buffalo Niagara Electric Co.

Cleveland—52,383 as of April 30, reported by WEWS (TV) and WNBK (TV), both Cleveland, compiled by the Bureau of Business Research of Western Reserve U.



All home games of Atlanta's Southern League Crackers are Telecast by WSB-TV. Brown Distributing Company (PHILCO *for Georgia*) *is the sponsor.*

wsb-tv

ON PEACHTREE STREET

Owned and operated by The Atlanta Journal Co.
Represented nationally by Edw. Petry & Co., Inc.

SCHWERIN TESTS

TV Response of 'Quiz Kids'

RESPONSE of televiewers in Chicago, Detroit and Cleveland is being correlated with New York studio audience reaction to NBC-TV's *Quiz Kids* by the Schwerin Research Corp., New York, after special tests last week. Results will be released before June 15.

Horace Schwerin, president of the firm, conducted simultaneous, continuing reaction tests among 13,000 Chicago, Detroit and Cleveland televiewers during the program last Tuesday night. Show was tested live by home viewers and from the kinescope by 1,500 persons in two "control" studio groups in New York for qualitative and quantitative data.

Miles Labs. (Alka Seltzer, One-A-Day vitamins), sponsor of the show, bought coaxial cable time from Cleveland to New York for the closed circuit telecast to WNBT (TV) New York. Cost of the project is being shared by the network, the sponsor, the research firm and Wade Advertising, Chicago.

Mr. Schwerin applied his "number-cueing" principle used in AM, in which home televiewers saw small numbers superimposed on the immediate picture being relayed. Viewers were asked to indicate on ballots, mailed to a selected list in advance, their judgment on each portion of the show. The project was developed by Mr. Schwerin and Hugh Beville, NBC research director. Details were worked out with Gordon Norberg, Wade research chief.

EXTENSIVE study of television will be included in KYW Philadelphia's seventh annual workshop starting June 27.

VARIETY CLUBS

Hold San Francisco Meet

SHOW BUSINESS will hold its own against television, John H. Harris, international "chief boss" of Variety Clubs, told the 13th annual convention of the organization in San Francisco. Television is cutting into gate receipts today only because of its "novelty" attraction, Mr. Harris said.

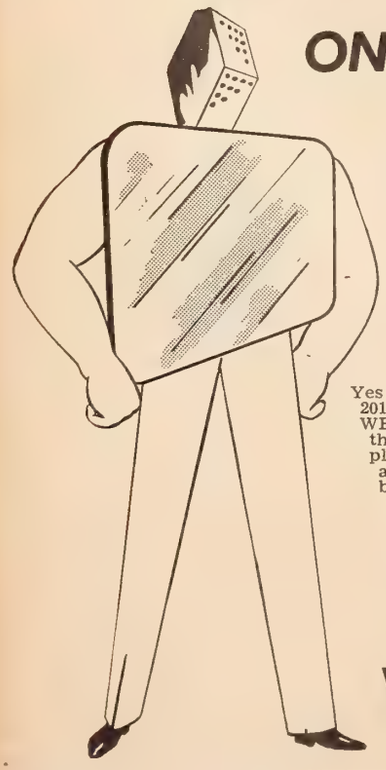
He said television's great role is not so much substituting for other forms of entertainment, but bringing to people things they could not ordinarily see, either because of distance or capacity problems. "As long as people live close together in cities," he said, "they are going to go to theatres, football games and arenas where they can be close together."

Mr. Harris, one of the founders of Variety Clubs 21 years ago, owns theatres, a hockey club and ice show in Pittsburgh. More than 1,000 members of Variety Clubs from the U. S., Canada and Mexico attended the convention.

HOW OLD IS TV IN BUFFALO?

ONE YEAR!





How Big is TV in Buffalo?

it's a GIANT!

Yes — a giant from all angles. **Advertisers?** 201 local and national firms have used WBEN-TV. **Sets?** 22,368 are operating in the Buffalo Area. **Networks?** NBC Basic plus choice shows from ABC, DuMont, and CBS. **Local Programs?** 26 Buffalo-built shows each week, covering mystery, musical variety, barn dance, quizzes, Buffalo News-Reel, personalities, homemaking, talent search, news, all major sports. Time is available. Programs are ready. See your nearest Petry office. Wise advertisers are consistently using Buffalo's pioneer television station. There's room for more on Channel Four!

WBEN-TV

NBC BASIC • CHANNEL 4

WMAR-TV Success Ads

WMAR-TV Baltimore is using advertisements in the morning and evening Baltimore *Sunpapers* Saturdays and Mondays telling the story of successful advertising over the station. Copy features name of the advertiser, the agency placing the account and a testimonial by the advertiser regarding his account. WMAR-TV, affiliated in ownership with the *Sunpapers*, operates on Channel 2 (54-60 mc).

'MARKET MELODIES'

ABC-TV Show Begins May 24

ABC-TV has announced that its daytime shopping program, *Market Melodies*, will start on May 24, and will be telecast Tuesday through Friday, 2-4 p.m. and on Saturday, 10-12 noon.

Sponsors who have already contracted for participation on the programs, which will be viewed in cooperating Grand Union Super Markets in the greater New York Area, are: Brooklyn Union Gas Co., for Servel home appliances; Hills Bros., for Dromedary cake mixes; Stahl Meyer Inc., meat products; Taylor-Reed Corp., for Q-T cake frosting mix, and William Wise & Co., for cook books.

The program was produced by Model & Harbruck, New York, and is designed specifically for point-of-sale promotion in the stores.

ORDNANCE TV

Used To Handle Ammunition

TELEVISION is being used by the Army Ordnance Dept. in the storing, handling and disassembling of dangerous ammunition, Maj. Gen. James Kirk, chief of the Ordnance Field Service Division, has announced. This is one of the first times that television has been put to work industrially.

Heavy concrete barricades for the protection of personnel are used in all ammunition disassembly areas. The operators work behind these barricades, manipulating various tools by remote control to disassemble missiles. By using television, engineers are able to watch this manipulation from a safe distance. The camera is mounted inside the barricade and focused for a close-up of the work underway. It is possible for a single camera to transmit identical images to as many as 10 different viewers located at various points, Gen. Kirk said. A viewer may be as much as a mile away from the master viewer, which can be set up as far as 1,000 feet from the camera.

Ordnance is using the Remington Rand Vericon Television System. The system is in use at seven Ordnance ammunition plants and six more are under construction, Gen. Kirk stated.

FEATURE FILMS

433 Ready for TV, Says TOA

THEATRE Owners of America Inc., in a special bulletin, told its members of 433 feature films now made available for television and at the same time commended motion picture industry leaders who have thus far declined to make available to television pictures created for theatres.

The bulletin, signed by Gael Sullivan, executive director, also reported a recommendation of the TOA board that motion picture producers experiment with the use of specially made trailers for selling pictures through television.

It further reported a recommendation of the board that picture producers and distributors and National Screen Service and exhibitors investigate the possibility of trailers especially produced for television. These trailers would be rented by theatres which, in turn, would purchase time, for their showing on local TV outlets.

The theatre owner also was counseled to analyze TV in his own market and decide whether he should file an application with FCC for a television license.

RDTG CONTRACTS

WPIX (TV) Issue Stated

MAIN issue now before negotiators of Radio and Television Directors Guild and WPIX (TV) New York is whether the local or network pay scales should apply. RTDG is claiming the network scale, which carries $15 weekly higher salary, applies to WPIX's 11 directors and associate directors because of kinescoping of some WPIX airings. The issue may be decided at meetings to be scheduled early this week.

RTDG also is to decide at a meeting of its New York membership tonight (May 23) next step in its efforts to obtain a contract for NBC television directors. NBC has refused to recognize RTDG as a bargaining representative for the network's 38 television directors, associate directors and floor managers on the ground they are managerial personnel [BROADCASTING, May 16].

SPOT CHECK INC.

Opens Four Branches

SPOT CHECK Inc., New York television survey organization, announced last week the opening of offices in the following cities:— Boston, 42 Lexington St., East Boston; Cleveland, Hotel Statler; Houston, Galena Park; Beverly Hills, Calif. 9397 Wilshire Blvd.

Hardie Frieberg, president of Spot Check, also said the firm, which assists advertising agencies in checking pertinent facts about their video shows and commercial spots, will soon start television audience reaction surveys in the cities listed.



CHECKING TV script of *Crusade in Europe* against Gen. Eisenhower's book are Roy E. Larson (l), president of Time Inc., sponsor of the ABC-TV film series which started May 5, and Mark Woods, ABC president.

SCREEN DIRECTORS
Guild Plans TV Standards

SCREEN DIRECTORS Guild, New York, whose members primarily are active in documentary and commercial film making, is undertaking a study of its 120 members' status and practices in order to formulate standards which also will apply to television motion pictures. Announcement was made Tuesday, following a guild membership meeting, by Jack Glenn, president and a "March of Time" director.

"In our efforts to boost film standards in television," he said, "we hope to be instrumental in solving the enigma of high quality at low cost." He said guild members feel that the need for low budget television films can become a threat to the standards guild members have stood for. Therefore, the members are interested in cooperating in every way to find a solution which will keep standards high and budgets low.

Files for TV Station

APPLICATION for use of Channel 7 for a new television station serving Raleigh and Durham, N. C., areas was filed with FCC May 6 by Harold H. Thoms, owner of WHHT, 1 kw fulltime MBS outlet on 1590 kc at Durham. Site of the proposed new TV station is midway between Raleigh and Durham on Carpenter's Pond Road. The 327-ft. tower will be on an elevation giving it an overall height of 468 feet above average terrain, Mr. Thomas said. Equipment will be General Electric throughout.

Dealers Hear Bonfig

H. C. BONFIG, Zenith vice president and director of sales, was principal speaker at a meeting of 200 dealers in San Antonio. Panel of speakers at the session included J. R. Duncan, who will direct programming for WOAI-TV when the San Antonio station commences operation in the fall.

GALVIN PREDICTS
'Video Won't Kill Radio'

TELEVISION, "which doesn't spell the end of radio," will change the character of the industry "but certainly will not kill it," Paul V. Galvin, president of Motorola Inc., said at the firm's anniversary celebration in Quincy, Ill. Occasion marked the first year of operation of two Motorola plants there.

Mr. Galvin also predicted: "Automobile radios will continue to be popular, and we may expect to see auto TV sets visible to the driver gradually legislated against throughout the nation." The moral and social effects of video "can not be over-estimated." In time, no community "can afford to be without it." In concluding, he asserted that every farm in the Mississippi Valley will be able "to enjoy the medium within five to seven years. Present-day television receivers will not soon be obsoleted, nor is any radical change in the quality or prices to be expected." The public can, however, expect a steady improvement in value for every dollar invested in new models, he said.

KSL-TV PLANS
Prepares for June 1 Opening

INSTALLATION of KSL-TV Salt Lake City transmitter was completed earlier this month and final preparations are being made to run test patterns—with plans for June 1 opening, station has announced.

KLS-TV will begin operations with 2½ hours of evening telecasts as well as afternoon test patterns, with an expanded schedule to be effected by Sept. 1. Station has exclusive agreements with CBS, ABC and DuMont networks for release of their programs, and kinescope films of major networks shows will be flown to the city for release. There are approximately 4,200 TV receivers in Salt Lake Valley, according to KSL-TV

'Life' TV Articles

TWO television stations have been featured in articles in *Life* magazine recently. The May 2 issue carried a seven-page article on WICU (TV) Erie, Pa., and in the April 11 issue a story titled "Television, Texas Style" gave a pictorial review of WBAP-TV Fort Worth. Feature on WICU, the Erie *Dispatch* station, traces station's progress from the time a construction permit was granted until WICU went on the air April 1. Story on WBAP-TV covers station's gigantic productions, which have included pick-ups of "every rodeo, stock show and cutting-horse contest within range."

FORDHAM U. has announced its three Summer Institutes of Radio and TV, Journalism, and Theatre (July 5-Aug. 12) will be integrated through a common Symposium of Communication Arts. Symposium will be basic required course for all three summer seminars.



"Spell with Isbell"...

. . . is the old-fashioned spelling bee in a brand new dress. Conducted by Harold Isbell, veteran of 27 years in radio, the program is a fun-filled half hour of contestants' groans and contortions interspersed with Isbell's gags and banter.

"Spell with Isbell" features teams of Chicago people . . . teams which have included ushers vs. usherettes, doctors vs. nurses, pilots vs. stewardesses, secretaries vs. their bosses, bus drivers vs. courier nurses, salesmen vs. housewives, models vs. photographers . . . representing a vast variety of businesses and social levels . . . good reasons why "Spell with Isbell" has a large following.

Viewers at home play an important active part in the program . . . the best list of ten words each week receives a valuable prize . . . an added reason for viewer interest.

Add to this the fact that the program is amazingly low priced, and you'll see "Spell with Isbell" is a show worth including in your television plans.

DUMONT WGN-TV CBS
CHANNEL 9 · CHICAGO

THE LATEST WCKY STORY

THE JAMBOREE DOES IT AGAIN!

4,143,100 BABY CHICKS

Yes, **WCKY SOLD OVER FOUR MILLION BABY CHICKS**

From January 3 To April 29, 1949

FOR ONE ADVERTISER—

Black's Poultry Company of Columbia, S. C.

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

WOULD YOU LIKE TO KNOW ABOUT OUR JAMBOREE LISTENERS?

I THEY OWN CARS - - - - -	THE JAMBOREE HAS SOLD OVER 36,858 AUTO SEAT COVERS.
II THEY LIKE TO READ - - -	THE JAMBOREE HAS SOLD OVER 83,176 ASSORTED BOOKS.
III BUSINESS PROBLEMS INTEREST THEM- - - - - -	THE JAMBOREE HAS SOLD OVER 9,274 BUSINESS ENCYLOPEDIAS IN ONLY 13 WEEKS.
IV THEY HAVE GARDENS - -	THE JAMBOREE HAS SOLD OVER 22,980 PLANTS AND FRUIT TREES ORDERS.
V THEY LIKE TO SEW- - - -	THE JAMBOREE HAS SOLD OVER 14,234 SEWING KITS AND 53,513 ORDERS FOR QUILT PATCHES.

Call Collect Tom Welstead
53 E. 51st St.
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati, Cherry 6565
TWX: CI 281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Prince or Pauper

SOME OF the more glamorous but less savory features of show-business as practiced in Hollywood are rubbing off on radio.

The newspaper headlines shout about $440,000 salaries for Arthur Godfrey, and $420,000 for Lowell Thomas. Don McNeill knocked off $180,000, and Paul Whiteman a neat $145,000.

All these figures are from the corporate notices filed by CBS and ABC with the Securities & Exchange Commission, as required by its regulations. It's just like the Hollywood superstratospheric figures, it seems.

But is it?

These reports do not say that Mr. Godfrey, for his cool 440 grand, paid off his staff, his orchestra, his talent, not to mention his income tax. He is the contractor for his organization, as are the Bennys, the Allens, the Amos 'n' Andys. Commentator Thomas, for example, draws his 420 grand as "gross," which covers his staff, his wire-line charges when he's on tour, reporting, which is most of the time.

Contrast these reports with the release a few weeks ago of the Bureau of Labor Statistics, Dept. of Labor. It bemoaned extensive unemployment among singers and actors in radio, based largely upon AFRA research. It talked about paltry average pay. It was designed to make radio appear the Shylock of show business.

Now the SEC reports, at least as reflected in clipped sentences of the news report, scream the other extreme.

Somewhere between the two you'll get the answer. And we confidently predict that it will show that radio, from page boy to president, pays better than any other pursuit.

NAB Survival

SWEETNESS and light is losing ground to dark shadows. Those who misjudge the signs all along radio's perimeter are kidding themselves.

There's unhappiness and fear. Unhappiness breeds swiftly. Fear is deadly. The radio experience has been that when these elements are present a whipping boy must be found. The NAB is now, as always, the main target And with some justification.

It's the old story of whose ox is gored. Broadcasters in non-TV markets fear the dislocations that will follow in the wake of video. Those in TV want nothing in their path.

And it's when the pocketbook is hit or threatened that dissension sets in. Talk of cut-backs in network evening rates to compensate for losses in AM ratings to television is the latest bombshell to explode in affiliates' ranks. It is the stock-in-trade of advertisers to beat down rates. And it is up to media to justify them.

Actually, nothing yet has happened industry-wide to cause a coast-to-coast wave of unrest. There has been localized levelling off. Many newer stations are finding the going tough. And some business is harder to get. But overall radio business is keeping pace.

Business-wise, there's nothing in the current situation that sales ingenuity and programming resourcefulness can't correct. The newspapers and magazines have accomplished it with less to talk about. Their competitive problem, with the introduction of television, is ten times as vexatious as that which confronts radio. TV is a selling and demonstrating medium, and even at this early date it is getting the bulk of its income from sources heretofore untapped by radio. It's *new* money for radio (and that embraces TV).

As for the NAB, the pendulum swings again. Several years ago, the charge was that the networks dominated the association. So, three years ago, the networks found themselves acquiescing to associate membership, with no automatic representation on the board of directors.

Now the charge, from older stations, is that the NAB is "dominated" by non-network stations and by the overwhelming majority voice of the newcomers, many of whom are pleading for succor.

We think a mistake was made at Chicago last month when the board failed to follow through on a functional reorganization—a project that had been in the works for months. Defections from the NAB are not without some valid reason. Steps must be taken to restore confidence and hold the membership of old-line stations, who by virtue of high income, have always carried a major portion of the load.

The alternative is an inevitable move toward a new trade association. Such a move doesn't get underway overnight. It gathers momentum. Telecasters generally are dissatified with the NAB. They could be expected, for the most part, to throw their weight behind a revitalized Television Broadcasters Assn., particularly if it entices FCC Chairman Wayne Coy to take the helm.

It would be calamitous to have more than one trade association. The wise course is to remodel the NAB. The answer could be through its separation into units—AM, FM and TV; affiliated and non-affiliated. Then let each unit pay its own way, with a portion of the dues to go to the general administrative operation.

What the old-liners want is a healthy cut in their dues and a corresponding cut in NAB plush activities.

In less than two months the newly constituted NAB board meets again. No board since the reorganization of 1938 has faced a more arduous task. It is a task of survival.

Borsch TV Circuit

NOW COMES the voice of the Kremlin with the claim that television was invented by a Russian. This follows the claim that radio was the brain-child of Soviet inventive genuis; that a Ruskie Joe Doakes did the telephone job, and that borcht-zuppers invented everything save the hot-dog.

If, by a Russian, the Kremlin means Zworkyin, or that Sarnoff's foresight was responsible for its economic evolution, or that Goldmark had something to do with electronic color, we would understand. But these eminent Americans, who had their antecedents in the Old World, were wise enough to leave for the Land of Opportunity, where they could give rein to their genuis.

These Kremlin connivers also seem to have overlooked such names as Farnsworth, the young inventor who put together an electronic TV system in the 'Twenties, and DuMont, who was the genius behind the cathode ray tube—the heart of modern TV.

Oh, yes. The name of this Russian inventor is Boris Rosing. Could it be that Stalin's prevaricators are looking at TV through Rosing colored glasses?

Our Respects To —



VICTOR JOHN ANDREW

BROADCASTERS know Dr. Victor J. Andrew as the manufacturer of a quality line of antenna equipment and the author of numerous articles on the economics of broadcasting. But the military knows him as builder of "bicycle pumps" for warplanes.

Before the war, it was common practice to blow moisture out of coaxial cables by compressed nitrogen. The AAF expected to use this method to keep radar compartments dry. But there arose the problem of handling those bulky nitrogen cylinders—and there was the ever-present weight factor, too.

Dr. Andrew had the answer. Taking an ordinary tire pump, he housed its barrel in a chamber of slica-gel. Passing the air through this chamber guaranteed that the output would be entirely dry.

When America's armada of fighters set out to polish off the Japs, the radar set underneath the wing of each plane had been pressurized by an Andrew dry-air pump—so had the radar guided missiles, used in the final stages of the war. By V-J Day, the Andrew Corp. had produced about 20,000 units.

This impromptu invention typifies the resourcefulness of Victor John Andrew, six-foot-three, 225-pound giant-of-a-man, who has been an "improvisor" since his high school days in Wooster, Ohio. Born on a farm in nearby Medina County, Aug. 31, 1902, he set up "shop" as a teen-ager in the back seat of his car and set forth as Wooster's first mobile radio serviceman. He was a ham operator at 15, and during his undergraduate days at Wooster College, worked on radio wave propagation in association with the U.S. Naval Lab at Washington. Graduating with a Bachelor of Science degree in 1926, he became a junior engineer at the U.S. Signal Corps Lab at Ft. Monmouth, N. J.

On June 13 Wooster College will honor Dr. Andrew with a Doctor of Science degree—to be awarded "on the basis of his scientific attainments."

Resolved to learn radio engineering via the scientific, or pure, approach, he entered the U. of Chicago 18 months later, headed for a master's degree in physics. His thesis on radio wave propagation so impressed Westinghouse engineers that they offered him a job at the firm's radio transmitter plant at Chicopee Falls, Mass. A year later, the Dept. of Commerce selected him to head up its development program for frequency measuring equipment at Grand Island, Neb.

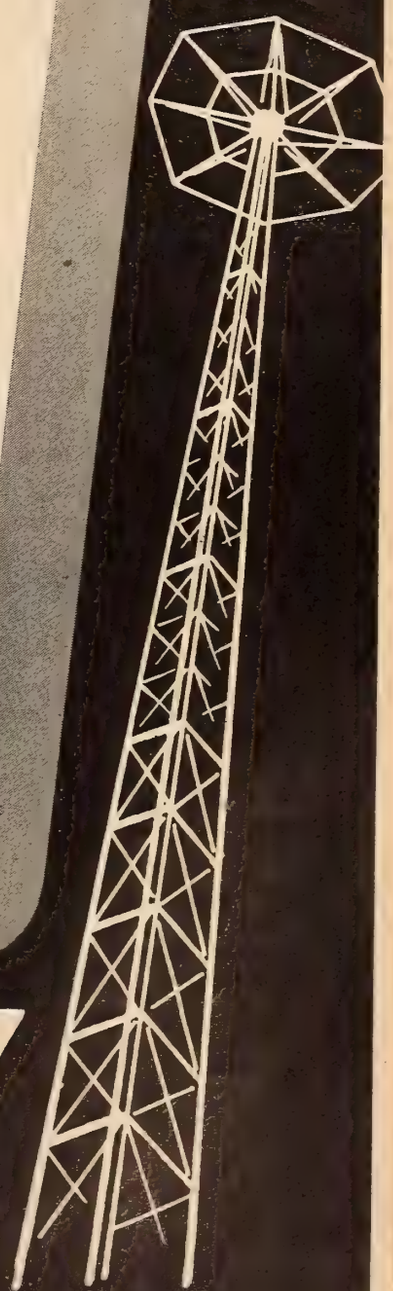
Shooting for a doctor's degree, Mr. Andrew returned to the U. of Chicago in 1930 and branched into X-ray theory and the study of cosmic rays. He was one of 13 scientists who

(Continued on page 63)

OHIO STATE UNIVERSITY'S
19th Institute for Education by Radio
SPECIAL AWARD
to WOV
for
"THE MAN NEXT DOOR"

"A pioneering effort . . . an authoritative and intensely human series of programs which build up the democratic tradition and fight prejudice and discrimination."

WOV is honored to receive this distinguished award from one of America's great institutions of learning. It is appropriate for us to rededicate ourselves to a further and continuing effort toward our basic policy of radio broadcasting that in serving the public interest we best serve listeners and sponsors alike.



Originators of *Audited Audiences*

WOV
NEW YORK

RALPH N. WEIL, Gen. Mgr. · The Bolling Company, National Representatives

WNHC-TV ADDS ABC

Affiliations Total 34

WNHC-TV New Haven has signed an affiliation agreement with ABC-TV, bringing to 34 stations, 24 of which are on the air, the network's current total of affiliates, including owned and operated stations.

Station, owned by the Elm City Broadcasting Corp., is managed by James T. Milne and operates on Channel 6. WNHC-TV is also affiliated with DuMont, CBS and NBC.

Navy Games on TV

THE Baltimore *Sunpapers* (WMAR-TV) have acquired local and network television rights to three U. S. Naval Academy 1949 football games. Games the *Sunpapers'* station will telecast include: Princeton, at Baltimore Stadium Oct. 1; Duke, at Annapolis Oct. 8, and Columbia, at Annapolis Nov. 12.

Plan TV Forum

EDWIN S. SEVERSON, chairman of the public relations and sales promotion committee of the retail council of Philadelphia Chamber of Commerce, has announced a television forum will be held at the Bellevue-Stratford during the week of Oct. 10. Purpose of the forum is to discuss the effects of the rapidly growing industry on the country's economy.

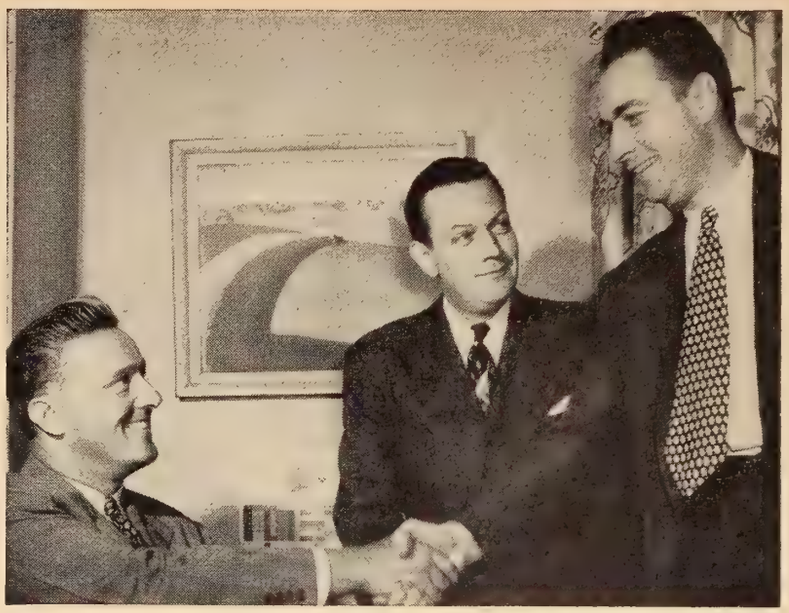
NO GUSH,
NO MUSH,
NO BLOOD,
NO THUNDER,
NO COMMENTATORS,
NO ANALYSTS

BUT LOTS OF GOOD MUSIC!
and lots of GOOD HOOPERS

Ask Jack Koste in New York, or Jack Mulholland in Chicago

KITE
SAN ANTONIO
1000 Watts at 930 on Any Dial

represented nationally by
INDEPENDENT METROPOLITAN SALES



DAVID SUTTON (l), CBS-TV sales manager, congratulates two CBS-TV account executives on their recent promotions. George Arkedis (r) becomes western sales manager and Kingsley Horton (center) assistant general sales manager for the television network. [BROADCASTING, May 16].

HOW AGENCY BUILDS A TV SHOW

Should Be Right From the Start—Nelson

TELEVISION shows ought to be right from the start. Mistakes should not be corrected "on the fifth or ten performance." That is the view of George R. Nelson, head of George R. Nelson Inc., Schenectady, N. Y. The agency's approach to the problem of producing TV programs has attracted the attention of industry leaders.

"Simple little shows of the type we're using could admittedly be done without a tremendous amount of rehearsal," said Mr. Nelson. "We have chosen to do it the hard way. We want every camera shot, every light trick, every bit of audio pickup to be as nearly perfect as possible."

Mr. Nelson was referring specifically to a program his agency developed for one of its clients, the Mohawk Carpet Mills, Amsterdam, N. Y., on a 52-week basis. The Monday-through-Friday series (7:30-7:45 p.m., EDT), launched May 2, is telecast on the NBC eastern TV network.

Coaxial cable to the Middle West was not available at 7:30 p.m., but Mr. Nelson said his agency plans to kinescope for "many additional stations" until the cable does become available in the fall. "Effective Sept. 12," Mr. Nelson added, "we pick up the entire inter-connected network, plus several additions, both by cable and kinescope."

Program features Morton Downey, in his first regular TV series, Mondays, Wednesdays and Fridays and Roberta Quinlan and guest stars on Tuesdays and Thursdays.

Commercial treatment on the show is somewhat unusual, according to Mr. Nelson. An attempt is made to "actually demonstrate and sell the product—carpets and rugs." And Mr. Nelson said his agency, after considerable experimentation, succeeded in "showing carpets and rugs pretty clearly."

The carpets and rugs are shown "live," because the Nelson agency believes that jumping from live to film to live is not good television "if it can be avoided."

Explains Preparation

Elaborating on how meticulously his agency goes about the preparation of even the "simple little shows," Mr. Nelson said:

". . . we have gathered a number of television 'pioneers' who actually have spent weeks putting the shows together and cleaning them up. Among these folks are Ed Flynn and myself of this agency [George R. Nelson Inc.]. We've been working with television on an almost daily basis since 1937. Ditto [for] Bob Cragin who is our chief writer.

"From Syracuse we brought in Paul Adanti in an advisory capacity. . . . He grew up with the old WRGB outfit in Schenectady, has handled every phase of television work—cameras, lights, direction, sound, complete engineering and production gamut. He built and manages WHEN-TV in Syracuse.

"In an advisory capacity, too, we use Douglas McMullen [formerly employed by Mr. Nelson, now with the Army Film Section, New York, and winner of an 'Oscar' award for his Army documentary]. . . .

"Directing the shows for NBC is the man of our choice, Clark Jones, who grew up at WRGB . . . then went to WPIX (TV) in New York and was recently taken over by NBC.

"Advising us on camera work, too, is our associate, George Burns, . . . official photographer for the *Saturday Evening Post, Holiday, Cosmopolitan* and a string of other magazines . . . top photographer for General Electric, American Locomotive Co., and . . . others."

And, finally, said Mr. Nelson, "many others have been recruited to aid in this television series. After putting the shows together we gave them the usual dry runs, camera rehearsals, dresses, and then kinescoped both the Downey and Quinlan shows. We used the original kinescopes for critical review purposes, ripped them apart and started all over again."

Derby Telecast

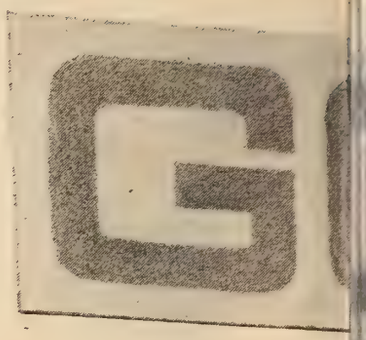
WAVE-TV Louisville estimates that approximately 140,000 persons viewed its telecast of the Kentucky Derby May 7. The Louisville Sears, Roebuck store had a crowd of 3,000 viewers, "many of whom waited in the store four and a half hours before post time to get a good seat at a TV set," WAVE-TV reported. Telecast was sponsored by Gillette Safety Razor Co. WAVE-TV used two cameras and a Zoomar lens. The race was called by Joe Palmer, with local color and commentary by Bernie Bracher, WAVE-TV sports director.

A CHICKEN IN EVERY POT!
WHAT STATION CAN DO IT?

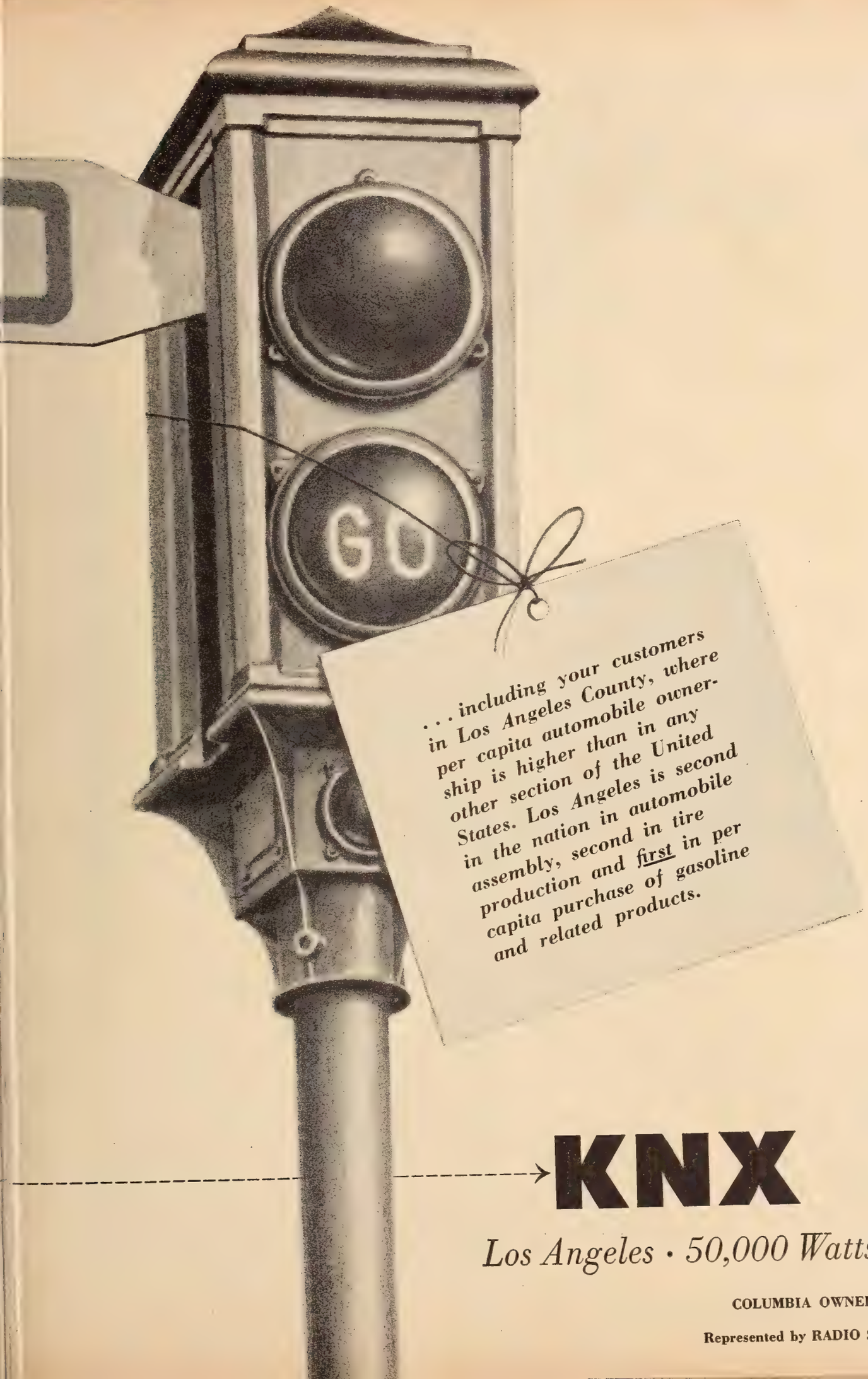
See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER


BMI
BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD
AM
FM
TV
SINCE 1940



...over five million
people listen
to one station
every week---



. . . including your customers in Los Angeles County, where per capita automobile ownership is higher than in any other section of the United States. Los Angeles is second in the nation in automobile assembly, second in tire production and first in per capita purchase of gasoline and related products.

KNX

Los Angeles • 50,000 Watts

COLUMBIA OWNED

Represented by RADIO SALES



Quad-City folks perk up and listen when WHBF local news comes on the air. Twice as many sets are usually tuned to WHBF local news as to the programs on the next leading station (see Hooper figures below).

Facts About the QUAD-CITIES

Rock Island, Ill.
Moline, Ill.
E. Moline, Ill.
Davenport, Ia.

- Over 230,000 metropolitan population*
- Largest population market in Illinois and Iowa, outside Chicago
- Retail sales exceed $252 million annually*
- Family income tops $5,650 per year*
- In the heart of the rich corn belt

*Sales Management estimates for 1948.

Latest Quad-City HOOPER
(Share of audience)

	WHBF Local News	Station "B"
8:00 AM	17.3	6.0
9:30 AM	14.0	7.4
12:00 PM	16.1	8.0
3:30 PM	9.4	10.1
6:00 PM	10.0	11.6
10:00 PM	17.3	9.7

WHBF maintains a news staff of six full-time reporters and thirty regional correspondents. Their full news coverage and accurate on-the-toes reporting counts for listener confidence, concentration and *influence* that pays off to WHBF advertisers.



WHBF
AM-FM
BASIC ABC

Les Johnson, V. P. and Gen. Mgr.
Affiliate of Rock Island Argus

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

GAG RULE

Maryland Court Decision Seen Within Month

DECISION of the Maryland Court of Appeals on the validity of the Baltimore Gag rule, under which broadcasters and newspapers are forbidden to carry news about an arrested criminal prior to conviction, is expected within a month. Hearing on the contempt convictions of three Baltimore stations and a newscaster was heard Wednesday and Thursday at Annapolis, Md.

The six-judge appellate court heard argument by the state that the gag rule is valid under the Maryland Constitution. The defendant stations claimed it was unconstitutional censorship and a blow at free speech. They argued the Baltimore Criminal Court in adopting the gag rule was following the outdated "reasonable tendency" rule in contempt cases.

In its argument, the state attempted to justify the "reasonable tendency" rule, rejected by the U. S. Supreme Court, by applying to it the philosophy of the "clear and present danger" contempt doctrine now in almost universal use by U. S. courts.

For the stations it was argued that impartial trials can only be found in nations with a free press. The state contended the printing and broadcasting of news about defendants prevents a fair and impartial jury trial.

Defendants in the case are WFBR Baltimore; WCBM Baltimore; WITH Baltimore and James P. Connelly, newscaster. All stand convicted in lower court on contempt charges. Should the Maryland appellate court rule against stations, they will carry the fight to the U. S. Supreme Court because of its basic threats to all freedom of speech.

NAB participated in the case as a friend of the court, as did American Newspaper Publishers Assn., Junior Bar Assn. of Baltimore City, Bar Assn. of Baltimore City, American Society of Newspaper Editors, American Civil Liberties Union and A. S. Abell Co. (Sunpapers).

The NAB brief included a comment refuting a claim by ASNE that newspapers are entitled to greater freedom of speech than broadcasters. Submitting NAB's brief was Don Petty, general counsel [BROADCASTING, May 16].

Three questions remain to be answered by the appellate court: Is the gag (Rule 904) authorized by the State Constitution?; does the case come within Rule 904 or under inherent power of the court (not clear in lower court's decision)?; did the facts constitute clear and present danger to the administration of justice in alleging inability of the arrested person to have an impartial jury trial?

The court asked frequent questions centering on the extent of the state's proof that the broadcasts actually interfered with the administration of justice.

A fourth Baltimore station, WBAL, also stands convicted under the contempt procedure but obtained separate hearings in the lower court. Its appeal will be heard soon. WSID Essex, suburban Baltimore station, was freed of contempt charges by the lower court on the grounds proof was not shown that its newscasts had been heard in the city.

PROFESSOR, FULTON LEWIS LOCK HORNS

Commentator Parries 'Indiscretion' With 'Irresponsibility'

GIRAUD CHESTER's article pointing to "occasional indiscretions" by radio commentators and which analyzes some broadcasts and campaigns of Fulton Lewis Jr. in a not too favorable light, evoked this fiery counter-question from the MBS commentator: "What constitutes irresponsibility in print?"

Mr. Chester, former assistant professor of speech at Cornell U., expressed his views in an article, "What Constitutes Irresponsibility on the Air?" in the current issue of Princeton U.'s *Public Opinion Quarterly*. Mr. Lewis, referring to the publication and article, said: "It evidently had taken Mr. Chester a long time to find a magazine willing to print such tripe."

The article suggests that "a lesser commentator who indulged in Lewis' free-wheeling and free-hitting style of broadcasts would have difficulty remaining on the air." Mr. Chester concedes that some inaccuracies will creep into a commentator's work and that "to limit the radio analyst to proven facts and matter-of-fact statements would be to dispense with many of his virtues as well as his vices." He further asserts:

"It is only when opportunities for fair correction are denied, a legitimate retraction is refused, or there is persistence in error, emotionalism, or unfairness that his disservices to society become egregious."

Mr. Lewis' statement follows:

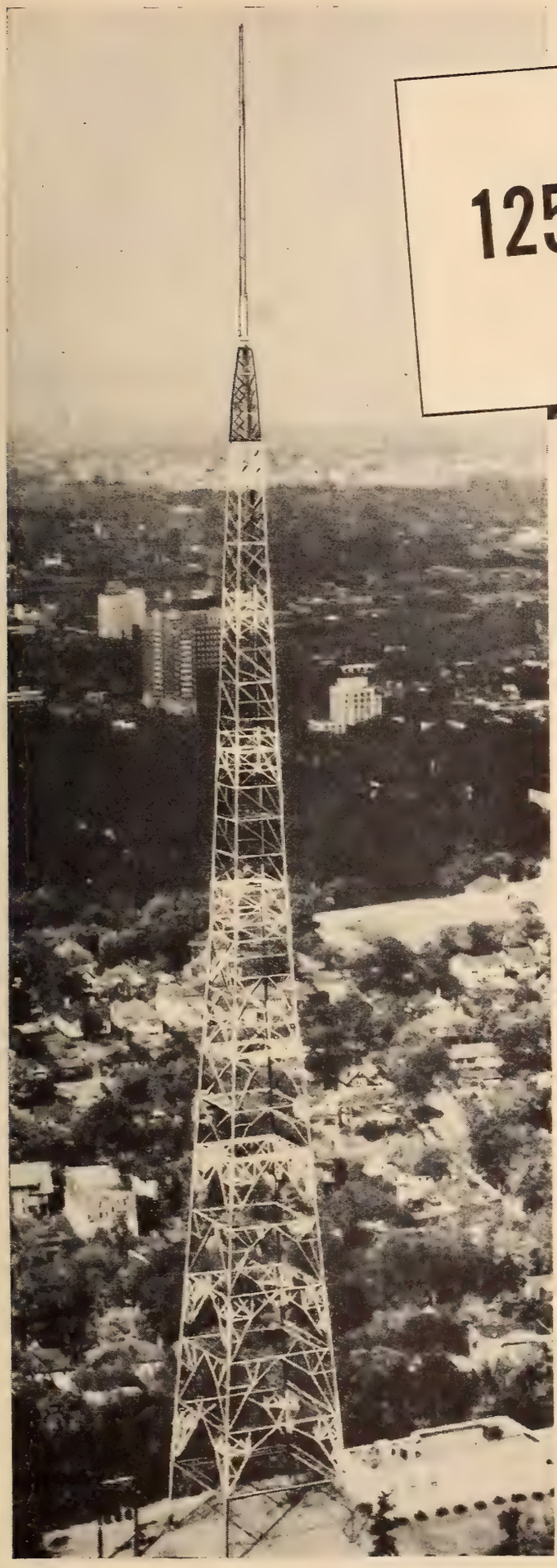
Giraud Chester came to my office about two years ago representing that he had a commission from a national magazine to do a story concerning my activities.

The editor of that national magazine told me recently that Chester had no such commission and that later when the article was submitted to him, he rejected it because it was shot with "inaccuracies and mis-statements."

It evidently has taken Mr. Chester a long time to find a magazine willing to print such tripe and so it comes to rest in the "Public Opinion Quarterly" of Princeton University, whose journalistic standards obviously differ from those of most publications.

For instance, the fly leaf of this magazine carries the extraordinary disclaimer that "statements of FACT and opinion are made on the responsibility of the author alone and do not imply an opinion on the part of the magazine."

So, may I ask, "What constitutes irresponsibility in print?"



A 125,000 SQ. MILE BLANKET!

The most powerful FM installation in the world recently completed on Red Mountain near Birmingham, Alabama for Station WBRC-FM brings static-free entertainment to residents in a transmission radius of 200 miles.

Important to this installation is the 450 ft. Blaw-Knox type N-28 heavy-duty tower supporting the 8-section Pylon FM antenna. Sturdy, safe and backed by the many years of Blaw-Knox design and engineering in the radio field, it will enable this great new FM Voice of the South to utilize the full capacity of its modern facilities.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building, Pittsburgh 22, Pa.

BLAW KNOX

ANTENNA TOWERS

Distributed by GrayBaR — OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX
ANTENNA TOWERS

Radio's Future

(Continued from page 23)

to two holdover ones, include R. E. Carlson, vice president, Tung-Sol Lamp Works; W. J. Barkley, executive vice president, Collins Radio Co., and Mr. Liberman. Mr. Balcom was chosen chairman of the tube division. Other division chairmen: Transmitter, T A. Smith, RCA Victor; amplifier and sound equipment, A. G. Schifino, Stromberg-Carlson.

The four-day Parts Show and RMA silver anniversary celebration was highlighted with a banquet in the Stevens Hotel grand ballroom Thursday evening. Mr. Muter, chairman of the convention committee, presented the guest speaker, Col. Herbert H. Frost of Washington, D. C., first president of the RMA.

Col. Frost, terming the anniversary as proof "of the solid foundation and flexible structure," outlined fallacious predictions made during the early years of radio. These were prompted by the "frequent statement that TV will put radio into the museum." He sees television as "additional means for the dissemination of education, entertainment, information and public services."

The predictions which failed—: Radio will never be profitable, and must be subsidized by the manufacturers, stage and movie attendance will drop 50%, phonograph and recording businesses will fail, federal control of broadcasting will become a tool of Washington politicians.

After the dinner, Walter O'Keefe, NBC comedy star, acted as master of ceremonies, introducing the Dorben Dancers, Comedian Gil Lamb, Lew Breese and his orchestra and variety acts.

Major business during the convention was appropriation of $15,000 by the board Wednesday for promotion of National Radio Week and the 29th birthday of radio broadcasting Oct. 30 to Nov. 5. Money will be used for dealer promotion and joint sponsorship of the Voice of Democracy contest with the NAB and the U. S. Junior Chamber of Commerce.

The board approved collection and release of TV statistical information every three months on the number of receivers shipped by manufacturers to each TV market. Data will be supplied for an expected 49 areas, according to G. M. Gardner, chairman of the set division executive committee.

RMA statistics on TV receiver production will be revised to provide more comprehensive data on the types of sets manufactured, especially on those with AM facilities.

President Balcom will appoint a committee to work on the Town Meetings of radio technicians, six of which were sponsored by the RMA during the past 18 months. The board, which voted to continue the sessions, has proposed that the committee prepare 19 one-minute films explaining the operation and care of video receivers for use on TV stations.

Keynote by Capehart

Sen. Homer E. Capehart (R-Ind.) keynoted the membership luncheon Thursday by asserting that government—and its mismanagement—is the biggest problem confronting radio and television manufacturers, and Americans in general.

Recognizing that "no other industry has done as much for the welfare and happiness of the American people," Sen. Capehart nevertheless charged that individuals in the industry are "doing nothing about maintaining our form of government. It, and not the plants or the money, is your greatest asset."

Saying that "the weight of our so-called economy will drive us down," Sen. Capehart deplored the dependency of people on the federal government and the size of the national debt. He said his reason for entering politics was to save private enterprise.

"Petrillo is running the broadcasting industry, and eight to ten labor leaders are running yours. And, as a result of the TV freeze, your government is bleeding tens of thousands of Americans out of jobs."

In conclusion, he said that manufacturers "can build a bigger and better industry only as individuals in it pay attention to and guard the form of government which makes it possible for this to be the greatest nation."

Topping the convention greetings from prominent officials was that of President Truman, who wrote President Balcom that radio manufacturing "has become one of our foremost industries both in war and peace. Its contribution toward the winning of World War II, through the production of $10.7 billion worth of electronic and communications equipment, was outstanding.

"Long before the last war, radio had become an integral part of our daily life in America, and today television seems likely to repeat radio's performance.

"The radio and television industry is a potent force also in our free enterprise economy, providing employment to thousands of technicians, both in factories and in the service trades, and to many more thousands in the retail and wholesale trades."

President Balcom predicted there will be 6,000,000 television receivers in operation by 1951, in submitting his report to the RMA membership. Two million or more TV sets will be produced this year, he forecast, on top of 1,200,000 previously turned out (a million of them in 1948).

Mr. Balcom said he disagrees with the oft-heard theory that "radio is doomed," referring to the recent drop in radio set output.

"Rather, I feel confident that even with an assured and tremendous increase in television in the near future," he said, "radio will continue to provide a service for home entertainment indefinitely especially so in the areas which, for technical and other reasons, cannot be reached by television in the near future."

RMA's president thanked FCC Chairman Wayne Coy for his "clarification of the issues involved in the proposed expansion of television broadcasting and his assurances to the public that TV service on the present VHF channels will not be disturbed and that consequently television receivers bought today will continue to give good service for many years to come.

"We recognize that extension of television service on a nationwide basis to provide a maximum service, impossible in the present limited lower frequencies, is necessary and we hope it will come in the very near future. However, neither transmitters, tubes nor receivers for the future UHF, or ultra-high frequency bands, which the normal future extension of television service will appear are now much beyond the laboratory and experimental stage and not probable for wide commercial or public application for at least several years."

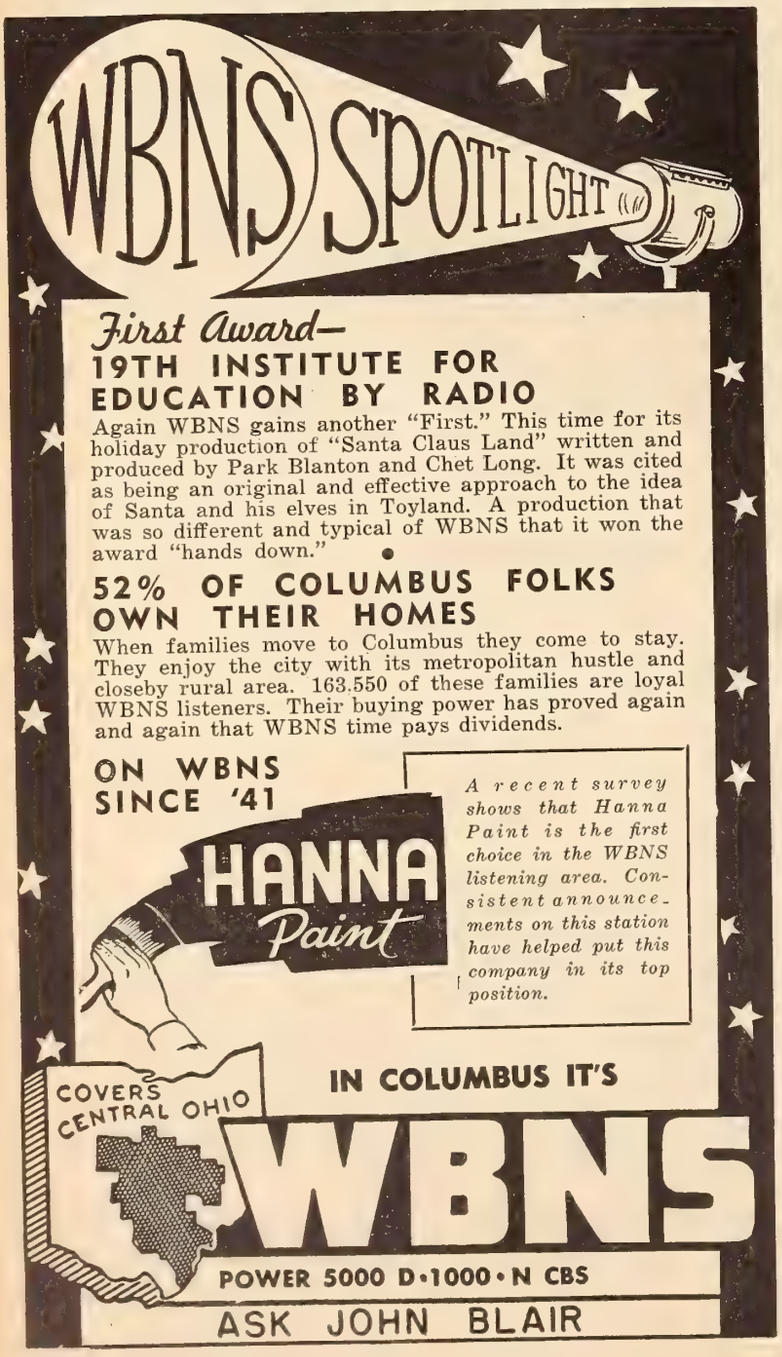
Ready for Future

The manufacturing industry will prepare for future changes and not cause deliberate obsolescence, he said.

FM receiver output has increased rapidly, according to Mr. Balcom, "for this new and better type of broadcasting reception." He declared FM has been "out-paced in public acceptance by television, but the future possibilities of FM, enhanced by the public acquaintance of television in which it is not largely used, offer large possibilities but, it is recognized, with difficult problems for our associates in FM broadcasting.

"There have been substantial price reductions recently both in FM and television receivers, to the benefit of the public and its increasing enjoyment of these two new public services."

Mr. Balcom said manufactur



re prepared to meet military eeds, though orders are far below redictions. Release of military ontracts is expected to increase onsiderably, he said, as a result of rger appropriations.

The Radio-in-Every-Room campaign of RMA has produced excellent results, according to Mr. Balom, along with other promotion nd public relations projects. The own Meetings for servicemen have een beneficial, he said, in training ervicemen.

The National Radio Week and oice of Democracy contests conucted in cooperation with NAB ave been "outstanding in public nterest as well as sales promotion or manufacturers, jobbers and ealers," he said.

Plans to observe National Radio Veek with all industry segments articipating, were reviewed by the MA Advertising Committee. Preding at the committee meeting, eld Tuesday, was Chairman Stanly H. Manson, Stromberg-Carlson o. The Office of Education parcipates in the observance. Date still tentative.

The committee went over results f the Voice of Democracy contest, hich last year drew 200,000 enries in 2,000 communities. Exanded observance is planned this ear.

National Radio Week activities f RMA are directed by W. B. Mcill, advertising director of Westghouse Radio Stations Inc. and hairman of the RMA-NAB Radio Veek Committee in 1948.

Production of component parts hould make the year one of the ost profitable for parts manufacrers, though production of radio ets is declining as TV expands, ccording to Chairman A. D. lamondon Jr., Indiana Steel Prodcts Co., chairman of the RMA arts division. The average TV et uses 10 times as many components as the average radio and s price in 1948 was six times as uch, he said, predicting TV output f 2,000,000 or more sets in 1949.

Sales of TV sets by manufacrers represent well over half the et industry's total income, and ith some producers the dollar reurn ratio of TV and radio sets is 0 to 1, according to G. M. Gardner, Vells-Gardner & Co., chairman of he RMA Set Division.

Mr. Gardner said television delopment "into the fastest-growg American industry, with an ncalculable future, has been the verall problem of the entire indusry." He said it has "vitally afected" his industry as well as roadcasting, advertising, motion icture, newspaper, book publishng and other industries.

Reviewing overall business, the MA Credit Committee reported ight radio set and component anufacturers had failed during he 10-month period ended March 1, in each case attributed to inernal weaknesses, according to . W. Paul, Radio Condenser Co., ommittee chairman.

RMA exports of radio sets are ampered by shortage of American dollars in foreign markets, leading to increasing development of local set assembly industries, according to James E. Burke, Stewart-Warner Corp., chairman of the RMA Export Committee. Set exports dropped from 1,520,818 units valued at $53,537,000 in 1947 to 710,490 valued at $28,132,000 in 1948. He noted a trend toward industrialization in many countries, leading to embargoes on U. S. sets.

The Parts Show, of which the RMA is a section, attracted 4,000 persons, all termed highly price-conscious by conventioneers.

Television, the "glamour girl" of the 234-booth display, netted interest out of proportion to its present role in the parts field. Major attention centered on unofficial exhibits of large-screen, low-priced video receivers shown by four manufacturers.

Most of those attending, however, represented the jobbing or distributing element, and were followed in volume by sales representatives.

NAB Agenda

(Continued from page 28)

procedure can be set in motion.

If even-numbered district directors decide to hold mail elections, NAB must be notified by Jan. 1 since the by-laws require that elections must be held at least 30 days prior to the convention.

The first of the summer committee meetings will be that of the AWB group, slated June 3 in Washington. Chairman of the committee is Katherine Fox, WLW Cincinnati.

Judge Miller has not completed appointment of members for the other committees other than to name John J. Gillin Jr., chairman of the Sales Managers Executive Committee so he could join the BAB Policy Committee as an automatic member at the group's May 11 meeting.

The complete schedule of district meetings follows:

Sept. 8-9, Dist. 7, Terrace Plaza, Cincinnati.
Sept. 15-16, Dist. 9, The Northernaire, Three Lakes, Wis.
Sept. 19-20, Dist. 11, Raddisson, Minneapolis.
Sept. 26-27, Dist. 10, Savery, Des Moines.
Sept. 29-30, Dist. 12, Allis, Wichita, Kan.
Oct. 3-4, Dist. 13, Adolphus, Dallas.
Oct. 6-7, Dist. 6, Peabody, Memphis.
Oct. 13-14, Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18, Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 25-26, Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 27-28, Dist. 2, Berkeley-Cartret, Asbury Park, N. J.
Oct. 31-Nov. 1, Dist. 1, Somerset, Boston.
Nov. 21-22, Dist. 8, Book Cadillac, Detroit.
Nov. 28-29, Dist. 16, Paradise Inn, Phoenix.
Dec. 5-6, Dist. 14, Utah, Salt Lake City.
Dec. 12-13, Dist. 17, Benson, Portland, Ore.
Dec. 19-20, Dist. 15, Mark Hopkins, San Francisco.

AMERICAN Medical Assn. has invited RCA to demonstrate two working models of electron telescope and techniques of electron microscopy at society's annual convention in Atlantic City, June 6-10.

Folks rave about Rio!



. . . but you should hear how sponsors praise WSIX and the Nashville market area . . . The best proof is the way they use WSIX year in and year out to reach this rich sales territory . . . WSIX's 60 BMB counties more than cover the Nashville retail trade area where 1,321,400 people* pile up a total of $654,888,000* in retail sales each year . . . Check it any way you like, but for steady sales results it's WSIX!

* projected from Sales Management, May, 1948

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

KTBS IS HOST

To NBC Executives Meeting

RADIO executives in the NBC Southcentral and Southwestern Divisions participated in a meeting with station and network representatives at Shreveport, La., May 14-15, with Cecil K. Beaver, KTBS Shreveport general manager, as host. The group participated in dedication ceremonies for new facilities (710 kc 5 kw N 10 kw D).

The two-day series of meetings included topics of common interest to stations and the network, along with discussion of TV's impact on affiliates and the status of relations with NAB (see story page 23). Meetings were held at the Washington-Youree Hotel. KTBS was host at a luncheon as well as later reception and dinner held at the home of George Wray Sr., KTBS Inc. board chairman.

Those attending included:

G. E. Zimmerman, KARK Little Rock; Martin Campbell, WFAA Dallas; Hugh Halff, WOAI San Antonio; Jack Harris, KPRC Houston; William B. Way, KVOO Tulsa; P. A. Sugg, WKY Oklahoma City; A. Earl Cullum Jr., Dallas; W. M. Witty, Dallas; Paul Spearman, Spearman & Roberson, attorneys; Roy Bacus, WBAP Fort Worth; Ralph Nimmons, WFAA; Jack Keasler, WOAI; Jack McGrew, KPRC; Harold Wheelahan, WSMB New Orleans; Edward Petry, H. I. Christal, Buell Herman, Charles Grisham, and James Thompson, Edward Petry Co.; Sheldon Hickox, NBC; Sol Taishoff, BROADCASTING; Roy Dabadie, WJBO Baton Rouge. Among KTBS officials present were Messrs. Wray and Beaver; Allen D. Morris, president; P. E. Furlow and E. Newton Wray, vice-presidents.



SNAPPED just after getting off plane to attend dedication of new KTBS Shreveport, La., facilities are (l to r): A. Earl Cullum Jr., consulting radio engineer, and W. M. Witty, broadcast facilities consultant, who handled new KTBS installation; Henry I. Christal, Edward Petry & Co.; and Sheldon B. Hickox Jr., manager, NBC station relations. **(Also see picture, page 24.)**

AM PROPOSALS

FCC Acts on Norman, Orange, KSTT Bids

PROPOSED decisions were announced by FCC early last week looking toward:

Grant of Cleveland County Broadcasting Co. application for new AM station at Norman, Okla., on 1400 kc with 250 w fulltime.

Grant of new station application of James Madison Broadcasting Corp., Orange, Va., for 250 w fulltime on 1340 kc.

Grant of request of KSTT Davenport, Iowa, to switch from 250 w daytime on 750 kc to 1 kw fulltime on 1170 kc, directional.

In the Norman case, the Commission proposed to deny competitive bids of Norman Broadcasting Co. and University City Broadcasting Co. for the same facilities. Cleveland County Broadcasting was preferred on basis of 100% integration of local ownership and operation.

The bid of Norman Broadcasting was disqualified by the Commission because of non-resident ownership and in view of the fact that a principal stockholder, Byrne Ross, is owner of KLPR Oklahoma City, which would overlap daytime with the Norman station.

Between Cleveland County Broadcasting and University City, the FCC preferred the former because all of its three owners would devote fulltime to the operation of the station. In spite of the greater local ownership aspect of University City, the Commission held this to be outweighted by the fact the owners would give only limited time to their station.

Further, the Commission preferred Cleveland County Broadcasting in order to assure greater diversification of news and information since University City is associated in ownership with the only daily paper, *Transcript*

"Controlling ownership of this newspaper by the dominant owners of University City Broadcasting," the FCC said, "is not a disqualifying factor. However, having before us no considerations persuasive of a contrary conclusion, we believe that the public interest will be better served by the encouragement of a genuine and unfettered competition in the dissemination of news, information and ideas within the orbit of service of both the Norman *Transcript*" and the proposed station.

The decision stated that FCC's policy of favoring non-newspaper applicants over newspaper applicants in such situations "has been so consistently and repeatedly stated as to be no longer open to question or challenge."

James Madison Broadcasting, to be owned about one-third by Frederick L. Allman, owner of WSVA Harrisonburg, Va., is controlled by a group of 28 local businessmen and firms, FCC stated. Welford A. Sherman, in heating, plumbing and electrical appliance business, is president. Orange had a population of 1,980 according to the 1940 census.

Commission stated it found no grounds for denial of the Orange application on the basis of slight interference that would be caused to WINX Washington in view of multiple services available in the interference area as compared with single primary service available at Orange. Minor overlap with WSVA also was ruled out.

The Commission found no basis to one issue in the Orange proceeding as to whether the James Madison application had been filed in good faith or for the purpose of delaying or preventing the establishment of a competitive service to WSVA. FCC said it was convinced "the establishment of a broadcast station in Orange originated as a Chamber of Commerce community project" and was discussed before Mr. Allman's ap was obtained. A bid for 1340 k in Harrisonburg had beed filed, an subsequently withdrawn, by Harrisonburg Broadcasting Co.

In the Davenport case, the Commission found that KSTT, operating as proposed, would cause no interference to existing or proposed stations. However, extensive engineering conditions were outlined to be satisfied before the grant would become effective in order to insure skywave protection to KVOO Tulsa, Okla., and WWVA Wheeling W. Va., Class I-B outlets. KSTT is licensed to the Davenport Broadcasting Co. Inc., chiefly owned by Hugh R. Norman, president, and A. M. McGregor, secy.-treas.

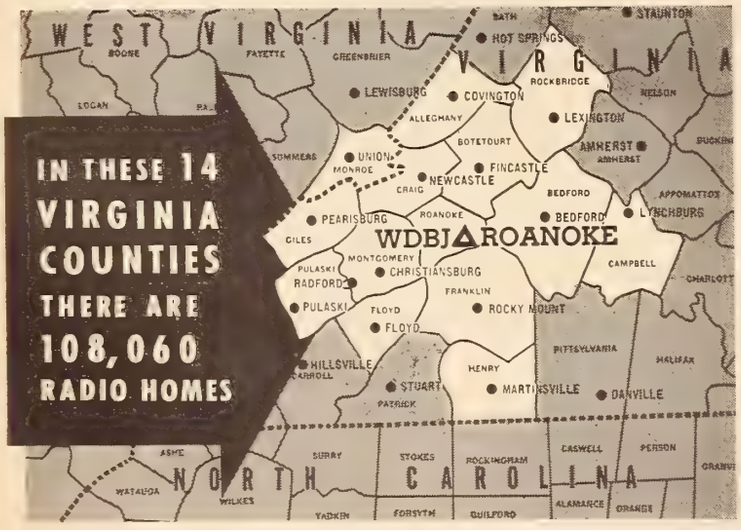
Details of Norman applicant

Norman, Okla—Norman Broadcasting Co., 1400 kc, 250 w, fulltime. Principals: Sam G. Hale, Norman department store operator, president 4[illegible] W. P. Fowler, Oklahoma City coun election board member, vice preside 40%; B. E. Massey, Norman insuran underwriter, secretary-treasurer 2[illegible] Byrne Ross, owner KLPR Oklahor City, 9.2%; his son-in-law, B. Wells Jr., commercial manager KLPR 8%. There is total of 14 stoc holders from Norman and Oklahor City FCC stated Messrs. Fowler a Ross were original partners in app cant, incorporating later to impro competitive position in case. Merg with University City was discusse FCC said.

Norman, Okla. — University C Broadcasting Co., 1400 kc, 250 w, fu time. Principals: Fred E. Tarman, e tor-publisher and 12/32 owner Norm "Transcript," president 23.5%; T. Beaird, formerly for 16 years manag and program director of WNAD N man, U. of Oklahoma station, v president 5.9%; Robert V. Peters secretary-treasurer and 7/32 owr "Transcript," secretary-treasurer 23.5 Harold Belknap, business manag and 9/32 owner "Transcript," 23.5 Four other local people hold 5.[illegible] each.

Norman, Okla.—Cleveland Cou Broadcasting Co., 1400 kc, 250 w, fu time. Partnership: Tol Dickens jewelry store owner, 50% owner Ok homa Colorcrete Co. and interes in real estate developments, 70%; W liam S. Morgan, WNAD Norman pr uction manager, 20%, and How DeMere, Oklahoma U. student a WNAD employe, 10%. Mr. Dickens is to supply all capital, making lo to other partners. Firm is to inc porate and stock be made availa to other station employes.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



Here is the Distribution of audience in this nine-station area

**Hooper Listening Area Coverage Index Fall 1948*

Stations	Morning	Afternoon	Night
WDBJ	37%	34%	24%
Station "A"	9	10	8
Station "B"	9	9	9
Station "C"	7	7	4
Station "D"	4	5	4
Station "E"	5	4	2
Station "F"	4	5	2
Station "G"	4	3	2
Station "H"	1	2	LT

WDBJ
CBS · 5000 WATTS · 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC. *National Representatives*

Unrest Stirs Stations

(Continued from page 24)

. Mitchell, new BAB head, because of his fighting speeches on he competitive angle; and there as general approbation of the b done by Richard P. Doherty, mployer-employe relations direc-r.

NAB Revamping Mentioned

As to the overall NAB operation, there was some expression in avor of a general reorganization. Misgivings were expressed over he manner in which funds are eing spent. There was talk about he possible effect of a full-scale rade association activity for TV y the Television Broadcasters Assn. and what might happen if FCC Chairman Coy decided to ssume such a post [BROADCASTING, May 9].

The question of proposed transer of Executive Vice President A. D. (Jess) Willard Jr. to the ewly-created post of TV vice resident in the NAB was discussed and the opinion appeared o be divided as to its desirability. Those most ardently opposed to TV felt that their funds should ot be expended for the development of the visual art.

Mr. Halff, in explaining reasons or his resignation, said he had ot engaged in a "fight" with the AB. He said the industry, in is judgment, had become "too ast for one overall, all-encompassing organization that can hope o be all things to all people." He uggested that a more effective nd more equitable setup would be o break down the organization nto separate divisions, such as M, FM and TV, and that those n turn be broken down into the ecessary units, with each unit elf-supporting and stations paying on the basis of the number of nits to which they belong and in which they have a voice, plus an additional amount for the general administration of NAB which would handle matters of interest o the entire industry and "be a front for the entire industry."

'Watch and Wait'

Wholly aside from the expression in Shreveport, other broadcasters have concluded to "watch and wait." One prominent New York State broadcaster, who asked that his name be withheld, said last week that the primary purpose of NAB was to "properly represent the independently-owned stations before government agencies and Congress" but that these functions "have been lost in the scramble to add new and questionable departments." He added that a few NAB departments are doing a good job and fulfill a need.

"To restore confidence and hold membership of old-line stronger stations," this broadcaster said, "NAB should promptly cut the budget and reduce dues. Changed business conditions and sharp competition resulting from too many stations on the air call for lower dues and a stop to the spending zeal at NAB. The war honeymoon is over, or at least the 'bloom is off the boom' enjoyed up to now by big and little stations generally. This has not yet fully penetrated to those in control of NAB policies. They don't know how hard it is to get an order today and how tough to trim station costs."

Edward C. Obrist, general manager of WPEN, in tendering his resignation to NAB last week, said that the "industry has so far outgrown the association in numbers of stations and diversity of interests and problems that tangible benefit no longer accrues either to the station or the association by continued active membership on the part of WPEN."

In NAB's last membership report (as of March 1) 783 of the 1832 station members were network affiliates, 444 nonaffiliates, 600 FM and 4 television. Two more TV stations have been added since March 1. Seventy-one per cent of all affiliates are NAB members, compared to 43% of nonaffiliates and 63% of FM outlets. The four TV stations comprise about 3% of the 120 total including construction permits. Of these, however, 61 are on the air.

The association's 1949 budget of $774,000 compares to $772,000 in 1948. Of the 1948 budget, $36-000 was not spent. In the period between conventions — April 1, 1948 to March 1, 1949—NAB's income was $761,332, $106,840 in excess of expenditures during the period.

GEN. CLAY

Radio, TV Cover Return

RADIO and television, under the guiding hand of the National Military Establishment, played an important part in the celebrated return of Gen. Lucius Clay to the U. S. last week, while simultaneously underscoring the effectiveness of the military's newly-coordinated information office realignment.

John Adams, civilian deputy and formerly with CBS (see separate story), and Charles Dillon, director of the military's radio-TV activities, coordinated coverage of Gen. Clay's arrival, which included a radio-TV simulcast from Washington last Tuesday night.

ABC and MBS carried the radio side, and NBC-TV the telecast version of the Clay 25-minute report to the nation, heard from 10 to 10:30 p.m. EDT. Telecast was aired locally by WNBW (TV) and WMAL-TV. WNBW's telecast was offered to NBC-TV's midwest feed. The general spoke from NBC-TV studios at the Wardman Park Hotel.

Army, Navy and Air Force personnel took part in supervision of the evening broadcast and telecast, as well as in morning and afternoon radio coverage. NBC produced a tape-recording of Gen. Clay's arrival at Washington airport as part of a pool, offering the tape to all networks. At 3 p.m. NME tape-recorded the general's news conference for use by radio.

No other station—

Chicago or elsewhere—

COVERS

South Bend . .

only WSBT does that!

Sure, other stations *can* be heard in South Bend — but the audience *listens* to WSBT! This station always has been, and still is, the overwhelming choice of listeners in the South Bend market. No other station even comes close in Share of Audience. Look at any South Bend Hooper for convincing proof.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

On WOW The Sponsor Gets The

CAPITAL GAINS!

NOTE . . .
these observations on Radio WOW's Fall-Winter Hoopers . . . compared with a year ago.

- ★ **The "Quiz Kids" (NBC) had a 7.9 rating a years ago—this years it's an 11.1.**
- ★ **The Skippy Hollywood Theater (National Spot) had a 13.1 rating a year ago and this year it is 16.6.**
- ★ **The Fred Waring Show (mornings) had a 5.5 a year ago—and has a 6.7 this year.**
- ★ **"Amos 'n Andy had a big fat 30.0 on WOW a year ago. This year, on "Station B" it has a 13.4.**
- ★ **"Ma Perkins" (NBC) had a 6.9 a year ago. This year it has an 8.6.**
- ★ **"Screen Guild Players" had a 14.2 last year on "Station B". This year it has a 19.9 on WOW.**
- ★ **"Can You Top This?" had a beautiful 17.1 a year ago on WOW. This year, on "Station D", it has a skinny 4.9.**
- ★ **"The Hit Parade" had a nice 23.5 a year ago and a whopping 27.2 this year because it "stayed put".**
- ★ **The 10 o'clock (night) news on WOW came up with a nice 19. The 5:30 PM news with a 16.4; the noonday news with a good 10.3.**
- ★ **The "Phil Harris" show has a whooper-duper 30.3 this year —a 25.3 a year ago!**

These are OMAHA HOOPERS. Outstate WOW's leadership is as good or better!

That's why WOW *alone* will do your advertising job here.

RADIO WOW, Inc. OMAHA
5000 WATTS • 590 KC
JOHN J. GILLIN, JR., PRESIDENT
JOHN BLAIR, REPRESENTATIVE

TEXAS STAR

Grant Proposed at Dallas

PROPOSED decision was reported by FCC last Wednesday looking toward grant of the application of Roy Hofheinz and W. N. Hooper d/b as Texas Star Broadcasting Co. for new AM station at Dallas, Tex., on 740 kc with 10 kw day, 5 kw night, directional fulltime.

The Commission would deny request of KTRH Houston, assigned 50 kw on 740 kc with fulltime directional array, to change its daytime directional system to increase coverage. The FCC majority reversed the recommended decision of Hearing Examiner Hugh B. Hutchison to deny Texas Star and grant KTRH.

Comrs. Paul A. Walker and Robert F. Jones dissented from the majority in favor of the hearing examiner's recommendation.

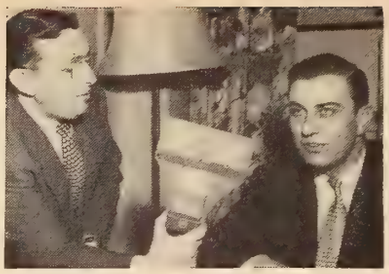
Texas Star Broadcasting is licensee of KTHT Houston, permittee of KSOX Harlingen, Tex., and applicant at San Antonio. Messrs. Hofheinz and Hooper last week also received final grant for new AM outlet in New Orleans (see story page 60).

The FCC majority concluded the Texas Star grant at Dallas would result in a more fair and efficient distribution of radio facilities since Dallas and Houston are of comparable size and the former has only five outlets while the latter has eight. The new Dallas outlet would serve 1,383,160 persons daytime and 642,000 nighttime, FCC found, whereas the grant of daytime directional change to KTRH would add no new transmission facility and would increase rural coverage from between 374,492 to 427,197 persons.

The majority said it was aware of objectionable interference that was claimed would result to KSEO Durant, Okla., on adjacent channel 750 kc, but that even if it were as great as claimed by KSEO, the Dallas grant still was more in the public interest. FCC pointed out that the interference area was in the Dallas trade area only and that no loss of service would occur due to interference because, with the 10 kc separation involved, the Dallas service would be substituted for the Durant service.

This conflict in evidence concerning interference to KSEO prompted the hearing examiner to deny the Dallas proposal. Texas Star contended it would cause interference to KSEO within an area of 376 sq. mi., including a population of 12,100 or 5.15% of those residing in the remaining interference-free area of KSEO. The Durant station claimed it would receive interference within an area of 4,380 sq. mi., including 164,300 persons, or 69.5% of remainder.

The Dallas grant included several engineering conditions including acceptance of such interference as may be received from the operation on 740 kc of the new All-Oklahoma Broadasting Co. station at Tulsa.



Mr. Frankel (l) holds the mike for victorious Franklin D. Roosevelt Jr, as he delivers his acceptance speech over New York's new FM outlet, WFDR.

6 NEW AM CPs

Granted by FCC

FIVE NEW AM daytime only stations and one new fulltime outlet were authorized last week by FCC. In addition changes in facilities were granted four existing outlets.

All of the new station grantees include persons who presently are identified with existing AM or FM stations.

KAMQ Amarillo, Tex., was granted switch from 1 kw day day on 1010 kc to 1 kw day, 500 w night directional on that frequency fulltime. WDXI Jackson, Tenn., was granted switch from 1 kw to 5 kw on 1310 kc daytime.

WKNA Charleston, W. Va., was given daytime power increase from 1 kw to 5 kw on 950 kc, with 1 kw night. Single directional array was changed to double pattern. WADC Tallmadge, Ohio, was given permission to switch main studio location to Akron.

Details of new AM grants:

Nevada, Mo.—Cecil W. Roberts, 1240 kc, 250 w unlimited. Estimated cost $12,588. Mr. Roberts is owner-manager of KREI Farmington, Mo., and AM applicant for Festus, Mo.

Wytheville, Va. — Wythe County Broadcasting Co., 1280 kc., 1 kw daytime. Estimated cost $21,955 Co-partners: Robert Ennis Epperson, radio engineer and permittee of WPAQ Mt. Airy, N. C., and Arthur M. Gates Sr., physician.

Minneapolis, Minn.—Peoples Broadcasting Co., 980 kc, 500 w daytime. Estimated cost $53,850. Principals: William V. Stewart, owner Stewart Real Estate Co., president 11.2%; James C. Barkley, 50% owner of Enterprise Pub. Co., weekly newspaper publisher, vice president 15.2%; Thomas K. McCrum, salesman for Stewart Real Estate, secretary 4.2%; John W. Ware, owner of Ware's Hardware store, treasurer 12.2%; A. Kenneth Hovig, 50% owner Enterprise Pub. Co., vice president 20.2%; Clayton F. Baker, lithographer, director 8.2%; Becky Ann Stewart, 2.4%; Edith M. Bessesen, 16.2%; Fred L. Conger, assistant manager and program director of WREN Topeka, Kan., 10.2%.

Snyder, Tex.—Blake-Formby Broadcasting Co., 1280 kc, 500 w daytime. Estimated cost $24,222. Principals: John Blake, publisher and 50% owner West Texas Printing Co., 50% owner KPAN Hereford, Tex., 50%; Marshall Formby, same interests, 50%.

Hornell, N. Y.—The W. H. Greenhow Co. Inc., 1590 kc, 1 kw daytime. Estimated cost $14,459. The W. H. Greenhow Co. Inc., is operator of WWHG (FM) Hornell.

Coatesville, Pa. — Chester County Broadcasting Co., 1420 kc, 1 kw daytime. Estimated cost $40,000. Partners: Louis N. Seltzer, associate engineer in physics, Johns-Hopkins U.; William S. Halpern, production manager WLBR Lebanon, Pa.; David Ginsberg, 50% owner of Waste Motor Haulage Co., and Brandywine Wastepaper Corp., Downington, Pa.; Morris Singer, owner of Morris Singer Transportation Co. and Oil Transportation Co., Downington. He also has 12.5% interest in Waste Motor Haulage Co.

WFDR (FM) OPENS

Starts Early for Elections

WFDR (FM) New York, the International Ladies Garment Workers Union station, began test program last Tuesday (May 17) at 6 p.m. with broadcasts of results of the city's 20th District Congressional election. Owned by FDR Broadcasting Corp., an ILGWU subsidiary, the station originally intended to begin its test programming Wednesday but shifted its debut ahead a day to carry the election results.

Test programming will continue for a month or less before regular program schedules begin. Fred F. Umhey, executive secretary of the ILGWU, is president of the subsidiary FDR Broadcasting Corp. Morris S. Novik, radio consultant, is adviser to WFDR as well as other ILGWU outlets in Chattanooga and Los Angeles.

The WFDR staff includes:

David H. Harris, formerly of WJAG Worcester and WOL Washington, program director; Lou Frankel, former promotion manager of Rural Radio Network, FM chain in New York state, director of special events and publicity; Joseph Michaels, formerly with WGVA Geneva, N. Y., and WBIS Bristol, Conn., news editor; Bertrand B. Arnow, chief engineer and Jack Michaels, transmitter supervisor. WFDR is located at 444 Madison Ave., New York.

BAB OFFICES

Space Sought in N. Y.

OFFICE space to house the new Broadcast Advertising Bureau was being sought in New York last week by C. E. Arney Jr., executive secretary of the NAB and Maurice Mitchell, BAB director.

At week's end the NAB executives had about decided to discard the Broadcast Measurement Bureau offices at 270 Park Ave. as prospective space for BAB because they felt the quarters were inadequate. At least 16 persons, including Mr. Mitchell, will be employed in the BAB New York office.

COTTON BOWL GAME

NBC Signs for Radio, TV

NBC last Thursday announced the signing of an exclusive three-year contract to broadcast and telecast the New Year's Day Cotton Bowl football game from Dallas, Tex.

Bill Stern, the network's director of sports, will describe the classic next Jan. 1, marking the first national television coverage of the gridiron feature.

WTCN Minneapolis-St. Paul was awarded a citation by the Minneapolis Church Federation for its broad policy of airing religious features.

IF YOU take time to read this ad, then take time to write a letter to Radio Station KTRE, Box 701, Lufkin, Texas, for full particulars on the sales job KTRE can do for you. KTRE . . . the station with three networks.

ARNINGS

SEC Lists Radio Salaries

ERFORMER Arthur Godfrey
d Commentator Lowell Thomas
aded the Columbia Broadcasting
stem's salary list for 1948, ac-
rding to reports revealed last
ek by the Securities & Exchange
mmission.

Mr. Godfrey drew $440,514.16
st year while Mr. Thomas re-
ived $420,300, according to CBS
gures. CBS President Frank
anton was listed for $109,798.80
vering salary, fees, commissions
d bonus. Mr. Stanton already
as signed a new 10-year contract
ith CBS at a base salary of
100,000 a year [BROADCASTING,
ay 16].

Other high-salaried CBS per-
rmers were John Reed King, an-
uncer-producer, $95,795.50; Tom
oward, writer - comedian, $218,-
51.58; Ed Sullivan, master of
remonies and commentator, $53,-
50; Frank Cooper Associates,
165,275.95.

CBS listed Mr. Godfrey for
258,450 as a "radio artist" and
182,064.65 for phonograph record
yalties and "program services."
n all cases, the payments for serv-
es listed in the report cover in-
me before taxes, SEC pointed
ut.

Other Networks

Of the other three major net-
orks, NBC and MBS had not yet
led, SEC said, but ABC's report
as made available showing Don
IcNeill as its top-salaried per-
rmer, ABC previously released
gures as part of its anual report
BROADCASTING, May 16], showing
Ir. McNeill with a 1948 salary of
180,229.40; Paul Whiteman, ABC
usical director and vice president,
145,316.56 and Mark Woods, ABC
resident, $75,000, among others.

Another report, prepared for
oint release yesterday (May 22)
y the Securities & Exchange Com-
ission and Federal Trade Com-
ission, disclosed income and sales
gures for U. S. manufacturing
orporations for 1948.

The net income after taxes, was
stimated at $11.5 billion, repre-
enting a 14% increase over the
10.1 billion of profits after taxes
947. The total for 1948 was about
qually distributed over the four
uarters. Profit increases were
hown generally in producers'
oods industries, while consumers'
oods were marked by declines.
Sales last year aggregated $165.6
illion, about 10% above total sales
or the preceding year, while costs
nd expenses were placed at $147.3
illion.

• FORDHAM UNIVERSITY •
Summer Institute of Professional
RADIO and TELEVISION
July 5th to August 12th, 1949
Six stimulating weeks, professional faculty, practical courses. Under G.I. Bill. Utilizing facilities of WFUV-FM
Send for Free descriptive booklet "B"
Wm. Coleman, Chairman Radio Div.
FORDHAM UNIVERSITY
New York 58, N. Y. FO 7-5400

REEDER NAMED

Weintraub VP on K-F

JOHN F. REEDER, for the past year vice president and general manager of C. J. La Roche & Co., New York, has joined William H. Weintraub & Co., also New York, as vice president and account executive for Kaiser-Frazer.



Mr. Reeder

Mr. Reeder has been associated with advertising and automobiles for years, having served from 1932 to 1934 as advertising manager for Cadillac in Detroit. Between 1934 and 1940 he was vice president of the Young & Rubicam Detroit office, working on the Packard account. Moving to the Y&R New York office in 1940, he was vice president and manager of the contract department until the war.

Returning to Y&R after service in the Navy, Mr. Reeder directed the agency's WAC account, and later became vice president and general manager of Walt Disney Productions, Burbank, Calif., from 1945 to 1948.

LOBBYING

Probe Foreseen

A THOROUGH investigation into lobbying practices of Federal agencies and private organizations which intend to "influence, encourage, promote or retard legislation" was foreseen last week in Congressional circles.

The House passed a concurrent resolution to create a Joint Congressional Committee. The investigation now awaits Senate approval, expected this week. The committee would be composed of seven members each from the Senate and House.

FCC, FTC and other independent establishments would be slated for inquiry if the Senate concurs. In addition, Washington representatives of certain radio interests would be involved, it is believed. The resolution had been broadened by the House Rules Committee to include Federal bureaus as well, with a view to uncovering Government activities favoring certain legislation.

Only Congressional approval is needed to set up such a committee. President Truman's signature is required only on joint resolutions, it was pointed out.

Rep. Frank Buchanan (D-Pa.), author of the resolution, said "there is widespread public belief that lobbying is carried on by people not registered" under the Lobby Registration Act of 1946. All previous records for funds spent have been broken during the first quarter of 1949, with a total of 258 registered for that period, he added.



The Second Most Famous Amateur Pianist in Washington

Although his recitals are never reviewed by music critics, he, like the gentleman in the White House, plays to a vast audience. By Carnegie Hall standards his keyboard performance may be limited, but in his professional field his technique is widely admired.

As one of the networks' best known news commentators he displays the same desire to get behind the news that he discloses in his recreational curiosity about the innards of a piano or organ keyboard. His nightly "top of the news as it looks from here" is heard by an estimated weekly audience of 14,000,000 listeners—and even his severest critics acknowledge his great influence.

His broadcast—the Fulton Lewis, Jr. program—is currently sponsored on more than 300 stations. As the original news "co-op" it offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client or yourself, investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).



MRS. BENJAMIN R. RIGGS (center), personnel director of Porteous, Mitchell & Braun, Portland, describes store's successful use of radio to Fay Clark (r), AWB District 1 chairman, at fourth annual meeting of New England women broadcasters in Boston. At left is Dorothy Campbell who conducts Porteous' *Betty Mitchell* show on WGAN Portland.



GOING-AWAY gift is presented to retiring AWB District 1 Chairman Fay Clark of WBIS Bristol by Mildred Bailey (foreground), WCOP Boston, at convention breakfast given for New England women delegates by WEEI Boston. L to r: Pat Griffith, NAB director of women's activities; Miss Clark; Julie Chase, WTAG Worcester; Miss Bailey; Wynne Casey, WJOY Burlington; Julie Blake, WMUR Manchester; and Marguerite Staples, WTVL Waterville.

AWB DIST. 1 MEET

Lawrence, Riggs, Fellows Speak

INCREASING importance of women broadcasters in a buyer's market and the need to sell radio as a medium was stressed by speakers at all sessions of the fourth annual convention of District 1, Assn. of Women Broadcasters, in Boston May 13-14 [BROADCASTING, May 9]. It was the first AWB meeting to be held since the group became a full-fledged department of NAB.

Addressing delegates from all sections of New England, Craig Lawrence, general manager of WCOP Boston, told the women they must direct their actions to promoting broadcasting as a medium and to selling the merchandise and services radio advertises. Although today's changing economy is taking us away from the lush days of the war years, "we don't have to be afraid in radio," he declared. "Radio had its most fruitful days during the depression when it went through its adolescence and adulthood, and we're better prepared now than we were then."

He offered a three-point plan for selling women's programs:

1. Devote constant effort and imagination to program technique so that more women will want to listen. 60 to 80% of the women are home during the day, but only 20 to 30% of the radio sets are on in the Boston area, he said.

2. Those who prepare copy as well as those who are on the air should do a more aggressive selling job of advertised products on the air. Make people think and act the way you want them to and there won't be any need to worry about increased competition from other media, he advised.

3. Cultivate and develop new business from those who haven't been using broadcast advertising or who only use it sporadically. There's a great reservoir of advertisers who don't know the results radio can get and it's the job of women broadcasters as well as sales departments to explain the broadcast medium to them.

Mrs. Benjamin A. Riggs, personnel director of Porteous, Mitchell & Braun, department store in Portland, Me., described the store's experiences with the *Betty Mitchell* program, a daily 10-minute morning show on WGAN Portland. Although the store's radio advertising is usually tied up with newspaper and other promotion so that it is difficult to separate the results of each, she said that items which arrived too late for printed ads gave the store a definite picture of the show's success.

Mrs. Riggs admonished radio salesmen who merely try to sell time to retailers without understanding their problems or offering time segments and programs that best meet their particular needs.

Harold E. Fellows, general manager of WEEI Boston and District 1 director of NAB, told the group the new AWB position within NAB brought them closer to management and that this was important because the industry "must get down to brass tacks and the closer you are the better idea you'll have of the realism of the situation."

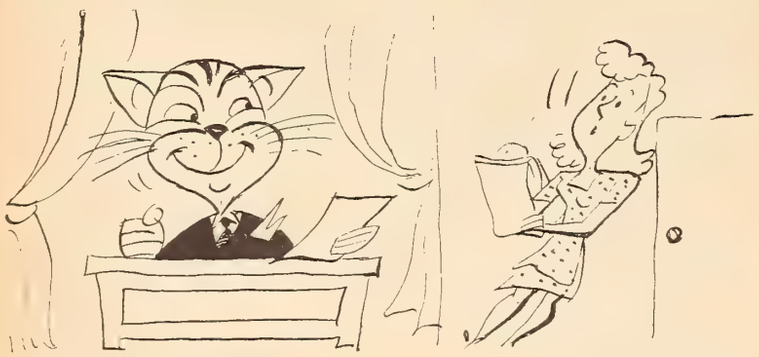
Pat Griffith, NAB director of women's activities and AWB executive secretary, also placed emphasis on the advertising angle in the Saturday morning session. She told of the sales and advertising manual, called "The Feminine Touch," which NAB is preparing for women's programs.

Wilder Addresses

Discussing "Social Research and Radio," Frances Farmer Wilder, vice president and director of Social Research Inc., told the delegates that if they know what American women are striving for, their impact on their audience will be stronger.

During a panel discussion of "Women on Both Sides of the Microphone," Sally Larkin, vice president of H. B. Humphrey Agency, Boston, declared the reason some commercials don't go to women's programs is because agencies aren't given enough presentations on the shows.

Also on the panel were Herbert



BOOMERANG!

I'm sorry I ever heard of KXOK. My life is miserable. You see, I bragged to the boss about our program's low-cost-per-Hooper point on KXOK, like you suggested, and he just grinned like a Cheshire and said: "That proves what you can do when you really try. Now go into all our markets and get as good a buy as you did on KXOK." You and I know that's tough to do . . . but how can I convince the Boss?

On-The-Spot

Dear On-The-Spot:

Your Boss situation is going to be much worse. Wait till he finds out KXOK's high Hooper position during March, 1949. When KXOK's rates are balanced with its share of audience, the combination is terrific. You and I know the base hourly rate on Station "A" is 57% higher than KXOK's, and Station "B" has a base rate 32% higher . . . yet they delivered only 15% and 2.4% more audience during March. Better not mention KXOK's powerful signal at 630 on the dial, reaches 115 counties in six states, daytime, in mid-America.

KXOK, St. Louis

630 on the dial

Basic ABC | 5,000 Watts | A "John Blair" station

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About

CHNS

HALIFAX NOVA SCOTIA

L. Krueger, commercial manager of WTAG Worcester; Julie Blake, WMUR Manchester, and Nona Kirby, regional sales manager of WLAW Lawrence.

Presiding at the sessions was Fay Clark, WBIS Bristol, Conn., retiring AWB District 1 chairman.

Managers of stations in the Boston area and their wives were guests of the women at a cocktail party Friday afternoon. Saturday morning, the delegates attended a broadcast of WEEI's *Beantown Varieties*.

Attendance:

Allen, Audrey K., WNOC Norwich, Conn.; Bailey, Mildred, WCOP Boston; Bartley, Etta, WORC Worcester, Mass.; Blake, Julie, WMUR Manchester, N. H.; Bornstein, Anita, WRIB Providence; Broeg, Heloise Parker, WEEI Boston; Brown, Mae E., WMAS Springfield, Mass.; Burt, Eleanor, WEEI Boston; Butler, Cecelia, WLAM Lewiston, Me.; Campbell, Dorothy, WGAN Portland, Me.; Chase, Julie, WTAG Worcester, Mass.; Chase, Mildred, WHYN Holyoke, Mass.; Casey, Wynne, WJOY Burlington, Vt.; Clark, Fay, WBIS Bristol, Conn.; Connelly, Jeanne, WNEB Worcester, Mass.

Doherty, Phyllis, WNAC Boston; Fuller, Dorothy, WBET Brockton, Mass.; Hetu, Ruth, WOTW Nashua, N. H.; Houlahan, Marie, WEEI Boston; Kopka, Ann, WOTW Nashua, N. H.; McDowell, Betty, WOTW Nashua, N. H.; McSweeney, Marion, WBKA Brockton, Mass.; Morgan, Louise, WNAC Boston; Phelan, Betty Jane, WHOB Gardner, Mass.; Redington, Ruth, WKNE Keene, N. H.; Rothwell, Alice H., WPOR Portland, Me.; Sherwood, Peg, WBKA Brockton, Mass.; Stackpole, Connie, WEEI Boston; Staples, Marguerite, WTVL Waterville, Me.; Vincent, Madeline, WHOB Gardner, Mass.; Wood, Claire, WJAR Providence, R. I.; Kneeland, Eileen, WHAV Haverhill, Mass.; Kirby, Nona, WLAW Lawrence, Mass.

MICH. ASSN.

Meeting Slated May 24

FIRST general meeting of the Michigan Assn. of Broadcasters will be held tomorrow (May 24) at the Burdick Hotel, Kalamazoo.

Morning sessions will feature talks by C. Bruce McConnell, former president of the Indiana State Assn. of Broadcasters, and Kenneth F. Schmidt, secretary of the Wisconsin Assn. of Broadcasters. Legislative roundtable discussion and general business meeting are also slated before lunch. Luncheon speaker will be Gerald Vanek, public relations director of Standard Oil. In the afternoon Ernest Jones, account executive of McManus, John & Adam, is to speak on *The National Trend in Advertising*, followed by a roundtable discussion.

KOMO Seattle received National Safety Council Award for leadership and support of safety efforts in 1948.

It's Easy



to may a campaign in

MILWAUKEE

SCRIPPS HOWARD

Must Choose In Cincinnati

FCC last week reaffirmed its ruling that Scripps-Howard Radio Inc. must decide whether it wishes to pursue its application to switch WCPO Cincinnati from 1230 kc to 630 kc or its bids to purchase WVLK Versailles, Ky., and move it to Cincinnati.

Scripps-Howard had petitioned for reconsideration of the earlier ruling on grounds that it had only the WCPO bid pending and that the WVLK requests, filed by WVLK itself, had never been formally accepted by FCC and were contingent upon decision in the 630 kc case at Cincinnati [BROADCASTING, Dec. 13, 1948]. FCC denied this claim and ordered that Scripps-Howard must decide in 30 days which request it will pursue. Both the WCPO and WVLK bids will be dismissed if no choice is made, FCC said, and depending on which may be chosen, the alternative application will be dismissed.

Also in the same proceeding, the FCC last week set aside a Motions Commissioner's action in March and denied request of Queen City Broadcasting Co. to amend its application for new station on 630 kc at Cincinnati so as to specify a new transmitter site. The action had been requested by WCPO and WLAP Lexington, Ky., which seeks switch to 630 kc from its present local assignment on 1450 kc. An original grant to WLAP for 630 kc had been set aside by FCC for further hearing last October [BROADCASTING, Oct. 25, 1948].

In denying the Queen City request to amend, the Commission majority pointed out it had denied the request once before in November 1948 on grounds it had been filed too late. The majority further said the amendment was faulty and that further hearing would be required. Comr. Frieda B. Hennock dissented in this action and Chairman Wayne Coy and Comrs. Paul A. Walker and Robert F. Jones did not participate.

Meanwhile last week the Commission announced memorandum opinions and orders in three other docket case proceedings. The FCC: Denied petition of KNOW Austin, Tex., seeking rehearing of new station grant to Bee Broadcasting Co., Beeville, Tex.; denied petition of WBNY Buffalo, N. Y., asking that FCC set aside its order dismissing WBNY's earlier petition for reconsideration of new station grant to Dunkirk Broadcasting Corp., Dunkirk, N. Y.; reopened record on technical issues in proceeding on new station applications of Antilles Broadcasting System Inc., Rio Piedras, P. R., and Radio Americas Corp., San Juan.

KNOW Claims

KNOW, which claimed it would received substantial interference from the new Beeville station [BROADCASTING, March 7], sought reconsideration on grounds of technical errors in FCC's finding. Comr. Rosel H. Hyde dissented from the majority's ruling to deny KNOW's petition on same issues he cited in his dissent in the grant.

WBNY alleged it would receive objectionable interference from the new Dunkirk grant [BROADCASTING, Dec. 20, 1948], but its petition was denied as not making sufficient technical showing according to FCC's rules and standards.

The Commission opened the Puerto Rico case for further hearing because of changed conditions involving ownership since the close of the record and various resulting petitions. It also wishes to investigate possible interference to the proposed new Navy communications station at Sabana Seca, P. R., and to certain foreign stations.

HAROLD JOHNSON

WWNY WMSA Owner Dies

HAROLD B. JOHNSON, 68, owner of WWNY Watertown and WMSA Massena, N. Y., died May 17 following a heart attack. Mr. Johnson, also publisher of the Watertown *Daily Times* suffered the seizure at his Henderson Harbor home.

Widely known as a champion of the dairy farmers, he was mentioned in 1935 as a Republican nominee for the governorship but lost out in the party balloting. He was vice president of the board of directors of St. Lawrence U. and president of the board of visitors of Oswego State Teachers College.

Surviving are his wife, Jessie R. Parson Johnson, and one son, John B.

NATIONAL DST

Staggers Bill in Congress

CONGRESS would be authorized to establish daylight saving as standard time for all zones for any year, under provisions of a measure introduced in the House last Wednesday. Author of the bill, referred to House Interstate & Foreign Commerce, is Harley Staggers (D-W. Va.).

Time could be advanced not earlier than the last Sunday of April and not later than the last Sunday of September, with advanced time to be considered the standard time in all zones for such a period. In addition, private business in respective zones would be required to observe time as established by Congress. Officers and employes of the United States also would fall into the time set by the act.

BUY A DOZEN

Get a Half-Million!



In twelve counties along the southeast coast of Florida, 668,500* people have a net buying income of $778,561,000*. In the same twelve counties in 1948 . . . retail sales totaled $789,451,000*!

When you buy WIOD . . . you buy solid coverage of this twelve-county market —coverage proved by results . . . by BMB . . . by mail response . . . by engineering data! This was true yesterday—and it is today, too!

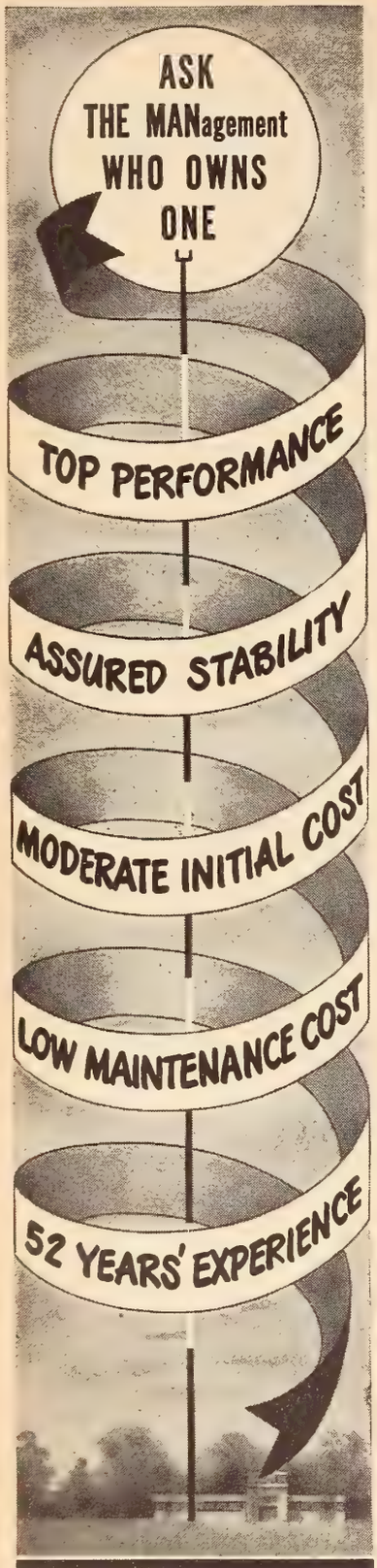
*Sales Management's 1949 Survey

WIOD

FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers



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RADIATORS

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CAMDEN 5, N. J.

STATION BIDS

FCC Okays Three, Denies Three

FINAL decision was adopted by FCC last Tuesday approving application of Roy Hofheinz and W. N. Hooper d/b as Louisiana Broadcasting Co. for a new AM station at New Orleans on 1540 kc with 50 kw day, 25 kw night, directional fulltime.

In the same action, the Commission voted also to approve bid of KGBC Galveston, Tex., to change operation on 1540 kc from 1 kw daytime to fulltime with 1 kw day and 250 w night, directional night. New station request of Bayou Broadcasting Co. Inc. for 50 kw day, 10 kw night, directional night, on 1540 kc at Baton Rouge, La., was denied. This was done after approval was given Bayou to amend its request from original bid for 250 w fulltime on 1540 kc.

Meanwhile last week the Commission also announced final decision to grant the application of East Liverpool Broadcasting Co. for a new station at East Liverpool, Ohio, on 1490 kc with 250 w fulltime and to deny a competitive bid for the same assignment there by Radio Courier Inc.

In still another final ruling, the Commission denied on technical grounds the bid of United Broadcasting Co. for a new AM station in Pittsburgh on 1470 kc with 5 kw day, 1 kw night, fulltime.

Followed Proposed Action

The Commission majority in the 1540 kc case in general followed conclusions of FCC's proposed decision to favor Louisiana and deny Bayou, but switched from proposed denial of KGBC to approval despite the high nighttime limitation which would result to the Galveston outlet [BROADCASTING, July 5, 1948]. In the final ruling both Comrs. Rosel H. Hyde and Robert F. Jones dissented from the majority. Comrs. Paul A. Walker and George E. Sterling did not participate.

Comr. Jones favored grant of KGBC but hit the majority's choice of Louisiana over Bayou. He considered the approval of "the highest nighttime mv/m limitation that the Commission has ever permitted in granting a Class II station" was unnecessary. He pointed out this could have been avoided by granting Bayou instead of Louisiana and objected to the technical disqualification of Bayou on grounds of objectionable interference to Mexican station XENC Celaya.

Comr. Jones pointed out that the majority failed to consider "the uncontroverted testimony of the Baton Rouge engineer, received without objection, that by a slight change of the array, objectionable interference could be greatly minimized." He said the contention this was a new proposal which could not be considered without amendment "smacks of an adherence to technicality, which, in view of the practice of the Commission at the time of this hearing, is hardly appropriate under the circumstances of this case."

Comr. Hyde favored the KGBC grant but voted for denial of both the New Orleans and Baton Rouge requests. He supported the majority's reason for denying Bayou but opposed approving the high nighttime limitation to KGBC from the Louisiana Broadcasting outlet.

The majority found that the new New Orleans outlet would serve 1,021,373 persons daytime and 432,847 at night, many in rural areas now receiving limited service. The KGBC grant, the majority said, would give Galveston a second local nighttime facility. KGBC would be limited at night to its 25.4 mv/m contour, including population of 60,862.

Protection Afforded

Population within the nighttime normally protected and 25.4 mv/m contours is about 39% of the population within the interference-free 25.4 mv/m contour, FCC said, despite the 10% limit in the FCC standards. The majority said much of the area affected is swamp and is sparsely populated. KGBC would serve 95% of the area and 85% of the population of Galveston, the decision found.

A petition of KXEL Waterloo, Iowa, seeking nighttime protection of its use of 1540 kc, was dismissed by the Commission since the conditions opposed were altered during the proceeding and same results were in effect obtained.

In the East Liverpool case, the Commission reconsidered its proposed decision to deny both applicants on engineering grounds and in substance accepted the hearing examiner's recommended finding to approve the application of East Liverpool Broadcasting [BROADCASTING, Sept. 13, 1948]. Grantee was favored over Radio Courier on the basis of experience, ownership diversification and participation in operation. In the final ruling FCC said it would condone situation of mutual daytime interference with other stations since the city would get its first fulltime local station. A daytimer, WLIC already is operating there.

The Commission's denial of the United Broadcasting proposal for Pittsburgh followed the proposed ruling in the case [BROADCASTING Nov. 8, 1948]. FCC found the station would not deliver the minimum field intensity of 5 to 1 mv/m required by the standard for "the most distant residential section" of the city. The proposed outlet, FCC said, would serve only 63% of the population of Pittsburgh at night, only 23.8% of the population of the metropolitan district at night and only 76.2% day time, as compared to 90% required by standards.

Comr. Jones dissented from the majority's denial in the Pittsburgh case but no opinion was cited in the FCC report. Comrs. Sterling, Frieda B. Hennock and E. M. Webster did not participate in the ruling.

Ownership details of the applicants:

New Orleans, La.—Louisiana Broadcasting Co., granted 1540 kc, 50 kw day, 25 kw night, directional antenna day and night, fulltime. Partnership W. N. Hooper, rancher and oil producer, 25%, and Roy Hofheinz, managing partner of Texas Star Broadcasting Co., in which he is associated with Mr. Hooper, 75%. Texas Star is licensee of KTHT and KOPY (FM) Houston, Tex. and KSOX Harlingen, Tex. Texas Star which has AM application pending in San Antonio, last week received proposed grant for new AM station in Dallas (see separate story this issue).

Baton Rouge, La.—Bayou Broadcasting Co. Inc., denied 1540 kc, 50 kw day, 10 kw night, directional night, fulltime. Principals: John Fred Odum, chairman Democratic State Central Committee and supervisor, Louisiana State U. and Agricultural and Mechanical College president 18%; Raymond F. Hufft, executive adviser to James A. Noe, owner WNOE New Orleans and KNOE Monroe, La., vice president 18%; Fred Weber, part owner KATL Houston, Tex., and former part owner of WDSU New Orleans, secretary 18%; Herman Moyse, vice president of City National Bank of Baton Rouge, treasurer 15%; J. Y. Sanders Jr., attorney, former U. S. Congressman on House Committee on Interstate Commerce, director 10%; W. H. Talbot, part owner KATL, director 18%; Dr. W. B. Hatcher, president emeritus of Louisiana State U.

WMIL.....

means

MILWAUKEE

REPRESENTED
BY FORJOE

%, and Armand P. Daspit head of ept. of Fur Bearing Animals, Louisiana Wild Life and Fisheries Dept.

East Liverpool, Ohio—East Liverpool roadcasting Co., granted 1490 kc, 250 , fulltime; conditions. Principals: ichard V. Beatty, associated with ather in Potters Lumber Co., president 1.67%; his father, C. V. Beatty, vice resident 9%; George T. Farrall, manger-vice president of Midway Oil Co., etail-wholesale firm of which C. V. eatty is president, secretary-treasurer 3.3%; James J. Maley, formerly with ast Liverpool studio of WSTV Steuenville, Ohio, director 3%; Claude H. ullivan, who has been with several idwest stations in various capacities, irector 3%.

East Liverpool, Ohio—Radio Courier nc., denied 1490 kc, 250 w, fulltime. rincipals: G. E. Eckert, advertising gency operator, president 15%; Leonrd C. Webber, part owner local Cocaola Bottling Co. and cattle farm, vice resident-treasurer 70%; Mrs. E. L. Vambaugh, production and office anager of Mr. Eckert's agency, secreary 15%. Mr. Eckert and Mrs. Wambaugh operated East Liverpool studio f WSTV Steubenville, Ohio, for sevral years.

Pittsburgh — United Broadcasting orp., denied 1470 kc, 1 kw night, 5 kw ay, fulltime. Firm has authorized ,200 shares. Principals: Richard J. ook, publisher of a local and a naional monthly magazine and one time KQV Pittsburgh commentator, presilent 150 shares; Austin E. Sigler, road aterial contractor, secretary-treasurer 50 shares; John H. Harris, theatre and musement interests and founder of the ariety Clubs, vice president 150 hares; Thomas P. Johnson, attorney nd secretary of Pittsburgh Athletic o. and Forbes Steel Co., operators of ittsburgh Pirates. There is total of ine stockholders.

Upcoming

May 25: FTC hearing on proposed rules for mail order insurance industry, Rm. 322, FTC Bldg, Washington.
June 3: AWB Executive Committee meeting, NAB Hdqrs., Washington.
June 3: Kentucky Broadcasters Assn., Louisville.
June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 20-July 29: U. of California-NBC Radio Institute, U. of California, Berkeley.
June 25: First Annual Radio News Editors Conference, Kent State U., Kent, Ohio.
June 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.
June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.
June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.
July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth, N. H.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.



WEEKLY broadcast from Washington, *The New England Round Table*, aired over the New England Regional Network, originated May 12 in the Mayflower Hotel at the third annual dinner given by NERN in honor of members of Congress from New England [BROADCASTING, May 16]. **Participants included (l to r) Rep. Christian A. Herter (R-Mass.); Sen. Owen Brewster (R-Me.); NBC Washington commentator Leif Eid, moderator; Rep. Abraham A. Ribicoff (D-Conn.); and Rep. John E. Fogarty (D-R.I.).**

SESAC-KOTA

Hearing on Suit Postponed

HEARING of a suit by SESAC Inc. for contract performance, filed against KOTA Rapid City, S. D., has been postponed by Seventh Judicial Circuit Court in South Dakota to the term starting Nov. 1.

The station had charged it was pressured into signing a SESAC contract, that the rate charged is not the same as that paid by other stations in its category [BROADCASTING, April 25], and that SESAC is not qualified to enter into contracts in the state.

In answering the station's allegations, SESAC contends its contract negotiations with KOTA were carried on in New York or in interstate commerce. It holds the station is estopped from asserting infirmities in the contract because it has exercised its license and has held "itself out to its advertisers and prospective advertisers as authorized" to use such license.

SESAC's reply asks that the KOTA counter-claims be dismissed and that it be granted judgment. The reply was filed for SESAC by Bangs & McCullen and Robert W. Gunderson, its counsel in Rapid City. General counsel for SESAC is Victor E. Whitlock, of Holm, Whitlock & Scarff, New York. Western SESAC counsel is David R. Milsten, of Milsten, Milsten, Johnston & Morehead, Tulsa. Representing KOTA is the firm of Bottum & Bottum.

Open Mike

(Continued from page 15)

talk to the Berlin "man-on-the-street," rather than hear only "translations," far greater harm can be done than good. . . .

H. J. Skornia
Radio Director, Indiana U.
Formerly Consultant Radio Branch, Information Services Division,
Office of Military Government (Germany)

* * *

Retail Radio Ad Series

EDITOR, BROADCASTING:

Thanks so very much for the interesting case histories on retail radio advertising which you've been publishing in the "Business of Broadcasting" section.

Lee Hart
Retail Coordinator, NAB
Washington, D. C.

CO-OP AD PLAN

Jacobson To Back Dealers

COOPERATIVE advertising plan announced by F. Jacobson & Sons Inc., New York manufacturer of Jayson shirts and pajamas and Excello shirts, allows dealers to collect from the manufacturer one-half of amount spent on advertising up to 5% of the firm's net shipment to them. Amount spent by the dealers in excess of the 5% are not to be included in computing the one-half manufacturer payment.

Jacobson also is sending to its dealers suggested commercial radio announcements, which can be used as-is or re-written. The company requires submission of broadcast scripts and proof-of-broadcast for payment of bill. Some 1,800 dealers in major markets across the country are being offered the plan, with most of the radio emphasis expected from the Midwest area.

According to John Northway, advertising manager, television advertising by dealers will be handled on an individual basis. Salesmen were told to have dealers contact the firm regarding re-imbursement for TV advertising.

A CHICKEN IN EVERY POT!
WHAT STATION CAN DO IT?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

WFBC
IS THE NBC
STATION FOR THIS
RICH MARKET OF
853,700
PEOPLE
FINEST In Retail Sales
FINEST In Wholesale Sales
South Carolina's FINEST MARKET
FINEST In Auto Registration
FINEST In Payrolls
FINEST In Ability To Buy
NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS
WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S. C.
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

AUTHORIZATIONS

Three Get FM Permits

CONSTRUCTION permits for three new FM stations, two Class A and one Class B, were authorized last week by FCC. Two CPs went to existing AM station operators.

The Voice of Cullman, owner of WKUL Cullman, Ala., received Class A permit for Channel 265 (100.9 mc) with effective radiated power of 360 w and antenna height above average terrain 160 ft.

Cornbelt Broadcasting Co., owner of KAYL Storm Lake, Iowa, received Class B assignment of Channel 268 (101.5 mc), ERP 3.6 kw, antenna 390 ft. Tentative allocation plan was amended to provide channel.

Other Class A grant went to Mayo Broadcasting Co., Mayodan, N. C., for Channel 228 (93.5 mc), ERP 380 w, antenna 130 ft. Firm includes seven stockholders. Officers are: J. Banner Shelton, department supervisor for Gem Dandy Inc., Madison, men's furnishings maker, president 18.75%; Furman E. Holt, with Washington Mills, vice president 18.75%, and Carlton Stevens, with Madison Throwing Co., textile firm, secretary-treasurer 18.75%.

FCC last week also granted permits for new low power noncommercial FM stations to P. G. Beauregard School, New Orleans; Ithaca College, Ithaca, N. Y., and The Gila Junior College of Graham County, Thatcher, Ariz. Modified assignments also were given 11 commercial FM stations (details in FCC Actions).

FCC also has adopted the following changes in its tentative FM allocation plan: Valdosta, Ga, delete Channel 239 (95.7 mc), add Channel 253 (98.5 mc); add Channel 239 to Douglas, Ga. Delete Channel 245 (96.9 mc.) from Tuscola, Ill., and add Channel 225 (92.9 mc); add Channel 245 to Mattoon, Ill.

Top Program Hooperatings—May 18 Report

EVENING

Program	No. of Stations	Sponsor & Agency	Hooper	Year ago Hooper	+or—	Pos.
Radio Theatre	149	Lever Bros. (JWT)	22.3	22.4	—0.1	1
Walter Winchell	278	Kaiser-Frazer (Weintraub)	21.9	21.0	+0.9	2
Original broadcast 20.2						
Added by 2nd bcst 1.7†						
Jack Benny	174	American Tobacco (BBDO)	19.1	19.6	—0.5	5
Original broadcast 16.9						
Added by 2nd bcst 2.2†						
My Friend Irma	153	Pepsodent Div.-Lever (FC&B)	18.2	18.7	—0.5	6
Godfrey's Talent Scouts	155	T. J. Lipton Div.-Lever (Y&R)	17.9	20.8	—2.9	3
Fibber McGee & Molly	165	S. C. Johnson (NL&B)	15.3	20.1	—4.8	4
People Are Funny	164	B&W Tobacco (Seeds)	14.4	11.0	+3.4	43
Louella Parsons	257	Andrew Jergens (Orr)	14.0	11.0	+3.0	42
Original broadcast 13.1						
Added by 2nd bcst 0.9†						
Dennis Day	144	Colg.-Palm.-Peet (Bates)	13.5	11.8	+1.7	32
Bob Hope	151	Lever Bros. (Y&R)	13.5	18.1	—4.6	8
Suspense	164	Electric Auto-Lite (N-E)	12.9	—	—	—
Crime Photographer	149	Toni Co.-Div. Gillette (FC&B)	12.5	11.6	+0.9	33
Your Hit Parade	163	American Tobacco (BBDO)	12.5	14.5	—2.0	19
Bob Hawk	161	R. J. Reynolds (Esty)	12.1	12.2	—0.1	30
Stop the Music (8:00-9:00)			11.7	—	—	—
(8:00-8:15, 9.9)	181	P. Lorillard (L&M)				
(8:15-8:30, 9.3	181	Eversharp (Biow)				
(8:30-8:45, 13.2)	182	Speidel Co. (C&P)				
(8:45-9:00, 14.2)	181	P. Lorillard (L&M)				
DAYTIME						
Ma Perkins (CBS)	80	Procter & Gamble (D-F-S)	7.8	7.3	+0.5	6
Arthur Godfrey (10:30-11:30)			7.3	5.8	+1.5	20
(10:30-10:45, 5.8)	166	Gold Seal Wax (C-M)				
(10:45-11:00, 7.3)	166	National Biscuit (McCann)				
(11:00-11:30, 8.1)	165	Liggett & Myers (N-E)				
Big Sister	93	Procter & Gamble (Compton)	7.1	7.0	+0.1	9
Young Widder Brown	146	Sterling Drug (D-F-S)	6.9	7.2	—0.3	8
When A Girl Marries	77	General Foods (B&B and Y&R)	6.8	7.4	—0.6	5
Romance Helen Trent	84	Whitehall (D-F-S)	6.7	7.8	—1.1	1
Portia Faces Life	89	General Foods (B&B and FC&B)	6.7	7.8	—1.1	2
Stella Dallas	146	Sterling Drug (D-F-S)	6.3	7.3	—1.0	7
Our Gal Sunday	84	Whitehall (D-F-S)	6.2	7.4	—1.2	4
Lorenzo Jones	146	Sterling Drug (D-F-S)	6.1	5.9	+0.2	19
Aunt Jenny	79	Lever Bros. (R&R)	6.1	6.7	—0.6	12

† Second broadcast on same day in some cities provides more than one opportunity to hear program.

TRANSFER GRANTS

KEPO, 12 Others Are Approved

A TOTAL of 13 AM stations recieved approval by FCC last week for transfers of control and assignments of licenses.

KEPO El Paso, Tex., was given approval for assignment of license from H. J. Griffith, sole owner, to new firm in which Mr. Griffith is 52.25% owner. Total consideration is in excess of $345,000. Mr. Griffith's new associates are Kenyon Brown and others associated with him in ownership of KWFT Wichita Falls, Tex. Mr. Brown is KWFT general manager and president.

WJVB Jacksonville, Fla., was granted transfer from present group of 16 owners to new firm headed by Reginald B. Martin, vice president and part owner of WFTL Fort Lauderdale, Fla., for $24,926.

Details of ownership transfers:

KEPO El Paso, Tex.—Granted assignment of license from H. J. Griffith tr/as West Texas Broadcasting Co., to KEPO Inc, new corporation. Mr. Griffith will have 52.25% interest. New stockholders in the firm are Kenyon Brown, president-general manager and 5% owner of KWFT Wichita Falls, Tex. and 11.11% owner of KGLC Miami, Okla., vice president and 0.25% owner: Agnes Doyle Rowley, 11.875% in KWFT, 11.625%; E. H. Rowley, president of Robb & Rowley United Inc. and affiliated companies operating theatres in Southwest, secretary-treasurer 0.25%; Frank M. Dowd, assistant secretary-treasurer; Mr. Rowley and C. V. Jones, trustees for E. H. Rowley Jr., holding 11.875%and Messrs. Rowley and Jones as trustees for John H. Rowley holding 11.875%. In granting transfer FCC advised that grant is not to be construed as final approval of Mr. Griffith's qualifications as a licensee or of qualifications of corporation of which he is a stockholder. Mr. Griffith has been charged with violation of anti-trust laws by U. S. Supreme Court action in U. S. vs. Griffith et al. FCC said. Consideration is $345,000. KEPO is assigned 5 kw fulltime on 690 kc.

WENA Bayamon, P. R.—Granted assignment of license from Raymon Agudo, sole owner, to Bayamon Bcstg. Corp., new firm in which Mr. Agudo holds 54.2% interest. He originally held 25% in firm. Mr. Agudo received additional stock in amount of $10,200 and cancellation of $8,298.76 balance on obligation due firm for building outlet. Other stockholders are Alberto Diaz Atiles, physician, president 15%; Domingo Diaz Alexandro, WENA general manager, secretary 15%; Gustavo Diaz Atiles, assistant manager WENA, treasurer 15%. WENA is assigned 250 w on 1560 kc fulltime.

WNOC Norwich, Conn.—Granted assignment of license from H. Ross Perkins tr/as Norwich Bcstg. Co. to Eastern Connecticut Bcstg. Co. for $61,335.45. Eastern Connecticut is composed of three equal owners: John Deme, WNOC general manager and part owner of WLAD Danbury; Harrison C. Noyes, president and part owner of daily Norwich Bulletin and Record, and Clifford C. Oat, general manager and part owner of Bulletin and Record. WNOC operates on 1400 kc with 250 w fulltime.

KMAE McKinney, Tex.—Granted transfer of control from Clay E. Thompson Jr. and Noel E. Thompson to George E. Smith. Mr. Smith, who held 25% interest in McKinney Air Enterprises, licensee, buys 50% interest of Thompsons for $13,147. KMAE is assigned 500 w daytime on 1600 kc.

WDIG Dothan, Ala.—Granted assignment of license from Houston Broadcasters to new partnership of same name and including two of three present equal owners. Jess M. Swicegood acquires one third interest of J. P. Burnett for $12,500. Mr. Swicegood is now two-thirds owner and general manager. Lola C. Robinson retains one-third interest. WDIG is assigned 250 w unlimited on 1450 kc.

WJVB Jacksonville, Fla.—Granted transfer of control from J. Lyle Williams and 15 stockholders with aggregate of 90.46% stock in Jacksonville Beach Broadcasting Co., licensee, to Reginald B. Martin and Lester M. Combs for $24,926. Mr. Martin is vice president and part owner of WFTL Fort Lauderale, Fla., and general manager of WJVB in which he is now 63.16% owner. Mr. Combs, program director of WJVB, acquires 27.3%. WJVB operates on 1010 kc with 250 w unlimited.

WSFT Thomaston, Ga.—Granted transfer of control in Thomaston Broadcasting Co. from R. E. Hightower, who sells 40% of his 60% interest to a brother, Julian E. Hightower, and to estate of a deceased brother for $10,00 Julian Hightower is vice president Thomaston Cotton Mills and ⅓ own of Hightower Bros. Rental Agenc R. E. Hightower and members of h family retain control of WSFT whic is assigned 1220 kc, 250 w daytime.

KTOW Oklahoma City — Grante transfer of control from 11 perso to 11 others through issuance of add tional stock to present stockholder each to purchase shares in proportio to his present holding. No profit i volved, FCC said. KTOW is assigne 800 kc, 250 w daytime.

KWTC Barstow, Calif.—Granted a signment of license from William Brown, Burton C. Boatwright and Ro ert E. Reno d/b as Mojave Vall Broadcasting Co. to new corporati which includes Maynard F. Marquar and Helen V. Long. Mr. Marquar acquires 7.58% and Miss Long acquir 1.51% from Mr. Brown in lieu of deb KWTC operates with 250 w unlimite on 1230 kc.

KVAI Amarillo, Tex. — Grant transfer of control of Plains Empi Broadcasting Co., licensee, from Lo nie J. Preston, Alice Howenstine a V. M. Preston to R. G. Hughes f $30,000 minus certain adjustmen Mr. Hughes, who owned 41.63% b comes almost sole owner by acquiri 56.5% or total of 98% plus. Mr. Hugh is owner of KHUZ Borger, Tex. KV is assigned 940 kc, 1 kw unlimited.

KTRI Sioux City, Iowa—Grant relinquishment of negative contr in Sioux City Broadcasting Co., censee, by Dietrich Dirks throu sale by him of his 50% to firm treasury stock for $75,000. Other stoc holders who gain control are: Jo C. Kelly, president; Eugene F. K ly, vice president: A. Lennon Kel and Eugene H. Kelly Estate. Latt owns 12.8%, others each 12.5%. M Dirks was required to sell his KT holding as condition of his acquisiti of control of KCOM Sioux City. KT is assigned 5 kw unlimited on 1470 k

WPTR Paris, Tenn—Granted tran fer of control from Earl W. Smith, R W. McKinney and Parkman R. Fre zor to group of 58 persons, majori of whom are stockholders in Pa Broadcasting Co., permittee for ne AM station there. Grant is condition to transferees surrending this perm Principals in new group include: Elr and Mary Scruggs, 10.6% each: Mi Lola Elliott, 18.4%; L. D. and Lucy Chesemore, 5.3% each; Frank Blake, 4.2%. WTPR is assigned 250 daytime on 710 kc.

KSTN Stockton, Calif.—Granted a signment of permit from A. Dwig Newton, W. H. Wood, N. John Ant and Charles F. Green d/b as S Joaquin Broadcasting Co. to ne partnership of same name and co posed of Messrs Newton and Ant and Dr. Harry Morgan and Knox L Rue. Assignment was granted in co junction with grant of completion da extension to July 1 upon petition KSTN. Station earlier had be denied further extension. KSTN assigned 1 kw fulltime on 1400 kc.

PROETZ AWARDS

James Wins First in Radio

FIRST place award in the radio division of the 1949 Erma Proetz Awards went to Mrs. Sylvia James, assistant radio director of the Philadelphia Community Chest and member of the Philadelphia Club of Advertising Women. Sponsored by the Women's Advertising Club of St. Louis, the awards were presented May 13 at a dinner held in conjunction with the Annual Exhibit of St. Louis Advertising, sponsored by the club.

The award and $100 cash prize won by Mrs. James was for her script, "Lady With a Little Black Bag," written for one of the Community Chest's Red Feather Services, the Visiting Nurse Society of Philadelphia, and broadcast on a WFIL Philadelphia series. Two other awards of $100 each were presented to Elizabeth Eyerly, account executive, Botsford, Constantine & Gardner, New York, for first place in the copy division, and to Jane Trahey, advertising manager, Nieman-Marcus, Dallas, first in art.

ROOSEVELT

Radio Credited in Victo

RADIO was described last week having been an important factor the successful campaign of Fran lin D. Roosevelt Jr. for Congre from New York's 20th District.

Explaining the use of radio Mr. Roosevelt in his campaig Morris L. Novik, radio consulta and chairman of Mr. Roosevelt radio committee, said a total $885 was spent for radio time. T investment was well made, M Novik said.

For his money Mr. Roosevelt g five quarter-hour programs a one half-hour program on WMC New York, spot announcements WQXR New York and one quarte hour Spanish language program WHOM New York.

On the WMCA programs M Roosevelt used famous person ities to plump for him, includi Tallulah Bankhead, Melvyn Dou las, Quentin Reynolds and Robe Sherwood.

Respects

(Continued from page 44)

companied Nobel Prize Winner rthur Compton on a cosmic ray easuring expedition to Mt. Evans, l. After taking a PhD in physics 1932, he returned to Westing-use as a designer of X-ray tubes its Bloomfield, N. J. plant. Two ars later he joined Doolittle & lknor, Chicago consulting engi-ers, and when Frank Falknor ft the firm in 1933 to become chief gineer at WBBM Chicago, Dr. ndrew remained as chief engineer Doolittle Radio Inc.

Late in 1936, he hung out his vn shingle—"Victor J. Andrew, anufacturer and Consulting En-neer"—from a six-room rented use on Chicago's south side. His ly employe was a high school y, who helped out after school d on Saturdays.

At the end of two years. Dr. ndrew was grossing only $24,000 nually, so he purchased a bun-low near Chicago's Municipal irport in the hope he could in-ease his revenue by working on ound stations for airlines. The ea clicked.

Demand for coaxial cables, his ecialty, increased so much that 1941 he found it necessary to ke over a public garage with an ea of 12,000 square feet.

His 1942 gross was $294,000, and 1943 and 1944 business topped 00,000. He acquired another rage and, later, a small office ilding, for a total of 40,000 uare feet. Blueprints were arted for a modern plant on 460 res in suburban Orland Park, here the company maintains a nall research laboratory.

The Andrew Corp.'s wartime ak was $812,000 in 1945, but two ars later when FM stations arted sprouting, the company ached a high of $1,580,000. FM ation men found that about 15% their construction budget went to Andrew transmission lines, an-nnas and consulting engineering rvice.

The Andrew organization is nique because it is as much plan-r as manufacturer. And to make re its identity as a consulting rvice is not lost, the boss himself kes to the road one-third of the time. He spends considerable time at Havana, where he maintains headquarters for his export business, for the cultivation of Latin American friendships, and for "writing and rest."

In Dr. Andrew's opinion, the countries south of the border are 30 years behind the United States. He is reassured of this on each visit, and likes to go there to reflect how far America has gone since he was a boy. It helps him chart a future course for his company, he says.

He wishes the State Dept. was more aware of the technical, economic, and political "incompetence" of these countries.

"The Department should find ways and means of helping them rather than proceed on the assumption that they are our equal," he suggests.

While Dr. Andrew's hobby is economics and international travel, that of his wife, Aileen, is sociology. Half-owner of the Andrew Corp., she has charge of personnel. The Andrews were married in 1922 when she was employed with a Wall St. brokerage firm and he was at the Signal Corps Labs at nearby Ft. Monmouth. Their two children—Edward, 13, and Juanita, 10—attend school in Havana. They speak Spanish fluently.

Dr. Andrew maintains engineering as well as economic contacts in all the Caribbean countries, Mexico and Central America. He is planning trips to South America and Europe in the near future.

Past chariman of the Chicago Section of IRE and active in the Chicago Radio Engineers Club, he is author of 27 technical articles on all phases of radio engineering. In the field of broadcasting economics, he has written a continuing study of "Profit Opportunities for New Stations" in three annual instalments and his "Industry Barometer," published last fall, has been widely circulated.

In

Altoona, Pa.,

It's

ROY F. THOMPSON

and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by

ROBERT MEEKER ASSOCIATES

GANNETT CONCLAVE

DeLaney Named Chairman

C. GLOVER DeLANEY, general manager of WTHT Hartford, has been elected chairman of the Gannett Group radio stations for the coming year. He replaces Dale Taylor, general manager of WENY Elmira, N. Y. Robert J. Burow, station and promotion manager of WDAN Danville, Ill., is the new secretary.

Officers were elected at the wind-up of a two-day radio conference held May 12-13 at the Statler Hotel, Washington, by the Gannett Group. Members of the FCC were honor guests at a dinner.

The conference agenda included a talk on Gannett radio operations by Paul Miller, Gannett Group vice president and coordinator of the six stations in the group. Gunnar O. Wiig, general manager of WHEC Rochester, called for closer group cooperation including legal and news services. Mr DeLaney reported on reduction of overhead at WTHT, with a roundtable on costs following his talk.

Bernard O'Brien, chief engineer at WHEC, outlined the status of Gannett AM, FM and TV facilities, reviewed results of the NAB Engineering Conference last month.

Participating in an FM discussion were Edward L. Sellers, FM Assn. executive director, and two FMA board members, Ben Strouse, WWDC Washington, and Everett L. Dillard, WASH Washington. John R. Henzel, general manager of WHDL Olean, N. Y., discussed listener reaction to FM. Mr. DeLaney reviewed TV from listener and sponsor viewpoints, with effect on AM and FM. Mr. Wiig called for more radio-newspaper cooperation in handling local news. Bill Gold, *Washington Post* columnist, discussed that paper's newscasts. Vern Croop, in charge of Gannett's Washington Bureau, reviewed the Capital situation.

Competitive angles of the Albany market were covered by Russell B. Wilde, general manager of WABY Albany. Mr. Burow told about sales promotion in Danville and relations between newspaper and station. Mr. Wiig went into group advertising of Gannett station markets, reporting on efforts to develop a uniform signature-cut. Mr. Taylor analyzed contract trends and employments.

Guests at the second-day luncheon were Justin Miller, NAB president; A. D. Willard Jr., executive vice president, and Robert K. Richards, director of publications and public relations.

Max Everett, of Everett-McKinney Inc., representative, reported on the national sales picture and ways of getting business. Each station briefly reviewed its local sales and prospects. A discussion of BMB followed. Mr. Taylor introduced an NBC film, "Behind Your Radio Dial."

Management

BASIL BREWER, owner of WNBH-WFMR New Bedford, and WCOB W. Yarmouth, Mass., and publisher of New Bedford *Standard-Times*, will appear on ABC TV-AM broadcast of *On Trial* today (May 23). He will uphold negative side of topic, "Should the Lodge-Gossett Amendment Be Adopted?"

EVAN H. HUGHES, program director and publicity chief at KVOL and KVOL-FM Lafayette, La., has been promoted to manager of stations.



Mr. Hughes

F. H. ELPHICKE, manager of CKWX Vancouver, has been elected to executive committee of the Advertising & Sales Bureau of Vancouver. As past chairman of bureau, he will be chairman of 46th annual convention of Advertising Assn. of the West meet at Hotel Vancouver June 26-30.

SMALLER PRESSINGS + MORE PROGRAM = LOWER COST!

Record Your Programs By The Sensational New

COLUMBIA

(Lp) MICROGROOVE METHOD

More For Your Money!

★ Substantially Lower Cost Per Record

★ More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

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New York: 799 Seventh Avenue, Circle 5-7300

Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

ACTIONS OF THE FCC

MAY 13 TO MAY 19

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

SSA-special service authorization CG-conditional grant

May 13 Decisions . . .

DOCKET CASE ACTION

AM—980 kc

Announced proposed decision looking toward grant of applications of Northeast Radio Inc., for new station at Lawrence, Mass., 980 kc 1 kw D cond., and Enterprise Pub. Co., licensee WBET Brockton, Mass., operating on 990 kc, to increase power from 250 w D to 1 kw, install new trans.; and deny application of Viking Bcstg. Co. for new station at Newport, R. I., 980 kc 500 w D.

ACTIONS ON MOTIONS

By Commissioner Webster

Easley Bcstg. Co., Easley, S. C.—Granted petition to accept late appearance in proceeding on application.

Santa Monica Bcstg. Co., Santa Monica, Calif.—Granted petition to dismiss without prejudice application.

Warner Bros. Pictures Inc., Chicago—Passed over at request of counsel petition to dismiss without prejudice application for TV CP.

Bruce Johnson Co., Anderson, S. C.—Granted petition to dismiss without prejudice application.

WSAZ-TV Huntington, W. Va.—On Commission's own motion scheduled hearing for June 27 re application for additional time in which to complete construction.

WSIV Pekin Bcstg. Co. Inc., Pekin, Ill.—Granted petition for leave to amend application for mod. CP to show revised financial and program data and to change proposed DA-DN.

WMMW Meriden, Conn.—Granted petition for continuance of hearing scheduled May 19 upon application for CP, hearing continued to Aug. 17 at Washington.

Lake County Bcstg. Corp., Chicago—Granted petition to accept late written appearance in proceeding upon application for FM CP.

John J. Dempsey—On Commission's own motion continued hearing in re petition of Dempsey [against Station KOB] from May 23 to July 25 at Albuquerque, N. M.

WTUX Wilmington, Del.—Granted petition for leave to amend application for renewal of license to make corrections in application relative to percentage of commercial programs and number of spot announcements.

Centinela Valley Bcstg. Co., Inglewood, Calif.—Granted petition to continue hearing on applications; hearing continued to begin Aug. 10, at Escondido, Calif., etc.

Southland Bcstg. Co., Long Beach, and Angelus Bcstg. Co., Temple City, Calif.—On Commission's own motion dismissed without prejudice [for lack of prosecution] application of Southland and removed from hearing docket application Angelus Bcstg. Co.

Anthony Wayne Radio Co. Inc., Fort Wayne, Ind.—Denied petition for leave to amend application for assignment of license of WGL to add names of six new stockholders, etc

WTUX Wilmington, Del.—On Commission's own motion ordered that notice of hearing in proceeding on application for renewal of license WTUX be amended to add issue no. 5 and change issue no. 1, as follows: [1] to determine whether and to what extent programs and program policies of WTUX serve interests of Wilmington community; [5] to determine whether application for renewal of license of WTUX should be granted.

News-Sentinel Bcstg. Co. Inc., Fort Wayne, Ind.—Granted petition for leave to amend application for consent to assignment of licenses of WGL, to change name of applicant to F.A.R. Liquidating Corp.

KRMD Shreveport, La.—Granted petition for continuance of hearing; continued to Aug. 8 at Washington.

WQXR New York—Granted petition for extension of time in which to file proposed findings of fact; time extended to June 1.

May 16 Decisions . . .

DOCKET CASE ACTIONS

AM—1170 kc

Announced proposed decision looking toward grant of application of Davenport Bcstg. Co. Inc. to change facilities of KSTT Davenport, Iowa. from 750 kc 250 w D to 1170 kc 1 kw unl. DA-DN cond.

AM—1340 kc

Announced proposed decision looking toward grant of application of James Madison Bcstg. Corp. for new station at Orange, Va., 1340 kc 250 w unl.

BY COMMISSION EN BANC

License Renewal

WBNY-FM Buffalo, N. Y.—Granted renewal of license for regular period.

STA Granted

WVFC Ithaca, N. Y.—Granted STA to suspend program tests until July 11, pending completion of negotiations with Cornell U. [licensee of WHCU AM-FM, Ithaca] looking toward merger of FM broadcast properties of both parties. Rural Radio Network, financed by Cooperative Grange League Federation Exchange Inc., and Dairymen's League Cooperative Assn. is permittee of five FM stations in New York State — W F N C Wethersfield; WVBT Bristol Center; WVCN DeRuyter; WVCV Cherry Valley; and WVBN Turin. If Cornell takes over network as contemplated, operation of WVFC would be replaced by Cornell's WHCU-FM. Rural Radio Network began broadcast service on June 6, 1948.

FM—93.5 mc

Mayo Bcstg. Corp., Mayodan, N. C.—Granted CP Class A station; Ch. 228 [93.5 mc] ERP 380 w; antenna 130 ft.; estimated cost $13,196 exclusive of land and building.

FM—100.9 mc

Voice of Cullman, Cullman, Ala.—Granted CP for new Class A station; Ch. 265 [100.9 mc] ERP 360 w; antenna 160 ft.; grant does not constitute approval of FM ant. supporting structure as radiator for standard broadcast station proposed in application estimated cost $6,950 exclusive of land and building.

FM—101.5 mc

Cornbelt Bcstg. Co., Storm Lake, Iowa—Amended tentative allocation plan for Class B FM station so that allocation of Channel 268 [101.5 mc] to Storm Lake, Iowa is included therein; granted CP for new Class B station; Channel 268 [101.5 mc] ERP 3.6 kw; antenna 390 ft.; subject to request for authorization to determine KAYL power by indirect method and submission of new KAYL ant. resistance measurements and FCC Form 302 upon completion of FM ant. installation; estimated cost $13,460 exclusive of land and building.

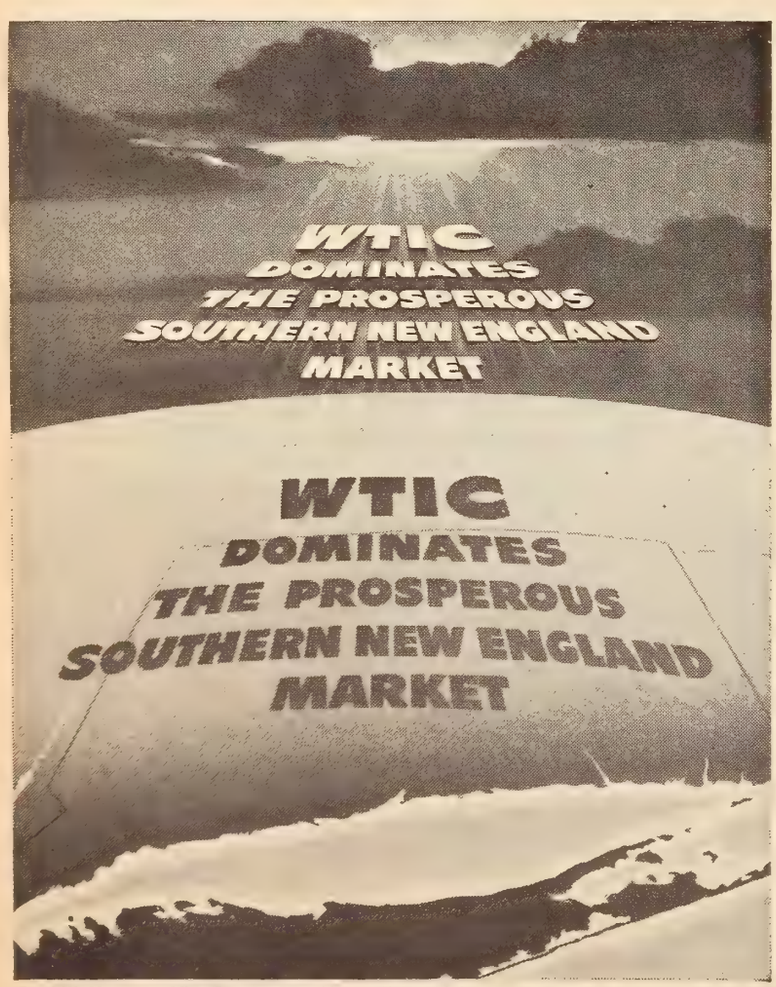
Transfer of Control

K M A E McKinney, Tex.—Granted transfer control from Clay E. Thompson Jr., and Noel E. Thompson to George W. Smith Jr. through sale of 50% of licensee's stock for $13,147 to Smith, now 25% stockholder.

WJVB Jacksonville, Fla.—Granted transfer control from J. Lyle Williams and 15 other stockholders to Reginald B. Martin and Lester M. Combs, who will pay $24,926 for 90% of voting stock.

W S F T Thomaston, Ga.—Granted transfer control in which R. E. Hightower will sell 40% interest for $10,000 to Julian T. Hightower and estate of William H. Hightower Sr., with R. E. Hightower and members of his family retaining control.

(Continued on page 66)



Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.



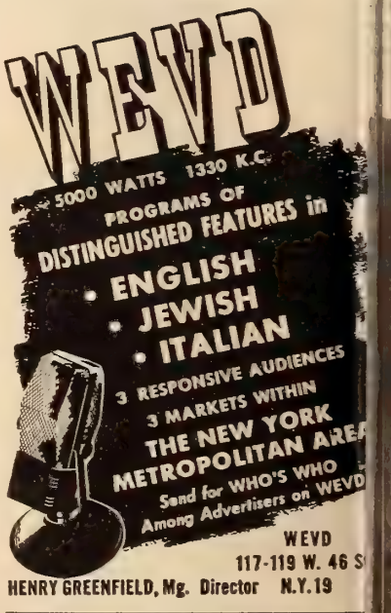
DELAYED broadcasts of professiona basketball games in Rochester, N. Y. proved popular this season. Sports caster Bob Turner, WHAM Roches ter, is certain of it. Mr. Turne (above) asked his listeners what the thought of the broadcasts, aired a 11:10 p.m. over WHAM. He go 3,347 enthusiastic replies, 58.6% of them from Rochester and the res from 140 towns in New York and 1 other states. Mr. Turner's program is sponsored by Columbia Music an Appliance Stores, Rochester.

RMA OF CANADA

Deakins Named Presiden

F. R. DEAKINS, president o RCA Victor Co. Ltd., Montreal was re-elected president of th Radio Mfrs. Assn. of Canada dur ing the annual meeting held a Ottawa May 9. R. A. Hackbush vice president and managing di rector of Stromberg-Carlson Co Ltd., Toronto, was re-elected vic president and S. D. Brownlee wa reappointed executive secretary.

Mr. Deakins reported that sale of receivers in 1948 totalled 600, 000 sets, second highest in Cana dian history. He also reporte that National Radio Week is to b held in October, and that R. M Brophy of Rogers-Majestic Corp. Toronto, has been appointed chair man of the Defence Preparednes Committee on Communications an Electronics, organized at the Cana dian government's request.



Programs

OMETHING NEW in Clevelanders morning radio diet appeared over WHK Cleveland May 16 on its *reakfast Party* (see Radiorama page .. *Breakfast Party* originates in ferent home in Cleveland each day. ery morning Rena and Bob Led-rd, he is WHK personality, visit me home, selected in advance from vitation letters from listeners. ostess for the morning invites some her own friends in for event. Be-les these there also is special guest r day who is selected from cards of teners who wish to attend the af-ir. Half-hour program is transcribed rect from the home and aired on HK the following day. Special atures of show include "Morning ail Call," when the Ledyard's read me of their mail, and a "Breakfast lletin" when guests at breakfast ble discuss problems listeners have nt in.

Music Scholarships

WO MUSICAL scholarships will be ize awards when WOL Washington oduces series of 26 talent-hunt oadcasts next fall for Hamilton ational Bank of Washington. Pro-ced with cooperation of District Columbia Board of Education, each oadcast will originate in public or rochial high school auditorium. lo performers, both instrumental d vocal, will compete, and all pub-and parochial school students will eligible. Two winners will be des-nated, one vocal and one instru-ental. Awards will be scholarships any accredited college of winner's oice, given by Hamilton National ank. Trophies will be provided for nners-up, and special recognition ill be accorded to schools providing e winners.

Golf Tourney

OTOR CITY open golf tourney will broadcast by WXYZ and WXYZ-V Detroit exclusively June 16-19. tation will originate telecasts daily r first three days and twice on last ay. Broadcasts June 18 and 19 will e aired on full ABC network. Com-entary will be handled by Don Wat-ick. WXYZ sports director, and hris Brinke, golf announcer.

Program Exchange

O-OPERATIVE agreement between MPC Hollywood and stations in ustralia, Honolulu, New Zealand, outh Africa and the Antipodes, for xchange of programs typical to each articular locale was announced by esse Butcher, assistant manager and rogram director of KMPC. Exclusive roadcasts will be titled *World Pano-ama.* Three KMPC programs, select-d by Mr. Butcher as best typifiying Southern California broadcasting, will be transcribed for airing on BBC and Australian Broadcasting Co. facilities. Programs are *KMPC Westerners, Olvera Fiesta* and a synthesis of two motion picture premiere broadcasts. Programs being sent by the foreign stations have not been announced.

Labor and the Community

IN ATTEMPT to point up cooperation between labor and the community, KFMV(FM) Los Angeles is offering as public service two quarter-hour programs showing how the two groups work together. Program, *Labor and You,* brings in different representatives of the two groups each week who discuss how they work out mutual problems; *This Is Labor* is program of tape-recorded visits to various industries, featuring on the spot interviews with employers and employes, showing people at work.

'London Dances To—'

BY TRANSCRIPTION, WPEN Philadelphia and British Broadcasting Corp. join hands in presenting *London Dances To—,* half-hour program of popular music recorded by top London orchestras, every Sunday from 11:30 p.m. to midnight. Program is direct outgrowth of *International Quiz,* which also is aired on WPEN in cooperation with BBC.

'Classified Caravan'

BILLED as lowest advertising rate on air—2 cents a word—*The Classified Caravan* on KRKL Kirkland, Wash., offers listeners chance to buy, sell or swap their personal white elephants. Newly launched program is aired daily 5:30-6 p.m. and includes type of copy familiar to newspaper classified departments. Music ties the half-hour together. Show is not open to retail merchants or other straight commercial advertisers, however, being designed for individuals rather than businesses.

'Good Will Tour'

DENVER'S KLZ, through the courtesy of KPOA Honolulu, greeted Denver Chamber of Commerce visitors as they docked at Pier 11 on a "good will tour" of the islands. In return, wire-recorded program, emceed by Announcer Jack Frawley of KPOA, allowed Denverites to send greetings homeward via KLZ. Record was airmailed to Denver and surprised friends and relatives of travellers heard broadcast a few days later.

Children's Fund

AS PART of extended fund raising campaign of District of Columbia's Crippled Children's Society, WMAL-TV Washington presented half-hour TV documentary from 8-8:30 p.m. May 13. Bryson Rash, special features director for WMAL-TV, conducted program which featured group of experts in field of child cerebral palsy and its cures and corrections. Station telecast another crippled children's program at beginning of campaign. Programs were produced by Van Beuren DeVries.

'Morning Recess'

PROGRAM which was started as 30-minute, six weekly show on WHTN Huntington, W. Va., has graduated to full hour, with several sponsors. *Morning Recess* is aired from local Cake Box cafe. Sponsors of show are Cake Box, Kirby Vacuum Cleaners and General Foods.

Israel News

FEATURING news from foreign countries and specializing in current events emanating from Israel is WDAS Philadelphia's new program, *The Voice of Israel,* aired nightly at 9 p.m. Service permits WDAS to air spot news from Israel during the day in English and to summarize days' events in Yiddish every evening at 9 p.m.

Cancer Forum

WEEKLY forum on prevention of cancer is being offered as public service on KFMV(FM) Los Angeles in cooperation with American Cancer Society. Half-hour program is conducted by Fred Johnson, executive director of Los Angeles Branch of the society, with different doctors, patients and members of patient's families participating each week. According to the Cancer Society, the half-hour program block is one of largest ever donated to it by a station.

Aid for Veterans

WITH hope of finding jobs for qualified blinded veterans, KAGH Pasadena, Calif., has started quarter-hour weekly public service program *Lights On* for Blinded Veterans' Assn. Program features Bob Killeen, blinded vet, who divides his time between singing and interviewing members of the association or those interested in group. Program aims to bring to attention of listeners fact that there are many veterans qualified for various jobs.

Guest Appearance

INTERVIEW arranged by Lyn Roberts, women's commentator on WWOD Lynchburg, Va., when Mrs. Arthur Stump of Lynchburg returned to city after 13 day visit in New York, gave listeners complete story of New York visit. Mrs. Stump told how she had attended 63 radio shows—60 of which were quiz shows—appeared on 13 and won prizes on 12. She won over 30 prizes during her visit.





FCC Actions

(Continued from page 64)

Decisions Cont.:

Assignment of License

WDIG Dothan, Ala.—Granted assignment of license from Jess M. Swicegood, J. P. Burnett and Lola C. Robison, to Swicegood and Robison for $12,500.

WNOC Norwich, Conn.—Granted assignment of license from H. Ross Perkins to Eastern Connecticut Bcstg. Co. [John Deme, Clifford C. Oat, and Harrison C. Noyes] for $61,335.

WENA Bayamon, P. R.—Granted assignment of license to Bayamon Bcstg. Corp. [Ramon Agudo, Alberto and Gustavo Atiles and Domingo D. Alejandro], with Agudo having 54.2% interest.

KWTC Barstow, Calif.—Granted assignment of license, without profit, from William T. Brown, Burton C. Boatright and Robert E. Reno, to Mojave Valley Bcstg. Co., Inc. [the above with Maynard F. Marquardt and Helen V. Long].

Hearing Designated

Eastland County Bcstg. Co., Eastland, Tex.—Designated for hearing application for new station to operate on 730 kc, 250 w D.

Modification of CP

WDXI Jackson, Tenn.—Granted mod. CP to increase power from 1 kw to 5 kw and change type trans eng. cond.

AM—950 kc

WKNA Charleston, W. Va.—Granted CP increase D power from 1 kw to 5 kw, install new trans. and change daytime DA pattern; eng. cond.

AM—1150 kc

WISN Milwaukee, Wis—Granted CP make changes in DA; eng. cond.

AM—960 kc

WSBT South Bend, Ind.—Granted CP make changes in DA-D; eng. cond.

AM—1350 kc

WADC Tallmadge, Ohio—Granted application to change main studio location from Tallmadge to Akron, Ohio.

AM—610 kc

KYES Butte, Mont.—Granted extension of completion date to Aug. 14 for construction of station 610 kc 1 kw, unl. subject to filing within this period an application for mod. CP specifying trans. site and ant. system meeting requirements, and advising that no additional time will be granted in event this condition is not fullfilled.

Hearing Designated

WISE Asheville, N. C. and WCTT Corbin, Ky.—Designated for hearing application of WISE to change facilities from 1230 kc 250 w, unl. to 680 kc, 10 kw-D 1 kw-N, employing different DA patterns for D and N use in consolidated proceeding with application of WCTT to change facilities from 1400 kc 250 watts, unl. to 680 kc 1 kw, unl. DA-N.

Petition Denied

KGBS Harlingen, Tex.—Denied petition for reconsideration and grant without hearing of its application; amended order of designation by changing issue no. 6; ordered hearing to be held July 6 in Washington.

Petition Denied

WQXR New York—Adopted memorandum opinion and order denying petition asking reconsideration of Commission action of Feb. 17 granting without hearing application of Patroon Bcstg. Co. Inc. to increase power of WPTR Albany, N. Y. Also adopted memorandum opinion and order denying petition asking reconsideration of Commission action of Feb. 2 granting without hearing application of Patrick Joseph Stanton to change facilities of WJMJ Philadelphia.

Test Approved

Suffolk Bcstg. Co., Patchogue, N. Y.—Granted authority to operate test trans. to secure engineering data in connection with June 2 hearing on its application for new station 1370 kc 500 w D, which involves interference with WBNX New York and WAWZ Zarephath, N. J. Test transmitter to be 50 w crystal controlled, operating on 1370 kc. Authority is for 30 days.

Petition Denied

WMIE Miami, Fla.—Denied petition by Lincoln Operating Co., trustee for Sun Coast Bcstg. Corp., and by Sun Coast Bcstg. Corp., requesting reconsideration of Commission action of Aug. 4, 1948, in designating for hearing application to transfer CP from Sun Coast Bcstg. Corp. to Lincoln Operating Co.

Assignment of License

KEPO El Paso, Tex.—Granted assignment of license from H. J. Griffith tr/as West Texas Bcstg. Co. to KEPO Inc., new corporation to be owned 52% by Griffith and 47% by newcomers; advised that such grant is not to be construed as final approval of Mr. Griffith's qualifications as licensee or of qualifications of corporation of which he is stockholder (Comr. Jones voting for hearing; Comr. Hennock voting to defer action).

May 16 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KRAI Craig, Col.—Assignment of license from Newel S. Cahoon tr/as Craig Bcstg. Co. to Northwestern Colorado Bcstg. Co.

Modification of CP

WNER Live Oak, Fla.—Mod. CP new AM station for extension of completion date.

WTXL Springfield, Mass.—Same.

WMFD Wilmington, N. C.—Mod. CP new AM station to change frequency, increase power etc. for extension of completion date.

WFMJ Youngstown, Ohio.—Same.

License Renewal

WWCO Waterbury, Conn.—License renewal new AM station.

KWEI Weiser, Ida.—Same.

WLOK Lima, Ohio—Same.

Modification of CP

KKLA Los Angeles—Mod. CP new FM station to change studio location to Hollywood.

KOAD Omaha—Mod. CP new FM station to change ERP to 69 kw.

TENDERED FOR FILING

Modification of License

WKRG Mobile, Ala.—Mod. license to increase power from 1 kw-D 250 w-N to 1 kw fulltime.

Transfer of Stock

WRDW Augusta, Ga.—Transfer of present stock in WRDW to Radio Augusta Inc.

WGRV Greenville, Tenn.—Transfer of stock owned by Robert W. Rounsaville in Radio Greeneville Inc. to Paul O. Metcalfe.

Assignment of License

WRDW Augusta, Ga.—Assignment of license from Augusta Bcstg. Co., licensee, to Radio Augusta Inc. Contingent on grant of transfer of stock filed simultaneously.

Transfer of Control

WFOB Fostoria, Ohio—Transfer of control of Seneca Radio Corp., licensee, from Lawrence W. Harry to Andrew Emerine, Alfred Bersted and Arthur E. Kaubisch through purchase of 52.8% of common stock.

May 17 Decisions . . .

DOCKET CASE ACTIONS

AM—1400 kc

Announced proposed decision looking toward grant of application of Cleveland County Bcstg. Co. for new station in Norman, Okla., 1400 kc 250 w unl. cond.; and denial of applications of Norman Bcstg. Co. and University City Bcstg. Co. seeking same facilities. [Comrs. Jones and Sterling concurring in result; Comr. Walker dissenting, favoring University City Bcstg. Co.; Comrs. Coy and Hennock not participating.]

AM—1540 kc

By final decision and order, Commission [1] granted application of Roy Hofheinz and W. N. Hooper d/b as Louisiana Bcstg. Co. for new AM station in New Orleans, 1540 kc 50 kw-D and 25 kw-N, DA-DN cond.; [2] granted application of James W. Bradner Jr. tr/as Galveston Bcstg. Co. to change facilities of KGBC Galveston, Tex., on 1540 kc from 1 kw D to 1 kw-D 250 w-N, DA-N; [3] granted petition of Bayou Bcstg. Co. Inc. for leave to amend application for new station at Baton Rouge, La., 1540 kc, to specify 50 kw-D 10 kw-N DA-N, in lieu of 250 w unl.; [4] but denied said application of Bayou Bcstg. Co. Inc.; [5] dismissed without prejudice petition by KXEL Waterloo, Iowa, seeking certain protection on use of 1540 kc; [6] dismissed as moot petition for severance and grant filed by Galveston Bcstg. Co. [Comrs. Hyde and Jones dissenting, both voting for denial of Louisiana Bcstg. Co. application and Comr. Jones voting for grant of Bayou Bcstg. Co. application; Comrs. Walker and Sterling not participating.]

BY THE SECRETARY

WRJN-FM Racine, Wis.—Granted license new FM station; Chan. 264 (100.7 mc) ERP 15 kw, 265 ft.

Following were granted mod. CPs for extension of completion dates as shown: WRBL-FM Columbus, Ga. to 8-1-49; WAUX-FM Waukesha, Wis. to 9-15-49; WLWC Columbus, Ohio, to 12-16-49; WLWD Dayton, Ohio, to 12-4-49; WXEL Parma, Ohio to 10-31-49.

KSTB Breckenridge, Tex.—Granted assignment of license to Stephens County Bcstg. Co. Inc.

WSKB McComb, Miss.—Granted license covering change frequency, increase power, etc.

WHDH Boston—Granted license install old main trans. for aux.

WELI New Haven, Conn.—Granted license install new trans.

KRIS Corpus Christi, Tex.—Granted license covering change trans. and studio locations.

KOLT Scottsbluff, Neb.—Granted license increase power, etc.

KICM Mason City, Iowa—Granted license changes in vertical ant.

KBKO Portland, Ore.—Granted license new AM station and specify studio location; 1290 kc 1 kw D.

KFRE Fresno, Calif.—Granted license increase power etc.

WMCF Memphis, Tenn.—Granted license new FM station; Chan. 259 [99.5 mc] ERP 260 w 590 ft.

WJLN Birmingham, Ala.—Granted license new FM station; Chan. 284 [104.1 mc] ERP 23 kw 590 ft.

KRED Eureka, Calif.—Granted license new FM station; Chan. 242 [96.1 mc] ERP 46 kw —30 ft.

KLTI-FM Longview, Tex.—Granted license new FM station; Chan. 29[illegible] [105.9 mc] ERP 9.8 kw 425 ft.

WLDM Oak Park, Mich.—Granted license new FM station; Chan. 238 [95.[illegible] mc] ERP 20 kw 430 ft.

WGCM-FM Gulfport, Miss.—Granted license new FM station; Chan. 26[illegible] [101.5 mc] ERP 3 kw 300 ft.

WLOG-FM Logan, W. Va.—Granted license new FM station; Chan. 27[illegible] [103.3 mc] 3.7 kw 725 ft.

KBOR Brownsville, Tex.—Granted license new AM station; 1600 kc 1 kw D DA.

KCFH Cuero, Tex.—Granted license new AM station; 1600 kc 500 w D.

WNOK Columbia, S. C.—Granted CP install new trans.

KWBE Beatrice, Neb.—Granted mod. CP for aproval ant. and trans. location and change type trans.

KBRS Springdale, Ark. — Granted mod. CP change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WBIR Knoxville, Tenn. to 9-1-49; KMBC Kansas City, to 11-30-49; WHIO-TV Dayton, Ohio to 8-30-49; WGN-TV Chicago to 12-1-49; WNAC-TV Boston to 9-1-49; WKY-TV Oklahoma City to 10-1-49; WHIO-FM Dayton, Ohio, to 8-30-49; WNJR-FM Newark, N. J. to 12-7-49; KWGS Tulsa, Okla. to 6-8-49; KTSA-FM San Antonio to 9-9-49; KSBS Kansas City, Kan. to 11-16-49; KTOY Tacoma, Wash. to 7-2-49; KIMV Grant Township, Kan. to 10-1-49; WNOW-FM York, Pa., to 11-1-49; WCON-FM Atlanta, Ga. to 1-1-50; WBIK Chicago to 9-1-49.

KCOW Alliance, Neb.—Granted license new AM station; 1400 kc 250 w unl.

WPRP Ponce, P. R.—Granted license install aux. trans. at present side of main trans.

WHHH-FM Nied & Stevens Inc. Warren, Ohio—Granted request for cancellation CP FM station.

WBKB Chicago—Granted mod. for extension of completion date to 9-1-49.

WIRL Peoria, Ill.—Granted license changes in DA-D.

WEEU Reading, Pa.—Granted license use old main trans. for aux. 1 kw D.

KCOG Centerville, Iowa—Granted license new AM station; 1400 kc 100 w unl.

WBBC-FM Flint, Mich. — Granted mod. CP change type trans. and make changes in ant.

WCAT Rapid City, S. D.—Granted request to remain silent for period beginning 5-30-49 and ending not later than 9-12-49 in order to observe school vacation period.

WPEP Taunton, Mass.—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type trans.

Following were granted mod. CPs for extension of completion dates as shown: KYOS Merced, Calif. to 7-7-49; KSOL Yuma, Ariz. to 12-1-49; WWRL Woodside, New York, to 10-30-49; KTSA San Antonio, Tex. to 7-1-49; KVME Merced, Calif. to 7-17-49; WTJS-FM Jackson, Tenn. to 8-1-49; KMBC-FM Kansas City, Mo. to 11-30-49; KDFC San Francisco, Calif. to 12-1-49; WROV-FM Roanoke, Va., to 11-5-49; WAAF-FM Chicago, to 8-14-49; KING-FM Seattle to 12-1-49; WBUT-FM Butler, Pa. to 8-8-49; WBIR-FM Knoxville, Tenn. to 9-1-49; WSUN-FM St. Petersburg, Fla. to 8-8-49.

WEWS Cleveland—Granted license for new commercial television station.

Western Plains Bcstg. Co. Inc., Are: Colby, Kan.—Granted license new remote pickup KA-3218.

KGST Fresno, Calif.—Granted license for new AM station and to specify studio location; 1600 kc 1 kw D.

(Continued on page 78)

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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

"Our experience shows that the classified columns of BROADCASTING are a splendid source for obtaining experienced radio personnel. We were put in contact with a number of capable people—and obtained just the right man." Southwestern Publishing Company, Fort Smith, Arkansas.

Salesmen

Sales manager for Pennsylvania one kilowatt fulltime CBS affiliate, 100,000 population. Box 40B, BROADCASTING.

Salesman for West Texas station. Must be experienced in competitive market, city population and surrounding territory 150,000. Sky the limit on earnings if you want to work. No chair sitting job. Send full details, reference and photo in first letter. Box 126B, BROADCASTING.

Salesman wanted—1000 watt low frequency daytime station established over two years needs experienced, hardworking local salesman interested in making money on 20% non-sliding commission with drawing account. Large southeastern seaboard city with plenty of good local prospects. Box 127B, BROADCASTING.

Salesman—Idea man. East coast station looking for a good man to sell tough but good market. Draw against commission. Must have car. Tell all in first letter. No floaters wanted. Box 159B, BROADCASTING.

Salesman wanted—Capable of selling and servicing accounts and assuming responsibility for production. Large block of accounts immediately available. Box 196B, BROADCASTING.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

At the local level—I have two positions open. One man who had been with us approximately ten years has opened his own business; the other is a new position to be created. The first position is for a pure salesman or account executive. The other calls for managerial ability and formation of a sales staff to sell radio time to outlying territories surrounding Miami. Direct your answers to me personally, and if you have had no experience in topflight radio and sales do not answer. Frank Katzentine, Radio station WKAT, Miami Beach, Florida.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

WSKB, McComb, Miss.—now on 5000 watt power—has immediate permanent positions for two experienced salesmen. Write or wire for appointments in New York or New Orleans. Give full details.

Salesman who can integrate himself into the operation of a small station in a highly competitive, but lucrative market. No corner cutters—just honest selling and selling ideas. Full information about you now please. P. O. Box 371, Richmond, Va.

Announcers

"I've always had a most satisfying response to Situations Wanted ads that I've placed in BROADCASTING. My recent ad for an announcing position pulled ten replies following its first insertion. It's about the most efficient way I know to find out just where the openings are. . . ." George Gerard, McComb, Mississippi.

Help Wanted (Cont'd)

Attention—Combination announcer-engineer with first class ticket. No radio school graduates or inexperienced men need apply. We want man who is strong on adlib with several years experience. Little engineering experience necessary. Top salary for market 500,000. Rush complete information, salary expected, audition disc to Box 111B, BROADCASTING.

Wanted—Announcer with pleasing voice. Experience not essential. State particulars and salary expected. Box 134B, BROADCASTING.

". . . you may be interested in knowing that in the couple of years I've used your columns. I've found without exception that every insertion has paid dividends. Undoubtedly others have found this to be true also, because I notice with each issue your classified section seems to get bigger . . . staff men like myself have come to depend on it more and more." Mart Wayne, New York, N. Y.

Announcer. Good pay and working conditions at 250 watt southern station for experienced announcer. Disc jockey, interview and adlib shows. Personality and showmanship important. Send full details including experience, recommendations, salary expected and voice recording if possible. All applications answered. Box 139B, BROADCASTING.

Staff announcer who has specialized in special events, quiz and interview shows. Send details, photo and salary expected. Large market Ohio station. Permanent. Box 181B, BROADCASTING.

Thoroughly experienced announcer with 1st class ticket for 3 months vacation work Virginia stations. Short shifts. Salary range $60-$75 weekly. Mid-June to mid-September. Box 186B, BROADCASTING.

Wanted—Announcer-engineer stressing good announcing. Send references and audition disc. KAVR, Havre, Montana.

"We appreciate very much your prompt handling of our classified ad seeking new announcers. Thanks to BROADCASTING's real "sock", we got enough replies to staff several stations. . . ." Dudley Tichenor, Manager, WNAO, Raleigh, North Carolina.

Announcer with first class license can earn above-scale wage with aggressive newspaper-radio organization in Oregon. Real money for real ability. IBEW conditions. Bud Chandler, KFLW-ABC, Klamath Falls, Oregon.

Wanted—Combination announcer-engineer with emphasis on announcing. CBS station. Send audition disc. WGWC, Selma, Alabama.

Wanted—One combination man at once, chance to continue college education at Miss. State College. WSSO, Starkville, Mississippi.

Technical

Combination engineer-announcer, one kilowatt fulltime CBS affiliate, announcing secondary, auto desirable, full details first letter, Box 373, Altoona, Pennsylvania.

Wanted—Engineer, active amateur preferred. Car desirable. Send qualifications to Chief Engineer, KENE, Belen, New Mexico.

"We have from time to time used the classified section of BROADCASTING, and I thought you would like to know that our recent ad for an engineer pulled seventeen replies. . . ." Charles P. Blackley, General Manager, WTON, Staunton, Virginia.

Production-Programming, others

Newsman—Experienced in gathering, writing and editing radio news needed, half time, to help teach radio news in accredited journalism school while doing graduate work, beginning September. Good start for teaching career. Write Box 88B, BROADCASTING.

Help Wanted (Cont'd)

Program director. With proven record in same capacity at top rated station. Detail past positions, salaries, attach snapshot, and attach outline of what you consider duties and responsibilities of position to be. Large market, midwestern network affiliate. Box 194B, BROADCASTING.

Sports editor for daily newspaper in New York metropolitan area who has experience and ability to develop an outstanding sports page and who has had some broadcasting experience. Full details in first letter please. Confidential. Box 158B, BROADCASTING.

". . . we have found it necessary, on many occasions, to use the classified section of BROADCASTING when in need of personnel replacements. In every instance, we have had numerous replies to our ads. . . . We can heartily recommend BROADCASTING's classified columns to stations as a media for obtaining personnel." Lester W. Lindow, General Manager, Radio Station WFDF, Flint, Michigan.

Newsman. Experienced in all phases, including local, authoritative air presentation. Metropolitan station background necessary. Give complete information in first letter. Box 193B, BROADCASTING.

Situations Wanted

Managerial

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Desire station in red or one in tough market. Well educated, veteran, experienced all phases of radio. Box 920a, BROADCASTING.

General Manager independent station 100,000 group city past 5 years; previously salesman, seeks larger opportunity. Box 923a, BROADCASTING.

Owners—Finding just the right man in whom you can have faith and trust, and in whom you can have confidence to delegate authority to build, develop and manage your station, is next to impossible these days. Good proven station managers just aren't available. I know! I own the largest block of stock in a top market station, (it's making money) and I've had one H--- of a time replacing myself. My reasons for this move you'll appreciate and understand. They're bonafide. As an applicant I can substantiate a highly creditable record with the best of national connections. So, — if you're looking for just the right man to manage your radio property, I'd like to talk it over. If its new construction (I've been through it); if its poor operation (I've the proven facts); or if you seek a good reliable experienced manager (I'm a married man with two children and sober habits). Now, you probably figure that the type of man you want just isn't to be found through a blind ad, and to be truthful, I've always figured that way too. However, give it a try just this once. If you've a good bonafide proposition, I can hold up my end. It should prove mutually beneficial. Address Box 11B, BROADCASTING.

Will invest $5,000 with services. Manager independent, major market, past 5 years. Previously salesman, network station. Must have payoff possibilities for know-how. Box 97B, BROADCASTING.

Organizational and administrative ability. Broad radio background. First class license. Economy minded. Efficient. Licensed attorney. Box 135B, BROADCASTING.

Manager, now holding good job, but prefer western climate. 12 years radio, all phases, net and independent. Accent on local and national sales. College grad, married. Box 137B, BROADCASTING.

Expert engineer and manager, 37, degree, license, 15 years experience, 3 years newspaper radio director, capable any assignment AM, FM or TV. Perfect references, an outstanding man available because employer quitting radio. Suitable as manager, assistant manager, technical director or combination manager-engineer. A permanent capable, loyal supervisor at only $5600. Box 143B, BROADCASTING.

Situations Wanted (Cont'd)

Manager—Education, experience temperament slanted toward successful operation. Commerce and la training. Young manager with har business head and intelligent abilit to sell individual and audience. Rei include radio men in every broadca endeavor. Box 148B, BROADCAST ING.

Former net announcer—Interested i management side. Experienced pro gramming and sales. Will travel fo right permanent spot. Box 149E BROADCASTING.

Assistant manager-program directo Business administration and dramatic in college. Eight years in radio, stag and film narration. Complete back ground on request. Box 155B, BROAD CASTING.

"Our experience shows that the classi fied columns of BROADCASTING ar a splendid source for obtaining expe rienced radio personnel. We were pu in contact with a number of capabl people—and obtained just the righ man." Southwestern Publishing Com pany, Fort Smith, Arkansas.

Darn good money making manager ca be had. Box 187B, BROADCASTING.

Manager, executive assistant or bus ness manager—over 12 years matur administrative experience in both larg and small, network and independer stations. Have been successful owner operator. Thoroughly familiar with a departments. Starting salary secondar to future and permanence. South pre ferred. Top industry references. Mar ried. University degree. Box 188E BROADCASTING.

Manager—Sales manager, salesman. Ex perienced, good record, good refer ences. Salary considered less importar than opportunity. Box 190B, BROAD CASTING.

Salesmen

Experienced air salesman with telev sion training wants position progressiv station. Good references. Also com petent announcer. Box 55B, BROAD CASTING.

Salesmanager—For TV or AM avai able Sept. 15. Practical station expe rience and N. Y. background. Forme salesmanager independent in majo metropolitan market. Know time an video sales. Wide knowledge of T shortcuts may help you save money Present position with N. Y. radio firi of national scope. Salary open. Bo 156B, BROADCASTING.

Salesmanager or salesman, strong o sales, seeks medium sized market loca tion. 13 years radio sales and manage ment. Want guarantee for 90 day against straight commission. Box 180I BROADCASTING.

Announcers

Announcer—Experienced all phase strong play-by-play sports. Seeks Al deal with TV future. Top reference travel anywhere. Box 911a, BROAI CASTING.

28 years old, good all-round staff an nouncer, wants permanent position in mediately with opportunities. One ye experience all phases. Prefer 350 mi radius of Chicago. Box 83B, BROAI CASTING.

Yankees—Pass by. Announcing pos tion in southern state desired. Avai able July 10. Four and a half yea experience in west and north. N genius, but young, ambitious, ar married. Would like permanent con nection. Experienced in programmir and news writing. Any offers? Bo 101B, BROADCASTING.

Announcer—Experienced. Young, an bitious, willing worker. Boundless en thusiasm. Single. College backgroun Disc available. Box 122B, BROAI CASTING.

An experienced sports announcer wi two years of play-by-play and a co lege degree in journalism. I am pre ently employed in an executive capa ity, but desire permancy in spor work. Money is secondary to a yea round job. If you desire someone th takes a personal interest in his wo and is experienced in phases of broa casting, I would appreciate hearin from you. Box 128B, BROADCAS ING.

Combination announcer - enginee single, hardworking, sober, best refe ences. Box 131B, BROADCASTING.

Announcer. Young, single, versatil school. Some experience. Willing settle down and work hard. Box 136 BROADCASTING.

Situations Wanted (Cont'd)

ve always had a most satisfying re-nse to Situations Wanted ads that e placed in BROADCASTING. My ent ad for an announcing position led ten replies following its first ertion. It's about the most efficient y I know to find out just where the nings are. . . ." George Gerard, Comb, Mississippi.

pendable, staff announcer, 27, mar-d, pleasant voice with selling ap-al. Tops in special events and orts. Box 138B, BROADCASTING.

nouncer. Available. Experienced. e 24. Sober. Family man. Desire settle in the east. Box 140B, OADCASTING.

nouncer—Young, single, some ex-rience schooling, versatile, willing to vel Box 142B, BROADCASTING.

ff announcer, excellent selling voice. st references. $75.00 minimum. ailable after two weeks notice. De-ls by return mail. Box 145B, OADCASTING.

perienced sportscaster, play-by-play seball, staff. Box 147B, BROAD-STING.

perienced announcer — Exceptional, th clean, honest references. Disc d particulars. Box 150B, BROAD-STING.

cellent announcer, golden personal-, five years experience on net. Wants nois and vicinity. Will apply in son. Box 151B, BROADCASTING.

rtscaster—Played 10 years of col-e, semi-pro and professional base-l, football and basketball. Experi-e, air check available. Box 157B, OADCASTING.

nouncer—Wants to stay. Young, r experience, wants to make perma-nt home for family. Box 171B, OADCASTING.

perienced, hill-billy disc jockey. per, single, veteran. Musical back-und. Box 173B, BROADCASTISG.

nouncer—Five years experience. De-es opportunity to buy stock and ad-nce on staff, new station. Box 178B, OADCASTING.

rts announcer. Ten years topflight y-by-play, sportscast. Box 191B, OADCASTING.

. you may be interested in knowing t in the couple of years I've used r column I've found without excep-n that every insertion has paid idends. Undoubtedly others have nd this to be true also, because I ice with each issue your classified tion seems to get bigger . . . staff n like myself have come to depend it more and more." Mart Wayne, w York, N. Y.

nouncer—Two years college. Single, 19. Inexperienced but willing to rn. Prefer small station in mid-th. Best references. Disc avail-e. Carroll Calhoun, Roan Mountain, nn.

wscaster—Graduate School of Radio hnique. Some experience. Also mercials and DJ. Willing to travel. c on request. Edward F. Egan, gon, Wisconsin.

nouncer—Presently employed. De-es advancement with large northern midwest station. Box 179B, BROAD-STING.

nouncer—Experienced, capable wscaster, disc jockey, operates con-e. Desires position with progressive tion. All offers considered. William nt, 2715 Division St., Chicago, Illi-s.

nouncer desires position for sum-r months after June 10. Versatile—cialty-newscasting. Capable of con-e operation. Some experience in mmercial radio and on network eastern college broadcasting sta-ns, Norman Morris, 5829 Woodbine enue, Philadelphia, Pennsylvania.

nouncers-newscasters, early-morn-men and disc jockeys. Thoroughly ined in production, announcing, mmercial narration, and newscasting. ty to fifty to start. Pathfinder ool of Radio Broadcasting, 1329 Oak , Kansas City, Mo. Phone HA. 0473.

Situations Wanted (Cont'd)

Budding announcer, 23, comprehensive training in all phases radio, college graduate. Youth with desire and capacity for the furtherance of skill. Stan Schwartz, 1001 Ocean Avenue, Brooklyn, N. Y.

"We appreciate very much your prompt handling of our classified ad seeking new announcers. Thanks to BROADCASTING's real "sock," we got enough replies to staff several stations. . . ." Dudley Tichenor, Manager, WNAO, Raleigh, North Carolina.

Technical

First phone vet seeks engineer position midwest. All replies acknowledged. Box 66B, BROADCASTING.

Engineer first phone desires transmitter position AM, FM. Any location. Box 92B BROADCASTING.

First class radio telephone license, willing to travel, no experience, veteran, age 22, and single. Box 123B, BROADCASTING.

First class phone, Merchant Marine radio operator, salary secondary to opportunity to break into broadcast field, anywhere. Box 125B, BROADCASTING.

Chief engineer 18 years in radio, 6 years as chief, 5 years directional experience, construction experience including 50 kw. Prefer west or northwest, excellent references. Box 132B, BROADCASTING.

Combination man, first phone license, single, willing to travel, desires start in broadcast field. Box 141B, BROADCASTING.

Veteran—Holder of 1st class ticket, desires broadcast position in New England. Attended Chicago and Boston radio schools. Army Signal Corps technician and operator. Radio and television service experience. Box 144B, BROADCASTING.

Two engineers working together, with transmitter, studio and remote experience in stations up to 1 kw. Have construction experience. Both single, have cars and will travel. Box 160B, BROADCASTING.

Experienced engineer, installation and maintenance. Employed at present. Have good references and car. Complete details on request. Prefer south. Box 161B, BROADCASTING.

Chief engineer. Fully experienced: construction, maintenance, AM-FM. Can anounce. Single with car. Box 168B, BROADCASTING.

Engineer, experience AM, FM, 8 years operation, maintenance, 2 years as chief, now employed. Desire permanent position, married. Box 175B, BROADCASTING.

First phone, experienced, 250 watt, desires station going into construction. Operators position desired. Box 183B, BROADCASTING.

First class license, inexperienced, graduate of electron school, veteran, willing to travel. Box 184B, BROADCASTING.

First class license—Graduate of Electronics School. No experience, veteran, willing to travel. Box 185B, BROADCASTING.

Transmitter operator, experienced, active amateur, veteran, married, desires permanent position in local or regional station with FM. Frank Daly, 628 Euclid St., Salem, Ohio.

Holder, first phone, veteran, 2 years schooling, will travel anywhere. Felix D'Ambrosio, 439 East 121 Street, New York City.

Engineer, 1st phone, 1st telegraph, 34, married, desires broadcast, FM or TV position. Graduate, Capitol Radio Engineering Institute. Prefer south Florida but other locations considered. Clay J. Roberts, Casey, Illinois.

Operator, first license, four years broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

Northwest area broadcast position first phone, telegraph permit, high school graduate, 2 years radio service experience, vet, age 22, married. Bruce A. Vincent, 2214 Dupont N., Minneapolis, Minnesota.

Situations Wanted (Cont'd)

"We have from time to time used the classified section of BROADCASTING, and I thought you would like to know that our recent ad for an engineer pulled seventeen replies. . . ." Charles P. Blackley, General Manager, WTON, Staunton, Virginia.

Production-Programming, others

Experienced program director-announcer-newscaster. College background. Desires midwest, west. Box 906a, BROADCASTING.

Grad television workshop has good theatrical and sports background but no TV experience. Need experience to get a job—but where can I get experience if no one will take a chance. Station or agency, not particular; married but will relocate. Box 42B, BROADCASTING.

Continuity writer wants assignments by mail. Specializing on spot announcements. Box 47B, BROADCASTING.

Wife wants to live in Texas. I want to live with wife. Therefore, one able news editor, newscaster, reporter available for southern assignment. Presently with midwestern network affiliate. Forceful delivery, good diction, college graduate. Further details from Box 95B, BROADCASTING.

University journalism graduate SPX member with experience in radio promotion publicity, continuity, production, and merchandising with a 5000 watter. Wants position in or near Washington—either station or agency. Box 129B, BROADCASTING.

Twelve years thorough experience all phases local radio except engineering. Offer me living wage in small west coast city and you'll get great buy in experience, enthusiasm for long range future. Forty and not footloose. Highest references. Strong newspaper background. Will put my heart into your job. Box 133B, BROADCASTING.

Program director-announcer. Experienced. $100. Will secure profits. Young. Box 146B, BROADCASTING.

Girl—23 years of age, six years experience in radio, traffic, promotion, secretarial. Want to leave west coast. Desires position in St. Louis or Chicago area. Home is in midwest. Box 154B, BROADCASTING.

Topnotch newscaster (former newspaperman BS). Expert rewrite plus excellent voice, delivery for TV, network or 5 kw or more offering compensation in line with proven ability. Box 163B, BROADCASTING.

Successful program director now employed midwest network regional. Seeks broader opportunity. Know all phases operation. Consider any responsible job. Box 165B, BROADCASTING.

Program director. Available now. Wide experience in operation, programming, construction of 1 kw, 250w. Wish to affiliate with station that needs hard interested worker. Best references. Box 166B, BROADCASTING.

Program director, well-rounded experience in competitive markets. Have ticket and net announcing experience. Desire connection with progressive station where advancement possible. Go anywhere, prefer west coast. Box 167B, BROADCASTING.

Program director—Reason for desiring change. First class deejee and producer. Box 172B, BROADCASTING.

My friends think I'm a genius. But I'm just a versatile June college graduate looking for a writing job in radio or television. Experienced. Single. Will travel almost anywhere. Can announce, too. Box 177B, BROADCASTING.

Program manager—Young, presently employed. Have just put eastern metropolitan independent fulltimer on its feet. Experienced both network and independent operations. Quality of work reflected by record achievement. Metropolitan station desiring professional, commercial programming, contact Box 192B. BROADCASTING.

Experienced continuity & script writer, director, announcer (combination) and actor. College graduate, currently college professor and chief writer of small independent station. Single, age 24, desire position in or near Manhattan, available for personal interviews. Box 195B, BROADCASTING.

". . . we have found it necessary on many occasions to use the classified section of BROADCASTING when in need of personnel replacements. In every instance, we have had numerous replies to our ads. . . . We can heartily recommend BROADCASTING's classified columns to stations as a media for obtaining personnel." Lester W. Lindow, General Manager, Radio Station WFDF, Flint, Michigan.

Situation Wanted (Cont'd)

Western entertainer. Electric Spanish guitarist, vocals, competent MC. Radio 12 years. Will work solo, with group or own band. Sober, dependable, qualified. Recently featured top Miami Beach station. Hal Clark, 2445 NW 38th Street, Miami, Florida. Phone 785744.

Continuity writers. Men and women trained in traffic, production, announcing and programming. Thirty-five to fifty week to start. Pathfinder School of Radio Broadcasting, 1329 Oak St., Kansas City, Mo. Phone HA. 0473.

Television

Announcers

TV announcer, sportscaster. Skilled other TV operations. Presently employed New York, available June 1. Box 988a, BROADCASTING.

Technical

Graduate RCA Institute 1½ years TV and sound broadcast course. Studied TV studio technique under chief engineer WABD. Have first phone. Would like position TV station; will accept FM or AM. Prefer Pacific Coast —willing to work anywhere. Not a drifter. Box 124B, BROADCASTING.

Engineer—Interested television station. Experienced broadcasting, marine, amateur, radar, photography, knowledge television theory, physics degree. Own car, single, 24. G. Fleer, 5702 14 Ave., Brooklyn, New York.

Production-Programming, others

Television writer, production assistant. Highly trained in all phases of television writing and studio operation. Formerly in AM, now in TV, so will consider combination deal. Box 130B, BROADCASTING.

TV know-how. Young, college degree, experienced in live studio production, good references. Box 174B, BROADCASTING.

Young man, 30, married, desires opportunity to learn television and build with it. Radio background includes dramatics and a year's experience in announcing, control operation, and engineering with commercial stations, plus over three years in army communications. Thirteen months' attendance at two radio schools, first class phone license, college and legal background. Available immediately. Box 176B, BROADCASTING.

For Sale

Equipment, etc.

New transmitter—10% off—Brand new 3kw Westinghouse FM transmitter. 2 crystals, 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 182B, BROADCASTING.

2 each—WE 109A reproducer assembly complete, 712A bracket, with one spare 9B head. Quick sale $150 each. KWEI, Weiser, Idaho.

Collins 1 kilowatt transmitter, type 20-K; 2 years old; used only as auxiliary; spare tubes; $4500. WHDH, Boston.

For Sale—215 foot Wincharger type 101 tower with guys and base insulator but no lighting. Used, good condition. Make offer. WLDS, Jacksonville, Illinois.

For Sale—Tower, self-supporting, 179 feet, Blaw-Knox, used, good condition with lighting equipment. WOSH, Oshkosh, Wisconsin.

"Recently the "Friendly Group" had occasion to utilize your classified ad section. Frankly, I was agreeably surprised at the excellent response, and the purpose of the ad was accomplished in short order. Your classified section did the job!" John J. Laux, Managing Director.

Wanted to Buy

Wanted—Used equipment less than 18 months old for 250 watt or 1 kw installation. State lowest price. Box 189B, BROADCASTING.

Wanted—Wincharger type 101 180 foot tower, also 200 ft. tower any make. WILS, Lansing, Michigan.

Miscellaneous

Seeking partner willing to buy share of broadcasting station. $1000 will purchase an interest. Invest more if you wish. Write Box 152B, BROADCASTING.

(Continued on next page)

Miscellaneous (Cont'd)

"Parents and children"—Two 15 minute programs weekly prepared for radio from authoritative material. Sample script on request to Box 164B, BROADCASTING.

Employment Service

Openings now—11 announcer-technicians, 7 salesmen, 4 announcers, 3 chiefs, 2 women directors, 6 engineers, 1 program director, 3 DJ's. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Situations Wanted

Managerial

General or Sales Manager . . . 18 years experience, 11 years executive capacity. A real sales producer. Guaranteed results. Married, age 41. Starting salary immaterial, but must have potential in excess of $15,000 per annum AM or TV.

Reply Box 198B

BROADCASTING

Announcer

SPORTS ANNOUNCER specializing in fast-moving daily sports round-up. Background of successful network station experience since 1940. 3 years in Army. 30 years old, married, sober. Desire new position with net affiliate. Available for $400 per month on 2 weeks notice. Best references and audition disc available. BOX 199B, BROADCASTING.

Technical

TECHNICAL DIRECTOR

15 years in broadcasting industry. Excellent record in station installation, directive antenna measurements, studio design, recording operations, station maintenance and personnel supervision. Excellent references. Desire permanent position with growing organization, preferable with TV plans.
BOX 153B, BROADCASTING

For Sale

Equipment, etc.

USED BROADCASTING EQUIPMENT

G.E. model BT1A FM 250 watt transmitter with tubes. Will adjust to frequency and make ready to go. Gates 250C-1 transmitter AM 250 watts with tubes. Raytheon RC11 Console complete. Raytheon RA-10 limiter. General Radio 1181AR frequency monitor. Pair Presto model 64A latest type dual motor turntables. Will equip with pickups of your choosing. All used but in excellent condition and priced to move fast.
GATES RADIO COMPANY TEL. 522
QUINCY, ILLINOIS

For Sale (Cont'd)

APPLAUSE METER

Used one week

3′ wide x 2′ high

Red circular frame

Arrow in glass

PRICE $350.00

Delivered within 500 miles of Detroit

Write Wm. H. Pfau
4484 Cass Ave., Detroit 1

For quick sale—KRLD, Dallas has 300 foot triangular, Blaw-Knox, guy tower with base insulator, 30" across each side. In A-1 condition, only used for three months during emergency operation. Will sell for $1700.00 f.o.b., Dallas. This is 50% of original cost. Write or wire Clyde Rembert, KRLD, Adolphus Hotel, Dallas.

FOR SALE new unused equipment at 50% below cost.

1 Truscon H-30 286 foot self-supporting tower complete to last nut and bolt with A-3 lighting, base and sectionalizing insulators if desired.

1 GE BT1A 250 watt FM Transmitter
1 GE BP2A FM Freq/Mod Monitor
4 RCA BA2B Booster Amplifiers
1 RCA 86-1A Limiting Amplifier
1 RCA BA4C Monitor Amplifier
3 RCA "ON AIR" Lights

Used equipment also available at 70% below cost includes: RCA Varacoustic Microphones, WE 124D Line Amplifier, Presto "Y" portable recorder with head and amplifier, Radiotone R16 portable recording turntable with head.

WHHH, 2nd National Bank, Warren, Ohio

FOR SALE

100-250 watt RCA used transmitter, 178 foot IDECO tower and all other transmitting equipment necessary for you to begin operating a 100 or 250 watt station. Control room equipment not included.

Address BOX 170B,
BROADCASTING

For Sale (Cont'd)

Station

FOR SALE

Five KW Station

- Good frequency
- CBS affiliation
- Earnings in excess of $50,000.

Price $450,000

- *Terms if desired.*

BOX 197B,
BROADCASTING

School

The SCHOOL of RADIO TECHNIQUE

• NEW YORK •
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

Moderate rates. Inquire!

Send for free Booklet B.

Approved for G.I. Training in New York and Chicago Branches.

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

WHITE HOUSE
Decay Sounds on WTOP Sho

ACTUAL sounds, magnified 1,00 times, of White House structura disintegration were highlighte in the first of a new series, *Dea Mr. President*, which started Ma 13 on WTOP-AM-FM Washingtor The sounds were recorded at th White House from a "microscop for sound" developed by the Nava Research Laboratory for use i hearing flaws in machinery.

Series, to be aired in four hal hour broadcasts, was conceived b John S. Hayes, WTOP general mar ager. Format for programs is letter to President Truman, read b Narrator Maurice Jarvis, to hel the President "catch up on some o the little out-of-the-way goings-o in Washington, the town, rathe than Washington, the nation's ca ital." Tape-recorded sounds ar interviews are worked in to th script.

When informed of the series b Ted Koop, CBS Washington dire tor of news and public affairs, M Truman said he would try to liste to the shows, WTOP reports. M Hayes also plans to bring the pr gram to the President's attentic and special transcriptions will l sent to the Chief Executive.

Dear Mr. President is written b Robert E. Nichols, WTOP-CB newsman, and produced by Lar Beckerman. Music is by John Sal WTOP staff organist who ha played for five presidents in th White House.

Heads Omaha Ad Club

JAMES D. FARRIS of The Capl Co. was elected president of t Omaha Advertising Club May 1 succeeding Ned Reynolds, Carpe ter Paper Co. Robert Howar of Northwestern Bell Telepho Co., Omaha, was named vice pre dent. Other officers are Kenne Flint, second vice president; Jo J. Henry, secretary, and Walter Youngstrom, treasurer. First w man director in club history May Yard, manager of Weste Newspaper Union, Omaha.

Complete FM Radio Station
For Sale
At Best Price Offered

Equipment practically new, used less than two years. General Electric 3 kilowatt transmitter, effective output 8,700 watts. Have studio, transmitter, building and two acres of ground. Building 28 x 44.

Microphones, recording devices, extensive library of records, office equipment. Truscon Steel tower, 329 ft. high, etc. Will sell either as going station, or equipment to be removed. For further information, address

BOX 162B, BROADCASTING

Eastern Newspaper and Radio Station

Located in a choice and important single station eastern market. This seldom available combination offers an outstanding opportunity to the right buyer.

The newspaper is a good weekly, well edited and enjoys splendid local support.

The radio station is a dominant fulltime facility that is showing consistent gains in gross and profits. Primary coverage in excess of 500,000 population. Price for both properties $185,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	711 Construction Bldg	Ray V. Hamilton
Washington Bldg.	S. Akard and Wood Sts.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

ANKEE STRIKE

Network, IBEW Agree

IE two-week strike of 80 en-eers at six Yankee Network tions [BROADCASTING, May 9, was settled May 17 after all-day conference between cials of the network and the ernational Brotherhood of Elec-al Workers (AFL).

Provisions of the agreement are entially the same as those in contract which expired May Terms include no wage re-ctions, no layoffs, and some provements in working condi-ns. No specific improvements re announced.

Engineers whom the company d originally planned to drop m the payroll will be absorbed the expanding television op-ations of the network, according a joint statement issued by nagement and union represen-tives.

The engineers walked out May n protest against a 20% wage after IBEW had rejected a posal that 17 techincians in tions outside Boston be laid They were joined by 30 FRA announcers and 11 news iters, members of the Boston litorial Assn. (AFL), who re-sed to cross the picket lines.

Stations Affected

Stations affected were WNAC M, FM, and TV) Boston, EAN Providence, WICC Bridge-rt, WONS Hartford, WAAB rcester, and WMTW Port-nd. All employes returned to rk Wednesday morning.

At the signing of the agree-nt were John J. Regan, Inter-tional vice president of IBEW; ssell D. Lighty, International presentative, IBEW, and George milton, chairman of the ne-tiations committee.

Representing the Yankee Net-rk were Thomas F. O'Neil, vice esident and director; Linus avers, executive vice president d general manager, and George effy, vice president. Taking part the conferences was Charles y of the Federal Mediation and nciliation Service.

JLB SWITCH

Shifts to Foreign Programs

FTER 13 months of "English pro-ams only," WJLB Detroit May 21 turned to foreign language oadcasting, John L. Booth, presi-nt, announced last week. Rea-ns given for the switch were:) "Inroads made into spot busi-ss . . . by television, (2) general cession in business throughout e country, and (3) numerous ikes affecting local business in troit recently"

WJLB will broadcast for the fol-wing nationalities in their native ngue: Polish, Jewish, German, alian, Greek and Lithuanian.



NEWLY-ELECTED president of Radio Executives Club (New York) [BROADCASTING, May 9] John J. Karol (center), CBS sales manager, is greeted by the outgoing president, Carl Haverlin, head of BMI. At left is William S. Paley, CBS board chairman.

PHILCO REPORT

Sales Down for Quarter

SALES of Philco Corp. in the first quarter of 1949 were $53,006,000 as compared with $58,661,000 in the first quarter a year ago, William Balderston, president, announced May 13.

Net income in the first quarter this year was $915,000 and was equivalent, after preferred dividends, to 49¢ per common share on the 1,678,779 shares outstanding on March 31, 1949. In the first quarter of 1948, net income totaled $1,959,000 after tax-paid reserves of $6,000,000 for inventory and $186,000 for future research development work. This was equivalent to $1.16 per common share on the 1,607,576 shares outstanding at the end of 1948, after preferred dividends.

"The sharp reduction in earnings in the first quarter of 1949," Mr. Balderston said, "was the result of reduced television output while production was changed over to our new wide-screen models with expanded viewing area, the heavy costs absorbed in . . . starting production of the entirely new 1949 line of refrigerators and freezers, and the more-than-seasonal decline in the radio business. . . . With the demand for television continuing strong, and our new facilities nearing completion, the outlook for our over-all business in television and refrigeration products looks quite favorable."

R. H. ALBER

Dies in Los Angeles

R. H. (Rudy) ALBER, 54, president of R. H. Alber Co., Los Angeles agency, died May 13 at St. John's Hospital, Santa Monica. He had been confined to the hospital for the past 15 days, following a heart attack.



Mr. Alber

Mr. Alber had been in the agency business for approximately 25 years and was well known in advertising and radio. Surviving are two sisters, Edith Alber and Grace Pixler, and a nephew, Robert Dutton. Agency will continue to be operated under direction of Pauline Hagen, vice president.

AFRA Labor Bill Fight

MEMBERS of American Federation of Radio Artists were urged last week to write their Congressmen demanding support of the AFL position on repeal of the Taft-Hartley Law. Such an appeal was made by George Heller, national executive secretary of AFRA who also is a member of the AFL legislative council. The latter organization has been active in the fight to repeal T-H.

Bakery Buys 'Ranger'

AMERICAN Bakeries Co. of Atlanta, formerly a spot radio user, bought its first regional network time last week, signing with ABC to sponsor *The Lone Ranger* on 35 stations on ABC's Southeastern network under a 65-week contract beginning June 13. Contract, covering Monday, Wednesday and Friday broadcasts at 7:30 p.m., was placed through Tucker Wayne & Co., Atlanta.

Commercial

PAUL V. HANSON, former director of advertising at *Everywoman's Magazine*, has been appointed director of sales and advertising at Storecast Corp. of America, New York.

THOMAS HURLEY, formerly expediter for H. E. Brassert, steel mill consultant, has joined New York sales staff of Ra-Tel Representatives Inc.

WPLH and WPLH-FM Huntington, W. Va., have announced appointment of **Transit Radio Inc.**, Cincinnati, as their exclusive national representative, effective immediately.

JOHN McLEAN has joined sales staff of WHHT Durham, N. C.

GUNNAR MYKLAND of WBBM Chicago sales department is father of a girl, Margaret.

MICHAEL WATSON, KMPC Los Angeles account executive, is the father of a girl, April Gay.

ZELON (Zeke) WHITE, assistant commercial manager of KSUE Susanville, Calif., and Evelyn Socin have announced their marriage.

MARTIN POLLINS, WNJR Newark, N. J., sales representative, is the father of a girl.

GEORGE CRUMBLEY, traffic manager of WSB Atlanta, is the father of a girl, Cheryl Marie.

JEANNE McCLELLAN, assistant to sales service manager, KTSL (TV) Los Angeles, and Stuart Leonard have announced wedding plans for July 23.

MARTHA GASTON, KFOX Long Beach, Calif., account executive, and **CHARLES BIGELOW** of Facts Consolidated, Los Angeles, are to be married June 1.

OUTLETS IN METROPOLITAN MARKETS

Highly Profitable
MIDDLE ATLANTIC
250 Watt AM-FM
Full-Time Independent

In The Black
SOUTH ATLANTIC
1000-Watt AM
Daytime Operation

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis, *President* — Albert ZugSmith, *Exec. Vice-Pres.*

317 South Sixteenth Street — Phone KIngsley 6-1132

Philadelphia 2, Pa.

WBAY NOW WTTT
Campaign Plugs Call Change

FOLLOWING change in ownership, WBAY Coral Gables, Fla., has changed its call letters to WTTT, David H. Freedman, general manager, announced last week. Licensed to the Atlantic Shores Broadcasting Ltd., the station was sold in March by James A. Brown and ten others to a new firm headed by Richard Endicott, owner, Endicott Hotel, Atlantic City [BROADCASTING, March 21, 14].

An extensive promotional campaign was used to promote the call letter change, utilizing newspaper ads, billboards, airplanes and a horse drawn flat wagon. In addition, the station staged a half hour quiz show titled *The Quiz of Three T's*, and promotional jingles announcing the change were aired on a heavy schedule. Changes in programming will emphasize music and news format, Mr. Freedman announced. Commercially, the station has altered its rate schedule, eliminating separate rates for different time periods and setting up one rate throughout the day. A fulltime outlet, WTTT operates on 1490 kc with 250 w.

CJNT is call of new 250 w English-language station on 1340 kc at Quebec City. Owner is Jacques Narcisse Thivierge, formerly manager of CHRC Quebec. Station is to go on air on June 1.



Production

NEAL VAN ELLS has been appointed chief announcer of WLWD (TV) Dayton, Ohio. He was formerly with WBOW Terre Haute, Ind., as announcer and news director.

GAIL COMPTON, resigns as farm editor of Chicago *Tribune* effective today (May 23) to join program staff of *RFD America*, a Louis G. Cowan production. He will serve as technical farm advisor and assistant to JOHN LEWELLEN, program director. He will headquarter at firm's Chicago office.

RICHARD ORTNER and RICHARD WYATT have been named production assistants at ABC-TV Chicago.

ROBERT A. HANSEN has been appointed program director of KSFO



Mr. Hansen



Mr. Spillman

San Francisco. He replaces KEITH KERBY, resigned [BROADCASTING, May 2]. Succeeding Mr. Kerby as acting program director of KPIX, TV affiliate of KSFO, is SANFORD SPILLMAN.

JIM LOUNSBURY, formerly disc jockey-announcer with WHAS Louisville and WLEX Lexington, Ky., will join WIND Chicago effective May 29.

BARBARA STILLSON, formerly continuity director of WRUN Utica, N. Y., has joined WPTR Albany, N. Y., in same capacity.

FRED GREENE, announcer at WHGB Harrisburg, Pa., for past three years, has joined announcing staff of KYW Philadelphia as summer replacement. Mr. Greene and Patti Cranford, former vocalist with Clarence Fuhrman and KYW Orchestra, have announced their engagement.

NORMAN EVANS, former announcer with WSID Essex, Md., has joined announcing staff of WAAM (TV) Baltimore.

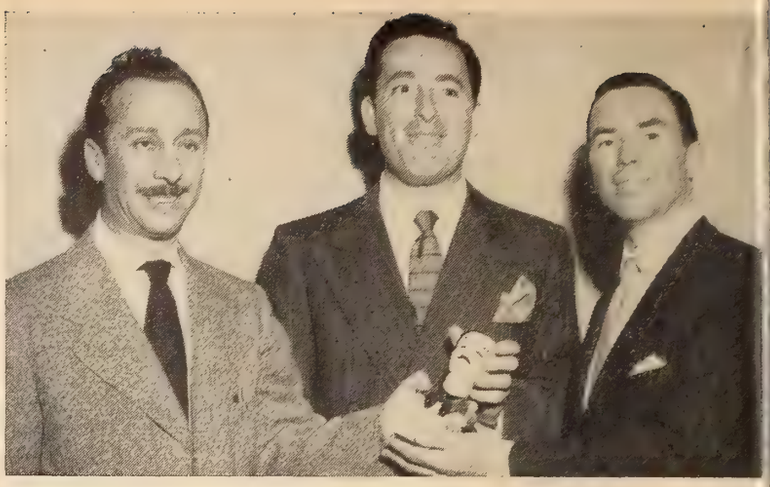
FRED LEVINGS has resigned as program director of KMGM (FM) Los Angeles, to join Don Lee Network where he will handle *Cisco Kid*, Frederic W. Ziv Co. transcribed program. WILLIAM F. MacCRYSTALL, general manager of KMGM, will absorb Mr. Leving's former duties temporarily.

JIM LOWE, formerly with KWTO Springfield, Mo., as disc m. c. and announcer, has joined WIRE Indianapolis, in similar position.

DON BAKER, formerly with CBS New York, has joined KNX Hollywood, as vacation relief announcer.

HOMER CANFIELD, program manager for NBC Western Division, is the father of a girl, Kathleen.

SAM ZURICH, announcer at WIS Columbia, S. C., is the father of a girl, Kathleen Ellen.



SHARING in award of "Edgar" given by Mystery Writers of America to CBS' *Inner Sanctum* as radio's top mystery show [BROADCASTING, April 25] are (l to r) John Roeburt, show's principal writer; Hi Brown, producer-director, and Hubbell Robinson Jr., CBS vice president and director of programs. The statuette is a bust of Edgar Allan Poe.

RADIO AWARDS
9 Mass. Stations Honored

GEORGE FOSTER PEABODY radio awards were presented to nine Massachusetts stations last Wednesday at the annual dinner at Boston's Hotel Statler. Citations were awarded by Dorothy Kraus, Massachusetts Committee, George Foster Peabody Awards for Radio, for meritorious public service through locally originated broadcasts.

Awards went to these stations: for public service (stations over 1 kw)—WNAC Boston for *The Yankee Network Institute* and WLAW Lawrence for *This Week in the State House;* public service (stations 1 kw and under)—WSPR Springfield for *The WSPR Community Forum;* news and news reporting—WCOP Boston for *The Monitor Views the News* and WBZ Boston and WBZA Springfield for special broadcast of six programs, *Berlin Journal;* outstanding music—WBZ WBZA for carrying NBC program, *Dress Rehearsal,* and WBMS Boston for *Elsie Sears' Music Gallery;* outstanding drama—WNAC for carrying special program, *Great Scenes from Great Plays;* outstanding education—WHDH Boston for *Success Story* and WBZ WBZA for *Classroo Concert;* outstanding children program—WBZ WBZA for *Th Chimney Corner* and WCOP f *The Children's Songbag;* outstan ing international program—WRU (shortwave) for *Caravan Dia* and WTAG Worcester for *Town Town.*

Honorable mention was made program *Report to Boston* a overall news coverage of WCO Members of Massachusetts commi tee included, among others, Erw D. Canham, editor, *Christi Science Monitor.*

Signs With KABC

AMERICAN Hospital and Life I surance Co., with headquarters San Antonio, has signed wi KABC San Antonio to sponsor Sunday afternoon musical sho *American Serenade,* backed with heavy spot schedule during t week. This is the firm's first u of radio, according to KABC. T company serves a 12 state ar with offices in 19 cities. Sho which features semi-classic a light opera music, was audition by 65 home office employes befo its first airing. Agency for t insurance company is Pitluck A vertising, San Antonio.

A CHICKEN IN EVERY POT!
WHAT STATION CAN DO IT?
•
See Centerspread This Issue
•
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

QUOR AD BAN
Langer Introduces Bill

GISLATION to outlaw alcoic beverage advertisements on dio broadcasts, now pending in a use committee, was revived in a nate bill introduced last Monday Sen. William Langer (R-N. D.). The measure (S 1847), identical one authored by Rep. Joseph yson (D-S. C.) last January, s referred to the Senate Interte & Foreign Commerce Comttee for consideration. A source perennial harassment to the instry, the proposal is given little ance by committee spokesmen for rly action, not to mention even- al passage. The House counterrt bill has been languishing in use Interstate & Foreign Comerce, with little prospect of conderation. It has not been asgned to any subcommittee.

Both proposals would extend liity to advertisers and station erators alike, and cover beers, nes and liquors, the former two avy users of radio. Newspapers, riodicals, newsreels, photographfilms and records also would affected.

OYAL COMMISSION
Collecting Radio Data

ANADIAN ASSOCIATION of oadcasters will present a brief r the independent broadcasting ations to the Royal Commission Broadcasting which is expected start sittings in August, at Otwa. Independent stations are now nding in material on their public rvice programs, their program d talent development activities, d other operations to be used by e CAB executives in preparing e brief. Stations also are prearing individual briefs to be preented to the Royal Commission hen sittings are held in or near e city where each station is cated.

These briefs are considered of xtreme importance, as the findings the Royal Commission, probably te in 1950, will definitely set a olicy for all phases of radio and levision development in Canada. rocedure is expected to follow the 929 Air Royal Commission which sulted in the present set-up of anadian broadcasting with govrnment and independent stations oth in commercial radio broadsting.

It's Easy



to map a campaign in

MILWAUKEE

Milestones

► Franklin M. Doolittle, president and founder of WDRC Hartford, Conn., this month marks his 27th year with the station. He founded WDRC in 1922.

► Charles Messer, county agricultural agent in Cayuga County, N. Y., is observing his 23rd year of broadcasting over WMBO Auburn, N. Y.

► Harry Broderick, studio engineer at WDRC Hartford, Conn., is observing his eighth anniversary with station this month.

► John Ademy, singer-announcer-associate news editor, this month begins his third year of 6 p.m. Mon.-Sat. newscast on WCAO and WCAO-FM Baltimore.

► WLDY Ladysmith, Wis., celebrated its first birthday May 7. Station held open house at which 40 towns and cities were represented. Souvenir key chains and notebooks were given to all visitors.

* * *



CAKE commemorating completion of his tenth year of broadcasting for Pure Oil Co. is presented to H. V. Kaltenborn (r), NBC "dean of commentators," by Francis Marling, Pure Oil advertising director [BROADCASTING, May 9]. Anniversary dinner, given Mr. and Mrs. Kaltenborn at their home, also was attended by William Wedell of Leo Burnett Advertising, agency handling the account; William F. Brooks, NBC vice president in charge of news and international relations, and Mrs. Brooks.

GREENBERG
On Radio Service Marks

Radio Service Marks. Article by A. S. Greenberg, Feb. 1949 issue of Trade-Mark Reporter of U. S. Trade-Mark Assn.

THIS article should be of interest to nearly everyone in station management. The author is not only a contributing editor of the *Trade-Mark Reporter*, but is trade-mark attorney of RCA. The purpose of the article is to present the radio trade-mark, or as it is called in the new Lanham Trade-Mark Act of July 1946, the "radio service mark," in a setting of history, economics, legislative discussion and decided cases.

The article includes considerable references to source material for the history and eonomics of broadcasting. A complete transcript of the Lanham Act hearings relative to radio service marks is given. Finally, a discussion of all available radio "unfair competition" cases is included. Copies of this article may be secured from the U. S. Trade-Mark Assn. at 522 Fifth Ave., New York.

RADIO INSTITUTE
Set at U. of Calif.

TWO courses in television are among 10 courses scheduled for the eighth successive Radio Institute offered by U. of California in cooperation with NBC. Classes will run from June 20 to July 29.

Included are "Radio and Television Time Sales" and "Introduction to Television." Frank A. (Bud) Berend, NBC Western Division sales manager, instructs the former; latter is instructed by a staff including following KNBH (TV) Los Angeles executives: Harold J. Bock, manager; Robert W. Clark, engineering supervisor; Robert V. Brown, program manager; Edward H. Sobel, executive producer; Howard E. Johnson, production facilities manager. Other courses cover radio writing, directing, announcing and engineering.



READ *by more agency-advertiser executives than any other radio or TV journal*

Only **BROADCASTING** brings together the week in radio and TV. Spot news—largely unduplicated elsewhere—new business, agency-advertiser personnel changes, program, promotion ideas, talent news and costs . . . all easily read and quickly grasped.

ADVERTISERS read **BROADCASTING**—to know everything that will make their radio-TV advertising more productive, more economical.

ADVERTISING AGENCIES read **BROADCASTING**—to do a better, more complete job for their clients.

STATIONS, NETWORKS, SERVICES read **BROADCASTING**—to learn quickly and reliably what is happening, week by week, in their business.

If **YOUR business concerns radio-television you need BROADCASTING-TELECASTING** — the only authentic reporter of every significant development in the field of mass radio communications.

$7.00 includes 52 weekly issues and the 1950 Yearbook.

Name

Street

City Zone State

I enclose _____ Please Bill Me ☐

BROADCASTING • TELECASTING NATIONAL PRESS BLDG. WASHINGTON 4, D. C.

McCALL CAMPAIGN
On Roosevelt Memoirs

RADIO and television spot campaign will be launched by *McCall's* magazine, New York, effective May 26, to promote the publication of Mrs. Eleanor Roosevelt's memoirs starting in the magazine's June issue.

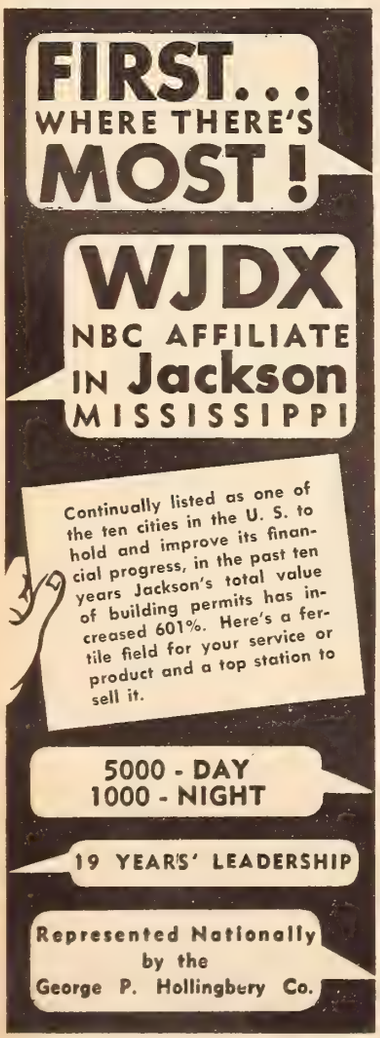
The two week campaign includes 160 one-minute and 20-second television spot announcements on 22 stations in New York, Philadelphia, Boston, Washington, St. Louis, Chicago, Detroit, Cleveland, Minneapolis and St. Paul. Mrs. Roosevelt will appear on the screen via sound film shot at Hyde Park.

The one-minute radio announcements plus station breaks will be placed in 16 cities, the ten listed above plus San Francisco, New Orleans, Pittsburgh, Cincinnati, Houston and Atlanta.

Federal Adv. Agency, New York, is handling the campaign for *McCall's*.

KVAI to Join CBS

KVAI Amarillo, Tex., joins CBS July 15, the network announced last week. The new affiliate brings to 183 the total of CBS outlets. Owned and operated by the Plains Empire Broadcasting Co., the station is managed by Carl Benefiel. It operates on 940 kc with 1 kw fulltime. KVAI is also affiliated with Mutual.



NBC CHANGES
Drips Quits Central Div., Departments Shuffled

SHUFFLINGS in personnel continued at NBC Chicago last week [BROADCASTING, May 9] as William Drips, national farm director, resigned and the promotion department was integrated into sales.

Mr. Drips, director of agriculture since 1935, has supervised all of the network's farm shows and, specifically, the *National Farm and Home Hour* (Saturdays, 12-12:30 p.m. CDT), sponsored by Allis-Chalmers, Milwaukee. His resignation will go into effect as soon as work which he is now doing is completed, according to I. E. Showerman, vice president in charge of the Central Division.



Mr. Drips

Mr. Drips gave no reason for his leaving, and said he has no immediate plans. He succeeded Frank Mullen, the first national farm director. Mr. Mullen is now president of the G. A. Richards' stations. Mr. Drips will remain at his home in suburban Wheaton. His work will be handled by his former assistant, Paul Visser.

Promotion activities will be correlated with sales in the future, Mr. Showerman explained. David Lasley, network promotion director at the Central Division, will work with Paul McCluer, network sales manager. Harold Smith, who supervises local and spot promotion, will report to Oliver Morton, national spot sales manager.

Coincident with these changes, Norman Ross, m.c. on the *400 Hour* (five-a-week, 7-7:55 a.m. CDT) since 1937 on the network's o&o AM outlet, WMAQ, announced his resignation from the classical music show. The sponsor, the Chicago & Northwestern Railway, is considering new talent.

Mr. Ross has appeared on the program continuously except for three years during the war when he was a colonel on Jimmy Doolittle's Army Air Force staff in Europe and the Pacific. His substitute then, "Patsy" Gallicchio, may replace him again. Mr. Ross plans to keep his other show, *Music That Sings* (five-a-week, 8:30-8:45 a.m. CDT) on the same station and do freelance work. He had a sponsored show on WGN Chicago last year.

ARMY CONTRACTS
27 Let in Four Cities

RCA VICTOR Div., Harrison, N. J., is among the firms awarded contracts of $100,000 or more by Army Dept., National Military Establishment. Total of 27 contracts were let by government agencies in New York, Philadelphia, Detroit and Chicago.

RCA will provide 268,000 electron tubes costing $132,660. Other contracts: Western Electric Co., New York, 23 AN/FRC-10 radio sets, $2,376,072; Hallicrafters Co., Chicago, 700 R-274/FRR radio receivers, $259,905; Presto Recording Corp., Hackensack, N. J., 259 sound-locating sets, $1,097,192; Daven Co., Newark, 3,321 tube testers, $263,984.

Mrs. Samuel Kerner

MRS. SAMUEL KERNER, 35, wife of Samuel Kerner, formerly co-owner, KWIK Burbank, Calif., died May 11 in Temple Hospital, Los Angeles, following an accidental overdose of sleeping tablets. Besides her husband, she is survived by three children.

NBC CHICAGO
Moves To Ease N. Y. Space

NBC HOPES to move enough programs from New York to Chicago to free space in its New York headquarters for another television studio, it was reported last week.

First announcement of NBC's intention to transfer some shows to its midwestern studios came from Niles Trammell, NBC president [BROADCASTING, May 16]. A committee of NBC executives, including O. B. Hanson, vice president and chief engineer, and Thomas McCray, national program director, is at work on the problem.

The network believes it may be possible to shift not only sustaining but also commercial programs to Chicago, to relieve the strain on New York facilities. Considerable studio space is now available in Chicago, it was said.

Although the cramped situation in New York is acute, it was believed that the projected transfer of programs to Chicago would require a thorough investigation and that it would be some time before transfers began.

Jamming Reproduced

TO INFORM its listeners how the Soviet jamming of Voice of America sounds, WMCA New York has broadcast a transcription of a jammed program monitored by the State Dept. WMCA played the transcription of the garbled program on a 10:30 p.m. news show and then played a clear transcription of the program.

LOANS TO RCA
$40 Million Now Drawn

SIXTY MILLION dollars worth of loans have been taken from various investing institutions by RCA to prepay term bank loans amounting to roughly $40 million and to increase working capital, Brig. Gen. David Sarnoff, chairman of the RCA board, said last week.

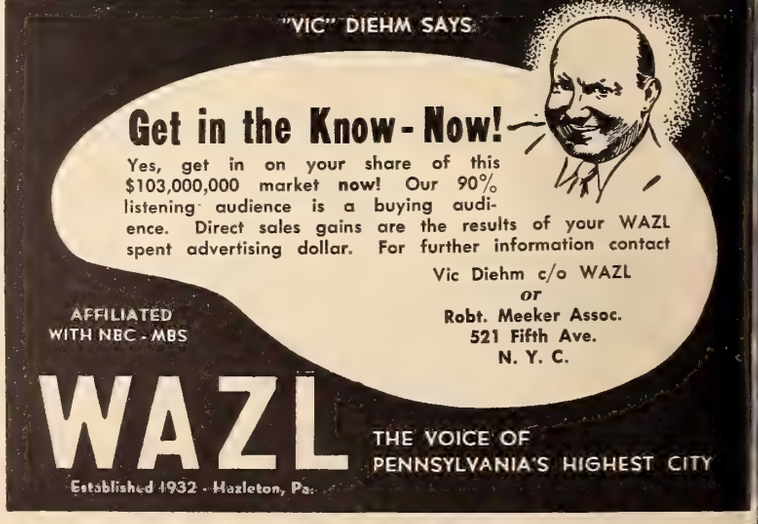
RCA has drawn $40 million of the total $60 million loans it intends to get and will borrow the rest before Dec. 29, 1950, Gen. Sarnoff announced. The loans are being arranged through Lehman Bros., New York, investment bankers.

Promissory notes given by RCA will bear a 3% annual interest rate and will mature May 1, 1974. They will constitute the only long term debt of RCA, Gen. Sarnoff said.

Bank loans to be prepaid by the new loans mature from 195 through 1956, according to Gen. Sarnoff. The $20 million additional that will be borrowed will be added to working capital and used for financing expansion.

Lever, GM Subscribe

LEVER BROS. Co. and General Mills Inc. are among the first national advertisers to enter subscriptions to TV-network Hooperatings C. E. Hooper Inc. announced last Tuesday. The new service will begin its monthly publication June 2 and will cover May TV-network program audiences. Both daytime and nighttime sponsored shows will be included on an individual city basic as well as on a network basis.



Allied Arts

OBERT L. BLISS has been appointed executive director of Public Relations Society of erica Inc, New York. He succeds **VIRGIL L. RANKIN**, who is ning faculty of Boston U.

LEVISION Assoc., Chicago, has ved to E. Michigan St., Michigan y, Ind., from its Chicago sales ce at 225 N. Michigan Ave. Busiss will continue to be handled by **LLIAM C. EDDY** and **KEITH GGINS** at the new address.

MICHAEL KAHN, formerly art dir tor of McCann-Erickson in Lima, ru, has opened his own commercial studio in San Francisco with offes at 617 Montgomery St.

Equipment

N. LOPES has been appointed dir tor of public relations of Crosley ., Avco Mfg. Corp., Cincinnati. He merly headed public relations for wyt Corp., Brooklyn, N. Y. **PAUL RYAN**, who for past two years Crosley's director of public relans, has been named manager of plays and exhibits.

CK FERREN, after 16 years of rk in personnel and industrial reions, has been named director of dustrial relations for Zenith Radio rp., Chicago. Mr. Ferren is former rsonnel director of Stewart-Warner d Vendo Co. in Kansas City.

ORGE L. STAUDT has been apinted advertising and sales promoon manager of Harnischfeger Corp., lwaukee (AC and DC welders).

AGNECORD Inc., Chicago, announces addition of the PT6-JA, oneannel, two case portable unit, to present line of magnetic tape cording and reproducing equipnt.

ENERAL ELECTRIC Co., Schenecdy, N. Y., has announced price rection of three types of welded rmanium diodes. New suggested er prices are: For type 1N51 $1.65; 48 $1.90; 1N48 (Matched Pair) .85. Firm also announces reduction price of four TV picture tubes in andard and aluminized (daylight) pes. New list prices are 10-inch andard (10BP4) $41.50; same size th aluminized screen (10FP4) $44; 12-inch standard (12LP4) $60, and with aluminized screen (12KP4) $63.50.

FAIRCHILD RECORDING Equip. Corp., Whitestone, N. Y., has made available another unit to expand the "Unitized Audio System." Unit 628, diameter equalizer, automatically applies equalization necessary to compensate for loss in high frequency reproduction that occurs at inner diameters while recording at 33⅓ rpm.

FRIDAY 13th JINX

Day of Disruption For Networks

FRIDAY THE THIRTEENTH jinx rode rough-shod over networks when two ordinarily unrelated incidents, thanks to the intricacies of radio, became almost inseparable.

A series of explosions and fires in New York's Holland Tunnel at 9 a.m. touched off the day-long merry-go-round by disrupting network service for approximately a half-hour. At 2:07 p.m. an enthusiastic excavation contractor in Reno divorced the transcontinental lines of three of the major networks.

The first incident also affected television cables between New York and Philadelphia, and led network officials to expect extensive program switching over the weekend (May 14-15), but only ABC-TV reported loss of a video show. *Stand by for Crime*, Saturday night show originating in Chicago, was not seen in the East, and stations east of Cleveland had to substitute shows.

The two occurrences wreaked havoc at Mutual. Early, service was lost to Hazelton, Pottsville and Wilkes-Barre. The Reno affair affected the *Queen for a Day* program, emanating from Hollywood, which was lost at the break-point at 2:07 p.m. daylight time. When transcontinental lines were rerouted at 2:41 p.m., *Say It With Music* from Cleveland was on, the first 11 minutes of which went West only as far as Reno. Mutual's fun started when it attempted to repeat *Queen* for standard time stations—and very nearly accomplished it.

MBS, which tapes in New York, arranged with AT&T for special facility routing from Hollywood, which was accomplished as far as New Jersey. However, connection could not be completed into New York because of the morning tunnel explosion. *Queen for a Day* sponsors will be rebated for time, with Miles Laboratories receiving 50.3% rebate, and Philip Morris 100%.

ABC, which claims not to have been affected by the 9 a.m. break, had difficulties with the *Breakfast in Hollywood* program, 2-2:30 p.m. Ordinarily recorded in Chicago, the show on that day was recorded for repeat in Los Angeles, fed to Chicago for rebroadcast to eastern and central time zones. However, the first 15 minutes of the program was lost due to time involved in making last-minute arrangements. *Breakfast in Hollywood* is a cooperative program and rebates to sponsors are left to individual stations. *Bride and Groom*, scheduled 2:30-3 p.m., lost 3½ minutes of broadcast in mountain and daylight time zones, for which rebate will be made by ABC to Sterling Drug Co., the sponsor.

The Holland Tunnel fire affected CBS programs out of New York to the network from 9:07 to 9:24 a.m., but New York local shows were not affected. The Reno mishap did not affect Columbia.

NBC lines to stations on the Maryland leg district were hit by the tunnel conflagration from 9:12 to 9:24 a.m., affecting *Honeymoon in New York* and *Clevelandaires*. Areas affected were Lancaster, Reading, Easton, Allentown, Lewiston, Wilkes-Barre, Williamsport, York and Harrisburg, all Pennsylvania. Re-routing from 9:49 a.m. to 4:05 p.m. re-established the network's service after which routing was normal. The Reno break interrupted *Double or Nothing* from 2:08 to 2:30 p.m., affecting the entire live network during that period.

NBC Hollywood record of *Double or Nothing*, usually made for Honolulu feed, was transmitted to Chicago one hour later and fed back to regular play-back lines, so the entire program was repeated for standard time zones.

Campbell Soup, according to NBC, will not be charged for time lost in the daylight time zones.

Network executives are expected to keep their fingers crossed until the next Friday the thirteenth, which occurs in January 1950.

Technical

RAYMOND LIMBERG, member of NBC Chicago engineering staff 19 years, has been named maintenance supervisor at TV engineering division. He succeeds **PAUL MOORE**, now TV operations supervisor. Mr. Limberg is former RCA marine radio operator.

JAMES BARRY, LEONARD CLEMENTS, LOUIS HENNES, ROBERT PETERSON, HARRY SCHUMACHER and **WILLIAM THOMAS** have joined AM engineering staff at ABC Chicago. New personnel on the TV engineering staff are **PAUL BIONDI, CLIFFORD BRAUN, JAMES EDWARDS, CHARLES KISER, HARRY McCOLL, EDWARD MOORE, ROBERT POPKE, ROBERT WADESON, MILLIARD WHITLOCK, NORBERT GREENE, FREDERICK SLINKARD** and **FRANK DUKEWICH.**

RAYMOND M. SCHAEFER and **ANNE ARNOLD** have joined ABC Hollywood AM engineering staff. New additions to TV engineering staff include: **ALBERT D. HAYWARD**, transferred from ABC network engineering staff; **ALLAN E. HESS** and **FRANK M. KENNEDY.**

K. A. NORTON, chief, Frequency Utilization Research Section, National Bureau of Standards, Washington, spoke at May 20 session of dedication of new Electrical Engineering Bldg. at U. of Illinois. Ceremonies were held May 19-21.

RCA TUBE Dept., Harrison, N. J., introduced new test-equipment rack at Chicago Parts Show, May 17-20. It is designed to house any three pieces of RCA's matched line of test instruments.

AMPERITE Co., New York, has announced new microphone stand designed for puplit and footlight use.

COZZENS & FARMER, Raytheon broadcast equipment representative for Mid-West, is now located at 720 Main St., Evanston, Ill. Telephone: Davis 8-4800.

KSTP Minneapolis-St. Paul presented four special awards for scholarship achievement in Minnesota United Nations Assn. contest.

Art Lund
Campbell-Mithun, Inc.
Minneapolis, Minn.

Dear Art:

Even good ole Uncle Sam is 'stonished by wot goes on here in WCHS's home town! T'other day th' news told about how th' census takers are at work countin' biznesses houses and that they wuz knocked fer a loop by wot they found! Uv course, they'd expected ter find some increase over ten years ago, but so fur they've found THREE TIMES as many biznesses as they'd expected! Yessir, th' territory kivered by good ole WCHS really has th' bizness — and WCHS really brings it in fer th' folks wot uses th' station!



Yrs.
Algy

WCHS
Charleston, W. Va.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

Promotion



LARGEST mail response in seven years was reported by WTMJ Milwaukee when 16,685 requests came in for free gourd seed offer. Packets of seeds were offered by Gordon Thomas on *Top o' the Morning* for 13 days in an annual feature to promote gourd-growing for decorative purposes. In 1943, when gourds were first given, there were 6,003 requests. Last year, the previous high, 15,173 listeners responded. Seeds are given in both spring and fall when the *Milwaukee Journal* station conducts gourd exhibits at its Radio City.

KOA Coverage

LATEST promotion piece for KOA-NBC Denver is folder distributed by NBC Spot Sales. Folder gives comparisons between KOA's area coverage and that of city's largest newspaper and nation's largest magazine. Maps of Colorado and surrounding states are used to illustrate comparisons.

'45 rpm Time'

COINCIDENT with release of RCA's 45 rpm record player, WKNA Charleston, W. Va., began airing its *RCA Victor 45 rpm Time*, half-hour dinner-time musical program sponsored by Van Zandt Supply Co., Huntington, W. Va. Arrangements for program and broad scale promotion plan were completed month in advance of record player's unveiling. Promotion plans included air promotion, bus cards, news pictures in Charleston store windows, newspaper ads, and articles and ads in *Listen*, WKNA's weekly radio news circular.

WTOP Top

SPINNING top, promoting its *Sundial* and *Moondial* disc shows, has been distributed by WTOP Washington. Done in black, white and red, copy on top states "Spin the Sundial in the Morning . . . the Moondial at Night." Both shows are conducted by WTOP personality Eddie Gallaher.

'Showroom' Promotion

PLANS for promotion of *Sammy Kaye Showroom*, sponsored by 915 Chrysler-Plymouth dealers throughout U.S., which debuted May 16, were underway when Mr. Kaye visited Indianapolis recently. Officials of WIBC Indianapolis, which carries show, introduced him to local dealers. Mr. Kaye also made series of transcribed announcements pointing up his show, and met with Easy Gwynn, WIBC's disc jockey, who outlined his plans for build-up of show.

A Little Bit More

"WHAT Does Arthur Godfrey Have That Ernie Tannen Doesn't Have?" is question being asked by Mr. Tannen, morning man at WGAY Silver Spring, Md. Listener with best answer will receive 21 prizes including 20 slightly used records and a table model radio with an unusual characteristic. "No matter where you turn the dial, the prize radio tunes in only WGAY." WGAY reports that to date best answer to question appeared in BROADCASTING in story on 1948 salaries at CBS. Mr. Godfrey received $258,450 less tax [BROADCASTING, May 9]. "That puts him considerably ahead of Ernie for 1948."

'Moving Day'

TO ACQUAINT people of new time of three of its shows, WOV New York carried large ad in New York *Journal-American* headed "Today Is Moving Day on WOV." Ad featured pictures of personalities who conduct shows, plus name of shows, new time, and notes on program content.

Tie-in With TV

NEWSPAPER promotion of its sponsorship of races from Garden City track over WFIL-TV Philadelphia is being used by Hornung Brewing Co., Philadelphia. Ads, which have appeared in all local papers, tie in company's past TV advertising with present campaign, such as its beauty contest, and also point up coming features to be heard on WFIL and WFIL-TV.

'Sewing Contest' Awards

SPECIAL awards broadcast honoring winners of Huntington (W. Va.) Dry Goods Co.'s "Sewing Contest" was aired recently over WSAZ Huntington. This is fifth consecutive year that store and WSAZ have cooperated in contest. First prize winning entries were forwarded to New York for judging in Ninth Annual National Sewing Contest.

Lobster Party

ANNUAL lobster party for agency and network executives was held by CKCW Moncton, N. B., at Royal York Hotel, Toronto, May 13. "Lionel the Lobster," CKCW trademark, was host to affair which has grown from small party to important annual affair, with repeat party at Montreal for broadcast-industry people in that city.

Sign-off Time

KYW Phliadelphia has purchased sign-off announcements on WPTZ (TV), same city. Purpose is to promote pivotal local programs in KYW's daily broadcast time—and to increase listenership during late evening post-television hours. Picture slides of personalities are featured along with recorded announcements by each personality. In addition to plugging his own show, he suggests that viewers turn to KYW for best in late evening radio listening.

Coverage Map

WDXB Chattanooga, Tenn.'s program schedule for first week in May carried station's coverage map plus statistics on sales, products, resources, and population in area.

Personnel

PAUL BARON, former program director of WHUC Hudson, N. Y., has joined WOKO Albany, N. Y., as promotion manager and supervisor of continuity.

PATRICE NEELY, formerly of KPRO Riverside, Calif., and KREO Indio, Calif., has joined KFI and KFI-TV Los Angeles publicity and promotion staff.

Feature of the Week

(Continued from page 20)

personally to say, "The broadca was the best example of pub service to a community that I ha ever known through any means public communication."

Taking its cue from public inte est and radio's power to explai AEC then scheduled a half-ho session on WATO the day rent i creases were announced. Listene were invited to phone or write r quests to be answered on the a by commission officials.

Deluge of Calls

The deluge of calls tied u WATO lines for a 10-hour perio according to Mr. Pengra. So ma questions were received that t program had to be extended an a ditional hour—and even then, n all were answered.

Mr. Pengra observed: "I thoug we hit our peak back on March when we originated six hours special remote pickups when t gates of Oak Ridge were official opened to the public. We gave the works with the help of s Knoxville stations and their sta men.

". . . But that explosion w minor compared to the roar th went up over the rent increase Maybe we violated a lot of rules good broadcasting, but the peop of the atomic city . . . want hear exactly what the man sa That's what we're trying to furni them at WATO."

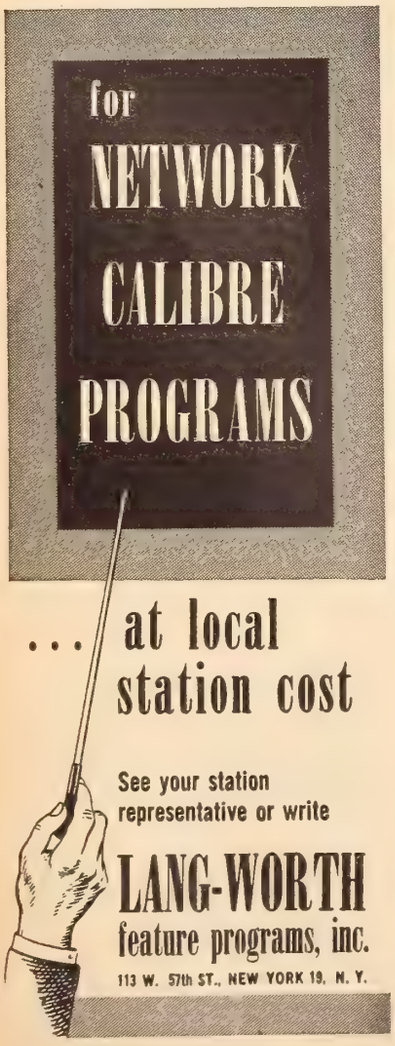
SALES TRAINING
Conducted by BAB Proposed

PROPOSAL that NAB's new Broadcasting Advertising Bureau conduct a sales training seminar has been advanced by Walter M. Windsor, WGBA and WGBA-FM Columbus, Ga.

Stations would send sales people to the NAB seminar at their own expense, with instruction talent and materials furnished by NAB, under the plan. Seminars could be held periodically, and possibly rotated among NAB districts. They would provide salesmen with basic facts needed in contacting clients.

The idea might include a placement service for qualified persons. Mr. Windsor points out that ma stations urgently need train salesmen and would welcome NA assistance. "You will be doing t big things," he said, "selling Ame ican business on radio more c rectly and more quickly than ev before and providing the memb stations with manpower to lick t critical salesmen shortage and t synonymous critical client sho age."

PASADENA, Calif., Institute Radio is offering two full scholarsh to graduates of California junior c leges to begin with the term openi June 20.





AB AGENDA

To Meet June 13-16

NTATIVE AGENDA for 15th nual meeting of the Canadian sn. of Broadcasters features open etings on selling, new develop- nts in broadcasting and televi- n and the agency side of the ustry. Closed business meetings on the agenda for the last two sions of the four day meet—June 16 at the Algonquin Hotel, St. drews, N. B.

First morning's session will in- de address of welcome from R. A. Rice, CFRN Edmonton and B board chairman, followed by ort from the CAB general man- er, Jim Allard. Lou Phenner, sident of Bureau of Broadcast asurement, will conduct annual eting and election of officers for 9-50 for his group.

Monday afternoon session in- des talk by R. M. Campbell, vice sident, J. Walter Thompson Co., ronto, on "The Agency Executive ks at Broadcasting," followed "New Forms of the Broadcast- Art" by Stewart Finlayson, neral manager of Canadian Mar- i Co., Toronto. A panel on pub- ty for radio also is scheduled the afternoon.

Tuesday morning starts with a eport on Surveys" by Walter iott of Elliott-Haynes Ltd., ronto, and talks on television de- opment and possibilities. After- n session will consist of panel sions on "Selling the Industry"; eeping Posted" and "Report m Advisory Committee."

Wednesday morning's open ses- n will deal with spot programs. ednesday afternoon will be a sed session for CAB members y, dealing with a report on BMI nada Ltd., and plans for repre- tations to the Canadian Parlia- ntary Committee on Radio adcasting and to the Royal mmission on Radio and Televi- n.

Thursday morning's closed ses- n wil be devoted to discussions the forthcoming NARBA con- ence, with George Chandler, OR Vancouver, presiding. There o will be a report by Bill Guild, OC Lethbridge, on rate structure, d reports on performing rights s. Election of directors and rious administrative matters will handled.

Entertainment at the convention includes cocktail parties by Canadian National and Canadian Pacific Telegraphs, and Canadian Marconi Co. Annual banquet on Tuesday, June 14, is to be addressed by a Canadian, not yet announced.

ADVERTISERS, in 1948, spent $100 million for spot time.

BROADCASTING has at least one paid subscription going to 87% of the advertisers and agencies (regional and national) who placed this spot business.

AIR PATROL

4,000 in Emergency Network

SPEECHES at the annual dinner of the Civil Air Patrol Convention in Washington's Statler Hotel May 11 were carried over "the world's largest radio network." Operated by the Communications Div. of CAP, an auxiliary of the U. S. Air Force, the network numbers nearly 4,000 stations throughout the country and expects to have 5,000 licensed by July 1. Goal is 10,000 by the end of this year, according to Edwin Hullinger of the CAP public information office. Dinner speakers included high Air Force officials and an unexpected visit from President Truman, who spoke over the network.

Headquarters for the network are at Bolling Field, in Washington, D. C., with Maj. Arthur Rhodes, director of the Communications Div., in charge. Maj. Rhodes is largely responsible for development of the network, whose purpose is to form a basis for air activity.

In its first year of operation, the network has demonstrated its effectiveness repeatedly by keeping up communications in disaster localities, Mr. Hullinger said. It is capable of maintaining effective communications on a local, regional or national basis even if all existing radio, telephone, telegraph and electric power systems were destroyed, he added, as most of the stations are mobile units and have their own portable power plants.

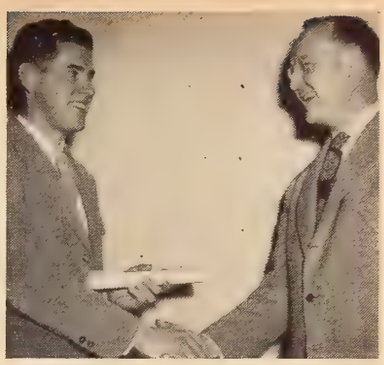
COLLEGE NETWORK

4-Point Plan for Future

THE IVY NETWORK, composed of five northeastern university stations, has formulated a four-point program for the future following second annual meeting of its representatives and CBS executives in New Haven, Conn.

Program includes the following: Exchange of programs among the five stations (WYBC, Yale U.; WPRU, Princeton U.; WDBS, Dartmouth College; WHRV, Harvard U., and WXPN, U. of Pennsylvania), coordinated broadcasting of football and basketball games at the member colleges, formation of an audience research department and formulation of a sales and advertising policy.

CBS executives who participated in the discussions were: Howard S. Meighan, vice president and general executive; David Sutton, television sales manager; Robert Kalaidjian, employment manager, and William B. Lodge, vice president in charge of general engineering.



WMT Cedar Rapids $1,000 farm radio scholarship for study at Iowa State College, Ames, goes to Robert Crom (l), shown receiving congratulations from K. R. Marvin, head of Iowa State's technical journalism department. Mr. Crom, a junior at Iowa State and active in 4-H club work for eight years, has spent nearly all his life on a purebred Hereford cattle farm near Hampton, Iowa. WMT inaugurated its plan of giving annual farm radio scholarships three years ago.

NEWS EDITORS

Meet June 25 at Kent U.

FIRST annual radio news editors conference will be held June 25 at Kent State U., Kent, Ohio. Sponsored by the Ohio Assn. of Radio News Editors in cooperation with NAB, the one-day session will be highlighted by a tailor-made television film, "Television — What Will It Mean to You?" Film was prepared by Floyd Weidman of WEWS(TV) Cleveland.

Scheduled speakers include Arthur Stringer, NAB staff director, who will open the morning session with an address on "Raising the Sights of News Editors;" Robert Mason of WMRN Marion, Ohio, speaking on the importance of news in programming, and Bill Crooks, WFMJ Youngstown, "Radio Newspaper Affiliates—Cooperation or Competition." Charles Day, news director of WGAR Cleveland and president of OARNE, will preside over the luncheon and introduce the speaker, Dave Keesler of WHAM Rochester.

In addition to the television film, the afternoon meeting will open with a general "gripe" session. National wire sevices have been invited to send representatives to answer questions of radio newsmen. Robert French, general manager of WVKO-FM Columbus and conference director, will monitor the session.

Afternoon meeting will close with an analysis of the legal aspects of radio broadcasting by Paul Gingher, a Columbus attorney. Eugene Carr, director of radio for Brush-Moore newspapers, will serve as toastmaster for the evening banquet at Akron's Mayflower Hotel. Speaker for the banquet has not been announced. Registration for the conference is now open to station managers, program directors and radio newsmen in Ohio, western Pennsylvania and eastern Michigan. Further information can be obtained from Prof. Carleton J. Smith, executive secretary, Kent State U.

NAB INDOCTRINATES

New Directors in Functions

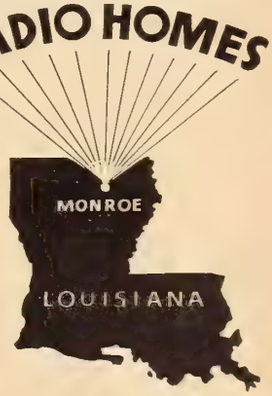
FIVE of the six new NAB directors who took office at Chicago last month have been given a two-day indoctrination at Washington headquarters. All NAB department heads and most assistants took part in the proceedings.

The new directors heard the work of each department explained in detail. A chart was drawn to show how NAB information now flows to member stations from NAB management through the various departments to the publications committee, and finally to the Dept. of Publications & Public Relations headed by Robert K. Richards. From that department the bulletins and information summaries go to station management and thence to the appropriate station operating departments.

Attending the indoctrination were these new directors: James D. Shouse, WLW Cincinnati; Kenyon Brown, KWFT Wichita Falls, Tex.; Merrill Lindsay, WSOY Decatur, Ill.; Frank U. Fletcher, WARL Arlington, Va., and Glenn Shaw, KLX Oakland. Allen M. Woodall, WDAK Columbus, Ga., was unable to attend.

LeROY MILLER, WFIL Philadelphia entertainer, is sponsoring the "Pirates," baseball team, of Philadelphia's Funfield Recreation Center, providing uniforms and other equipment.

97,410
RADIO HOMES



KMLB
MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives
AMERICAN BROADCASTING CO.

FCC Actions

(Continued from page 66)

Decisions Cont.:

WTOL Toledo, Ohio—Granted CP install new trans.

KGCX Sidney, Mont.—Granted CP make changes trans.

WLOW Norfolk, Va—Granted CP reinstate CP install FM ant. on AM tower.

KDON-FM Monterey, Calif.—Granted mod. license change studio location to Salinas, Calif.

KSAL Salina, Kan.—Granted mod. CP change trans. location.

WPKY Princeton, Ky.—Granted mod. CP for approval ant. and trans. location and change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WCAR Pontiac, Mich., to 12-1-49; WFNS-FM Burlington, N. C. to 8-10-49; WIBG-FM Philadelphia to 12-1-49; WCBT-FM Roanoke Rapids, N. C. to 8-15-49; WGNB Chicago to 12-1-49; WUOA Tuscaloosa, Ala. to 11-27-49; KSCJ-FM Sioux City, Iowa to 11-30-49; WFIL-FM Philadelphia to 7-31-49; WCFL-FM Chicago to 11-19-49.

WTUX Wilmington, Del.—Denied petion to continue hearing scheduled May 23.

May 17 Applications . . .

ACCEPTED FOR FILING

AM—710 kc

WKRG Mobile, Ala.—Mod. license increase power from 1 kw-D 250 w-N to 1 kw unl.

License for CP

KJCK Junction City, Kan.—License for CP new AM station.

AM—1480 kc

Lakewood Bcstg. Co., Dallas, Tex.—CP new AM station 1470 kc 500 w D DA AMENDED to request 1480 kc 1 kw unl. DA-DN.

Modification of CP

KFPW-FM Fort Smith, Ark.—Mod. CP new FM station for extension of completion date.

WREV Reidsville, N. C.—Same.

WEHS Chicago—Same.

WHDH-FM Boston—Same.

WBAB-FM Atlantic City, N. J.—Same.

WROW-FM Albany, N. Y.—Same.

WFDR New York—Same.

WCHA-FM Chambersburg, Pa.—Same.

WHAT-FM Philadelphia—Same.

KDNT-FM Denton, Tex.—Mod. CP new FM station to change from Class B to Class A. Channel 288 (105.5 mc) ERP 766 watts.

License for CP

WMBO-FM Auburn, N. Y.—License for CP new FM station.

WOAY-FM Oak Hill, W Va.—Same.

Modification of CP

WTTV Bloomington, Ind.—Mod. CP new Commercial TV station for extension of completion date.

KRLD-TV Dallas—Mod. CP new commercial TV station to change ERP from 15.1 kw vis. to 15.8 kw vis. and 7.5 kw aur. to 7.89 kw aur.

TENDERED FOR FILING

Assignment of CP

WEDR Birmingham, Ala.—Assignment of CP from E. M. McElroy and J. E. Reynolds d/b as Magic City Bcstg. Co. to Magic City Bcstg. Co. Inc.

AM DELETIONS

AM—1280 kc

KDEF Frank Quinn, Albuquerque, N. M.—DELETED effective May 17 CP new AM station 1280 kc 1 kw D.

WOST Sparta Bcstg. Co., Sparta, Tenn.—DELETED effective May 17 CP new AM station 1050 kc 1 kw D.

May 18 Decisions . . .

DOCKET CASE ACTIONS

AM—1490 kc

Commission announced its final decision granting application of East Liverpool Bcstg. Co. for new station at East Liverpool, Ohio, on 1490 kc, 250 w unl. cond. and denying application of Radio Courier Inc., seeking same facilities.

AM—740 kc

Commission announced proposed decision looking toward grant of application of Texas Star Bcstg. Co. for new AM station in Dallas, Texas, on 740 kc 10 kw-D 5 kw-N DA-DN eng. cond. and denial of application of KTRH Bcstg. Co., now operating KTRH, Houston, 740 kc, 50 kw unl. DA-DN, to change daytime DA. Commission denied petition by Texas Star Bcstg Co. filed during proceedings, to dismiss application of KTRH.

AM—1470 kc

In final decision Commission denied application of United Bcstg. Corp. for new AM station Pittsburgh, Pa., on 1470 kc 5 kw D 1 kw N.

BY COMMISSION EN BANC

Hearing Designated

WGBG Greensboro, N. C., and WBBB Burlington, N. C.—Designated for hearing application of WGBG to change facilities from 980 kc 1 kw D to 950 kc, 1 kw unl. DA-2 in consolidated proceeding with application WBBB to change from 920 kc 5 kw D to 950 kc 1 kw unl. DA-2, granted petition of The Evening News Assn. Inc., licensee of WWJ Detroit, and made WWJ party to proceeding.

Petition Granted

Suffolk Bcstg. Corp., Patchogue, N. Y.—Granted petition requesting continuance of hearing on application new station hearing continued from June 2 to June 29; amended order of hearing to remove from issue no. 1 reference to legal qualifications of applicant.

KWEW Hobbs, N. M.—Granted petition for waiver of sec. 1.363 and accepted for filing application for CP to increase power KWEW from 100 w to 250 w.

Proposed Amendment

Commission proposed to amend Parts 0 and 1 of Rules and Regulations so as to permit licensees and permittees of standard broadcast stations to initiate live programs for foreign broadcast or make transcriptions of programs intended for rebroadcast by foreign stations, without making formal application therefor (now required on FCC Form 308), provided such programs are broadcast in this country at same time or later. Statements or briefs on this proposal may be filed with Commission by June 30.

Transfer of Control

KVAI Amarillo, Tex.—Granted voluntary transfer of control from Lonnie J. Preston, Alice Howenstine and V. M. Preston to R. G. Hughes, involving sale of 56.4% of stock for $30,000 minus certain adjustments.

Stock Transfer

KTRI Sioux City, Iowa—Granted consent to transfer 125 stock shares, representing negative control, from Dietrick Dirks to licensee corp. for $75,000.

Transfer of Control

WTPR Paris, Tenn.—Granted transfer of control from Earl W. Smith, Roy W. McKinney and Parkman R. Freezor to 58 persons for $47,000 plus other considerations; conditioned to transferees Elroy Scruggs, John Reeves, Lola Elliott, Mary Scruggs, Estate of Nadine Highfill, Julia and W. B. McIntosh, Noel Compton and E. C. Russell surrendering CP of Paris Bcstg. Co., for new AM station in Paris.

KTOW Oklahoma City — Granted transfer of control from 11 persons to 11 others through issuance of additional stock to be distributed among existing stockholders; no profit involved.

Petition Denied

KPMO Pomona, Calif.—Denied petition of Dean H. Wickstrom partner in licensee and Warner H. J. Sorenson, partner with Wickstrom in proposed assignee company, requesting reconsideration and grant without hearing of application for renewal of license and assignment of license of KPMO.

AM—1240 kc

Cecil W. Robert, Nevada, Mo. — Granted CP new AM station to operate on 1240 kc 250 w unl. eng. cond. estimated cost $12,588 exclusive of land and building.

Hearing Designated

LaGrange Bcstg. Co., LaGrange, Ill.—Designated for hearing application for new AM station on 1300 kc 500 w D.; made WMRO Aurora, Ill. and WOOD Grand Rapids, Mich., parties to proceeding.

AM—980 kc

Peoples Bcstg. Co., Minneapolis, Minn.—Granted CP for new AM station on 980 kc 500 w; estimated cost $53,850.

AM—1280 kc

Blake-Formby Bcstg. Co., Snyder, Tex.—Granted CP for new AM station on 1280 kc 500 w D; eng. cond. estimated cost $24,222.

AM—1590 kc

W. H. Greenhow Co. Inc., Hornell, N. Y.—Granted CP for new AM station to operate on 1590 kc 1 kw D estimated cost $14,459 exclusive of land and studio equipment.

AM—1420 kc

Chester County Bcstg. Co., Coatesville, Pa.—Granted CP for new AM station on 1420 kc 1 kw D; estimated cost $40,000.

AM—1280 kc

Wythe County Bcstg. Co., Wytheville, Va.—Granted CP for new AM station on 1280 kc 1 kw, D eng. cond. estimated cost $21,955.

AM—1010 kc

KAMQ Amarillo, Tex.—Granted CP change hours of operation from D to unl. and to operate night with 500 w DA (station operates on 1010 kc with 1 kw day); eng. cond. and subject to further cond. that applicant accept such interference as may exist in event of grant of pending application of Gila Bcstg. Co. for new station at Winslow, Ariz.

Hearing Designated

KGDM Stockton, Calif.—Designated for hearing application for extension of completion date from March 21 to Sept. 21 on construction authorized to increase power and make changes on DA-N and install new trans. in same proceeding with application for extension of time to complete TV station.

WPCF Panama City, Fla.—Designated for hearing application mod. CP for approval of ant., trans. and studio locations and to change type of trans.

Voice of Cullman, Cullman, Ala., and Oneonta Bcstg. Co., Oneonta, Ala.—Designated for hearing application of Voice of Cullman for new station in Cullman to operate on 910 kc 500 w in consolidated proceeding with Oneonta Bcstg. Co. application for new station at Oneonta to operate on 910 kc 1 kw D made WKAX Birmingham, Ala. party to proceeding.

FM—89.3 mc

P. G. Beauregard School, New Orleans, La.—Granted CP new non-commercial FM station; (89.3 mc) Channel 207; 10 w, subject to cond. that applicant file complete performance measurements on station indicating that operation will provide satisfactory service, and that such measurements be approved by Commission; estimated cost $2,150 exclusive of land and building.

FM—88.1 mc

Ithaca College, Ithaca, N. Y.—Granted CP new non-commercial FM station; frequency Channel 201; (88.1 mc) 10 w; estimated cost $2,850 exclusive of land and building.

Gila Junior College of Graham County, Thatcher, Ariz.—Granted CP new non-commercial FM station; frequency Channel 201 (88.1 mc); 10 w; estimated cost $2,000 exclusive of land and building.

STA Granted

WMGY - FM Montgomery, Ala.—Granted STA for waiver of sec. 3.2 to permit WMGY-FM to operate for hours daily beginning at the sign of time of AM station WMGY for period ending July 4, 1949.

Following were granted modifications of terms of present authorizations:

WBRL Baton Rouge, La.—Change power from 15 kw to 7.6 kw; ant. from 470 ft. to 460 ft.

KDS-FM St. Louis, Mo.—Change power from 34 kw to 10.5 kw; ant. from 520 ft. to 530 ft.

WIL-FM St. Louis, Mo.—Change antenna from 475 ft. to 300 ft.; site subject to approval by CAA.

WJIZ Hammond, Ind.—Change power from 20 kw to 8.8 kw and ant. from 390 ft. to 400 ft.

WESB-FM Bradford, Pa.—Change power from 10 kw to 3.2 kw.

WRMV Richmond, Va.—Change frequency from Channel 295 (106.9 mc) to Channel 226 (92.9 mc) and power from 15.5 kw to 9.2 kw.

WTJS-FM Jackson, Tenn.—Change power from 48 kw to 50 kw.

KFAC-FM Los Angeles — Change power from 58 kw to 8.8 kw; antenna from 2,700 ft. to 190 ft.

WJMX-FM Florence, S. C.—Change power from 8.4 kw to 11.5 kw and ant. from 395 ft. to 350 ft.; subject to approval of application which covers mod. of WJMX ant. to accommodate FM ant.

WICA-FM Ashtabula, Ohio—Change power from 47 kw to 52 kw.

KADA-FM Ada, Okla.—Change power from 160 w to 440 w subject to KADA requesting authority to determine power by indirect method during installation of FM ant. and new antenna resistance measurements of KADA following submitted upon completion of FM ant. construction.

from Tele-Tips WLW-T



OLYMPUS MINSTRELS

All the lusty appeal of the traditional minstrel show of the gas light era has been captured by this half hour TV production. Burnt cork humor, end men gags, virile band music, vocal and instrumental solos — the kind that wowed them in the '90's — is wowing them again on WLW-T, every Sunday 8:30 to 9:00 PM. Here's an excellent "ways and means" to sell the growing and enthusiastic audience of WLW-T.

WLW-T CINCINNATI

Crosley Broadcasting Corporation

A STILL TONGUE
DENOTES A WISE HEAD,
Let "The Other Guy" Talk
while in Memphis you quietly
Buy

WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

Hearing Designated

WKAT Inc., Miami Beach, Fla., and Frank Katzentine, Miami Beach, .—Granted petition by WKAT Inc. uesting that application for new TV tion be designated for hearing in n d i n g consolidated proceedings, nted petition by Katzentine to dis- s without prejudice application for station.

WTPS-TV New Orleans, La. — Set ie Commission action April 13 de- ng application for additional time which to complete construction of station; designated said application hearing.

ay 18 Applications . . .

ACCEPTED FOR FILING

Assignment of license

KCRT Trinidad, Col.—Assignment of ense from H. L. Corley tr/as Corley dio and Sound Service to Earnest M. pper and Rembert O. Coyle d/b as l-Bert Bcstg. Co.

WRDW Augusta, Ga.—Assignment of ense from Augusta Bcstg. Co. to dio Augusta Inc. Contingent on nt of transfer of stock filed simul- eously.

KCHS Hot Springs, N. M.—Assign- nt of license from Leonard R. Train- and Reginald H. Shirk d/b as Sierra stg. Service to Sierra Bcstg. Co.

Transfer of Control

WGRV Greeneville, Tenn.—Transfer stock owned by Robert W. Rounsa- le in Radio Greeneville Inc. to Paul Metcalfe.

WTLS Baltimore, Md.—Transfer of ntrol from Cohen Bros., Samuel Car- er, Levy, Byrnes and Gordon, Herb- Levy, Norman Kal, and Frederick Allman to Ben Cohen, Samuel Car- er and Herbert Levy, voting trustees Ben Cohen, Levy, Byrnes and Gor- n, Herman Cohen, Samuel Carline, rman G. Kal, Henry G. Fisher and ederick Allman through corporate rganization.

KXLW Clayton, Mo.—Transfer of ntrol St. Louis County Bcstg. Co. m Guy Runnion and Gladys A. Run- n to Lee J. Sloan, Silas E. Sloan d T. Virgil Sloan.

Assignment of CP

WPKE Pikeville, Ky.—Assignment of from John T. H. Scott, Oscar Wil- m Thompson and W. Frank Scott d/b East Kentucky Bcstg. Co. to East ntucky Bcstg. Corp.

WNAF Providence, R. I.—Assignment CP from Community Bcstg. Service to Narragansett Bay Bcstg. Co.

Transfer of Stock

WRDW Augusta, Ga.—Transfer of esent stock in WRDW to Radio Au- sta Inc.

WEKR Fayetteville, Tenn.—Transfer 80 shares of common stock owned by A. Largen in Elk River Bcstrs. Inc. Arthur D. Smith.

License Renewal

KSON San Diego—Application for li- nse renewal.

WATN Watertown, N. Y.—Same.

Transfer of Control

WFOB Fostoria, Ohio—Transfer of ntrol to Seneca Radio Corp. from wrence W. Harry to Andrew nerine, Alfred Bersted and Arthur E. Kaubisch through purchase of 52.8% of common stock.

Modification of CP

WDBO-FM Orlando, Fla.—Mod. CP new FM station for extension of completion date.

WJNO-FM West Palm Beach, Fla.—Same.

WMAZ-FM Macon, Ga.—Same.

KBTR Minneapolis, Minn.—Same.

WMFD-FM Wilmington, N. C.—Same.

WEST-FM Bethlehem, Pa.—Same.

WLAV-TV Grand Rapids, Mich.—Mod. CP new commercial TV station for extension of completion date to Oct. 15.

KMTV Omaha, Neb.—Same to Oct. 12.

WHAM-TV Rochester, N. Y.—Same to Dec. 5.

WHEN Syracuse, N. Y.—Same to Dec. 12.

WKTV Utica, N. Y.—Same to Sept. 30.

WFIL-TV Philadelphia—Same to July 31.

TENDERED FOR FILING

AM—580 kc

KCNA Tucson, Ariz.—CP new AM station to change from 1340 kc 250 w unl. to 580 kc 5 kw-D 1 kw-N DA-DN.

AM—1230 kc

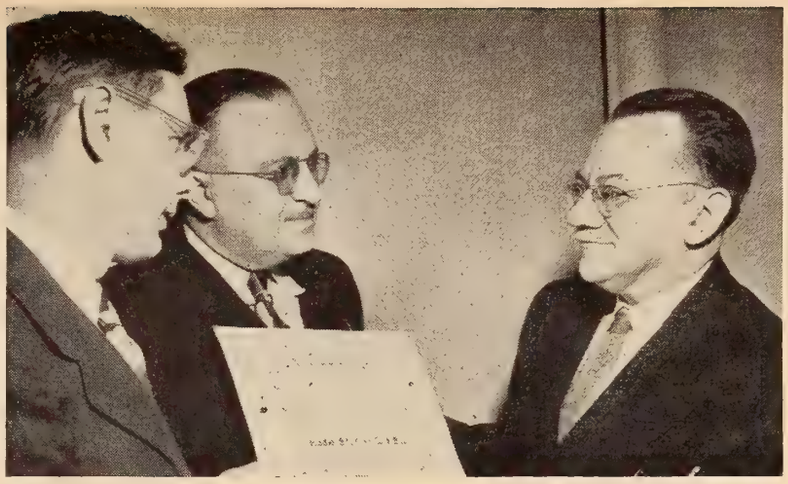
KFPW Fort Smith, Ark.—CP new AM station to change frequency from 1400 kc to 1230 kc.

Assignment of License

WVIM Vicksburg, Miss.—Assignment of license from P. K. Ewing Jr., F. C. Ewing and Myrtle M. Ewing d/b as Ewing Bcstg. Co. to Radio Mississippi Inc.

KXLO Lewiston, Mont.—Assignment of license from Capital Bcstg. Co. to William G. Kelly and Victor J. Morgan d/b as Montana Bcstg. Co.

KRIC-AM-FM Beaumont, Tex.—Assignment of AM license and FM CP from KRIC Inc. to The Enterprise Co.



MILWAUKEE Common Council awards citation was given WISN Milwaukee on completion of a year of *Your Common Council* series. Presentation was made to Gaston W. Grignon (r), station manager, by Mayor Frank P. Zeidler (l) and Alderman Fred P. Meyers, chairman of the council's radio committee. WISN's "splendid services and cooperation which effected useful public service" were lauded.

May 19 Decisions . . .

DOCKET CASE ACTION

Further Hearing Granted

Announced memorandum opinion and order reopening record for further hearing in matter of applications of Antilles Bcstg. System Inc., Rio Piedras, P. R. and Radio Americas Corp., San Juan, P. R. and scheduled hearing for July 7 at Washington, D. C., upon eng. issues set forth in memorandum opinion and order.

Petition Denied

Announced memorandum opinion and order denying petitions of Frontier Bcstg. Co. (KNOW), Austin, Tex. for rehearing of decision released March 2 granting application of Bee Bcstg. Co. for new station at Beeville, Tex., and for interim relief.

Petition Granted

Announced memorandum opinion and order granting petitions filed by American Bcstg. Corp. (WLAP), Lexington, Ky., and Scripps-Howard Radio Inc (WCPO) Cincinnati, requesting review of March 11 action of motions commissioner granting petition of Queen City Bcstg. Inc., Cincinnati, for leave to amend application to specify new trans. site; set aside said action of motions commissioner and denied said petition to amend.

Petition Denied

In memorandum opinion and order, Commission denied petition for reconsideration filed by Scripps-Howard Radio Inc. (WCPO) addressed to Commission's memorandum opinion and order adopted Dec. 6, 1948; ordered that Scripps-Howard Radio Inc. is directed, within 30 days to notify Commission whether it desires to prosecute its 630 kc application or WVLK applications; that in event no such notification is received, Commission will dismiss 630 kc application and WVLK applications; that in event an election is made to prosecute 630 kc application, WVLK applications will be dismissed; that in event election is made to prosecute WVLK applications, 630 kc application will be dismissed; amended Para. 7 of Dec. 6, 1948, memorandum opinion and order regarding citation.

BY COMMISSION EN BANC

Petition Denied

WBNY Buffalo, N. Y.—Adopted memorandum opinion and order denying petition requesting that Commission set aside order of Feb. 16 dismissing WBNY's earlier petition for reconsideration directed against action of December 15, 1948, granting application of Dunkirk Bcstg. Corp., Dunkirk, N. Y., and for other relief.

Action Set Aside

KSTN Stockton, Calif.—Upon petition, set aside March 10 action denying application for mod. CP to extend completion date; granted application for assignment of CP to new partnership composed of Dr. Harry Morgan, Knox LaRue, N. John Anton and A. Dwight Newton; granted extension of completion date of construction to July 1.

May 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WSAY Rochester, N. Y.—Mod. CP new AM station increase power etc. for extension of completion date

WPRA Mayaguez, P. R.—Same.

Modification of License

WGIV Charlotte, N. C.—Mod. license change name from Publix Bcstg. Service of Charlotte Inc. to Charlotte Radio and Television Corp.

License Renewal

KRNO San Bernardino, Calif.—Renewal of license for AM station.

KCRT Trinidad, Col.—Same.

KICA Clovis, N. M.—Same.

WCHV Charlottesville, Va.—Same.

KGY Olympia, Wash.—Same.

Transfer of Control

WAAM (TV) Baltimore, Md.—Transfer of control from Cohen Bros., Samuel Carliner, Levy, Brynes & Gordon, Herbert Levy, Norman Kal and Frederick L. Allman to Ben Cohen, Samuel Carliner and Herbert Levy, voting trustees for Ben Cohen, Levy, Brynes & Gordon, Herman Cohen, Samuel Carliner, Norman G. Kal, Henry Fischer and Frederick Allman through corporate reorganization

Modification of CP

WCAU-TV Philadelphia—Mod. CP new commercial TV station for extension of completion date.

License for CP

WCAU-TV Philadelphia—License for CP new commercial TV station.

TENDERED FOR FILING

WHLW Rutland, Vt.—Assignment of CP from Herbert L. Wilson to Central Vermont Bcstg. Co.

WAVU Albertville, Ala.—Assignment of license from Pat Murphy Courington to Pat Murphy Courington and Ivo H. Sparkman d/b as Sand Mountain Bcstg. Service.

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

THE LONG ISLAND STORY

WHLI

daytime listenership now tops 3 network stations in Long Island's Hempstead Town where retail sales exceed $1,000,000-a-day . . . $392,000,000-a-year . . . $4234-a-family.

Retail sales here are 35% higher than the US average.

Data sources: Sales Management 1949 Survey of Buying Power; Conlan, January 1949.

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS I. GODOFSKY President

BASEBALL RATES

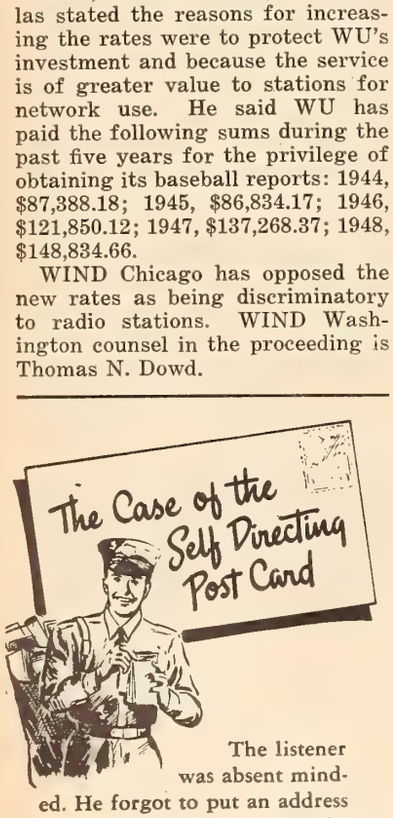
WU Case Partially Heard

FCC's inquiry into Western Union's rates and practices for baseball play-by-play service was partially heard in Washington last week and then continued to June 7.

With Hearing Examiner Elizabeth C. Smith presiding, Western Union presented its only witness, A. J. Douglas, assistant vice president, who reviewed his firm's past policy and rates and outlined the formulation of the new rates which became effective April 18 [BROADCASTING, May 2, April 18]. The new rates call for payment of $2 per game by each station using the service in addition to the regular fee paid by the originating station subscriber.

Upon direct questioning by WU counsel, William Wendt, Mr. Douglas stated the reasons for increasing the rates were to protect WU's investment and because the service is of greater value to stations for network use. He said WU has paid the following sums during the past five years for the privilege of obtaining its baseball reports: 1944, $87,388.18; 1945, $86,834.17; 1946, $121,850.12; 1947, $137,268.37; 1948, $148,834.66.

WIND Chicago has opposed the new rates as being discriminatory to radio stations. WIND Washington counsel in the proceeding is Thomas N. Dowd.



The listener was absent minded. He forgot to put an address on the postcard. But on the back he had written: "Dear Will: Please send me the flower bulbs you have been advertising." That's all he wrote, but it was enough.

The postoffice sent the card right to "The Old Corral" in care of KDYL — right where it belonged.

That's just one example of the acceptance of KDYL in the rich Utah market.

KDYL-TV, now in its second year, does the same smart selling job in television, too.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative: John Blair & Co.

Box Score

SUMMARY TO MAY 19

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,988	1,946	219	...	420	240
FM Stations	728	334	561	15*	64	30
TV Stations	60	9	111	...	329	182

* 8 on air

Call ASSIGNMENTS: KIBL Beeville, Tex. (Bee Broadcasting Co., 1490 kc, 250 w, unlimited); WBCU Union, S.C. (Union-Carolina Broadcasting Co., 1460 kc, 1 kw, unlimited); WGSV Guntersville, Ala. (The Guntersville Broadcasting Co., 1270 kc, 1 kw, daytime); WRCO Richland Center, Wis. (Richland Broadcasting Corp., 1450 kc, 250 w, unlimited); KASI-FM Ames, Iowa (Ames Broadcasting Co.); KISW (FM) Seattle, Wash. (Ellwood W. Lippincott); WDMG-FM Douglas, Ga. (WDMG Inc.); WFOR-FM Hattiesburg, Miss. (Forrest Broadcasting Co.); WLBH-FM Mattoon, Ill. (Mattoon Broadcasting Co.); WLOH-FM Princeton, W. Va. (Mountain Broadcasting Service Co.); WPRN (FM) Princeton, Ind. (Princeton Pub Co. Inc.).

TV APPLICATION

Nashville, Tenn.—Charles S. Cornell, Channel 2 (54-60 mc), ERP 16.2 kw visual, 8.1 kw aural, antenna height above average terrain 407.1 ft.; estimated cost $166,123.58, first year operating cost $94,000, revenue not estimated Mr. Cornell, sole owner, was born in Budapest, Hungary, and is real estate owner and radio artist as well as conductor and composer. Filed May 16.

FM APPLICATION

Boston, Mass. — Emerson College, Channel 201 (88.1 mc), power 10 w maximum. Estimated cost $3,723. Professor Charles W. Dudley is director of radio. Filed May 11.

AM APPLICATIONS

Plattsburg, N. Y.—Clinton County Broadcasting Corp., 1340 kc, 250 w unlimited; estimated cost $9,365. Principals: John R. Cummins, attorney, president ⅓ owner; David Caplan, attorney, vice president ⅓ owner; Marlise Cummins, writer, secretary-treasurer ⅓ owner. Filed May 16.

Cloquet, Minn.—Cloquet Broadcasting Co., 1450 kc, 250 w unlimited; estimated cost $12,693.41. Principals: John O. Vick, chief engineer WSHB Stillwater, secretary-treasurer 60%; Victor J. Tedesco, manager and 22.5% owner WSHB, president 25%; Albert S. Tedesco WSHB program director and 20% stockholder, vice president 15%. Filed May 18.

Waycross, Ga.—Teletronics Inc., 570 kc, 1 kw daytime; estimated cost $29,930. Principals: Mrs. Virginia Price, 50% interest Bowen & Co., Philadelphia brokerage firm, 10% interest Pepsi-Cola Bottling Co., Dothan, Ala., and 40% owner Memorial Corp., president 98%; Virginia Bowen, 10% interest Dixie Brokerage Co. Inc., Atlanta, Ga, and 10% owner Concessions Inc., Atlanta, vice president 1%; Thelma Franklin, employe J. H. Bowen Co., secretary treasurer 1%. Filed May 18.

Pomona, Calif.—Pomona Broadcasters, 1250 kc, 250 w daytime. Estimated cost $12,422. LeRoy R. Haynes, sole owner is superintendent and treasurer LeRoy Boys' Home, LaVerne, Calif. Filed May 19.

Booneville, Ind.—Booneville Broadcasting Co., 1540 kc, 2.5 kw daytime. Estimated cost $13,435. Henry C. Sanders, radio engineer, Owensboro Broadcasting Co. is president and 49% stockholder Projection Adv. Co., Owensboro. Filed May 19.

MILITARY NEWS

Key Personnel Announced

APPOINTMENTS to key positions in the news division of the newly-consolidated Office of Public Information, National Military Establishment, were announced last Tuesday by William Frye, public information director. The news division merges the media sections of the Army, Navy, and Air Force.

Heading the division is Curtis Mitchell, formerly national director of advertising, publicity and exploitation for Paramount Pictures Inc. John Adams, formerly with CBS, will serve as civilian deputy. Division is divided into four branches headed by the following: Charles Dillon, chief of radio-television activities; Lee Hargus, press chief; Jose A. Yovin, pictorial chief, and Commdr William Lederer, magazine-books chief.

The radio-television section also consolidates those activities which have been conducted separately by the Army, Navy and Air Force. Assisting Mr. Dillon, former radio director for Veterans Administration, are Commdr. Harrison H. Holton, news and special events; Maj. Thomas O. Mathews, scripts and production; Capt. Robert P. Keim, television.

Special emphasis is being placed on television operations to meet the growing demand of the TV industry, Mr. Frye said. Former staff members of the Army, Navy and Air Force and Marine radio sections have been placed in the branch to augment operations.

TRANSIT RADIO

Sponsors Up, Says Pellegrin

SPONSORS numbering 355 in 37 business classifications were using Transit Radio May 1, Frank Pellegrin, vice president in charge of sales, announced in Chicago last week. This total represents an increase of 145 since February, he added. Listing includes national, regional and local advertisers on 10 FM stations.

Additional Transit Radio outlets soon will begin commercial operations in Worcester, Mass.; Evansville, Ind.; Allentown-Bethlehem, Pa.; Kansas City, Mo. and Baltimore. National advertisers include Swift & Co., Fitch Shampoo, Carling's Ale, Household Finance Corp. and Esquire Publications, Mr. Pellegrin said.

WORL CASE

SCOTUS Upholds FCC Denia

DELETION of WORL Bosto loomed last week as the U. S Supreme Court upheld FCC i its denial of the station's license renewal application on grounds concealed ownership [BROADCASTING Oct. 10, 1947].

The station is operating unde a temporary license which ex pires June 1, but Commissio authorities thought additional tim would be allowed to permit WOR to wind up its affairs. Three week ago the station asked for an exten sion to 90 days from the dat of the Court decision, regardles of the outcome. This must h acted upon before June 1.

The Court's action reversed th decision of the Court of Appea for the District of Columbia, whic had over-ruled FCC's refusal t renew. The Supreme Court is sued no opinion, simply citin its own ruling in the WOKO A bany case, where FCC's powe to deny renewal on grounds concealed ownership was uphel

The speed with which the d cision was issued was somewha unexpected. It came Monda exactly one week after the Cou heard oral argument [BROADCASTING, May 16].

WORL spokesmen said the next step had not been decide There is a possibility they wi ask the Supreme Court for r hearing.

Meanwhile, six applications f WORL's facilities already ha been heard by the Commission an presumably can be acted upo without further delay, unless a ditional proceedings develop. Th applicants: Pilgrim Broadcastin Co., Beacon Broadcasting Co Boston Radio Co., Continent Television Corp., Joseph Solimen and Bunker Hill Broadcasting C

WORL is on 950 kc with 1 k daytime only. It is owned b Harold A. Lafount, former mem ber of the Federal Radio Com mission and now general manag of the Arde Bulova radio interest and Sanford H. and George Cohe New York attorneys.

Murray Elected

DR. ALBERT FRANCIS MU RAY, TV consultant of Washin ton, D. C., has been elected to t board of directors of Sindlinger Co. Inc., it was announced Albert E. Sindlinger, president. D Murray also will serve as a co sultant to Sindlinger & Co., ope ators of Radox—the new insta taneous electronic radio TV a dience measurement service whi is now operating in Philadelphia

WSTC and WSTC-FM
STAMFORD CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON



one session of the Georgia Radio Institute were (l to r): Wilton Cobb, MAZ Macon, Ga.; Ken Tredwell, WBT Charlotte, N. C.; and John Fulton, GST Atlanta, retiring president of the Georgia Assn. of Broadcasters.

* * *

GA. RADIO INSTITUTE

Mullinax Named GAB Head

DWIN MULLINAX, general manager of WLAG La Grange and WSAC lumbus, Ga., was elected president of the Georgia Assn. of Broadcasters the closing session of the fourth annual Radio Institute held at the of Georgia in Athens May 12-14 [BROADCASTING, May 16]. The stitute is co-sponsored by the AB and the university.

Other officers elected during the AB business session were Tom rr, WGLS Decatur, vice presint; Ben Williams, WTOC Savanh, secretary-treasurer; Wilton bb, WMAZ Macon, and Fred ott Jr., WKTG Thomasville, dctors.

Television dominated most of the scussions during sessions of the stitute. George Moscovics of BS, New York, told the broadcasts that television is not so much nother advertising medium as it a new and uniquely efficient ethod of selling.

ABC Commentator Elmer Davis inted out that television may kill dio news as it is today, but he nphasized that TV has a long way go yet. "Television news is not present satisfactory," he said.

Prediction that video will raise e status of women broadcasters as made by Enid Day, Davison-axon Co., Atlanta. Speaking on How a Department Store Uses adio," Miss Day said that wom's voices and their lack of stage esence and experience have been g defeaters in radio for retail ores. "But," she concluded, vomen by their very feminine apal on a television screen are gog to find that they're one up on e men in TV."

Sam Slate, program director for e New York office of BBC, outned the work of BBC, with emhasis on its cooperation with the oice of America and its efforts to crease understanding between the . S. and Great Britain.

Speaking at the opening dinner eeting of the three-day session, Gov. Herman Talmadge of Georgia urged the broadcasters to "continue to exercise the same impartiality on public questions which you have established in the past. Continue to present the news unbiased and accurate and continue to give all sides fair representation over your means of communication."

Other speakers included Irvin G. Abeloff, WLEE Richmond, Va.; Ken Tredwell, WBT Charlotte, N. C.; Fred Palmer, Columbus, Ohio; Richard Shafto, WIS Columbia, S. C.; Gordon Gray, WIP Philadelphia; A. D. Willard Jr., NAB executive vice president, and President Jonathan C. Rogers of the U. of Georgia.

AD COUNCIL

Re-Names Strouse, Arney

MEMBERSHIP of the Committee on Radio Broadcasting of the Advisory Council on Federal Reports has been reappointed by the council. Ben Strouse, WWDC Washington, continues as chairman, with C. E. Arney Jr., NAB secretary-treasurer, again serving as secretary.



Mr. Strouse

Since its organizaiton several years ago the committee has made progress in simplification of FCC questionnaires and reports. It submits recommendations to Budget Bureau.

Among current committee projects is reduction in the paper work involving changes in station ownership. The committee sees unnecessary duplication in the requirement that all ownership changes must be reported when they occur and in addition monthly ownership reports are required by the FCC.

Serving on the committee with Messrs. Strouse and Arney are Charles Barham Jr., WCHV Charlottesville, Va.; Kenneth H. Berkeley, WML Washington; H. J. Brennan, WJAS Pittsburgh; Carl J. Burkland, CBS; John Elmer, WCBM Baltimore; E. K. Jett, WMAR Baltimore; Merle Jones, WCCO Minneapolis; C. T. Lucy, WRVA Richmond, Va.; James H. Neu, CBS; Gustav Margraf, NBC; Herbert L. Pettey, WMGM New York.

FREE SPEECH

SCOTUS Decision's Impact On Radio Pondered

MEMORIES of radio's historic Shuler case were stirred by the U. S. Supreme Court's free-speech decision in the Terminiello case last week, while broadcasters pondered what it could mean to their own operations.

The Shuler case, in 1932, denied a licensee's right to broadcast attacks on certain minorities, religious groups and others, and, in effect, to use his station to air his own "prejudices." In the Terminiello case the Supreme Court upheld a man's right to speak in public even if his speech "stirred people to anger, invited public dispute, or brought about a condition of unrest."

One question raised by legal observers was whether the Terminiello case, though not specifically involving radio, did not, in effect, reverse the doctrine of the Shuler decision.

If the courts may not fine a man $100 for a speech which "provoked a hostile mob and incited a friendly one, and threatened violence between the two," they asked, would the Court today uphold a denial of license to another Dr. Shuler or to a station whose programming lacked, for instance, the "balance" that FCC prefers?

More practically, they asked, if a man is entitled to hire a hall and, with a mob outside, condemn the mob and "vigorously if not viciously" criticize various racial and religious groups, then might he not also demand the right to make the same speech on the air?

If he did, would broadcasters be required to give him time? That was perhaps the uppermost question.

Distinguishing Feature

Some authorities, including FCC attorneys, saw Dr. Shuler's licensee status—rather, his position as head of the licensee—as the feature which distinguished the two cases. They pointed out that the Court which handed down the Shuler decision drew this distinction.

But many of them felt, considering together the Terminiello case and FCC's Scott Decision on the broadcast rights of atheists, that Father Terminiello would be entitled to air time to repeat his speech if he requested it, since he represents "a viewpoint." Whether the Supreme Court would uphold that right was another question.

A station which carried such a speech, it was conceded, would at least be faced with many protests and requests for time in which to reply.

In the Scott Decision FCC did not say that stations must honor all requests for time in which to present a viewpoint. "Selection with fairness" must be the guide, and factors to be considered include "the extent of the interest of the people in [the station's] service area in a particular subject to be discussed, as well as the qualifications of the person selected to discuss it." The decision continued:

The criterion of the public interest in the field of broadcasting clearly precludes a policy of making radio wholly unavailable as a medium for the expression of any view which falls within the scope of the constitutional guarantee of freedom of speech.

The Terminiello case split the Supreme Court 5 to 4. Justice Robert H. Jackson issued a stinging dissent. He charged that the majority, if it does not "temper its doctrinaire logic with a little practical wisdom," may "convert the constitutional Bill of Rights into a suicide pact."

The majority opinion, by Justice William O. Douglas, held that "a function of free speech under our system of government is to invite dispute," continuing:

It may indeed best serve its high purpose when it induces a condition of unrest, creates dissatisfaction with conditions as they are, or even stirs people to anger. Speech is often provocative and challenging. It may strike at prejudices and preconceptions and have profound unsettling effects as it presses for acceptance of an idea. That is why freedom of speech, though not absolute . . . is nevertheless protected against censorship or punishment, unless shown likely to produce a clear and present danger of a serious substantive evil that rises far above public inconvenience, annoyance, or unrest. . . . There is no room under our Constitution for a more restrictive view. For the alternative would lead to standardization of ideas either by legislatures, courts, or dominant politicial or community groups.

The Shuler decision was handed down Nov. 28, 1932, by the Court of Appeals for the District of Columbia and was not reviewed by the Supreme Court. It upheld denial of license renewal of KGEF Los Angeles, which was licensed to Trinity Methodist Church, South. Dr. Shuler was minister of the church. The decision said in part:

Applicant may continue to indulge his strictures upon the characters of men in public office. He may just as freely as ever criticize religious practices of which he does not approve. He may even indulge in private malice or personal slander—subject, of course, to be required to answer for the abuse thereof—but he may not, as we think, demand, of right, the continued use of an instrumentality of commerce for such purposes, or any other, except in subordination to all reasonable rules and regulations Congress, acting through the Commission, may prescribe.

At Deadline...

REGIONAL POWER GRANTED TO KONO SAN ANTONIO

IMPROVED facilities of 5 kw day, 1 kw night directional on 860 kc fulltime were awarded to KONO San Antonio Friday in final decision by FCC which denied competitive bid of Roy Hofheinz and W. N. Hooper d/b as Texas Star Broadcasting Co. for new station there. An early "Blue Book" station, KONO won boost from present 250 w fulltime assignment on 1400 kc because it has improved programming during past two years and Eugene J. Roth, owner, pioneered in San Antonio radio [BROADCASTING, Sept. 9, 1948].

Comrs. Paul A. Walker and Frieda B. Hennock both dissented from majority opinion, in which Comrs. E. M. Webster and George E. Sterling did not participate, and voted for grant of Texas Star. Both believed Texas Star would give better programs. Comr. Hennock cited recent decision of U. S. Court of Appeals in WJLD Bessemer, Ala., case which said FCC must consider programming as vital element of public service in comparative proceedings [BROADCASTING, May 9]. Texas Star was involved in two other FCC hearing cases last week (see stories pages 56 and 60).

WGL BIDDER DROPS OUT

COMPETITIVE bid of Anthony Wayne Radio Inc. for purchase of WGL Fort Wayne, Ind., dismissed by FCC Friday on request of applicant. Firm had matched $150,000 offer of Fort Wayne *News-Sentinel* for Farnsworth Radio & Television Corp. outlet [BROADCASTING, Feb. 7]. Anthony Wayne, which includes ex-FCC Chairman James Lawrence Fly, told Commission it had been put in poor competitive position by FCC denial of request to amend its application to allow more local people to subscribe for stock. Firm was reimbursed for expenses, $9,632.50, by paper.

WOR-FM MOVES TO N. J.

WOR-FM New York discontinuing broadcasts for two weeks to move transmitter from 444 Madison Ave., New York, to North Bergen, N. J., site of WOR-TV new video antenna tower. Old location being taken over by WFDR (FM) New York, new station.

SERVICING BILL REFERRED

ILLINOIS House Bill 702 limiting TV servicing, repair and installation to graduates of recognized TV schools, referred to committee after vigorous opposition from electronic parts and equipment manufacturers and Radio Mfrs. Assn. Bill calls for examination and license by Dept. of Registration & Education.

TV COVERS FLOOD

POWER of TV was graphically illustrated during flood last week in Fort Worth, Tex., area, according to Harold Hough, general manager, WBAP WBAP-TV. Station recorded film shots of disaster which washed out 1,600 homes and caused $15 million property damage. WBAP-TV, which started week (May 15) with baseball telecast in front of "smoldering" stands, telecast 17 minutes of flood newsreel, using mobile unit to catch family rescues, horses stalled on housetops, etc. In all, televiewers received 60 minutes of filmed shots taken in Fort Worth and Dallas during period.

PARAMOUNT PRODUCTIONS, KTLA AWAIT SUIT NOTICE

ACTION awaited on $200,000 libel suit against KTLA(TV) Hollywood and Paramount Television Productions filed in Los Angeles Superior Court. Filed in name of Di Gorgio Fruit Corp., near Bakersfield, suit asks $100,000 actual and $100,000 exemplary damages. Action contends that film, allegedly prepared and telecast by KTLA May 27, 1948, held farms up to hate, contempt and ridicule by misrepresenting life among laborers.

Klaus Landberg, Paramount Productions West Coast director, disclaimed any knowledge of suit. Time for film, titled *Proverty in the Valley of Plenty*, was paid for jointly and presented by AFL Film Council and Los Angeles Central Labor Council, not station, according to Mr. Landsberg. John Morrow, Di Gorgio attorney, issued "no comment" in reply to query why suit had been delayed for year.

LAWYERS SCORE ABA'S RULE ON TV APPEARANCES

CHARGES of "ridiculous" and "sensitive" were hurled at American Bar Assn. Friday after KTSL Hollywood was compelled to drop lawyer participation TV show, *Television Examiner*. Weekly program, which featured group of attorneys discussing various topics, hit by interpretation of ABA's Canon 18, which brands appearances as advertising and therefore unethical.

One attorney told BROADCASTING: "It is as ridiculous to contend that an appearance on television is advertising as to argue that publicity which surrounds a criminal lawyer is advertising." Another cited illogic of TV policy while permitting lawyers to take part in political campaigns, civic drives and committee activities despite publicity that accrues.

HELBROS CURTAILS

HELBROS WATCH Co., New York, is dropping *Quick as a Flash* on MBS after sponsoring show three years. Reason for radio budget curtailment ascribed to watch market drop. Agency, William H. Weintraub & Co., New York.

THOMPSON HEADS KFYO

RESIGNATION of DeWitt (Judge) Landis, general manager of KFYO Lubbock since 1936, and appointment of Assistant Manager Gordon Thompson to succeed him were announced Friday by O. L. (Ted) Taylor, executive general manager. Mr. Landis leaving to devote more time to KICA Clovis, N. M., of which he is substantial stockholder, and to personal investments including Salt Lake City bottling firm owned by him and Mr. Taylor.

SEN. WHITE IMPROVING

CONDITION of Wallace H. White Jr., retired Republican Senator and former chairman of Senate Interstate & Foreign Commerce Committee, who suffered heart attack May 13, was described as "continuing to improve" late Friday. Mr. White was honor guest at dinner given May 12 by NAB President Justin Miller [BROADCASTING, May 16]. Following day he was stricken.

DAYTIME STUDY SHOWS AUDIENCE UNDER-RATED

RADIO advertisers who pitch messages t housewives during mornings and afternoon were found by a special WOR New York stud to get more for their money than ordinar Hooper, Pulse and Nielsen ratings would indi cate.

WOR housewife study, conducted among tel ephone and non-telephone homes last fall b Pulse, revealed that:

1. Twenty-six percent of all metropolitan Nev York housewives are listening to radio durin average daytime half-hour as compared with 14 sets-in-use average for all listeners in phone homes
2. Among housewives at home, 37% were listenin to radio, as compared to Hooper daytime level o 22%, based on telephone survey.

Also significant is finding that those in mid dle and lower income brackets listen to radi more than "well-to-do," as do housewives i homes without phones, who average 20% mor listening than those with phones. More sets in-use were found among younger women, an those with children under 15, than among olde women, women with older children or no chi dren at all.

Robert Hoffman, WOR research directo says survey shows "daytime radio is doing far more effective job for advertisers than i reflected by audience-measurements method which currently cover all daytime listeners. Difference in listening levels for housewive alone and for all daytime listeners, Mr. Hoff man says, is understandable because most day time programs are directed to women.

Survey was conducted in 10 metropolita New York counties, and covered listening hab its from 8 a.m. to 6 p.m., Mon.-Fri., on non rainy days to eliminate effect of weather.

Closed Circuit

(Continued from page 4)

FMA petition for hearing on question of du plicating AM programs on FM [BROADCASTIN Nov. 3, 1947]. Probable action: Hearing FCC Chairman Coy is on record for requirin duplication by AM-FM broadcasters.

FCC DUE to come to grips soon with difficul and as yet unsettled question of whether it rules prohibit programming on TV sound trac (either independent programming or by dupl cation of AM-FM programs) during test pa tern transmissions. Though there have bee occasional horseback opinions against suc programming, authorities concede rule is un clear. At least two stations which are dupl cating AM and FM on TV aural transmitte have been asked what they think.

INTELLIGENCE from abroad: FCC Chai man Wayne Coy and CBS President Fran Stanton are lunching in Paris June 6. (M Coy is heading U. S. delegation to telephor and telegraph conference; Mr. Stanton is vac tioning in Europe.)

WBKB (TV) Chicago rehearsing puppet sho similar to *Kukla, Fran & Ollie* as replacemer for NBC-TV feature which moves to WNB (TV) Chicago June 13. Format—girl talkin with puppets about activities at Hollywoo studio. Show, tentatively called *Larry Location*, being groomed for CBS-TV.

COMMUNICATION at deadline: "Please l so good as to publish correction of erroneo statement made in CLOSED CIRCUIT May issue. Mr. Wilmotte's first application dire tive antenna principles to broadcasting can much later than initial application at WBE Buffalo made during summer of 1930. R gards. (s) Paul F. Godley [Consulting E gineer]."

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — Trade Paper Edition

KMBC-KFRM First In New Survey

"The Team" Ranks First in Public Service Programs in Conlan Study

Again, The KMBC-KFRM Team has won top honors in a big, important survey; this time a personal interview survey of the "aided recall" type.

Final report of the Conlan Study was issued in April, 1949. The survey was made at the Kansas State Fair, and the American Royal Livestock and Horse Show last fall, and was limited to residents on the farm and in small towns of less than 2,500 population. It included 1,223 interviews from 150 counties within The KMBC-KFRM Team's primary coverage area.

Interview results from each county were weighted to give each county its true relative importance according to its number of radio families.

Experienced interviewers asked six major questions: First, "What Radio Stations do you listen to regularly?" Response showed The Team far out in front among all broadcasters in the huge Kansas City Primary Trade area.

Second: "What Radio Farm editors and Market reporters do you listen to regularly?" The Team's Phil Evans and Bob Riley were far in the lead. Ken Parsons, although then a relatively new air name, ranked fifth.

Third: "What Radio Stations do you listen to for News?" The KMBC-KFRM Team led all Kansas City broadcasters!

Fourth: "What Radio Stations do you listen to for Market reports?" The Team led in number of mentions to this question by 60 per cent over the second-place station.

Fifth: "What Radio Stations do you listen to for other Farm programs?" The Team had four times more mentions than the second ranking station.

Sixth: "What Radio Stations do you listen to for Women's homemaking programs?" The Team received twice as many mentions as the second place station.

The KMBC-KFRM Team not only has top listener preference in the area it serves, but provides advertisers with the most economical circulation in the $4,739,317,000 Kansas City Primary Trade territory.

Only The Team provides "one broadcaster" coverage of this huge area which encompasses western Missouri, all of Kansas, and portions of adjacent states —3,970,100 people within The Team's half-millivolt contours! This wide coverage, also the remarkably wide-spread sampling in this survey, are dramatically shown in the map on this page.

Interested parties are invited to study this and other KMBC-KFRM surveys. Simply call any Free & Peters "Colonel" or KMBC-KFRM man!

KMBC-KFRM FEATURES SKILLED AND VETERAN NEWS STAFF

"To keep in touch with the times—keep tuned to KMBC" became a news by-word many years ago in the minds of radio listeners in the Kansas City area, when KMBC pioneered newscasting.

The KMBC-KFRM Team's News staff, greatest among Kansas City broadcasters, has a combined total of 76 years news experience. The six full-time veteran journalists are experts in compiling, editing and writing newscasts that are tailored to Heart of America listeners.

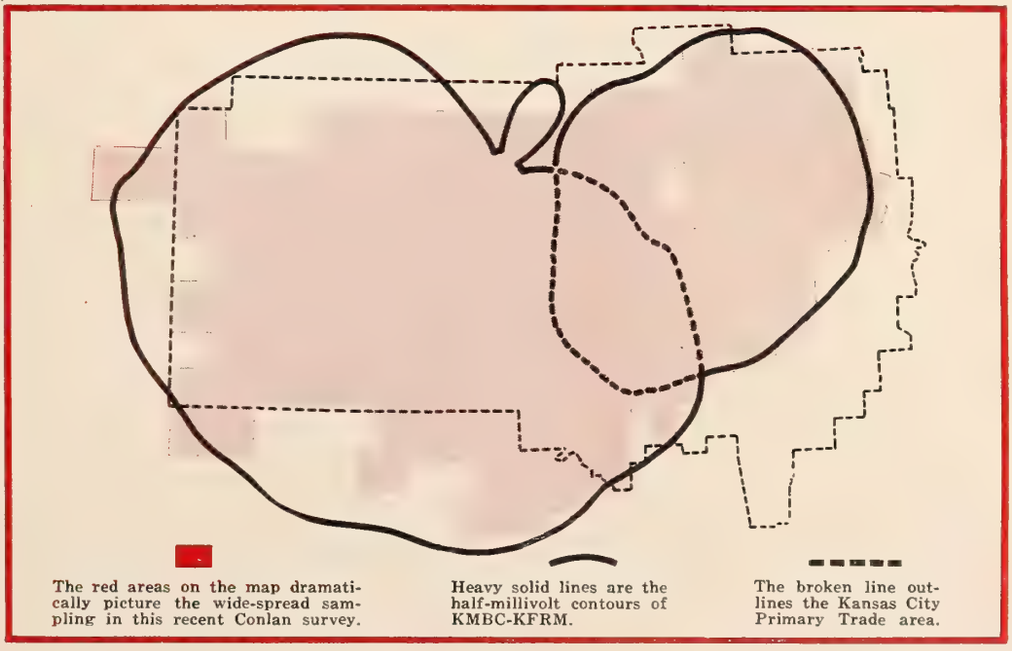


ERLE SMITH
News Director

Under the direction of Erle Smith, 14 years as managing editor at KMBC, the staff presents 19 daily newscasts on the two stations, all specially prepared and up-to-the-minute on local, regional, national and world happenings. Supplementing the battery of teletypes, members of the staff cover regular news runs, in addition to their broadcasts. Special correspondents in many communities throughout the Kansas City Trade area provide local coverage for "hometown headlines."

In addition, The Team is the only Kansas City broadcaster with a Washington correspondent. He is Walter Cronkite, famous United Press European correspondent who covered the Nuremberg trials and last year returned from Moscow. Cronkite daily telephones material of interest and importance to the Kansas City Trade area, also records three weekly quarter-hour reports — including interviews with Senators and Congressmen and "VIP" from the Kansas City Trade area.

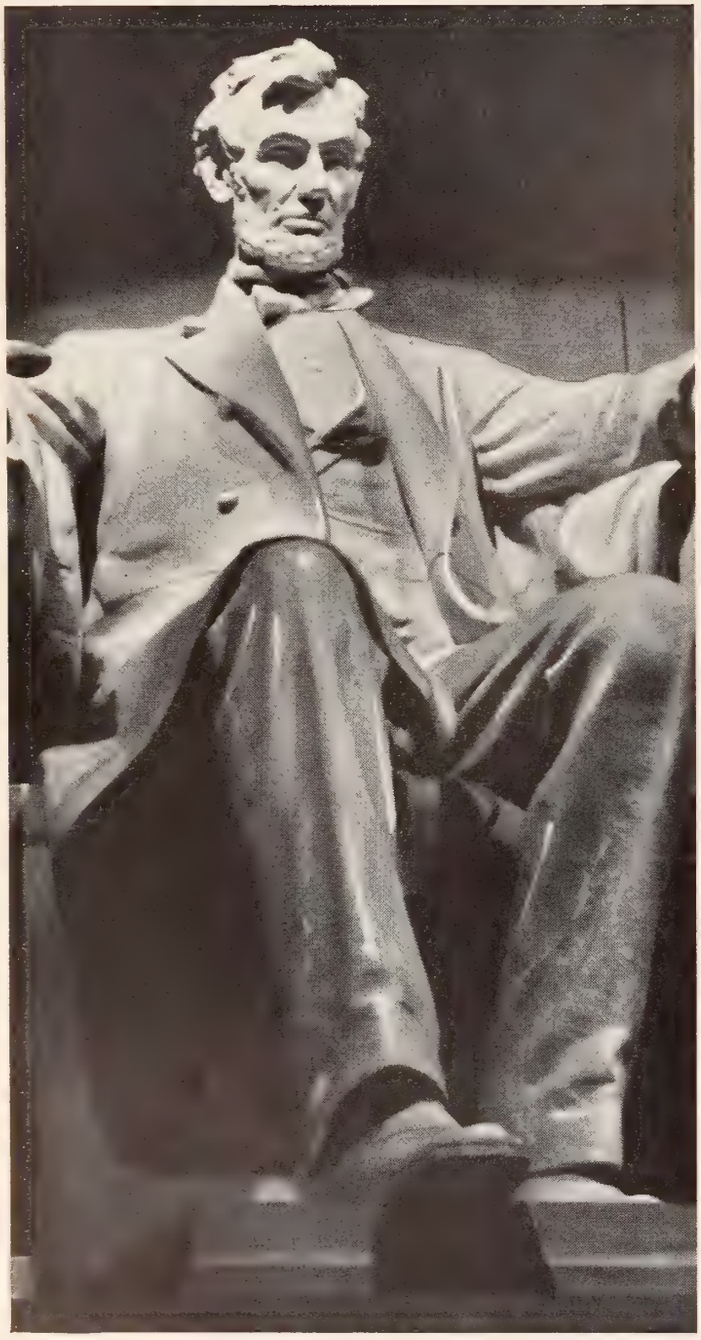
Oldest continuous sponsor of KMBC newscasts (also on KFRM) is Phillips Petroleum. Other nationally known news sponsors include Studebaker, Metropolitan Life, Procter & Gamble, National Biscuit, Mid-Continent Petroleum, Peter Paul confections and others.



The red areas on the map dramatically picture the wide-spread sampling in this recent Conlan survey.

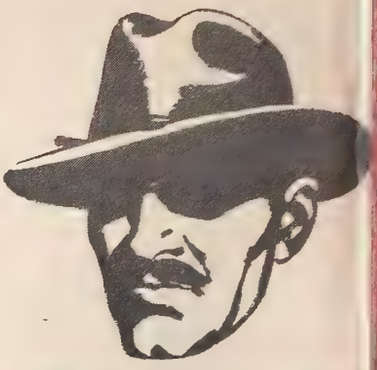
Heavy solid lines are the half-millivolt contours of KMBC-KFRM.

The broken line outlines the Kansas City Primary Trade area.





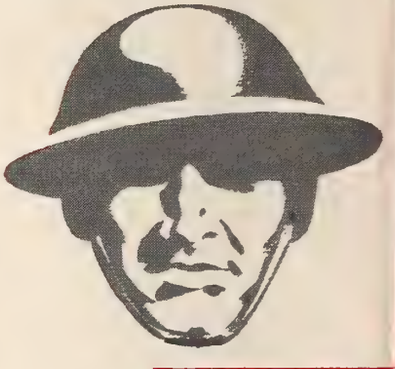
CIVIL WAR



SPANISH AMERICAN WAR

"..... that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion."

—*ABRAHAM LINCOLN*



WORLD WAR I



WORLD WAR II



Free Speech Mike

50,000 WATTS
CLEVELAND

50,000 WATTS
DETROIT

50,000 WATTS (DAYS)
LOS ANGELES

WGAR ★ WJR ★ KMPC

THE GOODWILL STATIONS

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Ass't. to the President

MAY 30, 1949 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

▶ **a bonus**



▶ **an additional $125,000,000 pocketbook for you in the**

KLZ
5000 WATTS ON 560 KILOCYCLES

Summer Market...

Few radio markets in America offer you the summer-plus coverage of KLZ. 16,000 new customers a day—count 'em—with an additional $125,000,000 pocketbook! Customers buying soup and soap, drinks and delicacies, food, clothing and equipment they're hearing about on car radios, portables, and radios in hotels, cabins and mountain resorts. Year-round advertisers know the value of this rich Colorado market. New advertisers are buying choice program and spot schedules on KLZ. See your Katz man today.

Be sure your advertising dollars spend their summer in Colorado — where your customers are!

Represented by the Katz Agency

CBS in Denver

IN THIS ISSUE: MONTHLY TELECASTING SHOWSHEET



It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

Skating on water is a cinch compared to trying to cover this market with outside radio. Because the Bonanza Beeline—California's rich central valleys plus western Nevada—is an *independent* market . . . well inland and remote from coastal influence. And Beeliners just *naturally* prefer their own *local* stations.

So to radio-sell this 3¼ Billion Dollar market—where annual retail sales exceed those of Indiana†—you need on-the-spot-radio. You need the five BEELINE stations.

Each of these stations is located right *in* a major Beeline city. And each is a strong local favorite. For example, a recent Hooper showed KFBK Sacramento *leading all competition*, with an audience share of 23.7 for total rated time periods. And now that it's 50,000 watts, KFBK delivers solid coverage of the *whole 21-county* Sacramento Trading Area!



†Sales Management's 1948 Copyrighted Survey

McCLATCHY BROADCASTING COMPANY

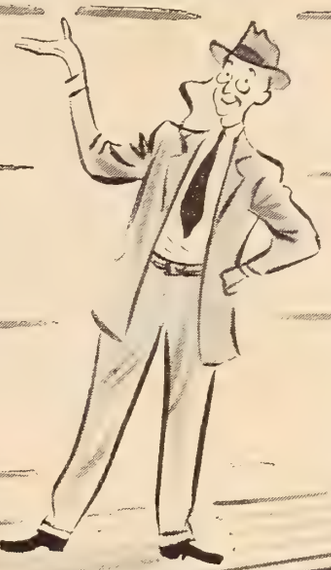
SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

SPEAKING OF SUPER HOOPERS:

WGBI (Scranton) SCORES

56.6	MORNINGS
59.0	AFTERNOONS
72.0	EVENINGS



. . . WGBI sets a record for all CBS stations studied!

WGBI, Scranton, Pa., leads all CBS stations in Mr. Hooper's record book with a phenomenal 72.0 in the heavy-listening evenings! WGBI's whopping morning rating (56.6) and even better afternoon score (59.0) are impressive returns, too . . . made even *more* impressive by the high sets-in-use figures!

674,000 prosperous people make up the rich Scranton—Wilkes-Barre market. You can reach and sell this big market *any time,* from early morn to late at night, on WGBI. You can do it economically *and profitably,* too. Ask your John Blair man about Scranton—Wilkes-Barre, WGBI and today's availabilities, *today!*

SCRANTON **WGBI** PENNSYLVANIA

CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT

MRS. M. E. MEGARGEE
President

GEORGE D. COLEMAN
General Manager

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

(Figures from Hooper Station Audience Index—Jan., Feb., 1949)

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

SPECULATION over appointment of successor to Donald W. Thornburgh, who assumes WCAU Philadelphia presidency Aug. 1, has centered upon Howard S. Meighan, CBS senior vice president. It's known, however, that Mr. Meighan has purchased new home in Larchmont, New York, which he will occupy July 1 and that it's doubted whether he would be interested in cross-country move.

HUNT FOODS INC., Los Angeles, through Young & Rubicam, is mulling possible debut into network radio via "name" format. Firm also planning western regional program. TV experimentation to get under way with probability that program will be pretested over a Los Angeles station before decision is made on origination in East.

TRAGIC DEATH of former Secretary of Defense James Forrestal, early Sunday morning, May 22, was heralded to stunned world almost exclusively by radio. President Truman, according to White House reports, first heard news when he tuned in 7 a.m. newscast. Like lamentable Pearl Harbor attack on another Sunday (Dec. 7, 1941), radio was only means of instantaneous distribution since morning newspapers had gone to press.

RALPH AUSTRIAN, video consultant, being talked as candidate for TBA paid presidential job should FCC Chairman Coy decide to pass it by.

PENDING before ABC board of directors is proposal that network and its five managed and operated stations resign from NAB. Proposal, made several weeks ago, was declared to have no relationship to recent resignations [BROADCASTING, May 23].

SENATE Interstate Commerce Committee consideration of nomination of Comr. E. M. Webster for full seven-year term to begin July 1 reportedly held up because of complaints in recent mobile service allocations, which he marshalled through FCC. While no formal comment is forthcoming, it's reported that members of committee itself, as well as other Senators, have asked for hearings but Chairman Johnson hasn't yet set definite date.

GROUP including Dan Golenpaul, producer of *Information Please,* Richard Rodgers and Oscar Hammerstein, Howard Lindsay and Russell Crouse talking of seeking television channel when applications again become possible. While whole matter still in talking stage, application is favored over purchase of existing station.

LINCOLN-MERCURY Dealers in process of determining whether they will renew *Toast of the Town* on CBS-TV for fall. New York dealers have agreed to renew. Others should make decision by latter part of week. Kenyon & Eckhardt, New York, is agency.

OLSEN & JOHNSON SHOW, to be sponsored

(Continued on page 66)

Upcoming

May 29-June 1: Advertising Federation of America 45th annual convention, Rice Hotel, Houston, Tex.

June 3: AWB Executive Committee meeting, NAB Hdqrs., Washington.

June 3-4: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

(Other Upcomings on page 40)

Bulletins

GENERAL MILLS, Minneapolis, sponsoring $21,000 series of four contests on ABC *Lone Ranger* programs (Mon., Wed., Fri., 7:30-8 p.m.) starting June 13. Listeners to identify mystery deputy and compete for best letter writing. Prizes range from $3,000 grand prize to 250 prizes of $10 each. Agency, Dancer-Fitzgerald-Sample, New York.

VA. ASSN. URGES STANDARD SESAC PROCEDURE

NAB urged to conclude standard procedure with SESAC for fixing terms and rates in resolution adopted Friday by Virginia Assn. of Broadcasters, meeting at Tides Inn, Irvington, Va. (early story page 27).

Other resolutions urged law to curb secondary boycotts; favored inclusion of radio and TV set questions in U. S. Housing Census in 1950; commended NAB for formation of Broadcast Advertising Bureau; reaffirmed faith in AM as basic broadcast medium; lauded services of Campbell Arnoux, WTAR Norfolk, and Frank U. Fletcher, WARL Arlington, Va., on NAB board; endorsed All-Radio Presentation; commended VAB officers for successful meeting; thanked Lloyd Venard of Edward Petry Co., for talk on women's programs, and other speakers; urged support of BMI.

These officers were elected: Philip P. Allen, WLVA Lynchburg, president; Mr. Fletcher, promoted from secretary-treasurer to vice president; John W. Schultz, WMVA Martinsville, secretary-treasurer. New directors are John W. New, WTAR Norfolk, retiring president; Jack T. Helms, WNVA Norton; Irvin G. Abeloff, WLEE Richmond; Frederick L. Allman, WSVA Harrisonburg; Frank E. Koehler, WROV Roanoke.

ACA BLASTS IBEW

AMERICAN Communications Assn., broadcast Local 1, CIO, in publication *Off Mike,* blasted AFL's IBEW Friday. IBEW charged with raiding ACA at WOV New York, where IBEW won NLRB election, 7-3. ACA, which has had contract with station for years, could not appear on ballot because of non-compliance with Taft-Hartley law. ACA still understood to represent some 30 office workers and announcers at station, where it has just signed new contract with wage question still to be arbitrated.

Business Briefly

NAMES AGENCY ● Coro Inc., New Yor names Hirshon-Garfield, New York, as agenc Television will be used. Spot announcemen and fashion shows are on schedule.

WESTERN SERIES ● Dr. Ross Dog Foo Los Angeles, June 23 starts transcribed *Hop long Cassidy* on full Don Lee network plu KOOL Phoenix—Thurs., 8-8:30 p.m. (PST 52 weeks. Produced by Commodore Produ tions, Los Angeles. Agency, Rocett-Lauritze Los Angeles.

LIPTON REPLACES ● *It Pays to Be Ign rant* replacing *Arthur Godfrey's Talent Scou* on CBS (television only) Mon., 8:30-9 p.m starting June 6 when Lipton-sponsored pr gram goes off for summer.

CENSUS BUREAU FINDS RADIO MANUFACTURERS UP

RADIO PRODUCTION's contribution growth of American economy highlighted latest report of Census of Manufacturer showing employment increase of 213% fro 1939 to 1947; payroll increase of 581%. "Valu added by manufacturers" (value of product le cost of materials, fuel, etc.) increased 517 to total $773.2 million in 1947.

Total production workers in radio man facture in 1947 was 142,478; 45,484 in 193 Total payroll $47.6 million in 1939; in 19 reached $324.3 million. Number of business in field increased from 305 to 857 in san period. Leading states are Illinois which a counts for $180.8 million of value added; Ne York, $158.6 million. Census taken befo big push on television, and does not reflect i pact of TV.

TRANSIT SALES SESSION

SALES managers of 15 transit radio statio met in Chicago Thursday and Friday f clinic conducted by Frank E. Pellegrin, vi president in charge of sales. Jack Holm and Kay Kennelly, media directors for M Cann-Erickson and Olian, respectively, di cussed their angles on TR at luncheon session Loretta Kealy, national sales office manage outlined station data requirements of tim buyers.

EARLY ACTION FORESEEN ON LOBBYING INQUIRY

IMMEDIATE action foreseen in Congress F day on resolution to investigate lobbying independent agencies and private organiz tions. Resolution, providing authorization $50,000 for inquiry, to be reported to Sena early this week, then passed to Rules Comm tee for approval of sum.

Senate Judiciary voted to report H. Con. R 62 with this amendment: Joint Committ would comprise five, not seven, members fr each house, and leave their selection to ea Judiciary Committee chairman, rather th President and House Speaker.

This Is Why

KRLD

Is Your Best Buy

1st. Again

HOOPER RATINGS

FOR DECEMBER, 1948
THROUGH APRIL, 1949

Show - -

KRLD

has MORE listeners in DALLAS than any other station between:

6:00 P.M. to 10:30 P.M.
8:00 A.M. to 12:00 NOON
SATURDAY (ALL DAY)
8:00 A.M. to 6:00 P.M.

50,000 *Watts*
DAY *and* NIGHT
Studios:
DALLAS
FORT WORTH



KRLD



The TIMES HERALD *Station*

TOTAL BMB DAY
692,670 *Radio Families*

THE BRAHAM COMPANY, *Exclusive Representatives*

★ CBS ★

TOTAL BMB NIGHT
842,560 *Radio Families*

WIP Produces!

Example #14

For more than 27 years Gimbel Brothers, Philadelphia has sponsored the "Uncle Wip" program. For the past three years "Uncle Wip" commercials have been devoted exclusively to Buster Brown shoes . . . and Gimbel Brothers, Philadelphia, has become AMERICA'S NUMBER ONE outlet for Buster Brown shoes!

WIP
Philadelphia
Basic Mutual
•
Represented Nationally
by
EDWARD PETRY & CO.

BROADCASTING
TELECASTING

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IN THIS ISSUE . . .

Video Standards Showdown 23
Thornburgh to WCAU 23
Station Tax Threat in Little Rock Ruling 25
New York Boxing Managers Reject Garden Offer 25
Cutting Station Overhead by Richard Doherty 27
Commentators Draw Fire 28
Grey Adv. Upheaval 28
NAB Committees Appointed 29
Tower Site Standards Proposed 29
Video Spot 38.3% of TV Revenue TV-3
Ford, RCA Victor Swing to TV TV-3
R & R's Television Tips TV-6
KFI-TV Daytime Report TV-16

DEPARTMENTS

Agencies	8	Network Accounts	54
Allied Arts	62	On All Accounts	20
Commercial	47	Open Mike	12
Editorial	36	Our Respects to	36
FCC Actions	48	Production	58
Feature of Week	20	Programs	55
Film Report	TV-8	Promotion	60
Management	38	Radiorama	18
Milestones	16	Technical	62
New Business	54	Telestatus	TV-14
News	50	Upcoming	40

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

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250 Park Ave., Zone 17, PLaza 5-8355
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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

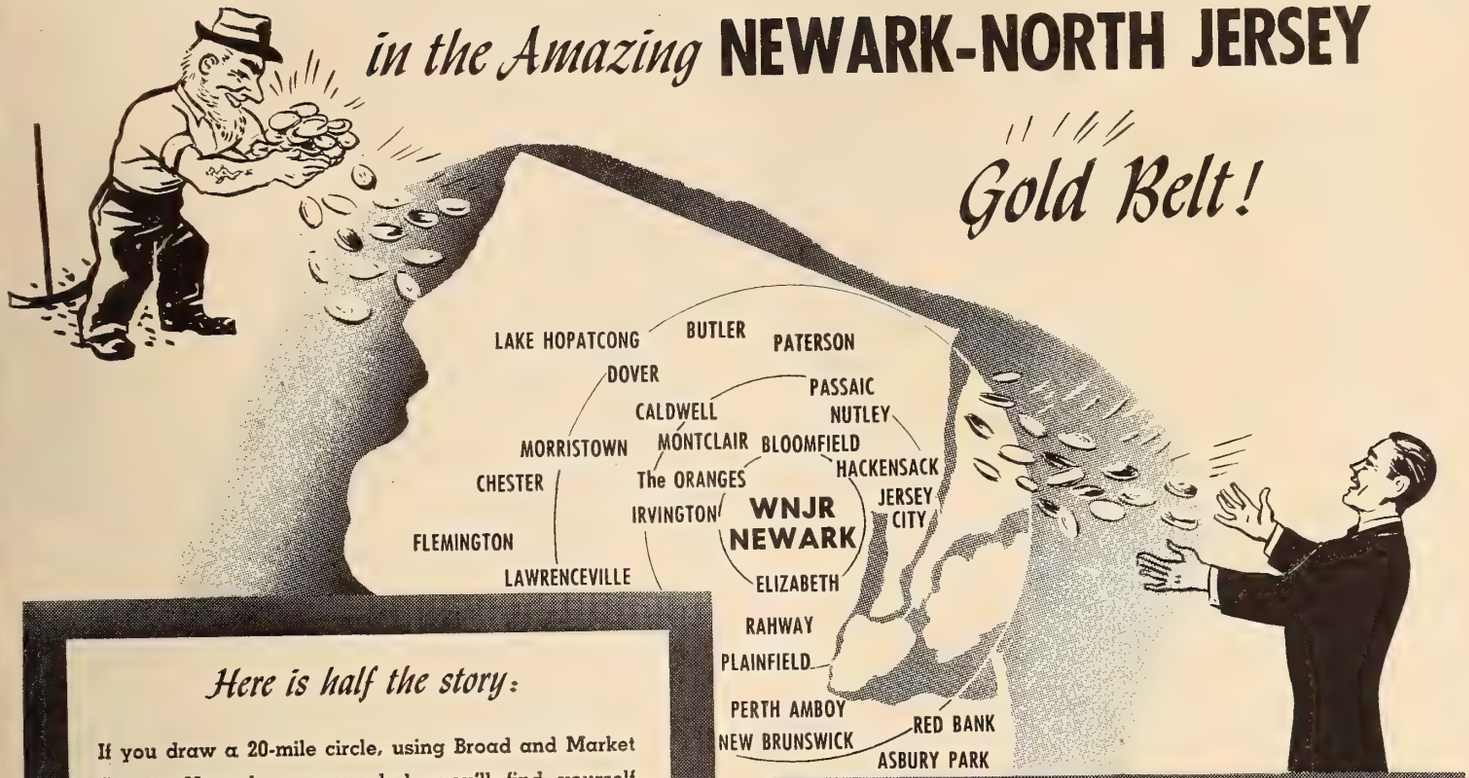
* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

WNJR *delivers the Mother Lode*

in the Amazing NEWARK-NORTH JERSEY *Gold Belt!*



Here is half the story:

If you draw a 20-mile circle, using Broad and Market Streets, Newark, as your hub, you'll find yourself smack in the middle of the 5th largest market in North America. Greater than Detroit, Boston, Mexico City or Montreal.

In this small area, exclusive of New York's millions, live 3,500,000 souls. Outmoded city lines—even county lines which divide apartment houses, business offices and factories—mean nothing in the fabulous Newark-Northeast New Jersey sector. In the space of 20 minutes you can drive through 4 towns in any direction.

Remember: When you buy Newark, you are buying nearly a million prosperous families with $4,733,846,955 net effective buying income—more than 2-2/3% of the entire nation's total. Focal point, Essex County boasts an average family income of $6,761 per annum, one of the country's highest.

Here is the other half:

You can't sell this tremendous market with New York media alone. Metropolitan Newarkers spend upwards of $3,000,000,000 yearly in Northeast New Jersey retail stores.

WNJR strikes a rich vein for advertising prospectors in this gold belt. High gear program showmanship with a local slant makes people hear and act upon your sales message.

And here is a plus value:

WNJR listenership extends well beyond the Newark Metropolitan area. Gives you sizeable bonus audiences in New York's 5 boroughs, in Westchester, part of Connecticut, and additional sections of New Jersey.

Ask us about other plus values—which no other radio station can match.

Why wait? Pick up the phone now. Call any Avery Knodel office.

WNJR
RADIO STATION OF NEWARK EVENING NEWS

5000 Watts

91 HALSEY STREET NEWARK 2, N. J.

Represented by: **AVERY KNODEL, INC.** *New York Chicago • Atlanta • San Francisco • Los Angeles*

The Patroon* of the week

NORMAN CHESTER

Time Buyer, BBD&O



Norm handles the spot radio buying for UNITED FRUIT, F & M SCHAEFER BREWING, BON AMI, CLARK CANDY, AMERICAN HOME MAGAZINE and GENERAL TIME INSTRUMENTS. Welcome to the Patroons, Norm. The William G. Rambeau rep today presented Norm with a membership scroll and the deed to a tract of land in the heart of the Patroon country.



*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

Sales success stories mean profit to the advertiser—promises mean nothing. WPTR's outstanding record of sales success for a number of advertisers proves this station's tremendous selling power. The Rambeau rep will show you the facts.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Agencies



JOHN H. PORTER, formerly president of his own independent advertisi copy service and before that account executive with Abbott Kimball C joins Buchanan & Co., New York, as account executive.

L. E. AHLSWEDE joins Fuller & Smith & Ross, Chicago, as account executi after working in same capacity at Reincke, Meyer & Finn, same city, for pa five years.

CHESTER W. DUDLEY Jr., formerly vice president of Benson & Benson In joins Compton Adv., New York, as account executive. He previously was with Benton & Bowles and later director and treasurer of Capital Theatre Corp., post which he maintains.



Mr. Dudley

H. LANE LOSEY, formerly with BBDO and Cities Service Co. advertising department, both New York, joins Courtland D. Ferguson Inc., Washington, as copy director.

DONALD B. HAMILTON, formerly with McCann-Erickson, joins BBDO as head of agency's Detroit office. He replaces **GEORGE VONDERLIN,** who moved to Chicago as account executive.

NORMAN BRADFORD, formerly with Paris & Peart and J. Walter Thompson Co., both New York, joins copy staff of Kudner Agency, also New York.

JACK SCHAEFER joins Lindsay Adv., New York and New Haven, as direct of publicity and promotion.

FRANK B. PATTERSON, formerly freelance Hollywood writer-producer, joi J. M. Lenz Adv., same city, as account executive.

DAVID C. STEWART secretary of Kenyon & Eckhardt, New York, elect to board of directors to fill vacancy left by recent death of **OTIS ALLE KENYON.**

ALFRED A. COUGHLIN and **FRANK BURNS** join radio-television departme of Kudner Agency, New York, as producer-directors.

ROBERT V. WALSH, formerly with WJIM Lansing, WGFG Kalamazoo, a WPDX Clarksburg, W. Va., joins radio staff of VanSant, Dugdale & C Baltimore.

COOPER & CROWE Inc., Salt Lake City, beginning expansion progra **GORDON CROWE,** president, announced. Firm opened branch office in Ogd with **DON L. WATKINS** as manager. Ogden office is in Kiesel Bldg. **GA MARTIN** joins firm as associate in charge of public relations.

VINCENT TUTCHING, former Brazilian sales and advertising manager for E. Squibb & Sons who joined Foote, Cone & Belding International, New Yo early this year, appointed Canadian manager of firm. He will shortly estab agency's Canadian headquarters in Montreal.

WATTS, PAYNES Adv., Tulsa and Dallas, elected to membership in Americ Assn. of Advertising Agencies.

JULIAN STEYSKAL, formerly copy writer with Perrett Co., Los Angel joins Elwood J. Robinson Adv., that city, in similar capacity.

WILLIAM A. FORBES elected chairman of Platt-Forbes Inc., New York a Hartford agency. Other officers named: **THOMAS F. COSGROVE,** presidei **PARMELEE LYMAN,** treasurer; **WELLS W. CONSTANTINE,** secretai **RUTHERFORD PLATT,** executive vice president; **WILLIAM S. WALKI JOHN MONSARRAT** and **G. FRANK SWEET,** vice presidents.

DEE MARLATT, previously with Muriel Johnstone fashion division of forn Hixon-O'Donnell agency, appointed director of fashion advertising for J Goehring Co., New York agency.

R. JOSEPH KUKLICH, former creative director of Lawrence Boles Hicks I joins Hening & Co., Philadelphia, in similar capacity.

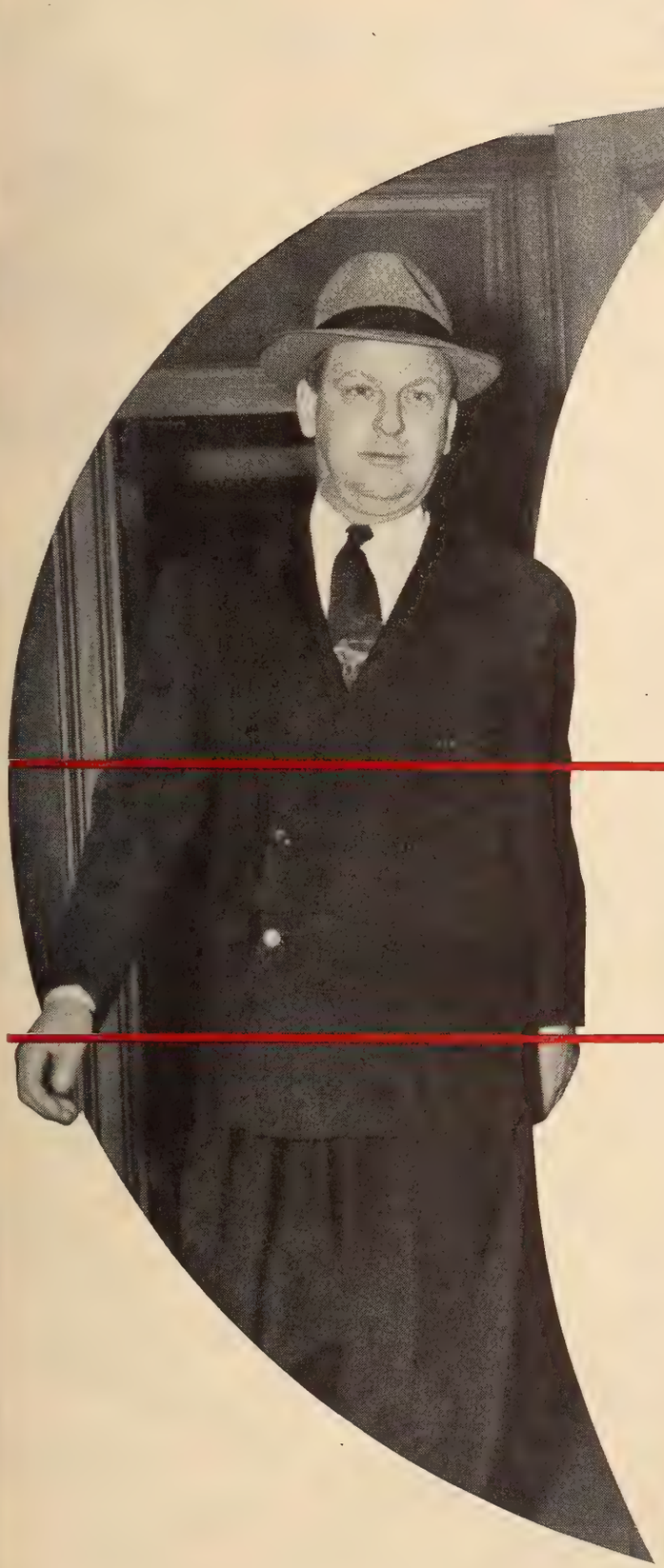
SYLVIA LENSON, formerly with copy staff of Federal Adv., New York, jo copy staff of Ellington & Co., also New York.

SYKES ADV., Pittsburgh, held open house May 20 to celebrate agency's oc pation of new quarters at 1101 Fifth Ave., Pittsburgh.

MacMANUS, JOHN & ADAMS Inc., Detroit, celebrates its 15th anniversa this month. President **JAMES R. ADAMS** and Chairman **W. A. P. JOHN,** founders, were hosts to entire agency staff at buffet supper May 11.

EARLE LUDGIN, president and treasurer of Chicago agency bearing his na took part in symposium, "How Can Television Do for Art What Radio for Music?", before members of American Federation of Arts at annual c vention in Chicago fortnight ago.

Fulton Lewis, Jr. sees RED



Finds Communist with Atomic Energy Commission Scholarship

On his broadcast May 10 Fulton Lewis, Jr. first broke the story of Hans Friestadt, the Communist at the University of North Carolina working toward a Ph.D. in Physics with the help of a $1,600 scholarship from the Atomic Energy Commission.

The Congressional stir created by the revelations resulted in an AEC ruling May 21 requiring non-Communist oaths for all persons certified for AEC fellowships.

This is one more example of the Lewis zeal for uncovering unhealthy situations—and his capacity for getting them corrected. Other reporting jobs of outstanding value to the nation have been his fact-crammed criticism of the Canol project, his series about the Latin American Highway, and his part in speeding up the synthetic rubber program during the war, to name just a few.

The Lewis capacity to influence listeners has been demonstrated time and time again. His OPA "mail-call" swamped Congress with thousands of letters; his more recent listener-vote on various phases of the Taft-Hartley bill resulted in an estimated 124,000 pieces of correspondence for Congressmen.

If you want a ready-made audience and a program with network prestige at local time cost with pro-rated talent cost, investigate now. Though currently sponsored on more than 300 stations, there may be an opening in your city for the Fulton Lewis, Jr. program. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).



BMI IS PROUD THAT SO MUCH OF ITS MUSIC HAS BEEN SO SPLENDIDLY RECORDED BY SO MANY OUTSTANDING ARTISTS.

OVER 40,000 BMI-LICENSED COMPOSITIONS HAVE BEEN RECORDED BY RECORD AND TRANSCRIPTION COMPANIES TO DATE.

JAN KIEPURA · INK SPOTS · PETER LIND HAYES · KATE SMITH · RAY NOBLE · TAGLIAVINI · MONICA LEWIS · KAY KYSER · MERRY MACS · GINNY SIMMS · HELEN FORREST · MARTHA TILTON · BARRY WOOD · VINCENT LOPEZ · HORACE HEIDT · PEGGY LEE · RISE STEVENS · LILY PONS · DICK HAYMES · ROBERT MERRILL · SPIKE JONES · JASCHA HEIFETZ · YEHUDI MENUHIN · EDDIE DUCHIN · CLAUDE THORNHILL · CAB CALLOWAY · BIDU SAYAO · HARRY JAMES · ALVINO REY · LOUIS ARMSTRONG · NELLIE LUTCHER · LOUIS JORDAN · JEAN SABLON · JESSICA DRAGONETTE · EMIL COLEMAN · JAMES MELTON · BUDDY CLARK · KING COLE · PERCY FAITH · CHARLIE BARNET · RUDY VALLEE · DESI ARNAZ · JAN AUGUST · ARTIE SHAW · MAURICE CHEVALIER · TONY PASTOR · PAUL WHITEMAN · GENE KRUPA · BOB EBERLY · ANDREWS SISTERS · CONNEE BOSWELL · EVELYN KNIGHT · CHARLIE SPIVAK · CARMEN MIRANDA · ENRIC MADRIGUERA · MEREDITH WILLSON · DEEP RIVER BOYS · MISCHA ELMAN · XAVIER CUGAT · CHARLES TRENET · WOODY HERMAN · LAURITZ MELCHIOR · DAVID ROSE · JIMMY DORSEY · CARMEN CAVALLERO · MARGARET WHITING · EDDIE CONDON · ANDRES SEGOVIA · GORDON JENKINS · TED WEEMS · JANE FROHMAN · SHEP FIELDS · JOHN CHARLES THOMAS · HELEN TRAUBEL · COUNT BASIE · TOMMY DORSEY · JO STAFFORD · ARTHUR RUBINSTEIN · SONS OF THE PIONEERS

RECORDINGS ARE A RECOGNITION OF QUALITY IN BOTH MUSIC AND ARTIST

DUKE ELLINGTON · LAWRENCE WELK · PHIL HARRIS · ROY ROGERS · ELLA FITZGERALD · RED FOLEY · WAYNE KING · LOUIS PRIMA · ETHEL SMITH · LARRY GREEN · MIMI BENZELL · DELTA RHYTHM BOYS · NORMAN CORDON · PERRY COMO · RUSS MORGAN · LES BROWN · CHARIOTEERS · FRANK SINATRA · MILLS BROTHERS · DINAH SHORE · DOROTHY SHAY · GOLDEN GATE QUARTET · BING CROSBY · PATTI PAGE · TEX RITTER · GENE AUTRY · JOHNNY MERCER · TEX BENEKE · HOOSIER HOT SHOTS · PIED PIPERS · EDDIE ARNOLD · GORDON MAC RAE · BILLY ECKSTINE · VIC DAMONE · DOROTHY LAMOUR · ART LUND · ROSE MURPHY · GEORGIA GIBBS · BENNY GOODMAN · NORO MORALES · DANNY KAYE · FRANKIE CARLE · JACK FINA · JOE HOWARD · VAUGHN MONROE · SAMMY KAYE · PAUL WESTON · BOB CROSBY · HILDEGARDE · CONNIE HAINES · STAN KENTON · SISTER ROSETTA THARPE · FRANKIE LAINE · FRED WARING · GUY LOMBARDO · ELLA MAE MORSE · FRAN WARREN · ELTON BRITT · BLUE BARRON · FREDDY MARTIN · ERSKINE HAWKINS · MAXINE SULLIVAN · DENNIS DAY · DINNING SISTERS · DINAH WASHINGTON · ANDY RUSSELL · THREE SUNS · JACK SMITH · TONY MARTIN · CAROL BRUCE · RILEY SHEPARD · ART MOONEY · MEL TORME · ROY ELDRIDGE · MARK WARNOW · PEARL BAILEY · CHARLES KULLMAN · THREE FLAMES · EDDY HOWARD · OZIE WATERS · SPADE COOLEY · SALVATORIE BACCALONI · LOUISE MASSEY · RAYMOND SCOTT · MARCEL GRANDJANY · JERRY WAYNE · TED STRAETER · JOHNNY BOND · STARLIGHTERS · POLYNA STOSKA · RAYMOND PAIGE · SONNY DUNHAM · MILDRED BAILEY · DICK JURGENS · DEXTER

AM FM TV BMI

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Studies 'Broadcasting'

EDITOR, BROADCASTING:

We have a new course entitled, "Station Sales Promotion, Merchandising and Publicity." Currently, the class, all potential station publicists, is studying the style of writing which is used by BROADCASTING.

All departments and technical developments are closely read since as future employes we want to know what the "score" is.

Our students hope to be writing full length news and features for the magazine upon completion of the . . . course.

Bert Haling, Instructor
Sales Promotion
Inst. of Radio Bcstg.
Dallas, Tex.

* * *

'Much Impressed'

EDITOR, BROADCASTING:

I was very much impressed, as other members of the radio industry undoubtedly were, by . . . your series of articles entitled "Business of Broadcasting" . . .

Bill Simpson
Commercial Manager
KTMS Santa Barbara, Calif.

* * *

Urges More Co-op

EDITOR, BROADCASTING:

Richfield co-op item, Page 24 of May 9 issue, seems to be indicative of trend of many national advertisers, who find small-market national rates un-economical. Perhaps concentration of promotion by ALL small-market-stations on obtaining more co-op, would prove the "great White Hope" for greater future potential. Comment from other small-market managers should provide additional aspects, and even instigate coordinated ACTION. Incidentally, 15 of KWRO's 80 retail accounts are already enjoying the benefits of co-op reimbursement, and 30 more could profit if their suppliers employed a co-op program.

Your radio coverage continues excellent. Keep up the good wor

Robert W. Harris
Manager
KWRO Coquille, Ore.

* * *

Disagrees With Quaal

EDITOR, BROADCASTING:

I wish to emphatically disagre with a statement made in the Ma 2 issue of BROADCASTING on pag 76 by Ward Quaal who says, amon other things, that, "Anti-Clear Bi would threaten rural service" an that "small towns face a loss o impairment of their radio service.

If Mr. Quaal would devote hal his time and energies to gettin FM stations in those small town and in rural communities wher coverage really would be consister and dependable, the question c clear channel and high powe broadcasting would be almo solved. . . .

The possible increase in powe of Mexican stations above 50 kw and in the region of 100 kw, for shadows the impending doom so-called clear channels. Broa casting stations may as well adm such a possibility and act accor ingly by building super-power F stations in the 500 kw to one mi lion kw brackets, which would ce tainly give them day and nigh dominence over the territory the now serve regardless of what an other country does or will attemp to do. . . .

Charles N. Cutler
Engineer
WSRK (FM) Shelbyville, Ind.

* * *

Selling for Us

EDITOR, BROADCASTING:

Here is a fifteen-second comme cial for BROADCASTING:

"Radio Stations, BROADCASTIN now makes available at cost, r prints of their series of article 'Business of Broadcasting.' Ma to your customers each month r prints of such articles as Schuster Eighteen Radio Years, and you wi get new business. This is just o of many services that BROADCAS ING offers."

Seriously, why don't you mal reprints of these articles availab to us? They should do a lot good.

Joseph K. Close
President
WKNE Keene, N. H.

[Editor's Note: BROADCASTING c supply tearsheets in limited numbe on special articles, or will reprint a article on request for the actual c of printing.]

* * *

Giveaway Solution

EDITOR, BROADCASTING:

This week's editorial [May "Ploughed Under Down Under" such a sensible, easy solution to t give-away problem that I wi you could make it a permane part of BROADCASTING until ever one in our industry has digest

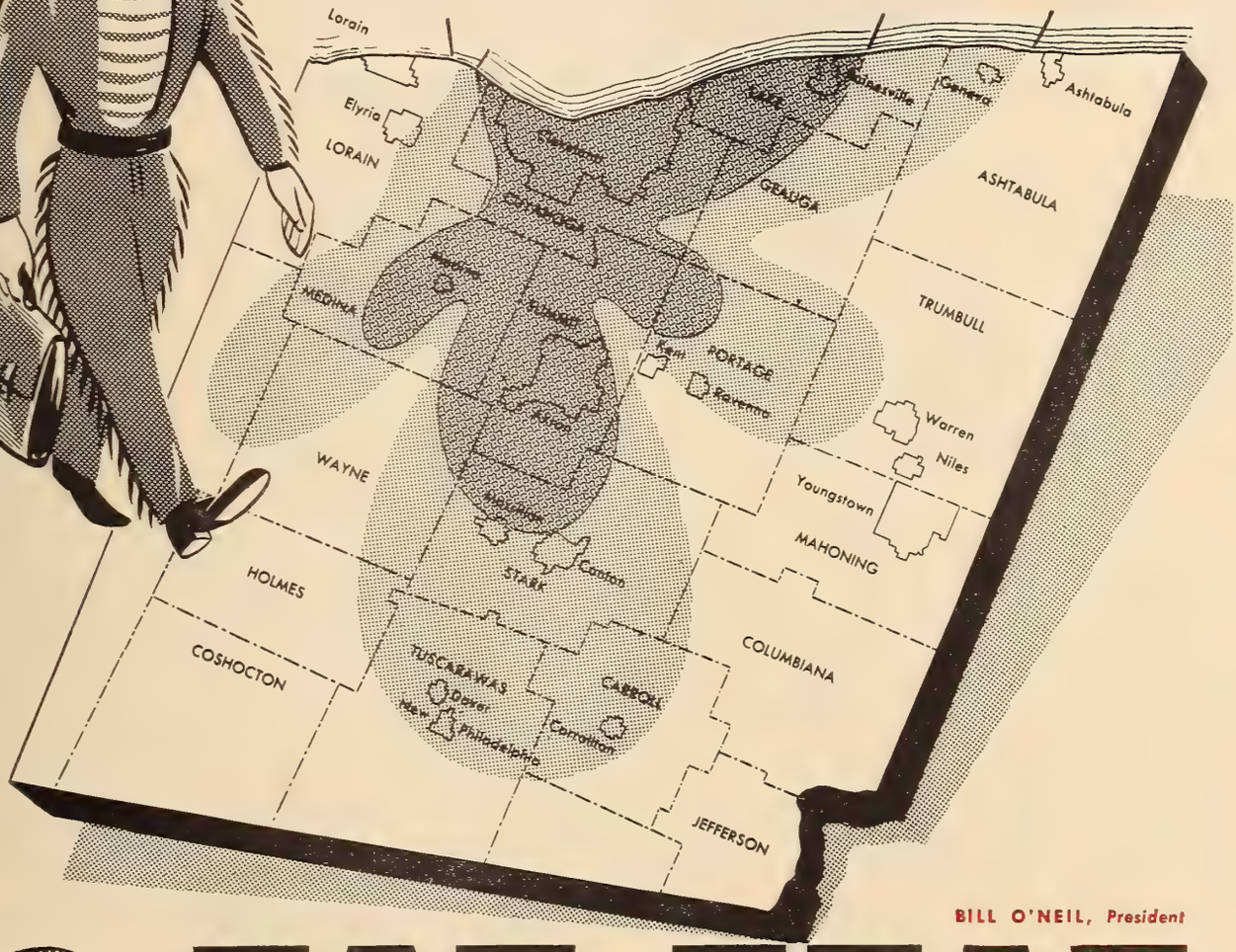
(Continued on page 16)



A SALESMAN WHO KNOWS ALL THE ANGLES



YES SIR, that's the kind of a salesman you get when you put WJW on your payroll . . . a salesman who knows all the angles when it comes to backing your radio program with promotion, publicity and merchandising! For further details of this salesman's capabilities phone or write WJW or get in touch with Headley-Reed.



BILL O'NEIL, *President*

WJW

CLEVELAND

BASIC
ABC Network

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

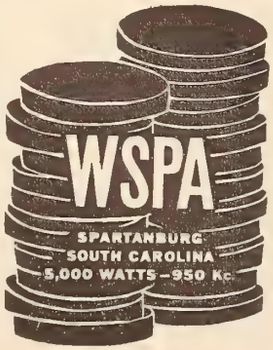


Money's Our Favorite Hobby . . .

Nothing gives us more pleasure than collecting a nice fat bank account— except maybe spending it.

Nature was generous to us with her gift of natural resources. But we keep working at them. Farmers are mighty proud of their $226,000,000 yearly income. Cotton manufacturers spin out some $152,294,265 worth of cloth a year. Lumber mills and wood processing flourish. Rural and urban enterprise combine diligently to balance our billion dollar economy.

When Piedmont people go to market, they're drawing on a $1,054,811,000 stockpile. And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station, dominant in 17 counties of the Carolina Piedmont.



CBS

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

New Business



STANDARD OIL of Indiana begins spot mention campaign on 247 of its loca newscasts and sports shows on personalized tourist information over 2 stations in 15 midwest states early in June. Promotion will include sell ing points of various Standard products. Live spots will continue throug summer.

ALBERT'S PRODUCTS Co. Portland, Ore., appoints H. C. Morris & Co Hollywood, to handle advertising for Portland Punch. June 15 firm start 15 day test spot campaign with total of 300 spots on 12 Los Angeles are stations. After July 4 television also will be used. May 28 firm was schedule to start once-weekly participation for 13 weeks on *Ira Cook Show* over KEC Los Angeles.

RAILWAY EXPRESS AGENCY, New York, effective May 18 started one mont spot announcement campaign on five stations in New York. Schedule place on following stations: WAAT and WNEW, five weekly; WINS and WMC three weekly, and WQXR, four weekly. Agency: Caples Adv., New York.

GREYHOUND LINES, through Beaumont & Hohman, Chicago, contemplatin national spot schedule after beginning local series on three Chicago station

TOY PRODUCTIONS of Hollywood Inc. planning to spend more than $100,00 for radio and television Christmas campaign in all major markets for exploita tion of Bugs Bunny and Porky Pig talking toys, starting Nov 7. Agency: L. W Ramsey Adv., Los Angeles.

SANTA FE Vintage Co., Los Angeles (Santa Fe Wines), appoints Lockwood Shackelford Adv., that city, to handle advertising, effective July 1. Firr has been expending approximately $250,000 yearly on all media. New alloca tion expected to be one-third of that figure for radio and television i Southern California. Firm currently running spots on KECA Los Angeles.

BEKINS VAN & Storage Co., Los Angeles (moving, storing), June 1 extend *Hollywood Music Hall* to three additional CBS Arizona stations: KOY Phoeni KTUC Tucson; KSUN Bisbee. Contract for 13 weeks. Agency: Brooks Adv Los Angeles.

MOTOROLA DEALERS of Northern California has signed through W. Lancaster & Co., San Francisco to present boxing bouts of Army, Navy an Air Forces on KGO-TV San Francisco. The telecasts started May 19, an are scheduled for June 2, 23 and 30, July 14, Aug. 4, 11 and 25, and Sept. 15 and 29. Motorola dealers sponsor half of each of 8 p.m. telecasts.

BROWNELL & FIELD Co., Providence, R. I., appoints Horton-Noyes Co Providence, to handle advertising for Autocrat Coffee. Plans call for expande use of radio. **TOD WILLIAMS** is account representative.

CARNATION Co., Los Angeles (evaporated milk, Friskies dog food), startin 52 week series of one-minute film spots on three Los Angeles stations: KTT (TV) starting May 30; KNBH (TV) May 31, and KTLA (TV) June 1. Agency Erwin, Wasey & Co., Los Angeles. Films prepared by Churchill-Wexler.

BUCKEYE BREWING Co., Toledo, appoints Livingston Porter Hicks Agenc Detroit, to handle advertising and merchandising. Spot radio will continu to be used.

LANGENDORF UNITED BAKERIES Inc., San Francisco, Aug. 2 renews *Re Ryder* on 13 Don Lee stations for 52 weeks, Tues.-Thurs. (7:30-8 p.m. PST Agency: Biow Co., San Francisco.

BLATZ BREWING Co., Milwaukee (Blatz Pilsener beer), next month begin 13 week series of one 20-second TV film spot weekly on five Los Angele TV stations. Stations include: KTSL, KFI-TV, KTTV, KTLA, KNBH. Agency Kaster, Farrell, Chesley & Clifford, New York.

FUNK & WAGNALLS Co., New York, June 7 starting week test campaig with three-minute commercial TV films on KTTV (TV) Los Angeles. Film to total approximately eight. Agency: Leonard Adv., New York.

Network Accounts • • •

GRUEN WATCH Co., Cincinnati, to sponsor second half hour of NBC giv away show, tentatively titled *Hollywood Calling,* scheduled to begin this sun mer in 6:30-7:30 p.m. Sunday time slot. Exact starting date has not bee announced. Agency: Grey Adv., New York.

(Continued on page 54)

Whether you sell...



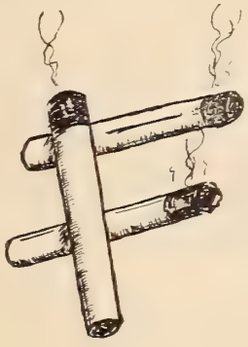
ashion frocks and felt fedoras for fading flirtatious females . . . flour for fixing fluffy frosted figbars . . . fudge, filberts, fragrant flowers for fidgity forgetful fugitives from fickle fretful fiances . . . flexible faucets for fizzing frappes or foaming fluid . . . feed for fine feathered friends . . .

★



ox furs for frivolous flappers . . . faith n' fellowship for fallen foremen . . . foundations for fat, flabby forms . . . forced feed fired furnaces or filter fans for forge flues . . . fresh fish for frying . . . fowl, filets or french fries for family fare . . . funny follies for fatigued flat-foots . . .

★



ags for fretful future fathers . . . flying freight from Frisco to France . . . frozen food for freezers . . . fences for fending fox-terriers from firs and foliage . . . funds for finagling . . . firm fasteners for filmy formals . . . finery for finicky femmes . . . festive fairs for farm folks . . . first-aid for faulty fountain pens . . . better buy radio . . . better buy WGN!

★

Yes, Radio Sells... **that's been proven again and again. Likewise, WGN has proven a result getter for its advertisers. Many of WGN's local advertisers have built their businesses on radio . . . Radio is their basic buy. Four of our advertisers have been with WGN for a total of 60 years . . . 6 others have been on WGN for a total of 62 years . . . definite evidence that WGN is doing a selling job!**

Let us help you with your advertising problems . . . let radio give you the most for your advertising dollar.

REMEMBER . . . for Your Best Buy . . . ***Better Buy*** **WGN!**

WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report

A Clear Channel Station...
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Open Mike

(Continued from page 12)

it thoroughly—and I hope taken it to heart.

Thanks for keeping us abreast always of the best in radio and for leading your almost one-man fight to better our service and thus our pocketbooks. . . .

Wilton E. Cobb
General Mgr.
WMAZ Macon, Ga.

* * *

An Engineer's Book

EDITOR, BROADCASTING:

I have been wishing there was available a book written expressly for the chief engineer of the broadcast radio station. Good books have been published to assist the manager, the program director, the announcer and others . . . but . . . not for the chief engineer.

I do not overlook the many good technical books covering most phases of theory and operation. . . .

Subjects to be covered might include the following: Outline for getting a station on the air, suggestions and outlines for preventative maintenance plans, notes on the specialized test and measuring equipment used at stations, generalized discussion of the FCC as related to the broadcast station, aids on improving the operating economy in the engineering department, help with the paper work and the business contacts essential to the engineering department, policies for dealing with both employer and employe, and list of selected technical reference books and helpful magazines. . . .

I wonder if there are others who would also like to see such a book?

Robert M. Harvey
Chief Engineer
WKBC North Wilkesboro, N. C.

Down Under DXer

EDITOR, BROADCASTING:

. . . I appreciate your publication, for a DXer the information is very fine and helps very much in the knowledge of new station changes.

Reception here from North America is very good, some of our members have up to 1,000 verifications, as many as 600-800 from stations in North America, so this will give you some idea of reception. Any night we can listen to WCKY KMOX KSTP KGA KFBK etc. at strength as good as many New Zealand stations and many at times at just on local strength. Many of the frequency and equipment tests are also heard, and it is in this matter I wondered if you could help. For many months, with the many new stations testing, we have heard some very fine tone signals and equipment tests, but very seldom any station break or announcement. I know there is no FCC control on this matter, but it makes us a little mad "sitting" on a 250 watter on test for an hour without any break in the tone or announcement. It would be a "feather in the cap" of the station to get a report from here, at least 8,000 miles distant, on a new 250 w test, so we not only don't get the chance of sending a report, but some station may never again get the chance of receiving a report from such a distant point. So engineers, when you test, please make a few station breaks and announcements, and we will send you a report if you are getting out here. . . .

Arthur T. Cushen
New Zealand Radio DX League
212 Earn Street
Invercargill, New Zealand



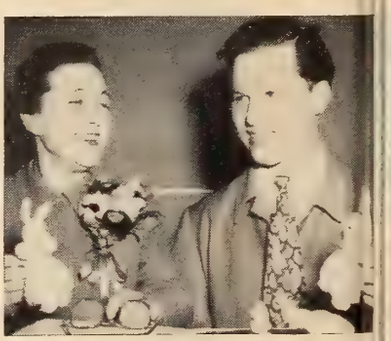
Milestones

► Charley Stookey, farm editor for KXOK St. Louis, celebrated 20 years in farm radio May 20. He has been with KXOK since August 1944. He conducted his first farm program on WLS Chicago in 1929.

► Mary Margaret McBride, women's commentator on NBC, will celebrate her 15th anniversary in radio tomorrow (May 31) with gala broadcast from New York's Yankee Stadium. Prominent personalities of political, military and entertainment world will be featured guests.

► WCAU-TV Philadelphia marked its first anniversary May 23. Station has graduated from 28 hours of programming weekly its first week of operation to its present 90 hours. WCAU-TV was first affiliate of CBS-TV network.

* * *



CELEBRATING fourth anniversary of its *Last Word* program is KDAL Duluth's Liz Daniels (l), who conducts program, and Hunter Como. They are shown with gifts from faithful listeners.

'United America' Aid

RADIO support of the Advertising Council's United America campaign increased 100 million listener impressions over 1947, reaching a total of 942,650,000 listener impressions for the year. Allocations are currently being received every month through the Council's radio allocation plan, and this year's coverage is expected to maintain the high level of previous years, the Council announced.



Great Day in the Yawning!

You might think we're kidding when we say that lots of Baltimore folks go to bed early so they can get up early to hear Ray Moffett's "MUSICAL CLOCK" from 6 in the yawning 'til 9 in the morning. Well, we are. But we're not kidding when we say that Ray has a terrific following hereabouts—and a yard-long list of "success stories" for every imaginable product. How about yours?

BALTIMORE LIKES THESE LOCAL SHOWS, TOO!



BETTIE McCALL
"Your Friendly Neighbor"
9:45—10:00 A.M.



HAL VICTOR SHOW
Baltimore's Favorite Wagster
5:30—5:45 P.M.



. . . and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

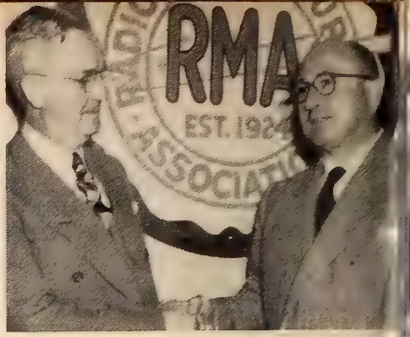
Radiorama



TOP MEN in their profession are Eddie Melley (upper figure) and Buddy Speir as they tighten bolts at 450-ft. level of WOR-TV New York's tower under construction at North Bergen, N. J. When completed, tower will be 760 ft. high.



PLANS for the next season of the Radio Executives Club of New York are discussed by the club's newly elected officers [BROADCASTING, May 9]. L to r: Claude Barrere, talent representative, secretary; John J. Karol, CBS sales manager and new REC president; Gordon Mills, business manager, radio department of Kudner Agency, REC vice president, and Lewis Avery of Avery-Knodel Inc., treasurer of the club. Installation of the new panel of officers was held May 19.



RETIRING president of Radio Manufacturers Assn., Max Balcom (l) greets incoming president, Raymond C. Cosgrove, executive vice president of Avco Mfg. Co., at Chicago convention [BROADCASTING, May 23].



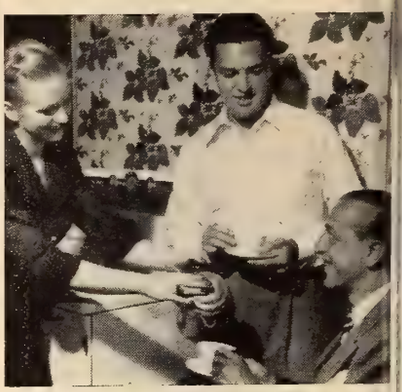
INVENTORS of coaxial cable, Lloyd Espenschied (l) and Herman Affel, Bell Telephone Lab engineers, compare early model with newest type (held by Mr. Affel). Twentieth anniversary of cable invention was observed May 23.



PREPARING for 20th anniversary of Horn & Hardart's *Children's Hour* June 5, C. V. Farley (seated), H&H vice president in charge of advertising, contracts with WNBC and WNBT (TV) New York for show's 21st year. Standing (l to r): James V. McConnell, NBC Spot Sales head; Alice Clements, show's writer-producer; Thomas B. McFadden, WNBC-WNBT general manager; I. W. Clements, Clements Co. president, H&H agency; Frank Bowes, NBC account executive.



TALKING over old times in NBC news room are George Hicks (l), who has rejoined NBC's news and special events department, and William F. Brooks, vice president in charge of news and international relations.



GREETING Murray B. Grabhorn (seated), ABC v.p. and WJZ-TV New York mgr., when he visited rehearsal of *Market Melodies*, are Anne Russell and Walter Herlihy who conduct the new daily WJZ-TV telecast.

INDUSTRY support for Greater New York Fund's 12th annual drive is pledged to John D. Rockefeller 3d (center), city-wide chairman, by this radio group. L to r: Ivor Kenway, ABC v.p.; Devereux Josephs, Fund's Manhattan chairman; Thomas Stix, radio producer; Mr. Rockefeller; Mortimer Loewi, DuMont TV Network; Mark Woods, ABC pres.; Carl Haverlin, BMI pres.



VISITING Standard Oil Co. (Ind.) officials are greeted at WCCO Minneapolis by George Grim (2d from r), newscaster. L to r: Johnny Weber, Wesley I. Nunn and H. H. Miller of Standard Oil; Mr. Grim, and Bill Schoening, Standard Minneapolis Div.

GETTING together during Georgia Radio Institute at U. of Georgia are (l to r) W. R. Ringson, WRDW Augusta; Richard Shafto, WIS Columbia, S. C.; A. D. Willard Jr., NAB exec. v.p.; Allen Woodall, WDAK Columbus, Institute chairman.





WHHM

is happy to announce

the appointment of

INDEPENDENT METROPOLITAN SALES ★

as national sales representatives

★ INDIE SALES

- **JACK KOSTE,** *President*
  55 West 42nd Street
  New York 18, N. Y.
  LOngacre 3-6741

- **JACK MULHOLLAND,** *Manager*
  75 East Wacker Drive
  Chicago, Illinois
  ANdover 3-7169

WHHM

INDEPENDENT - - BUT NOT ALOOF

Memphis, Tennessee

• Member AIMS

Patt McDonald, Manager

for profitable selling—
INVESTIGATE

WDEL
WILMINGTON
DEL.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

Represented by
ROBERT MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles
AFFILIATES

STEINMAN STATIONS

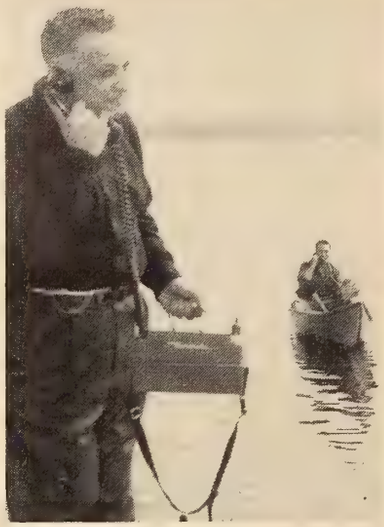
Feature of the Week

RADIO has gone fishing, at least in the High Banks Resort area at Lake Winnebigoshish in Minneapolis, Minn., where fishermen may now broadcast their luck from boat to boat.

The new approach is the brain child of Jim Beloungy, sports-minded chief engineer at WCCO, CBS outlet for the Twin Cities. Mr. Beloungy introduced the innovation on the opening of Minnesota's fishing season when he equipped each of four boats with a "handie-talkie" shortwave Motorola set for communication among members of the expedition.

When one group was more successful in landing a large catch, its members immediately radioed other groups on type of bait used, depth of lure and the extent of activity of fish in any one area. Thereupon, all would converge where fishing proved best. In addition, another handie-talkie was set up back at camp headquarters to spread the good word about "chow" and refreshments.

Members of Mr. Beloungy's party included Russ Person, another WCCO engineer, and Bob Davis, in charge of sale and distribution



Mr. Beloungy (on shore) shortwaves to Mr. Davis in canoe.

* * *

of Motorola shortwave equipment in Minnesota. To carry the idea through, Messrs. Beloungy and Davis had to obtain permits for the

(Continued on page 61)

for
NETWORK
CALIBRE
PROGRAMS
... at local station cost

See your station representative or write

LANG-WORTH
feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.

On All Accounts

OUR geography books tell us that Hibbing, Minn., is famous for having the largest open-pit iron mine in the world. What they neglect to tell us, however, is that Hibbing, Minn., also is the birthplace of Frank Ryhlick, radio and television director of Ross, Gardner & White Adv., Los Angeles. Frank, being a modest fellow though, doesn't mind the oversight.

For he's making a pretty good name for himself in the television annals of Los Angeles. In his present position since 1947, Frank now personally handles radio and television for General Electric Supply Corp. and Hotpoint Appliance Dealers in Southern California and Arizona area, both currently running radio and television spots on Los Angeles and San Diego stations; radio for Silverwood's (department store); special television campaigns for See's Candy; television for King's Tropical Inn French Dressing, Los Angeles, currently on two local TV stations.

In addition, he supervises both media for Jaclane of Calif. women's coats and suits; Gibson & DeVore Appliance Co., Los Angeles, sponsoring half-hour weekly *Picture Album* on KLAC-TV that city; Harbor Boat Building Co. (Special television spot campaign recently in Los Angeles, advertising their $22,500, forty foot harbor power cruiser, resulted in eight direct sales.)

Another of his agency chores is editing their monthly *Video Digest* started in 1947 and distributed to 2,000 clients, prospective clients and assorted business men in the trade.



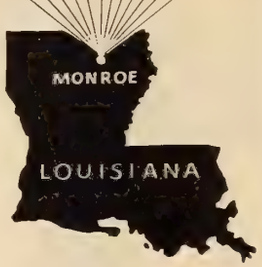
FRANK

Frank first joined the agency in 1946 as account executive. His first account, Snowden Chemical Co., Modesto, Calif. (fire extinguishers), was, according to him, the first company of its kind to use television. A six months' campaign of two minute films weekly on KTLA (TV) Hollywood demonstrating the use of a home fire extinguisher had such good results that the company went into the manufacture of one pound consumer units for home use.

His first inoculation with the television bug came in 1941 when he looked in on and later assisted with experimental telecasts on WBKB (TV) Chicago while in the city on a news assignment. Station was adapting wartime plays

(Continued on page 61)

97,410
RADIO HOMES



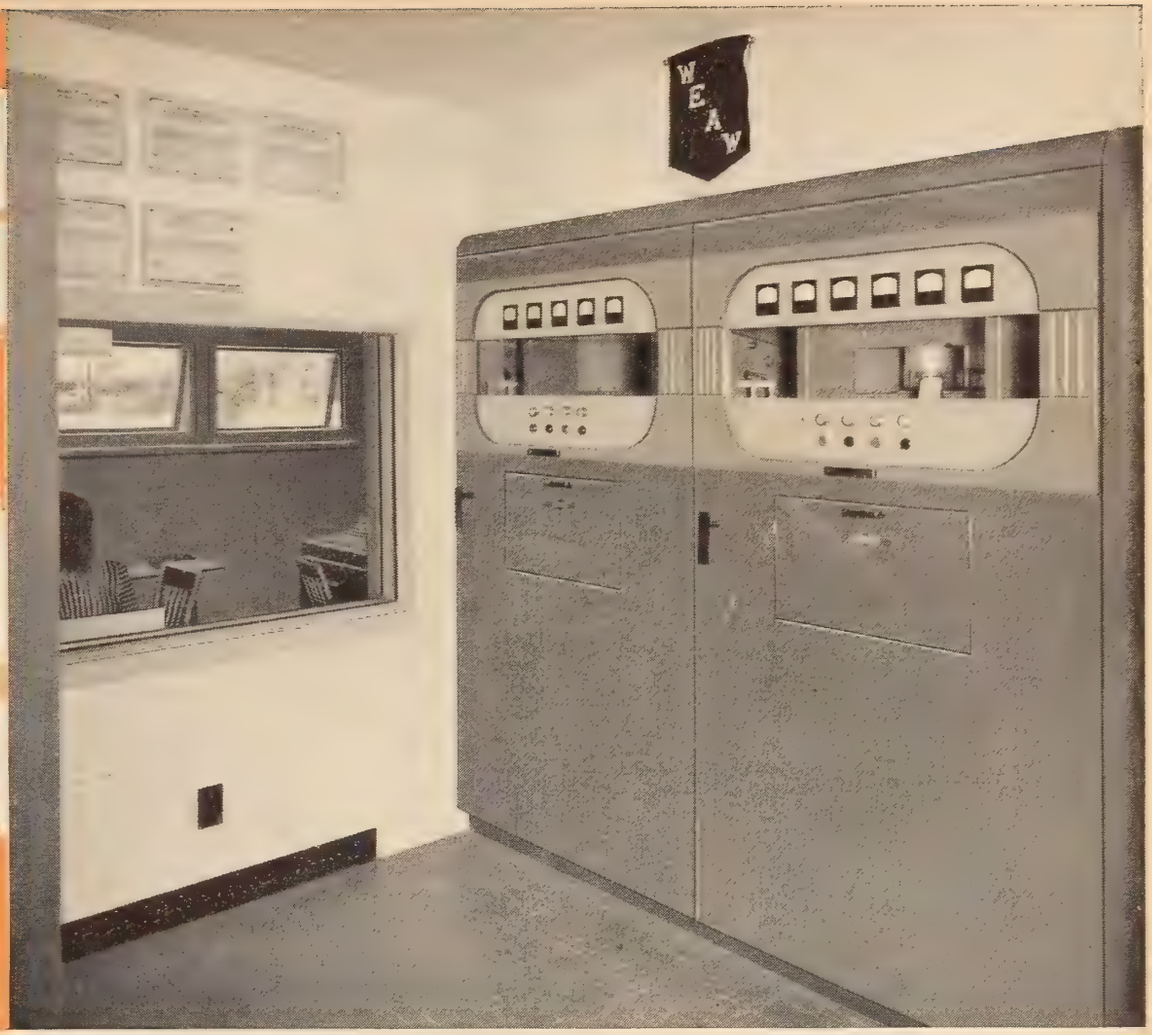
KMLB
MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives
AMERICAN BROADCASTING CO.





WEAW-MF's 37M-8 eight-bay antenna

WEAW-FM's 737A "5 kw" transmitter

Nominal power rating: 5 kw FM ...actually a 6½ kw transmitter

WEAW-FM, Evanston, Illinois, has been radiating 36 kilowatts with the Collins 737A "5 kw" transmitter and the Collins 37M-8 eight-bay antenna shown on this page.

Recently the station's management applied to FCC for permission to increase its effective radiated power from 36 to 45 kilowatts.

This increase can be made without buying a more powerful transmitter . . . without even using all the power of which the present transmitter is capable.

Nominally rated in the 5 kw classification, the Collins 737A is actually a 6½ kw FM transmitter.

Operated conservatively, with a 37M-8 Collins antenna having a gain of 8.3, this transmitter presents plenty of power to the transmission line to cover line loss and furnish the 45 kw of radiated power for which WEAW-FM has applied.

The Collins 737A transmitter with a 4- to 8-bay Collins 37M antenna is your best and most economical equipment with which to radiate FM power in the range of 20 to 45 kilowatts. Write us for literature which will give you more complete information.

FOR THE BEST IN FM, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
New York 18, N. Y.

458 South Spring Street
Los Angeles 13, Calif.

"MEXICAN JUMPING BEAN" ADVERTISERS?

NO SIR!



"Mucho" results keep Cleveland advertisers from jumping around from station to station. They stay on WHK . . . where they reach the largest audience at the lowest (Network station) rates! A detailed survey for one advertiser proved that after only three months on WHK, the consumer purchases had gone up 17% and wholesale purchases had gone up 30% . . . so you see there is a reason why . . .

IT'S MUTUAL IN CLEVELAND

THEY *STAY* ON

WHK

The Paul H. Raymer Co.
National Representative

BROADCASTING
TELECASTING

Vol. 36, No. 22 WASHINGTON, D. C., MAY 30, 1949 $7.00 A YEAR—25c A COPY

VIDEO STANDARDS SHOWDOWN

Freeze End in 1950?

By RUFUS CRATER

IN A forward-looking plan which revived and injected the color question on a clearly limited basis, FCC last week consolidated all its major television problems into one proceeding and planned combined VHF-UHF hearings to start in late August.

The Commission made clear that it would like to provide for color television—but only on condition that it won't discommode black-and-white and that present set owners won't have to pay too much for conversion.

The announcement came Thursday in a public notice which also:

● Disclosed plans to use the lower half of the 470-890 mc UHF band for regular 6-mc television, reserving the upper half for video experimentation.

● Set up a time table looking to a final decision on the combined UHF-VHF allocation by "late fall," conceding that the current VHF freeze can't be lifted before then but emphasizing that the decision will resolve a lot of other problems too.

● Promised within about six weeks to release its proposed new rules covering both "the contemplated use of channels in the UHF band" and "a revised allocation table for the present VHF band." These will be the subject of the late-summer hearing.

Meanwhile, it was learned that on the question of VHF co-channel separations—a fundamental problem in the current freeze—the Commission is disposed to favor 225-mile spacings, as compared to the 150-mile separation which has been the goal not always achieved in current allocations.

The Commission's announced plan to open up approximately half of the 470-890 mc area gave credence to this report. Half of the UHF area would amount to about 30 or 35 channels of 6-mc width. With that many to complement the present 12 VHF channels, observers pointed out, spacings could be substantially wider than at present and still permit a sizable increase in the number of stations available.

FCC's tentative time table called for announcement of the hearing issues in about six weeks from last Thursday, which would be around July 7. Some 30 days would then be allowed for submission of comments and alternative proposals, with the hearing following within 10 days or two weeks. Oral argument would come two weeks after the hearing, and the final decision would then be given "priority consideration."

Although the announcement contemplated a decision in "late fall," many authorities felt it would be much later. Their estimates ranged from "the first of next year" to "the middle of next year," depending upon the as yet unpredictable length of the hearing. Many observers had felt the "freeze" question alone could not be settled before late fall, and that the addition of the UHF and color questions would vastly delay the decision.

Meanwhile a proposal to deprive television of five 6-mc channels in the UHF region was set for argument during the forthcoming hearing. On the basis of a petition by Bell Telephone Labs, FCC added an issue on "whether there should be an allocation of the band 470-500 mc to multi-channel broad-band common carrier mobile radio operation in lieu of television broadcasting.

No Active Advocates

Revival of the color question came at a time when color has no active advocates so far as immediate use is concerned.

CBS, which lost its fight for commercial operation of its mechanical color in early 1947, and which is known to have a 6-mc electronic color plan now but is not actively campaigning for it, had no comment on the FCC announcement.

Neither did RCA, which favored its own electronic color system in opposition to the CBS plan in FCC's 1946-47 hearings. Television Broadcasters Assn. and ABC similarly withheld their observations.

Praise for FCC's move, however, came from Allen B. DuMont Labs, radio-television manufacturer and TV network operator. Said President Allen B. DuMont, who urged allocation of UHF for black-and-white in last fall's high-band hearing [BROADCASTING, Sept. 27, 1948]:

I am extremely gratified to see the FCC initiate the first concrete action of removing the last deterrent to full-scale nationwide television on a truly competitive basis.

The Commission's attitude with regard to color is the only possible intelligent approach. This color proposal eliminates the fear of obsolescence. The FCC undoubtedly realized that each day's delay in reaching a final solution to this problem postpones the opportunity for employment for hundreds of thousands of people in this potential multi-billion-dollar television industry.

Sen. Ed C. Johnson (D-Col.),

(Continued on page 24)

THORNBURGH TO WCAU

Joins Aug. 1

APPOINTMENT of Donald Thornburgh, CBS Western Division vice president, as president and general manager of WCAU Philadelphia was announced Friday by Richard W. Slocum, general manager of the *Philadelphia Bulletin*, which owns the WCAU AM, TV and FM properties.

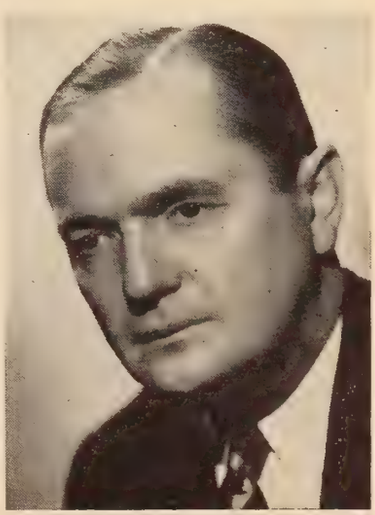
Mr. Thornburgh, who assumes his new duties August 1, succeeds Dr. Leon Levy, president and co-founder of WCAU, who relinquishes day-to-day operation but will continue, with his brother Isaac D. Levy, on the board of directors. The Levy brothers are substantial stockholders in CBS and also serve on its board.

Dr. Levy will remain in the WCAU presidency until August 1 but is expected to spend considerable time away from Philadelphia. In July he probably will be on the West Coast and will counsel with his successor.

Appointment of Mr. Thornburgh's successor in Hollywood is expected to await the return to this country of Frank Stanton, CBS president, now tentatively set for June 13. Mr. Stanton has been vacationing in Europe.

West Coast responsibilities of CBS were recently separated, with the appointment of Arthur Hull Hayes as vice president in San Francisco and station manager of KCBS (formerly KQW). The importance of television in West Coast operations may result in further segregation of duties.

Mr. Thornburgh has been the CBS Western Division vice president for the past 13 years—the only executive to hold that position. He joined the network in 1930 in Chicago as a salesman. In 1935 he became assistant to H. Leslie Atlass, vice president and Central Division manager.



Mr. THORNBURGH

Appointment of Mr. Thornburgh ended a search of several months by Major Robert McLean, president and publisher of the *Bulletin* and chairman of WCAU Inc., Mr. Slocum, and Dr. Levy for the latter's successor. A number of top-flight broadcast executives had been interviewed for the position. Mr. Thornburgh's selection, it is understood, stemmed from a desire on his part to work in the East and the desire of the *Bulletin* organization to obtain the services of an outstanding broadcaster versed both in television and in sound broadcasting.

It is understood the WCAU presidency will pay in the neighborhood of $50,000 annually, under a three-year contract. Mr. Thornburgh has been in the same approximate bracket.

Mr. Thornburgh was in the East during the week of May 17 and conferred with executives of the

(Continued on page 42)

TV Timetable (Technicolor, Too) . . . AN EDITORIAL

TELEVISION is as sensitive as it is dynamic. Any mention of new allocations—let alone a suspicion that color TV might be "around the corner"—sets competitive forces to work. The result usually is confusion on the part of the public, and a consequent depressing effect upon sales of sets.

The FCC, in its infinite wisdom, last week announced a timetable on revised TV allocations, which entails opening of the UHF band, thawing of the VHF freeze, and the multitudinous related aspects which must be covered. It made specific mention of its plans to accommodate color TV in both the low and high bands IF this can be done on six megacycle channels and without rendering completely obsolete the black and white receivers now in use.

It was a bold move. Bold because the FCC has had its fingers burned every time it has mentioned color, or set a deadline.

The timetable indicates late November before the freeze can be thawed. Chances are it will be after the New Year. The FCC felt impelled to proceed in this manner because of the insistent demand from Congress, from manufacturers and from broadcasters seeking to enter TV for an indication as to when there would be an *Open Sesame.*

The freeze was imposed last September because the allocations in the low bands proved an incongruous monstrosity. The new timetable and the broad outline of allocation planning certainly are intended to clear the haze.

Although we look for the worst because of the expletives that will be induced by mere mention of color, we are not unmindful of the spot on which the FCC found itself. There are charges in Congress that color has been suppressed. Most manufacturers and experimentors now contend that it's a rainbow-hued herring. CBS had its color battle two years ago and evidently isn't interested in spending its wherewithal again purely *pro bono publico,*

The FCC doesn't say that color is *here.* It simply makes provision for color *if* it proves feasible, and *if* it can be introduced under black and white standards and "in such a way as to permit reception on the ordinary television receiver with relatively minor modifications."

Those are rigid requirements. The public's investment in the 1,700,000 TV receivers now installed is protected. It means that all receivers now on the market are protected. The public does not have to gamble. Prospective telecasters assume a minimum risk.

Thus, it seems that everything in TV can go forward apace. It is only necessary to *tell that story,* and overtake the innuendoes and the half-truths that will be published or whispered by those who would see TV stillborn even at this late date.

Simple, forthright statements that will allay the public fear of prompt or even foreseeable obsolescence are needed. The task at hand can be done by prudent promotion.

Video Standards

(Continued from page 23)

chairman of the Senate Interstate & Foreign Commerce Committee, who has consistently prodded FCC on the television question, also considered the move "a great step forward."

"I'm very pleased with the Commission's announcement," he told BROADCASTING. "It's what we've been fighting for right along. I'm very anxious to get some action and for FCC to lift the freeze. I hope they lift it by early fall."

He felt the statement with respect to color was somewhat confusing but that, as he understood it, it means "they're clearly going ahead with black-and-white applications in both the VHF and UHF and color will come along later."

Sen. Johnson declined to comment on reports that he had sent a letter earlier to the Bureau of Standards asking for a report on the status of color. The Bureau's K. A. Norton suggested in testimony last fall that the 12 VHF channels be used by Stratovision and that the UHF be devoted to color. FCC's proposal envisions Stratovision as one of the objects of upper-UHF experimentation.

Comdr. E. F. McDonald Jr., president of Zenith Radio Corp. and a key figure in the set obsolescence controversy which started a few months ago, greeted the plan to open UHF and unfreeze VHF as "the best thing that could have happened for the television industry and the public."

He said receivers built by Zenith for the CBS closed-circuit color television demonstration of surgical operations at the American Medical Assn. convention June 6-10 will receive color television "on the same standards that could be transmitted on present television channels or on the new UHF channels, as suggested in the Commission's statement."

With respect to opening of UHF, he said "every television receiver which Zenith has sold to the public has . . . built-in provision against obsolescence."

He said "converters to accommodate single-band television receivers for the ultrahighs will not prove satisfactory" but that "an adapter for reception of color television on existing receivers is entirely feasible and can be provided whenever color-casting transmitters as proposed in the FCC statement are put on the air."

Dr. I. S. Ravdin, director of the Harrison Dept. of Surgical Research of the U. of Pennsylvania Medical School, places the use of color television for surgical demonstrations among the greatest advances in the history of medical teaching. The AMA demonstrations, and a preview May 31 at U. of Pennsylvania, will use equipment designed by Dr. Peter Goldmark, CBS director of engineering research and development, with receivers designed and manufactured through cooperation of Zenith and Webster-Chicago Corp. They are sponsored by Smith, Kline & French Labs, pharmaceutical manufacturer.

Under FCC's plan, if color is authorized then the individual broadcaster will be allowed to choose between black-and-white and color. It would be optional in VHF as well as UHF. The test will be whether color can be "operated satisfactorily within a 6-mc channel in such a way as to permit reception on the ordinary television receiver with relatively minor modifications."

Apparently the task of convincing the Commission that this can be done will lie primarily upon industry. FCC's announcement said only that its forthcoming proceedings "will afford an opportunity for the submission of proposals."

How actively industry will respond to the opportunity is another question. There was relatively little pro-color testimony during last September's session, except as a future development.

FCC's decision to combine its problems and approach them all at once was reached under the acting chairmanship of Comr. Rosel H. Hyde.

Chairman Wayne Coy, who has been the Commission's most prolific commentator on television prospects, and Vice Chairman Paul A. Walker are in Paris attending an International Telephone and Telegraph Conference and were unaware of their colleagues' decision. Before he left, Chairman Coy designated Comrs. E. M. Webster and George E. Sterling, the engineer members, to direct technical work toward a solution.

Hennock Dissents

Comr. Frieda B. Hennock dissented from issuance of the announcement, feeling that it was "premature," might cause uncertainty in the minds of the public, and should have been avoided from the standpoint of orderly procedure.

While the announcement apparently went too far for Comr. Hennock's satisfaction, there was speculation that it did not go far enough for Comr. Robert F. Jones. He has been the Commission's most outspoken advocate of early color television.

"I am one Commissioner who believes color television is not for the next generation or the next five years," he said in a public address six months ago. "I think it is not necessary to wait for perfection before launching a new service."

That speech came a few weeks after he had watched a demonstration of the CBS color systems, which reportedly include both electronic and sequential 6 and 12 mc methods [BROADCASTING, Nov. 1 1948].

FCC's anouncement did not indicate whether VHF and UHF assignments would be made in the same communities, but Chairman

(Continued on page 44)



Drawn for BROADCASTING by Sid Hix

"Yes, the bank has just promoted me to account executive, thanks to you gentlemen."

STATION TAX THREAT

Little Rock Ruling Explosive

By J. FRANK BEATTY

THREAT of a nationwide epidemic of local taxes on broadcast stations faces the industry. This prospect arises from an Arkansas Supreme Court decision upholding Little Rock's city tax on radio stations.

By some fancy juridical dancing and evasion of the U. S. Supreme Court's long-established radio tax doctrine, the state court opened the door for all-out local taxation in other areas.

The problem, concededly a serious one, was tossed into NAB's lap last week by the two Little Rock stations that fought the case—KGHI and KARK.

At the weekend NAB had not announced whether it would enter the case. Don Petty, general counsel, was expected to take up the matter with NAB President Justin Miller.

The Arkansas court's ruling upholds an ingenious detour of broadcasting's accepted status as an essentially interstate business, a tax device credited to Thomas J. Gentry, city attorney of Little Rock.

Last Dec. 3 Mr. Gentry advised other city authorities they could get around the interstate exemption granted broadcasting by placing a privilege tax "on the business of generating electromagnetic waves for radio broadcasting." This is based on the theory that generation of electrical energy is taxable.

Mr. Gentry made the statement at a meeting of the National Institute of Municipal Law Officers, in Washington. The institute serves 500 cities.

The Gentry tax formula was adopted over a year ago by the Little Rock city council. The tax was challenged by Little Rock stations and the Pulaski Chancery Court, First Division, held the levy invalid. The city appealed to the Supreme Court of Arkansas, which reversed the lower court and upheld the tax in an opinion delivered last Monday by Judge George Rose Smith.

Holt Dissents

Judge J. S. Holt dissented from the court's ruling, pointing out flaws in the majority opinion that legal observers believe will provide the basis for a U. S. Supreme Court appeal.

KGHI and KARK indicated last week that the problem is now in the lap of the NAB. They contend the association should enter the case at this point, absorbing the cost of an appeal to the U. S. Supreme Court. Unless the case is appealed, they warn that cities everywhere are likely to snap up the Arkansas decision as precedent for local radio taxes.

G. E. Zimmerman, vice president and general manager of KARK, said after conferring with counsel that the station is not going to incur additional expense in taking the case to the U. S. Supreme Court. "We feel NAB should carry the ball from here because of the great national importance of the case," he told BROADCASTING last week.

"The court's decision opens the way for every city to tax stations, and there's nothing to prevent a city from doubling the tax every week.

"We don't object to the amount of the tax but we deny that the city has the right to impose it. This is the foot in the door. Cities can impose taxes to suit their whims as a result of this decision, and they might put the bite on 50 kw stations in a big way.

"KARK and KGHI have borne the load this far and now consider it an industry problem. NAB should take over the case, even if it's necessary to call a special board meeting or to assess all member stations a small amount to finance an appeal. The association should not let the industry down."

S. C. Vinsonhaler, general manager of KGHI, told BROADCASTING: "States and cities are getting tax crazy. We were surprised at the ground on which the majority opinion was written—far off the point. Now it's up to NAB to take over the fight in the interest of all broadcasters.

"Our participation in the case has been very expensive, with a hearing in chancery along with briefs and lawyers fees. We have 15 judicial days within which to ask for a rehearing and are willing to file the necessary petitions.

"I withdrew from NAB some years ago because it didn't do enough legislative work. Here's an opportunity for the association to perform a service for the whole industry."

Institute Comments

At the National Institute of Municipal Law Officers headquarters in Washington it was stated that the institute is glad when any city can solve any of its financial problems. Most cities are operating at terrific losses, it was explained. The institute serves as an information and legal clearing house for city attorneys. Institute officials hadn't read the decision and did not wish to comment, nor would they indicate whether the organization would enter into Supreme Court proceedings.

The Arkansas tax case was discussed Thursday at a meeting of the Virginia Assn. of Broadcasters, held at The Tides Inn, Irvington,

(Continued on page 42)



NEW slate of officers for the coming year was elected by the Radio Executives Club of Boston at the final 1948-49 meeting May 20 at Boston's Copley Plaza Hotel. Named to posts are (l to r): Elmer Kettell, Kettell-Carter, secretary; Nona Kirby, WLAW Lawrence regional sales manager, first vice president; Craig Lawrence, general manager of WCOP Boston, president; William B. McGrath, WHDH Boston managing director, retiring president; Jan Gilbert, radio-TV director at Harold Cabot & Co., treasurer, and Edmund Shea, James Thomas, Chirburg Co. radio-TV director, second vice president.

GARDEN RADIO

Guild Rejects Rights Percentage

NEW YORK Boxing Managers Guild, acting for its members and their fighters, last week began punching for 50% of the income from television and boxing at Madison Square Garden.

They parried an offer by the Garden which, it is said, would have given a sliding scale better than the present cut, but nothing like the 50% demand.

Last year the managers television shares were said to be about 25% of such income, or about $31,000. The managers then dealt with 20th Century Sporting Club which now has been taken over by the Garden.

The guild's video battle is being masterminded by Arthur Garfield Hays, its attorney. He is attempting to establish a new theory in video-ring relations. That theory is, if the promoter staging a bout gets any video income, the boxer and, therefore, his manager, must participate.

Promoters around the country generally have been of the feeling that a boxer shared the gate—period. Television and radio emoluments were in the nature of a bonus for the promoter, alone, if he was smart enough to sell such rights.

In the video ring battle, these were the major developments of the week:

1. One bout was cancelled because the guild and Garden failed to agree on the video problem. Gillette Razor, through Maxon, would have sponsored the telecast.

Another bout, the World Welterweight fracas between Titleholder Ray Robinson and Kid Gavilan ran into a snag over video rights, with both fighters refusing to sign the standard contract giving the Garden the video rights.

2. The guild itself, at its meeting turning down the Garden offer, was warned that if it struck against the Garden it might be liable to action under New York state's own anti-trust laws.

3. Negotiations between the Garden and Gillette, through Maxon agency, for the next year's radio and video rights were said to be progressing slowly. The present contracts, expiring May 31, were said to involve more than $400,000.

It was the Enrique Bolanos-Billy Graham fight scheduled for June 3 which was cancelled. When that was announced, New York *Herald Tribune* called the guild-Garden tiff "The new television cold war."

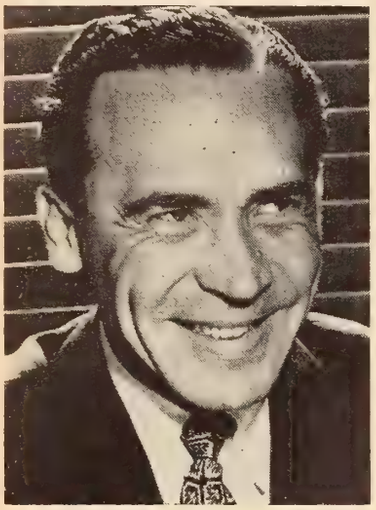
The managers, about 60 coming together in secret meeting, voted to continue their fight—as individuals and not as a group, having heed for the anti-trust violations that group action might entail. They empowered Mr. Hays to represent them individually in further negotiations with the Garden, meanwhile contending that collectively they were just a social group.

The Robinson-Gavilan balking was an unexpected development because it was believed that the Managers Guild had put its okay on their bout. Under that deal Robinson was to get 40% and Gavilan 17½% of everything—gate, radio and television. The managers, it was believed, had put their blessing on that match because, though held under Garden auspices, it was being held at the Polo Grounds and was separate from the Garden's

(Continued on page 65)

FRANK SAMUELS

Named ABC Vice President



Mr. SAMUELS

FRANK SAMUELS, general manager of the ABC Western Division, last week was elected a vice president of the network, following a meeting of the ABC board of directors.

Mr. Samuels joined ABC in June 1943 as an account executive, becoming Hollywood sales manager in November of the same year. A year later he was named Pacific Coast sales manager.

From January to mid-March of this year, when he was named general manager of the network's Western Division, Mr. Samuels acted as its head.

Before joining ABC, Mr. Samuels was successively a member of the sales staff of the former Omaha *News Bee*, a member of the staff of the Chicago newspaper representative firm of Arthur H. Hagg Assoc., and an account executive with Central States Broadcasting.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, April 30 278
Number of network commercials starting during May 1
Number of network commercials ending during May 10
Number of commercials on the four nationwide networks, May 31 269

May Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Lee Pharmacal	Arthur Godfrey	CBS	Mon.-Fri. 10:15-10:30 a.m.	Dancer-Fitzgerald-Sample

May Cancellations

Armour & Co.	Hint Hunt	CBS	Mon.-Fri. 4-4:25 p.m.	Foote, Cone & Belding
Ferry-Morse Seed Co.	Garden Gate	CBS	Sat. 9:45-10 a.m.	MacManus, John & Adams
Williamson Candy Co.	True Detective	MBS	Sun. 4:30-5 p.m.	Aubrey Moore & Wallace
Benj. Moore Paint Co.	Your Home Beautiful	MBS	Sat. 10:30-10:45 a.m.	St. Georges & Keyes
Elgin-American Div. Illinois Watch Case Co.	Groucho Marx	ABC	Wed. 9:30-10 p.m.	Weiss & Geller
Standard Oil Co. of Calif.	Standard School Broadcast	NBC	Thurs. 10-10:30 a.m.	BBDO
RCA	RCA Victor Show	NBC	Sun. 5-5:30 p.m.	J. Walter Thompson
Procter & Gamble	Red Skelton	NBC	Fri. 9:30-10 p.m.	Benton & Bowles
Procter & Gamble	Life of Riley	NBC	Fri. 10-10:30 p.m.	Benton & Bowles
John Morrell & Co.	Lassie	NBC	Sat. 5:15-5:30 p.m.	Henri, Hurst & McDonald

May One-Timers

Stanley Home Products Inc.	Choral Festival	ABC	May 1, 3:30-4 p.m.	Direct
Textile Workers Union of America	From Where We Came	ABC	May 14, 8:30-9 p.m.	Furman, Feiner & Co.
Perfect Circle Piston Ring Co.	Memorial Day Speedway Classic	MBS	May 30, starting 11:45 a.m.	Henri, Hurst & McDonald

FLY GIVES VIEWS ON AM-FM 'DOOM'

Takes Exception to Aylesworth Article in 'Look'

EXCEPTION to Merlin H. (Deac) Aylesworth's contention that television has sounded the death knell for sound radio has been taken by James Lawrence Fly, former FCC chairman and now member of the law firm of Fly, Fitts and Shubruk.

Mr. Fly's lengthy letter in the June 7 issue of *Look* magazine is in answer to the former NBC president's article in the same publication [BROADCASTING, April 18].

The New York lawyer admits that the seer record of former FCC chairmen is not of the highest order—"In 1946 Charles Denny predicted FM would replace AM in two or three years. In 1947, silence. In 1948 Wayne Coy predicted the same result in 1949. . . ."

However, he points out that Mr. Aylesworth's full logic applies only to the larger cities, which he describes as "neither the 48 states nor typical of them."

"The big networks and equipment manufacturers have generously Santa Claused New York TV losses," Mr. Fly writes. "They cannot do this for the whole nation. Further, it will be about four years before coaxial cables . . . connect our coasts . . . in mere skeleton form."

The former FCC chairman, pointing to video drawbacks, contends 86% of the video sets are concentrated in the 10 largest cities; stresses "recurring log-jams" on TV frequency allocations; cites the high cost of telecasting in equipment and programming.

Then, granting TV prosperity in New York, Mr. Fly nevertheless points to basic characteristics of the viewer—"he must make a date with TV, while radio is more commonly incidental or background."

The one-time FCC member concedes that TV is here to stay and that it will grow into a dominant force. However, referring to aural radio sets, he adds, "You'll use it for a long time to come."

"The only logical conclusion is that TV will cause the cutting of one more slice from the total pie of public diversion. No slice will be lost. Which may be affected by TV is uncertain."

NAB COMMITTEES

Meet Four Times in June

FOUR meetings of NAB committees have been scheduled during June by C. E. Arney Jr., NAB secretary-treasurer (see committee membership story page 29). The meetings follow:

June 3—Assn. of Women Broadcasters Executive Committee (previously announced).

June 6—NAB board membership subcommittee headed by Gilmore N. Nunn, WLAP Lexington, Ky.

June 7—FM Executive Committee.

June 20—Employe-Employer Relations Executive Committee.

All meetings are slated for Washington headquarters of the association.

Calling of the board membership group follows board mandate last month in Chicago that specific plans be drawn up for a nationwide drive to obtain new members.

Tentatively scheduled late in the month is a meeting of the Broadcast Advertising Bureau Policy Committee, to be followed by a two-day session of the Sales Managers Executive Committee.

SCBA OFFICERS

Beaton Re-named President

WILLIAM J. BEATON, general manager of KWKW Pasadena, Calif., has been re-elected president of the Southern California Broadcasters' Assn. for the third successive year.

Also re-elected for a third term as vice president was Ernest L. Spencer, president and general manager, KVOE Santa Ana. A. E. Joscelyn, director of KNX Hollywood and Columbia Pacific Network, was elected secretary-treasurer.

Re-elected as board were Calvin J. Smith, manager KFAC Los Angeles; Robert O. Reynolds, manager KMPC Los Angeles; Harry Witt, general manager KTTV (TV) Los Angeles; Jennings Pierce, NBC Hollywood manager of station relations and public affairs and education.

Coincident with new administration June 1, association will move to new offices at 6253 Hollywood Blvd., under supervision of Robert J. McAndrews, recently named managing director, and Arlette Bartley, assistant.

BMB BACKING

AAAA Loans $15,000

AMERICAN ASSN. of Advertising Agencies agreed last week to lend Broadcast Measurement Bureau $15,000 toward BMB current operating expenses.

The loan agreement, announced Thursday by Frederic R. Gamble, AAAA president, stipulated the same terms that were attached to the NAB's loan of $75,000 to BMB. The loans will be used to pay current operating expenses of BMB, and NAB will remain in administrative control of BMB as long as the loans are outstanding.

The AAAA advancement of the $15,000 loan entails the cancellation of a commitment by AAAA to underwrite $15,000 of the tax fund contingent of BMB. AAAA, the NAB and others had guaranteed to ante up in case BMB were declared a taxable business by the Bureau of Internal Revenue.

Repayment of the AAAA's $15,000 and the NAB's $75,000 loans by BMB are to be in proportionate steps. Under the present waiver plan for BMB subscribers, more than 400 stations have waived the 90-day cancellation clause in their subscription contracts, thus assuring their payments through June 1950. If enough waivers are obtained, subscriptions funds will be adequate to repay the operating capital borrowed from AAAA and NAB, it is believed.

In an official statement issued with the AAAA announcement of its loan agreement, Dr. Kenneth H Baker, NAB director of research who is on loan to BMB as its acting president, said the agreement was "renewed evidence of the importance attached to uniform audience data by the advertising agencies of the nation."

"We are confident," said Dr Baker, "that the second BMB study will prove to be the most valuable document of its kind ye prepared for broadcasters and those purchasing the medium."

AVCO REPEAL

Oral Argument Date Se

ORAL ARGUMENT was scheduled by FCC last week for Jun 27 on the Commission's propose repeal of the Avco rule and inst tution of new regulations whereb changes in AM, FM and TV field would have to be advertised.

FCC's proposed changes in th procedure for filing and handlin broadcast applications were a nounced in February [BROADCAS ING, Feb. 28]. FCC in repealin the Avco rule would still requi advertising of station sales in l cal papers but would do away wit provisions whereby competing bi could be filed for the facility i volved. Other new provisio would provide for advertising new station requests and chang in local papers and on local st tions and establishment of cut-o dates for filing of mutually e clusive applications.

CUTTING OVERHEAD

Station Costs at All-Time High

By RICHARD P. DOHERTY
DIRECTOR
NAB Employe-Employer Relations Dept.

THE ECONOMICS of successful operation is the same in radio as in every other field of private business. First, you must have a product or service which the buyer wants. Second, you must attract buyers to your product or service, through constructive merchandising, promotion and selling techniques. Third, you must produce the product or service under cost conditions which will allow for an equitable margin between income and expenses.

Income and costs are the two blades to the profit scissors. It is not the independent action of either blade, but rather the related action of the two blades,

FOR the first time broadcasters are able to analyze their current operating costs on the basis of industry experience as a result of an NAB industrywide survey. A nationally known economist as well as labor specialist, Mr. Doherty takes these revealing figures and offers stations solutions to their overhead problems at a time when high costs provide one of management's most serious headaches. The material in this article was reviewed by Mr. Doherty last Thursday in an address to the Virginia Assn. of Broadcasters.

which determines the nature and magnitude of the last line in the profit and loss statement of a business.

It is axiomatic that as profits nose-dive and shrink to thin, border-line levels (or cease to exist at all) an unwholesome spiral of events occur. Such stations can't afford to pay the wages that will attract and hold the better qualified staff members; older equipment is more likely to be retained, because to do so requires less current cash outlay than the purchase of up-to-date efficient equipment; good programming is squeezed out in favor of less costly shows. An inevitable by-product of this chain reaction is the deterioration in staff efficiency and staff morale.

Unlike most fields of endeavor, it costs about as much to operate any given radio station with a relatively high level of broadcast revenue, as with a lower revenue. If you are on the air 18 hours a day it costs about the same to operate whether your income is up or down. Relatively few of your expenses are variable—most radio station cost items are fixed items.

Indeed, for networks which engage entirely in live programming, the actual weekly payroll increases when commercial sponsorship falls off. This arises from the fact that network sustainers, requiring network employes, replace commercial shows on which sponsors and their agencies hire the personnel. The same is true for any individual station over which live commercial programs are originated in fairly large quantities.

Steadily mounting costs have raised the break-even point for virtually all stations—it now takes substantially more revenue to stay out of the red than was true a few years ago. This situation is strikingly emphasized by the fact that in 1948 operating costs absorbed approximately 85 cents out of every $1 of net broadcast revenue for local (small) stations whereas in 1946 total expenses amounted to approximately 78% of revenues and in 1945 to only 76% for this class of stations.

For regional stations, the 1948 operating expense ratio was approximately 80%; in 1946 it was 72% and in 1945, 67%. The same upward cost trend also prevailed among 50 kw stations. In 1948 the ratio of operating expenses to total broadcast revenue was approximately 75%; in 1946, 68%; in 1945, 62%.

Payroll Expense Highest

For all classes of stations, the largest segment of broadcast operating expense was payroll. Some 60-65% of the total cost of operating typical radio stations is accounted for by salaries and wages.

Of major interest to all broadcasters is an analytical survey now in process by the NAB Employe-Employer Relations and Research Department.

This survey will show an itemized breakdown for 1948 of all operating expenses by size of station and by class of station revenue—according to the various areas of the country.

On the basis of preliminary sample results, the ratio of operating expense to total broadcast revenue for certain groups of stations throughout the South Atlantic region (Delaware, Maryland, Virginia, District of Columbia, West Virginia, North Carolina, South Carolina, Georgia and Florida) are as follows:

Station Income Classes	Operating Ratio
Under $50,000	89
$ 50,001 to $75,000	88
75,001 to 100,000	80
100,001 to 125,000	76
125,001 to 250,000	87
250,001 to 350,000	83
$350,001 and above	74

There are only two principal ways to correct an uneconomically high operating ratio (costs divided by revenues). First, a station may accelerate and improve its sales efforts and bring in more revenues. If the end result is a higher revnue, the operating ratio will decline because costs do not rise—either proportionate or at all, in many instances—with given increases in commercial income. Second, the station may examine its total cost structure with the view of reducing its break-even point. Thereby, achieving a greater margin of profit. Obviously, a combination of both approaches will be feasible in many stations.

With the prevailing large number of stations, competition has become substantially keener for the local market's advertising dollar. The broadcasting industry has reached the point where it is imperative that station management devote primary attention to labor costs and to raising the volume of local radio advertising.

Programming Reaps Dividends

Good programs are both a counterpart of, and essential to, commercial sponsorship. Without adequate revenues, a station will find it very difficult to support appealing and high grade programs. Without good programs, the sales department will find it difficult to prove salable listenership.

However, a station's ability to stay solvent and continue as a going concern depends equally on its ability to control costs, and labor costs are the largest single item of operational expense.

The three legs supporting successful station management are: (a) creative programming, tailored to the audience being served; (b) aggressive and vitalized selling, in the hands of a wide-awake sales force; (c) constructive labor relations, which maximize productivity, promote efficiency and preserve a logical ratio between personnel costs and station income.

By and large, the economic solution to effective labor costs is greater service and productivity per man-hour and not reduced weekly or hourly wage scale.

We must start out with the assumption that there are certain tasks to be performed in running any given station. From there we proceed in finding the most feasible formula by which these total tasks may be performed with that minimum number of persons which permits and secures effective and high quality broadcast performance. In virtually no instance should management strive to reduce staff employment to the lowest, irreducible minimum of persons required to "keep the station on the air." It is penny-wise and pound-foolish to sacrifice quality broadcast performance merely for the sake of cutting personnel costs.

Sponsors don't buy time, they buy listeners and a station secures listeners through the one service it provides, namely, programs.

Undoubtedly there are some stations where economy both in staff size and in wage scales has been

(Continued on page 43)



Mr. DOHERTY

VA. MEETING

Competitive Situation Studied

PRACTICAL suggestions on station operation in view of the growing competitive situation facing the industry were given members of the Virginia Assn. of Broadcasters at a two-day meeting that opened Thursday at Tides Inn, Irvington, Va.



Mr. Willard

A. D. Willard Jr., NAB executive vice president, told the Thursday luncheon meeting about specific NAB services for members as well as its contributions to the functioning of state associations. NAB, he reminded, is dedicated to the encouragement of the state association movement. Mr. Willard warned of the danger to all stations of the Arkansas Supreme Court's tax decision (see story, page 25).

Richard P. Doherty, NAB employe-employer relations director, traced the rise in station operating costs, showing how management can operate more efficiently (see article by Mr. Doherty on this page).

Maurice B. Mitchell, director of NAB's new Broadcast Advertising Bureau, discussed plans for operation of the new sales promotion agency. He specifically reviewed NAB's efforts to broaden use of the medium by retailers.

Cocktail party and banquet followed the Thursday meetings. Friday's sessions were to have been held aboard a sight-seeing boat but the plan was dropped because attendance at the meeting was so large—80-odd registered delegates. The Friday agenda included business meeting and election of officers.

Presiding Thursday was John W. New, commercial manager of WTAR Norfolk, association president.

COMMENTATORS

Defamation Mulled

By JOHN OSBON

NEWS commentators and the whole issue of responsibility for defamation by radio, with respect to networks, stations and sponsors, were thrown into sharp focus on a number of fronts last week, with principal storm centers at New York, Washington, D. C., and Tampa, Fla.

Controversy reached fever pitch on Capitol Hill amid tributes to the late James Forrestal, whose death projected ABC Commentators Drew Pearson and Walter Winchell into Congressional disfavor; in New York, where Mr. Pearson, himself, filed suit for libel; and in Tampa where two freelance radio commentators and a station manager were reported drawing state payroll remuneration.

Sharpest criticism in Congress was leveled at Messrs. Pearson and Winchell for an alleged campaign of vilification and abuse against the former Defense Secretary. Previous broadcasts by the ABC commentators, in the light of Mr. Forrestal's death, stirred a hornet's nest of reaction which threatened to have its legislative effects on networks, station and sponsors.

'Irresponsible Elements'

Lashing out at the two commentators were Rep. Clare Hoffman (R-Mich.) and Rep. John Rankin (D-Miss.). And Rep. Hale Boggs (D-La.) scored the "irresponsible elements" of both press and radio in general but identified none by name.

Only last February Congressman Hoffman called for revocation of the license of the American Broadcasting Co. and declared that "over its system Walter Winchell for years, for hire, used his talents for mean and sordid purposes." He had reminded that Congress has given FCC authority to regulate the use of radio and that FCC has power to promulgate and enforce pertinent rules under the U. S. Code.

Referring to Mr. Pearson, Rep. Hoffman indirectly called on Congress to enact legislation "making these cowardly radio commentators subject to suit in the U. S. District Court in the district where the victim lives and the broadcast is heard." He told the House he had proposed such legislation "several years ago."

Sponsors and stations, as well as newspapers, were then taken to task by the Michigan Republican. ". . . The law should make liable to similar legal action, men like Frank Lee, of Danbury, Conn., who is Pearson's sponsor," he asserted. "The radio station where the broadcast originates and the publisher of the paper who prints these libelous articles should also be brought within the terms of such a law."

Rep. Rankin's comments took a similar tack. Mr. Forrestal's death, he stated, has "also aroused, and intensified, the indignation of decent Americans everywhere against those slime mongers of the air whose attacks undoubtedly contributed to his untimely death."

Mr. Rankin did not refer to Mr. Pearson by name.

Shortly after his original House speech, Rep. Rankin introduced legislation which would assist individuals "defamed over the radio or television" in recovering damages. Measure was referred to the House Interstate & Foreign Commerce Committee but has not been assigned to a subcommittee.

Rankin's Bill

Rep. Rankin's bill, he explained Thursday, would render networks, stations and broadcaster-commentators liable to suit, by a person slandered, in the district in which he resides—"at the county seat" —by a law of Congress.

"The people must be protected against these slanders. The Federal Communications Commission is too slow. If it doesn't act, then we must have a law," he told BROADCASTING.

The legislator said such action by Congress would be "for the protection of broadcasters themselves, and is not directed at them or any commentators in particular. If something isn't done, they will find themselves with a lot of suits on their hands. The whole situation of slander by radio must be clarified in the public interest."

He also believes that sponsors should share responsibility with commentators, because the latter act "as agents or representatives for advertisers, who pay out the money for the broadcasts."

In another House speech, Rep. Boggs said that the nature of Mr. Forrestal's death should weigh on those "irresponsible elements of both press and radio who abuse the privileges of liberty of expression . . . in attacking men of character and honor. . . . The most devastating weapons used . . . are the cruel weapons of distorted words." He mentioned no names in what he termed a "campaign of abuse and vilification the like of which I have never heard."

Reps. Hoffman and Rankin inserted in the *Record* articles by Hanson Baldwin, *New York Times* writer, and Westbrook Pegler, Hearst columnist, castigating the two ABC commentators.

Mr. Pearson anounced last Tuesday he had instructed his attorneys to file suit in New York Supreme Court against Mr. Pegler and his syndicate, King Features. Two of Mr. Pegler's columns were the basis for the suit, filed by Greenbaum, Wolf & Ernst, New York law firm, the ABC commentator told the Associated Press.

Summons on King Features

A summons was served on King Features in New York but spokesmen said they had been unable to find Mr. Pegler to serve him. Under New York law, defendants have 20 days to file an answer.

In Washington Columnist Marquis Childs told his readers that "certain press and radio commentators had set out to 'get Forrestal' " and declared that "different" elements of press and radio are leveling a similar attack at David Lilienthal, chairman of the Atomic Energy Commission.

In Tampa, two commentators and a station manager were singled out May 21 by James A Clendinen, state news editor of the Tampa *Morning Tribune*, for being on the Florida state payroll. He named Frank Pepper, president and general manager of WRHP Tallahassee, and Carl Gray and Kenneth Ballinger. Mr. Gray was described as news commentator on a "North Florida radio hookup," while Mr. Ballinger broadcasts on WRHP.

State controller records, according to Mr. Clendinen, showed Mr. Pepper, a brother of Sen. Claude Pepper (D-Fla.), employed during February as part time deputy motor vehicle commissioner, "to help with public relations."

The Associated Press, which carried the story, quoted Mr. Pepper as explaining his work consisted of "public relations and tag inspection on a part time basis and advice and help in preparing news releases and bulletins to officials who cooperate in enforcing the motor vehicle license law." No

(Continued on page 43)

GREY UPHEAVAL

Doyle, Bernbach Quit For New Agency

TWO vice presidents of Grey Advertising Agency Inc., New York, last week left the organization to become members of a new agency. Concurrently the Grey firm underwent a sweeping staff upheaval, with hirings and firings in several departments, including a complete re-organization in radio and television.

Ned Doyle and William Bernbach, both Grey vice presidents, joined Maxwell Dane, until now the head of his own agency, to form Doyle, Dane, Bernbach Inc., with new offices to be opened Wednesday (June 1) at 333 Madison Ave., New York.



Mr. Dane

With them went one of Grey's leading accounts — Ohrbach's, operators of department stores in New York, Los Angeles and Newark, and extensive users of radio—participating sponsors of *Tex and Jinx* on WNBC New York—and spot radio in three cities. Also to the new agency went Bob Gage, Grey's art director for 1949, and Phylis Robinson, a copywriter.

No Policy Clash

According to Mr. Doyle, there was no clash of policy between the Grey agency and himself and Mr. Bernbach. "We wanted to taste our own blood," he said, and believed there was a greater future by ourselves."

At the same time, Jack Wyatt, hired in April by Grey from Cecil & Presbrey Inc., New York, to handle the Ronson account, newly acquired from that agency, swept the Grey radio and television department as clean as the proverbial new broom. Those let out in the re-shuffle were Nelson Shrader, director of radio and television,



Mr. Doyle



Mr. Bernbach

and Charles Lewin, director of radio [BROADCASTING, April 4]. Mr. Wyatt, desirous of hiring his own people, brought in Joseph Bailey, former vice president and treasurer of Louis G. Cowan Inc., as manager of radio and television department. He will report to Mr. Wyatt, whose title changes from that of account executive of radio and TV to that of director of the department.

It was understood that there were differences of opinion between Mr. Wyatt and Mr. Lewin on the handling of Ronson's *Twenty Questions* show (MBS Saturday 8-8:30 p.m.), about which Mr. Lewin had made recommendations before Mr. Wyatt joined the Grey agency.

Mr. Shrader, it was learned, is joining Creative Labs Inc., as a vice president. Mr. Lewin's plans are still undecided.

Among other personnel changes at Grey announced last week were the appointment of Frederick B. Sherman, formerly with Ralph H. Jones Co., Cincinnati, as an account executive, and Bernard Eckstein, with Grey's art department since 1946, as director.

The agency's television activity at present is limited to spot commercials on Ronson and B.V.D. But it was learned that future plans include the possibility of putting *Twenty Questions* on video.

It was expected that such an undertaking would have to await the reality of a Mutual video network, as the show is under contract to that network.

NAB COMMITTEES

Miller Names Assignments

STANDING committees of NAB, serving until the next convention in April 1950, have been appointed by President Justin Miller. About one-third of the membership of committees has been changed, with assignments of board liaison members also revised.

The committee list includes four members who had served on the NAB board within the last two or three years. These are John J. Gillin Jr., WOW Omaha, who heads the Sales Managers Executive Committee; Edward Breen, KVFD Fort Dodge, Iowa, legislative committee; Robert T. Mason, WMRN Marion, Ohio, research committee chairman, and William B. Smullin, KIEM Eureka, Calif., also research.

Absent from the committee list for the first time in several years is the Small Market Stations Executive Committee, which has been absorbed by the Sales Managers group. This committee was abolished after Judge Miller had contacted individual board members, who voted in favor of the consolidation [CLOSED CIRCUIT, May 23].

Merger Explained

NAB explained that consolidation of the two committees was logical in view of formation of Broadcast Advertising Bureau, which formally replaces the Broadcast Advertising Dept. June 1.

Still to be appointed are network advisory members to the labor, engineering, legislative, program, public relations and research committees. They are appointed by the networks. Membership of the Assn. of Women Broadcasters Executive Committee with Katherine Fox, WLW Cincinnati, as chairman, had been announced previously [BROADCASTING, May 9], as had the appointment of board liaison members [BROADCASTING, May 2].

Membership of the special Standards of Practice Committee has not been completed, with the chairmanship still vacant [BROADCASTING, May 16].

The list of committee assignments, except for the AWB and standards groups, follows:

EDUCATIONAL STANDARDS COMMITTEE: Ralph W. Hardy, KSL Salt Lake City, chairman; Dr. Willis F. Dunbar, WKZO Kalamazoo, Mich.; Armand Hunter, WFIL Philadelphia; Judith Waller, NBC, Chicago; Wilt Gunzendorfer, KROW Oakland, Calif.; Mrs. A. Scott Bullitt, KING Seattle; one vacancy.

EMPLOYE-EMPLOYER RELATIONS EXECUTIVE COMMITTEE. Leslie C. Johnson, chairman, WHBF Rock Island, Ill.; C. L. Thomas, KXOK St. Louis; Gunnar O. Wiig, WHEC Rochester; Harold Essex, WSJS Winston-Salem, N. C.; Clyde F. Coombs, KARM Fresno, Calif.; William B. McGrath, WHDH Boston; O. L. Taylor, KGNC Amarillo, Tex. Board liaison: James D. Shouse, WLW Cincinnati, and Calvin J. Smith, KFAC Los Angeles.

ENGINEERING EXECUTIVE COMMITTEE: A. James Ebel, WMBD Peoria, Ill., chairman; R. Morris Pierce, WGAR Cleveland; E. K. Jett, WMAR Baltimore; Oscar C. Hirsch, KFVS Cape Girardeau, Mo.; J. R. Poppele, WOR New York; John H. DeWitt, WSM Nashville; K. W. Pyle, KFBI Wichita, Kan. Board liaison: G. Richard Shafto, WIS Columbia, S. C.; Merrill Lindsay, WSOY Decatur, Ill.



Mr. King



Mr. Mason



Mr. Swezey



Mr. Johnson



Mr. Hardy



Mr. Gillin



Mr. Cott



Miss Fox



Mr. Hartenbower



Mr. McDonald



Mr. Ebel



Mr. Mastin

FM EXECUTIVE COMMITTEE: Cecil D. Mastin, WNBF-FM Binghamton, N. Y., chairman; Matthew H. Bonebrake, KOCY-FM Oklahoma City; Edward A. Wheeler, WEAW Evanston, Ill.; Milton L. Greenebaum, WSAM-FM Saginaw, Mich.; Victor C. Diehm, WAZL-FM Hazleton, Pa.; William E. Ware, KFMX Council Bluffs, Iowa; James M. LeGate, WIOD-FM Miami. Board liaison: Everett L. Dillard, KOZY Kansas City; Frank U. Fletcher, WARL-FM Arlington, Va.

LEGISLATIVE COMMITTEE: E. K. Hartenbower, KCMO Kansas City, chairman; Arthur Westlund, KRE Berkeley, Calif.; Harold Ryan, WSPD Toledo; Harold Hough, WBAP Fort Worth; Paul Miller, WHEC Rochester, N. Y.; Rex Howell, KFXJ Grand Junction, Col.; Edward Breen, KVFD Fort Dodge, Iowa. Board liaison: Clair R. McCollough, WGAL Lancaster, Pa.; Gilmore N. Nunn, WLAP Lexington, Ky.

MUSIC ADVISORY COMMITTEE: Joseph McDonald, WJZ New York, chairman; Julius Brauner, CBS New York; Robert P. Myers, NBC New York; A. G. Meyer, KMYR Denver; Walter Haase, WDRC Hartford, Conn.; Frank White, MBS New York; one vacancy. Board liaison: Campbell Arnoux, WTAR Norfolk, Va.; H. W. Slavick, WMC Memphis.

NAB COMMITTEE OF NAB-RMA JOINT LIAISON COMMITTEE: Everett Dillard, KOZY Kansas City; William Fay, WHAM Rochester; James D. Shouse, WLW Cincinnati; George B. Storer, WJBK Detroit; one vacancy.

PROGRAM EXECUTIVE COMMITTEE: Robert D. Swezey, WDSU New Orleans, chairman; Walter J. Brown, WORD Spartanburg, S. C.; Linus Travers, WNAC Boston; John S. Hayes, WTOP Washington; Wallace Kadderly, KGW Portland, Ore.; William J. Beaton, KWKW Pasadena, Calif.; Wilton E. Cobb, WMAZ Macon, Ga. *NEWS SUBCOMMITTE:* Mr. Cobb, chairman; James L. Howe, WCTC New Brunswick, N. J.; Sig Mickelson, WCCO Minneapolis, Minn. *AGRICULTURAL BROADCASTING SUBCOMMITTEE:* Mr. Kadderly, chairman; Charles Worcester, WMT Cedar Rapids, Iowa; Layne Beaty, WBAP Fort Worth, Tex. Board liaison: Harold E. Fellows, WEEI Boston; George D. Coleman, WGBI Scranton, Pa.

PUBLIC RELATIONS EXECUTIVE COMMITTEE: Frank King, WMBR Jacksonville, Fla., chairman; Ben A. Laird, WDUZ Green Bay, Wis.; Merle H. Tucker, KOAT Albuquerque, N. M.; J. Roy Dabadie, WJBO Baton Rouge, La.; S. C. Fantle Jr., KELO Sioux Falls, S. D.; Victor Sholis, WHAS Louisville; one vacancy. Board liaison, William B. Quarton, WMT Cedar Rapids, Iowa; Kenyon Brown, KWFT Wichita Falls, Tex.

RESEARCH COMMITTEE: Robert T. Mason WMRN Marion, Ohio, chairman; Dr. Charles F. Church Jr., KMBC Kansas City; William R. McAndrew, WRC Washington; Robert E. Summers, WFAA Dallas; Leonard Kapner, WCAE Pittsburgh; William B. Maillefert, WVET Rochester; William B. Smullin, KIEM Eureka, Calif. Board liaison: Charles D. Caley, WMBD Peoria, Ill.; Michael R. Hanna, WHCU Ithaca, N. Y.

SALES MANAGERS EXECUTIVE COMMITTEE: John J. Gillin Jr., WOW Omaha, Neb., chairman; John M. Outler, WSB Atlanta; Gordon Gray, WIP Philadelphia; Eugene S. Thomas, WOIC (TV) Washington; Arthur Gerbel Jr., KJR Seattle; Pete Schloss, WWSW Pittsburgh; Simon R. Goldman, WJTN Jamestown, N. Y. Board liaison: John F. Meagher, KYSM Mankato, Minn.; Robert D. Enoch, KTOK Oklahoma City.

UNAFFILIATED STATIONS EXECUTIVE COMMITTEE: Ted Cott, WNEW New York, chairman; Melvin Drake, WDGY Minneapolis, Minn.; Bob Maynard, WSVS Crewe, Va.; Lawrence W. McDowell, KFOX Long Beach, Calif.; Patt McDonald, WHHM Memphis; Ben Strouse, WWDC Washington; Lee W. Jacobs, KBKR Baker, Ore. Board liaison: Frank U. Fletcher, WARL-FM Arlington, Va.; Glenn Shaw, KLX Oakland, Calif.

TOWER SITES

Proposed Standards Compromised

A COMPROMISE hailed by broadcasting representatives as "very gratifying" was reached by radio and aviation interests last Tuesday in a day-long conference on the proposed new antenna-site standards [BROADCASTING, May 2, 9].

Many existing towers would no longer need be marked and those proposed by many applicants would not have to be given study or approval if FCC effectuates the agreement reached in the conference. Authorities have estimated that the criteria, by showing where towers may be located without the usual clearance, might make specific site approval unnecessary for about 80% of the applications.

If adopted, the standards agreed upon "will relieve broadcasters of many restrictions now imposed," said NAB Engineering Director Royal V. Howard.

Glenn D. Gillett, president of the Assn. of Federal Communications Consulting Engineers, felt the conference gave "a much better basis for solution of our problems, and a better indication of open-mindedness on the part of the aeronautical authorities, than we have ever had in the past."

FCC authorities hoped to start rule-making proceedings on the new standards about July 1. They also revealed that simplified standards on tower painting and marking are in preparation and may be issued at about the same time.

Coupled with the compromise on standards was general agreement on the procedures under which they should be applied. But there were strong doubts that the government's interdepartmental, cabinet-level Air Coordinating Committee, which is given the final word on procedures, would approve these in full.

One of the key expediting procedures—a proposal that power of final approval be given the regional group which passes initially on questionable sites—seemed sure to be vetoed by the military. In that case, some broadcast representatives maintained, much of the value of the plan would be lost.

The proposals evolved during the conference represented a compromise based on an interdepartment committee's original plan, a counter-proposal presented by NAB, and suggestions from the floor.

NAB urged that the original proposal's provision allowing erection of towers up to 500 feet in height without approval (except in specified areas) be changed to 650 feet. Aviation interests showed no inclination to accept this change, but there was hope that some compromise, probably around 600 feet,

(Continued on page 44)

ZENITH TARGET

New FM Set Promotion Backfires Early

ZENITH RADIO Corp.'s latest set promotion campaign, on behalf of its new FM-only receiver "The Major," apparently had started to backfire before it was fully launched.

First, Zenith did little to influence broadcasters by building a $350,000 advertising campaign around newspapers and magazines.

Second, it got at least one squawk from stations that received unordered Major sets, followed by invoices for $27.06 each.

The Zenith promotion fund offers "the best evidence that I know of FM's vitality and maturity," according to Ted Leitzell, Zenith's public relations vice president.

H. C. Bonfig, Zenith vice president, and director of sales, announced that "slightly more than $100,000 is going into national publications, including three large-circulation farm magazines, *Successful Farming, Capper's Farmer* and *Progressive Farmer; Ladies Home Journal; Saturday Evening Post; Coronet,* etc. Cooperative advertising in the amount of $250,000 will be used across the country, chiefly in newspapers. The advertising is being backed up with large-scale dealer promotions."

Mr. Bonfig added that Zenith decided to support the new Major model with a large budget because FM has become firmly established as the outstanding aural broadcasting medium in much of the country and offers the greatest new market for radio receivers the industry has ever known. In many areas FM is virtually the only market for radio receivers."

Zenith's idea of sending unordered Major sets to station drew a red-hot reaction from Guy Runnion, general manager of KXLW and KXLW-FM St. Louis. Mr. Runnion wrote Mr. Leitzell that it did not intend to send back the sets but that the unopened cartons were on the premises where they could be picked up. "Otherwise we shall dump them in the ash heap," Mr. Runnion said.

Comdr. E. F. McDonald Jr., Zenith president, had written stations about the new FM receiver's reception qualities and notifying them a model would be shipped from the first batch coming off the production line. He felt station officials would want to test the set personnaly, according to the letter, and explained they could return it express collect if they desired.

The Major set is named in honor of Maj. Edwin H. Armstrong, FM inventor.

Baird Named

NATIONAL Assn. of Radio Station Representatives has established a Boston Council, Dana Baird, Boston manager of Weed & Co., has announced. Mr. Baird was named chairman of the group. New NARSR council was set up by the directors of the association at a recent meeting in New York offices.



Mr. Baird

ABC PROMOTES LAWS

New Western Sales Manager

ROBERT F. LAWS, formerly sales promotion, advertising and publicity manager of KGO San Francisco, has been named sales manager of ABC's Western Division. Mr. Laws joined the network in April 1944, as sales promotion manager for the ABC in San Francisco.



Mr. Laws

In his new position, which he assumed last Thursday, Mr. Laws is in charge of sales operations for the division, covering AM, FM and TV.

CANADIAN ACE

Fined $4,900 by FTC

CIVIL penalties of $4,900 have been imposed on Canadian Ace Brewing Co., Chicago, by the Federal Trade Commission for violation of a cease and desist order involving the company's use of transcribed singing commercials on five stations, FTC has announced. Penalties were levied May 18 by the U. S. District Court for the Northern District for Illinois.

The court found violation of terms of a modified order, issued by the commission in April 1946, which prohibited the company (Canadian Ace Brand beer, ale) from using the word "Canadian" in the brand name unless accompanying statements "conspicuously and adequately" show the product was brewed in the U. S. The government's complaint alleged that the commercials had failed to comply with this requirement.

Total of 147 violations were noted by the court in its decision. The advertisements were aired on WCFL WENR WIND (all Chicago stations), WRBL Columbus, Ga., and KSEK Pittsburgh, Kan.

The government had asked fines of $5,000 for each violation or a total of $735,000. Terming the violations "not of major importance," Federal Judge John Barnes in Chicago imposed the greatly reduced fines.

Canadian Ace is controlled by Louis Greenberg. Frank J. McAdams, company attorney, argued the violations were not intentional.

FCC Actions

GRANTS for four new AM stations and improved facilities for one existing outlet, plus a proposed decision looking toward another new AM station, were issued by FCC last week. Authorizations for two non-commercial FM stations were announced, and deletions of 14 FM authorizations were reported. FCC also approved five station transfers. Details of these Commission actions are carried in FCC Roundup, starting on page 64.

AM DUPLICATION

'Fatal' to FM—Ware

SUGGESTION by FCC Chairman Wayne Coy in recent speeches that FM stations be forced to duplicate AM programs when facilities are jointly operated, and that FM outlets be required to operate the same length of time as their AM stations, brought a charge from FM Assn. President William E. Ware that the changes would be "a fatal stab in the back" for the FM industry.

"After closely studying the opinion of the FM broadcasters in our organization," Mr. Ware (KFMX Council Bluffs, Iowa) said, "I find the almost unanimous feeling that such proposed regulations would sound the death knell of FM.

"In short, all signs at this time indicate that operators of FM stations are against Mr. Coy's proposals. They feel that these proposals would be fatal to FM broadcasting." Mr. Ware said FM broadcasters in general feel that forced duplication of AM programs on FM would not be in the pubilc interest and added that compulsory fulltime operation would bring financial disaster to many outlets.

FMA polled opinions of FM outlets on Chairman Coy's views. Specific objections of station operators are listed by the association.

Mr. Ware urged Edward C. Obrist, general manager of WPEN and WPEN-FM Philadelphia, to turn in his FM permit if he is "not a firm believer in FM." Mr. Obrist had claimed "few if any" metropolitan operators are interested in FM.

The Obrist comment was part of an exchange of letters with NAB headquarters following WPEN's resignation from the association.

In making his suggestion, Mr. Ware said, "This to me appears a self-admission that you are not interested in FM. And, if you are not, how can you honestly operate WPEN-FM so that the best interests of the public are serviced, as required by the FCC? I am sending a copy of this letter to the Commissioners in hope that they too will realize the significance of my question.

"I understand that there are few if any remaining FM channels available in the Philadelphia area. If you are not a firm believer in FM, why don't you turn in your permit?"

OHIO SUPPORT

Given NAB-BAB Aims

NAB and its new Broadcast Advertising Bureau were urged "to move forward on all fronts to tell the story of radio as an advertising medium" in a resolution adopted Thursday at the 14th annual convention of the Ohio Assn. of Broadcasters, held at Columbus.

Carl George, WGAR Cleveland, was elected OAB president succeeding E. Y. Flannagan, WSPD Toledo. Al Albinger, WCOL Columbus, succeeds Gene Carr, WHBC Canton, as vice president. Fred Bock, WADC Akron, was re-elected secretary-treasurer.

The NAB-BAB resolution was introduced by Robert T. Mason, WMRN Marion, a former NAB director. It commended NAB on creation of BAB.

Topics discussed at a management forum included television, sales, programming, copyright, personnel, news and engineering. Many delegates contended too much attention is being given TV at the expense of AM broadcasting. Growing tendency of high schools to levy fees for coverage of sports events drew station objections as "discrimination" in view of the fact that newspapers are not charged a fee.

C. I. Weaver, president of Ohio Fuel Gas Co., warned of a trend toward "state socialism" and praised broadcasters "for giving service over and above demand."

Prof. James C. Yocum, Ohio State U., editor of *Ohio Retail Analyst,* spoke at the opening session Wednesday noon. He told stations they will have to do a better job of selling next year to maintain gross revenue. Paul Daugherty, of the Ohio Chamber of Commerce, reported on legislation. Some 50 members of the Legislature were guests at the OAB banquet Wednesday evening.

Next OAB meeting will be held in mid-November, probably at Cleveland.

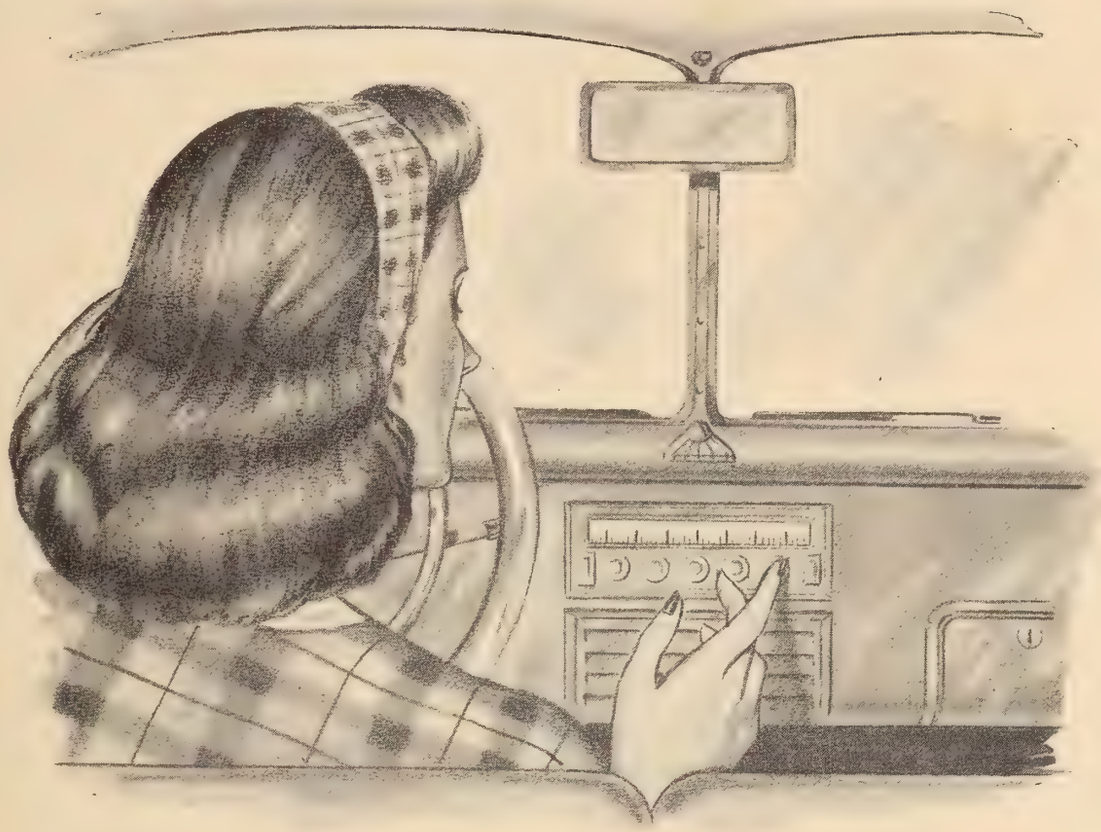
IRAC TO FCC

Shift Is Proposed

A PROPOSAL that the International Radio Advisory Committee (IRAC) be assigned to FCC "for reporting and housekeeping purposes" was recommended by the Hoover Commission on Organization of the Executive Branch of the Government last Thursday in its final report to Congress.

IRAC, which advises the President on governmental allocations, was one of several inter-agency groups which the Hoover Commission felt should be assigned to regulate departments or agencies "to improve overall coordination." Authorities felt such a change would be nominal, since the proposal envisions no revision or reassignment of IRAC functions and since FCC already provides its secretariat.

SUMMERTIME MEANS ADDED LISTENING IN IOWA!



THE fact that 41% of Iowa car owners have radios in their cars* is *especially* significant in the summer.

On long trips, 60.1% of all Iowa car radios are in use "almost all the time" or "quite a bit of the time." On short trips, the remarkably high percentage of 36.6 are in use "almost all the time" or "quite a bit of the time."

These extra ("non-Hooper"!) listeners provide a substantial, year-'round bonus audience in Iowa. *In summertime, this bonus audience may very well increase the total number of listeners, even as compared with wintertime figures. . . .*

Up-to-date, factual information on use of car radios is only one of many extremely interesting subjects covered in Iowa Radio Audience Surveys. They confirm the Survey's 11-year policy of modernizing your old data —"*bringing to light new information not previously gathered.*" Write for your copy today, or ask Free & Peters.

* The 1948 Iowa Radio Audience Survey is a "*must*" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from cities, towns, villages and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

RETAIL SALES *Increase Ad Money 10%, Abrahams Advises*

AN IMMEDIATE 10% increase in advertising appropriations is needed to maintain current sales volume in retail stores, Howard P. Abrahams advised the Syracuse Advertising Club May 23 at Syracuse, N. Y.

Mr. Abrahams, manager, sales promotion division of the visual merchandising group of National Retail Dry Goods Assn., vigorously asserted that satisfactory sales volume in the 1949 buyers' market can't be attained "with 1946's sellers' market advertising percentage expenditures."

"Retailers and manufacturers cannot coast along on the skimpy war and postwar advertising appropriations," he declared.

He explained how he arrived at the conclusion that 10% more money should be appropriated for advertising now. In pre-war 1939, he said, stores in the $2 to $5 million bracket required over 25% more advertising expenditures than in postwar 1946. The 1939 figure need not be matched because retailers have learned advertising efficiencies, making the advertising dollar go farther now than then.

Already alert stores are raising their advertising appropriations, he said, citing one "major retailer" who increased its budget 5% to 7% and declaring he knew others who had gone beyond a 10% increase.

Mr. Abrahams also pointed to a new trend in top sales recruitment —seeking executives of 45 to 50 years of age, men who lived through hard selling periods. Too many retailers have people in important positions who never worked in a competitive era, he said.

As for sales themselves, Mr. Abrahams cited Federal Reserve Board figures showing that department store volume is off only 3% from 1948 for the first five months of 1949. He debunked the effect of the drop, pointing out that "today's plateau" is only 3% under "the amazing all-high retail sales volume performance."

'Lux Theatre' Renews

LEVER BROS., Cambridge, through J. Walter Thompson Co., New York, has renewed *Lux Radio Theatre* on CBS after an unsuccessful attempt by NBC to woo the program to its fold. The Monday night dramatic show, the second oldest CBS commercial program, returns to the network for its 15th consecutive year after a summer hiatus from July 4 through August 22 [BROADCASTING, May 23]. *Lux Radio Theatre* is aired Monday 9-10 p.m. from Hollywood.



LOCAL ADVERTISERS CHOOSE FROM PERSONAL KNOWLEDGE (or Don't Let Hooper* Fool You!)

More local advertisers buy more local time on WQUA than on the two other QUAd-City full-time stations combined! And, WQUA's local rates are comparable—often higher than—the local rates of either of its competing 5000 Watt major network (NBC and ABC) stations!

** Local buyers don't agree with Mr. Hooper! We invite your inquiry for national availabilities.*

HERE IS THE RECORD:

	aWQUA	bSta. A	cSta. B	WQUA over Sta. A	WQUA over Sta. B
Total Local Advertisers Time Purchased by Local Advertisers:	120	*53	51	126%	135%
Announcements	135	154	108	—12%	25%
** Newscasts & Sportcasts	555	615	285	—10%	95%
** Entertainment Programs	1,045	610	545	71%	92%
** Play-by-play Sports	646	None	None	No Competition	
** Total Program Time	2,246	1,225	830	83%	117%

** Exclusive of 23 advertisers on a 'promotion-deal'.*
*** In Minutes.*
a—Average of weeks of 1/30/49-2/6/49.
b—Week of 1/30/49.
c—Week of 2/6/49.

"The QUAd Cities' Station" WQUA RADIO CENTER MOLINE, ILL. REPRESENTED BY RAMBEAU

Bruff W. Olin, Jr., Pres. & Gen. Mgr.



INTERVIEWING Mayor Al Feeney of Indianapolis is Ted McKay (l), program director of WCSI (FM) Columbus. Broadcast was part of the dedication ceremonies for WCSI's new offices and studios in the Crump Theatre Bldg. [BROADCASTING, May 16].

MENGEL CO.

Radio Plan Well Received

DEALER radio campaign introduced early this year by Mengel Co., Louisville, maker of "permanized furniture," is an "effective" sales weapon, according to Lauren K. Hagaman, Mengel's advertising and promotion manager.

Mr. Hagaman said that in a brief period after introducing the broadcast package, "the company received over 300 orders from furniture stores and radio stations. These 60-second commercials are part of the all-inclusive merchandising program to help furniture dealers do a more effective job of selling."

The company has developed a "musical and spoken commercial package" that includes 30-second singing commercials along with fill-in material. Manuals were sent to franchised dealers and stations located in cities where Mengel's line is sold.

Dealers are encouraged by the manufacturer to place the transcribed co-op series on local stations. The double-mailing technique "helps Mengel franchised dealers give more thought to radio advertising and gives radio stations pre-sold leads on hot prospects," according to Mr. Hagaman.

He points out that "repetition is reputation" in his letter to dealers, adding, "Here is an opportunity to get spot commercials, produced by Broadway talent and expert writers, without cost."

Rogers Memorial

IRVING E. ROGERS, president and treasurer of WLAW and WLAW-FM Lawrence, Mass., is donating a memorial in the new science building now under construction at Merrimack College, Andover, Mass. Monument is in memory of his parents, Mr. and Mrs. Alexander H. Rogers. Mr. Rogers succeeded his father, founder of WLAW, when the latter died in 1942, assuming the radio positions and also duties as publisher of the Lawrence, Mass., *Eagle-Tribune*. WLAW operates with 50 kw.

RED FEATHER

Ramsey Heads Radio Work

WILLIAM M. RAMSEY, director of radio for Procter & Gamble, will head the national Campaign Radio Committee for the 1949 Red Feather fund-raising drives, Henry Ford II, national chairman of Community Chests of America, announced today (May 30).



Mr. Ramsey

Mr. Ramsey will succeed M. J. Roche, advertising director of Lever Bros. Co., who served as radio chairman during 1947 and 1948. Appointment of Mr. Ramsey marks a major step in organization plans for radio promotion of the 1949 Red Feather campaigns.

He hopes to better the 1949 record, when cooperation from advertisers, agencies and networks achieved an estimated one billion listener impressions and at least two million visual impressions via television.

Mr. Ramsey already is in process of lining up his supporting committee, which will include representatives of almost all important radio sponsors, advertising agencies and netwroks. A meeting with network presidents and appropriate vice presidents to define radio aims is to be held.

In charge of radio at P & G since 1930, Mr. Ramsey also has been active in Community Chest work for many years. He was a member of Mr. Roche's Campaign Radio Committee last year. He also has been radio chairman of the Community Chest of Cincinnati and Hamilton County for the past eight years.

IRVING WOLFF

Cited by Navy Dept.

DR. IRVING WOLFF, director of the radio tube research laboratory of RCA Labs, Princeton, N. J., has been given the Navy Dept.'s Distinguished Public Service Award for his developments in electronics and radar.

The award was presented by Rear Admiral C. D. Wheelock, deputy chief of the Bureau of Ships. It is the highest given to a civilian by the Navy. Dr. Wolff's work was carried on for RCA. He was not an employe of the Navy.

IF YOU take time to read this ad, then take time to write a letter to Radio Station KTRE, Box 701, Lufkin, Texas, for full particulars on the sales job KTRE can do for you. KTRE . . . the station with three networks.



Bring on the feed bag!

Those upturned noses will turn down fast when the food appears. For these two pups are all set for a big meal.

Are you all set for big, profitable sales in Baltimore? One thing is sure—if you're using W·I·T·H, *you are indeed!* W·I·T·H is famous for producing low-cost results.

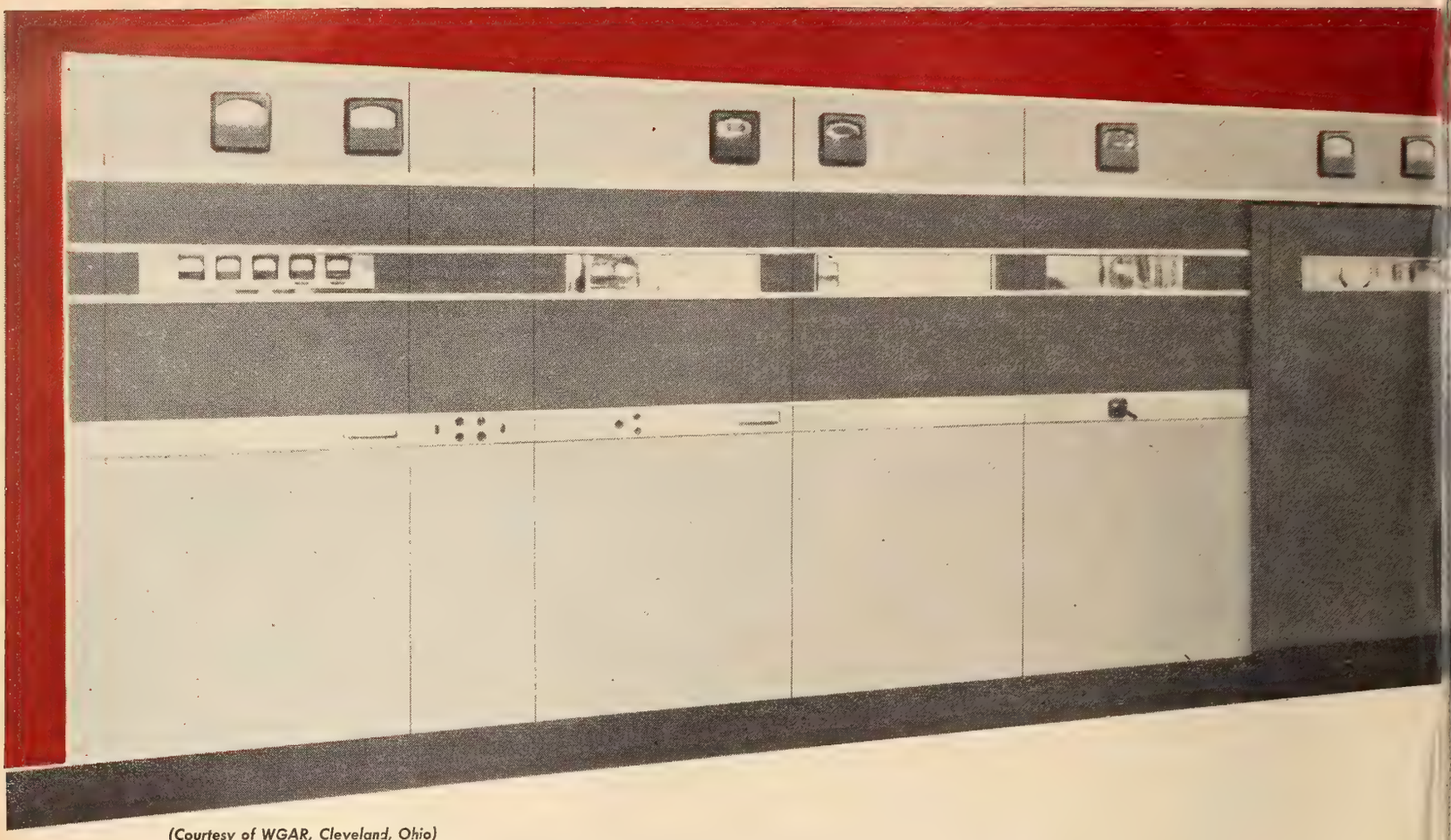
You see, this BIG independent with the BIG audience regularly delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money will do BIG things on W·I·T·H.

So get set for the tough, competitive days ahead. Get W·I·T·H on your schedule fast. Call in your Headley-Reed man and get the full story today.

W·I·T·H

AM Baltimore, Md. FM

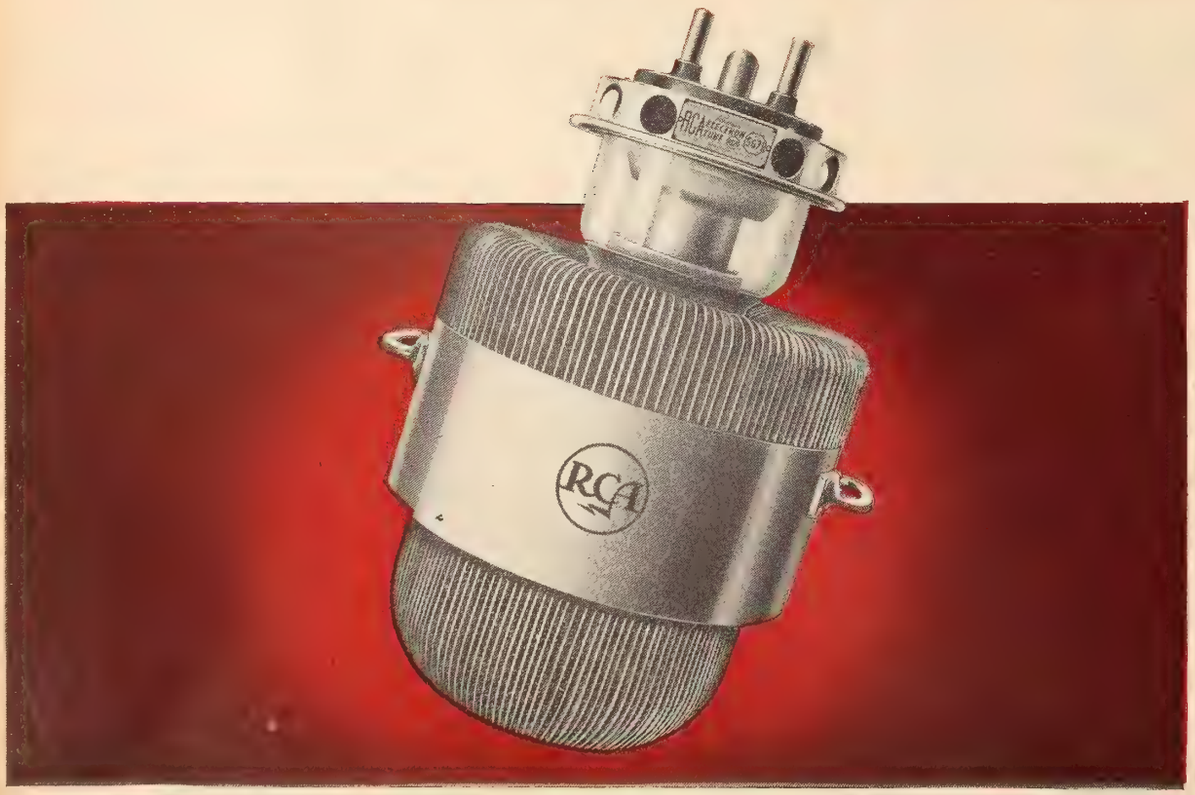
Tom Tinsley, *President* · *Represented by* Headley-Reed



(Courtesy of WGAR, Cleveland, Ohio)

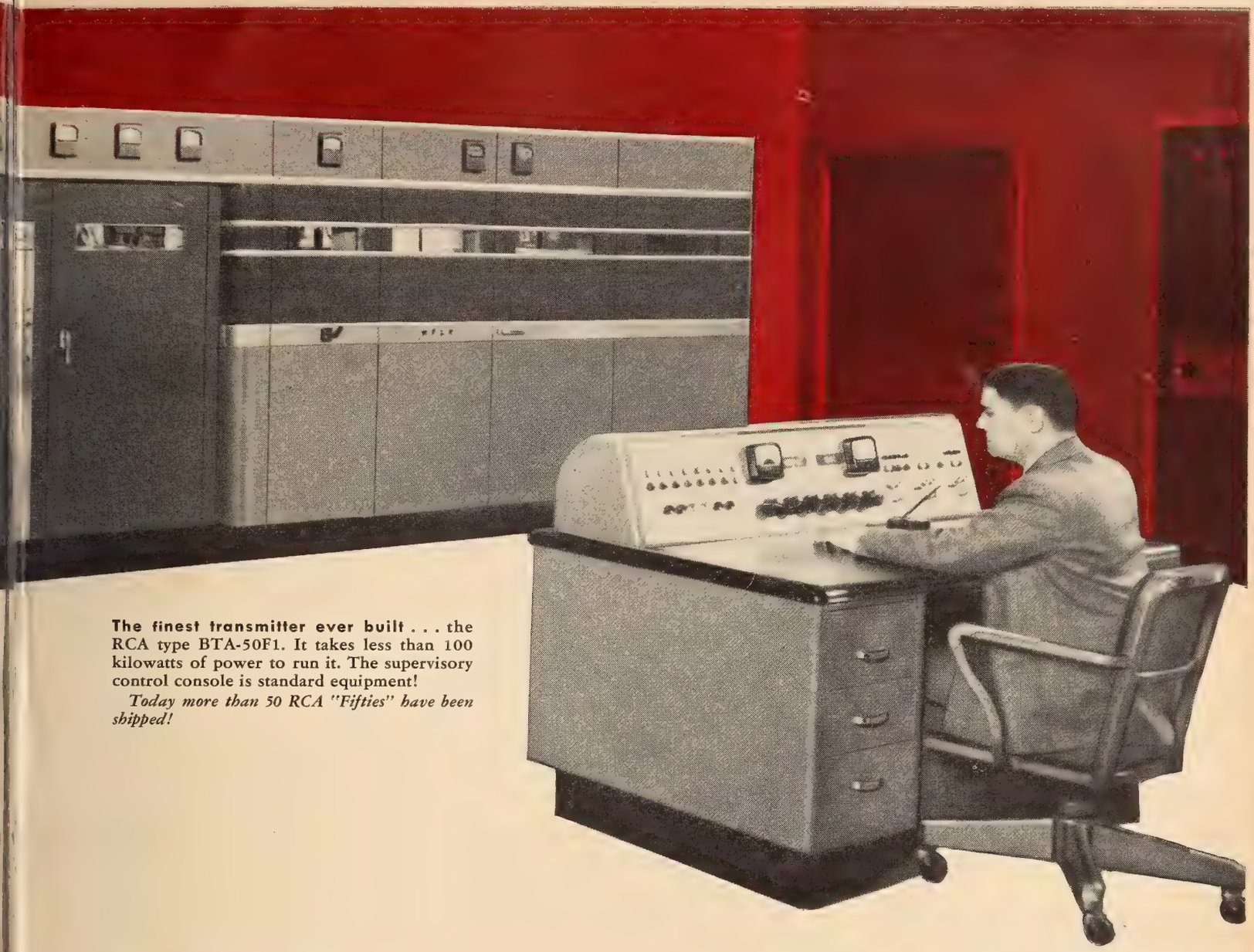
Replace your old AM transmitter

with RCA's new 50 kw...



The revolutionary, new power triode RCA-5671. This tube takes about one-third the filament power of conventional triodes used in the older transmitters. It reduces hum modulation below FCC requirements—*even without r-f feedback.*

The two 5671's in the r-f power amplifier and the two in the class B modulator of this 50-kw transmitter save up to *$1200 yearly in filament power alone.*



The finest transmitter ever built . . . the RCA type BTA-50F1. It takes less than 100 kilowatts of power to run it. The supervisory control console is standard equipment!

Today more than 50 RCA "Fifties" have been shipped!

and write off its cost in power savings alone!

It's a fact—as one high-power broadcaster recently discovered to his complete satisfaction. Now, he has replaced his old transmitter with an RCA "fifty" *—and it's paying its way.*

HERE'S WHY.

Using revolutionary new RCA-5671 power triodes that take about one-third the filament power of conventional types, this RCA "fifty" saves up to $1.75 an hour in power savings over former transmitters—*$12,000 a year, based on daily operation at 19 hours a day!*

Many other new design features, too, that add to this $12,000 savings.

For example, only 29 tubes and 11 different tube types—less than half the number used in many present 50 kw's. True walk-in accessibility that assures faster maintenance —and lowers maintenance costs. Ultra-conservative operation of tubes and components—with less chance for outages.

Here is a 50-kw AM transmitter that does away entirely with oil circuit breakers—assures faster circuit protection. Because the BTA-50F1 operates from a 460-volt supply. Control and protection circuits are the most complete of any transmitter designed to date. And its true unified front (an integral part separate from compartment enclosures) facilitates flush-mounting—gives your transmitter room a new, handsome appearance.

Write for the new 28-page brochure about the BTA-50F1. It gives you complete details—including circuits, specifications, floor plans, and full-page pictures showing the remarkable accessibility of this great transmitter.

Dept. 19EE, RCA Engineering Products, Camden, New Jersey.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Editorial

Voice of Abrahams

LIKE MANNA from heaven is the suggestion of Howard P. Abrahams, sales promotion executive of the National Retail Dry Goods Assn., that retail stores increase their advertising appropriations by 10% to maintain current sales volume levels (see story page 32).

With sound logic, Mr. Abrahams points out that retailers and manufacturers can't coast on the "skimpy" war and postwar advertising budgets. Stores can't expect to achieve in the 1949 buyers' market the volume of the 1946 sellers' market on the same percentage expenditures.

This is a challenge to radio salesmen to hit their local retail accounts for a chunk of the expanded budgets. There are many program vehicles—locally developed shows plus the extraordinarily high quality of syndicated transcribed schedules now available. And the repeat tie-in on nationally-advertised brands offers a new approach on brand-name selling locally.

Radio is getting far less than its just share of the retail dollar. Mr. Abrahams' 10% proposal should go into every salesman's kit. There are success stories galore on radio in retailing. Recent back issues of this journal cite some of the current sales sagas.

Snobby Lobby

A JOINT Congressional inquiry into lobbying activities is in the works. Senate approval of a House resolution calling for a 14-man inquiry committee—seven from each body—is foreseen. President Truman has given it his blessing.

The probe may be sufficiently far-reaching to embrace radio activity—or the lack of it. There are those in radio who believe registration under the lobbying act is a stigma. Influential members of Senate and House, more in private than publicly, have commented on the failure of NAB President Justin Miller to register under the act. Judge Miller does not feel he is under mandate from his board of directors or the NAB membership to register, but has advised the board he will do so if he is directed.

The committee inquiry should help clear the haze. There has been widespread misunderstanding of the Lobby Registration law since its enactment two years ago. The term *lobby* has been given an evil connotation largely because of the reckless oratory of members of Congress themselves, and even of our chief executive.

The present statute hasn't accomplished its purpose. It is difficult to interpret due to vague language. It takes no account of the lobbying done by agencies of government in favor of or against legislation. Every time a member of the FCC, for example, confers with a legislator, he is, in effect, lobbying.

Is there anything reprehensible about that? Is there anything wrong about the head of the NAB counseling with members of the committees in which radio legislation is handled? Who could be more expert on such matters than the men who specialize?

Maybe it's a matter of nomenclature. If it were called "legislative liaison" or perhaps "contact," possibly much of the onus would be removed.

Little Rock Crusher

THE SUPREME COURT of Arkansas has held valid on occupation tax on radio in Little Rock, establishing legal precedent. Heretofore, the courts invariably have held that radio, as an instrumentality of interstate commerce, is not subject to state or local ordinances and that regulation and taxation therefore is vested exclusively in the Federal Government.

The tax, in itself, appears inconsequential. It is $250 for engaging in intrastate broadcasting business through transmission of "electromagnetic waves." There's an additional $50 tax for soliciting radio advertising within the city. The Supreme Court waived aside the finding of the lower court, which had held the tax invalid.

State and local governments are hungry for new revenue. They will tap every possible source. The Arkansas decision can spread like wildfire. If the same franchise tax were adopted for all municipalities, there would be at stake nearly $1 million of new tribute—what with 3,000 licensed entities on the air.

If the Arkansas action stands, what's to prevent franchise taxes of several times the $300 stipend, or perhaps at so much a watt or kilocycle?

The Arkansas case should be carried to the Supreme Court of the U. S. KARK and KGHI, Little Rock stations which underwrote the state litigation, certainly can't be expected to carry the burden of the petition for Supreme Court review. It is precisely this kind of case that should be prosecuted to the end through the NAB, acting in behalf of American radio.

News Odor

COLUMNISTS and commentators (usually they are both) are taking it on the chin again as a consequence of the tragic death of James Forrestal. Almost simultaneously odoriferous stories broke about news and radio men being on the payroll of Florida state, and about newspapermen on the Illinois state payrolls. There are sinister implications which breed public suspicion and contempt.

Our consistent contention has been that sensationalists of the stripe of Pearson and Winchell are not news commentators or analysts. They constitute talent. They are permitted to do on the air what station and network owners now are precluded from doing. They editorialize; they condemn and they rant.

These developments have opened another Pandora's box of Congressional assaults upon radio. Despite the libel and slander laws, renewed demands are made to subject the commentator, the sponsor and the stations (which, save for the originating station have no control over content) equally liable for damages.

Following the Illinois state payroll disclosure, the American Society of Newspaper Editors ordered a prompt inquiry. Ben M. McKelway, editor of the *Washington Evening Star*, which owns the WMAL properties, instigated the action.

Radio might well emulate ASNE. The National Assn. of Radio News Directors has as its main function the betterment of news reporting and newscasting. Doesn't the Forrestal tragedy fall within the pale of ethical radio journalism? And beyond question, the implications of the Florida payroll revelation warrant scrutiny to preserve the good name of radio journalism. The project could be undertaken in collaboration with the news committee of the NAB.

Our Respects To —



HERMAN EDWARD FAST

THE tempo of Herman Edward Fast's life has followed the speed demanded by his name. In less than 10 years' association with WKRC Cincinnati he rose from salesman to station manager of the 50 kw CBS affiliate, a position he has held for almost five years.

This rapid advancement was accomplished not so much with cold executive efficiency as with friendliness. His policy of an informal atmosphere and individual recognition permeates the entire WKRC organization. First names are the rule rather than the exception around the station and the comradely spirit is fostered by parties for the entire staff in summer and winter.

Mr. Fast stresses performance and accomplishment rather than punching the time clock. "I believe people do more for recognition of achievement than for any other inducement," he says. As a result of this theory, WKRC has granted year-end bonuses commensurate with the financial success for the year.

Born in Cincinnati on May 23, 1895, Herman Fast received his grade and high school education there and attended the U. of Cincinnati night school. At the age of 18 the wanderlust spirit overcame his thirst for knowledge and he left his hometown with the firm intention of never returning.

After sampling practically every state in the country, he finally succumbed to Southern California promotion ads and took a job in Los Angeles. World War I brought an end to his "year-round summer" life. Mr. Fast enlisted as a private in the Signal Corps at Chanute Field. Shortly after the Signal Corps was merged with the Air Services, he was promoted to first sergeant in the 38th squadron as a result of articles he had written for the field paper.

Sgt. Fast never had an accident in a plane at a time when flying was both novel and hazardous, but he proceeded to crack up in an automobile. When recovered, he was sent to Cornell U. in Ithaca, N. Y., for further aviation training. With the signing of the Armistice, Sgt. Fast again displayed his speed by getting out of the service in exactly ten days.

Following his discharge, Mr. Fast went to work for the Charles W. Breneman Co., window shade manufacturer. There he rose rapidly to eastern sales manager and later to Pacific Coast executive in charge of both manufacturing and sales—with headquarters at his beloved Los Angeles.

Seeking greener pastures, Mr. Fast turned to advertising and joined a national advertising organization in New York. As fate would

(Continued on page 38)



You'd think Thomas Moore, the Irish poet, had been talking to some of our advertisers when he rhapsodized, "Music! O, how faint, how weak, language fades before thy spell." For it is music that keeps more than half a million New York families tuned constantly to WQXR and WQXR-FM . . . so constantly, no other station reaches them so effectively. These families love good things as they love good music . . . and can afford to buy them, too. That's why advertisers seek them out as the most profitable part of this biggest and richest of all markets. May we help you find them, too?

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES



AWARDS of the Massachusetts Committee, George Foster Peabody Radio Awards were presented to nine Massachusetts stations May 18 for outstanding locally originated programs [BROADCASTING, **May 23**]. **Lined up to receive the citations are (l to r): Back row—James S. Powers, director, Yankee Network Institute, accepting for WNAC Boston; Dol Brissette, program-production manager, WTAG Worcester; William B. McGrath, managing director, WHDH Boston; Harold B. Morrill, general manager, WLAW Lawrence; Gene King, program director, WCOP Boston; Wyman Holmes, station manger, WRUL Boston; Ben Hudelson, educational director, WBZ-WBZA Boston-Springfield; Arthur E. Haley, general manager, WBMS Boston, and Quincy A. Brackett, president, WSPR Springfield; seated—Committee members Kelsey B. Sweatt, radio director, State Dept. of Education; Mrs. Harold B. Murch, secretary, Massachusetts Parent-Teacher Assn.; Daniel Bloomfield, manager, Boston Retail Trade Board; Mrs. Dorothy Kraus, chairman; Erwin D. Canham, editor, *The Christian Science Monitor*, and Mrs. Henry J. Zyfers, president, Massachusetts Business & Professional Women's Republican Club.**

Management



HUGH CARLYLE, director of personnel and programming at WHAP Hopewell, Va., has been appointed general manager. He replaces **A. HARTWELL CAMPBELL,** who has resigned to become general manager of WGTC Greenville, N. C. Mr. Campbell retains his financial interest in WHAP and will continue to serve as a director of Hopewell Broadcasting Co., WHAP licensee. Mr. Carlyle previously was with WRNL and WRVA, both in Richmond, Va., and with KMOX St. Louis.

ROBERT E. BAUSMAN has been appointed general manager of WANE Fort Wayne, Ind. He previously was business manager of WIRE Indianapolis and from 1941 to 1947 was business manager of WISH Indianapolis. He also was associated for several years in management of WHOT South Bend and WHBU Anderson, both of which are owned by corporations headed by **BRUCE McCONNELL,** president of Radio Fort Wayne Inc., which owns WANE. **GLENN R. THAYER,** former WANE manager, will remain with the station.



Mr. Bausman

RILEY R. GIBSON, former general manager of KOPP Ogden, Utah, has been appointed general manager of KXO El Centro, Calif. Mr. Gibson started in radio in 1938 at KUOA Siloam Springs, Ark.; spent two years overseas with Armed Forces Radio, and built and managed KREO Indio, Calif., for three years prior to joining KOPP.

HAROLD KING, formerly with WJVB Jacksonville Beach, Fla., has been appointed general manager of KHBG Okmulgee, Okla. He replaces **TIM CARROLL,** resigned. Mr. King previously was with WMBR Jacksonville, WDSR Lake City and WORZ Orlando, Fla.

LOUIS N. HOWARD, president of Tobacco Network and owner of WHIT New Bern, N. C., is the father of a girl, Bertha Neugass. Mr. Howard was recently elected 2nd vice president of North Carolina Assn. of Jewish Men.

STEPHEN R. RINTOUL, president of Champlain Valley Broadcasting Co., licensee of WXKW Albany, N.Y., has been elected to board of trustees of Albany Savings Bank. Mr. Rintoul also is president of Meredith Champlain Television Corp., which has filed application for TV station in Albany.

JOHN E. BERNHARD, vice president and genreal manager of WFOY St. Augustine, Fla., has been elected president for 1949-50 of St. Augustine Junior Chamber of Commerce.

PATRICIA HART, formerly with Don Lee Network in Los Angeles, sails June 1 for Europe where she will be attached to American Embassy at Prague. For past several months she has been with Office of Information and Education at State Dept. headquarters in Washington preparatory to taking over her new assignment. Mrs. Hart is former Patricia Weiss, daughter of **LEWIS ALLEN WEISS,** chairman of Don Lee.

HENRY P. JOHNSTON, managing director of WSGN Birmingham, Ala., has been appointed by governor of Alabama to serve on special committee to study chronic alcoholism in state.

WCKY Cincinnati has extended its operation to a seven-day, 24 hour schedule.

EDUCATIONAL FM

NAEB Praises FCC Action

FCC IS urged by the National Assn. of Educational Broadcasters to maintain present standards in licensing 10 w operation in the 88-92 mc FM education band. The Commission was notified of this stand in a letter by Richard B. Hull, NAEB president.

Mr. Hull included in his letter to FCC members a copy of a resolution adopted May 8 by NAEB during its mid-year meeting. The association commended FCC's sanction of 10 w transmitters in the FM educational band "as affording increased opportunities for community service through universities, colleges and public school systems to enter the educational and public service broadcasting field."

The association opposed "any policy which would divert any portion of the 20-channel FM educational band for assignment to any other than accredited educational institutions." It pointed out that "the sole assurances for American education of communication outlets in the future rests in the electronic natural resources which the noncommercial educational FM spectrum provides and which the Commission with commendable foresight has reserved for this purpose."

Microgroove Survey

TOTAL of 652 AM stations are now equipped to play Microgroove transcriptions, according to a survey made by Robert J. Clarkson, general manager of Columbia Transcriptions, a division of Columbia Records Inc. Mr. Clarkson polled 2,100 AM stations in his survey. He found that the 652 stations with Microgroove equipment will be augmented by 185 more, which plan to install such pickups within two or three months.

Respects

(Continued from page 36)

have it, the firm sent him as its representative to Cincinnati, where he has remained ever since, only occasionally brooding for that realtor's paradise—Los Angeles.

The radio industry caught Mr. Fast's fancy early in 1935 and he cast his lot with WKRC, joining the station as a salesman. His advertising background paid good dividends in the new career and in December 1939 he was appointed sales manager. Mr. Fast still handles the national sales for the station in addition to his managerial duties. Salesman Fast's ability in this field is reflected in the business record of WKRC. Since he was appointed sales manager in '39, WKRC sales have increased 2,000%.

Mr. Fast likes to recall his most unusual sales experience which occurred in his early days with WKRC. In trying to sell some time to a furniture store owner who was deaf, he was forced to deliver the sales talk in a very loud voice. He made the sale. Fired with enthusiasm, he crossed the street to a clothing store. The clothing proprietor greeted him with: "Never mind the sales pitch. I heard it. I'll buy."

December is a lucky month for Mr. Fast—and for WKRC. With the outstanding sales success following his appointment as sales manager in December 1939, WKRC management, quite appropriately, named Herman Fast to his present position of station manager in December 1944. Surviving five changes in management, Mr. Fast this year celebrates the conclusion of his 14th milestone with WKRC.

Mr. Fast's hobbies reflect his preference for the Southern California climate—warm weather games are his favorites. Leisure hours in the summer are filled with fishing, golfing and swimming at his summer home on the Little Miami River about 20 miles from Cincinnati. When friends gather during twilight hours, Mr. Fast likes to display his talents as one of southern Ohio's best horseshoe pitchers. This skill is no doubt linked with his well developed sales pitch.

Single, Mr. Fast lives during the winter at his home in Cincinnati with an older sister, moving to the Little Miami River lodge for the summer months.

Salutes KING

U. OF WASHINGTON presented six hours of broadcast over KING Seattle May 12 as a salute to the station upon its increase in power to 50 kw. Largely transcribed at Radio Hall on the university campus, the programs included interviews, sports, orchestra and choral music, drama and commentary. Two hundred students, including those from the class in radio journalism, participated in the project.

Ladies Day

A HECTIC day was enjoyed by all staffers at WMOH Hamilton, Ohio, when 25 students from the radio department of Western College for Women at Oxford showed up at the studios. The ladies took over the entire station operation from sign-on at 6:30 a.m. to sign-off at 11:30 p.m.—after receiving indoctrination in Western Union ticker tape, technical operations and program aspects. Joseph True, WMOH general manager, turned the key to the station over to one of the fair ladies, grabbed his hat and coat and left the problems of management to her.

WGAY PETITION

Requests 1050 kc Fulltime

REGULAR license for fulltime operation on Mexican Class I-A 1050 kc was requested last week in petition filed with FCC by WGAY Silver Spring, Md., metropolitan Washington outlet now operating daytime with 1 kw on that channel.

WGAY claimed that it is entitled to consideration for this assignment since the North American Regional Broadcasting Agreement has expired as has the "gentlemen's agreement" with Mexico whereby the U.S. would assign daytime-only stations on the six Mexican I-A channels. WGAY further pointed out that 1050 kc already is being used fulltime in this country by WMGM New York, assigned 50 kw fulltime, directional, on the frequency.

WGAY explained that Canadian and Cuban stations are using the frequencies at night while 106 daytime U.S. stations cannot do so because of the limitations. WGAY's request was supported by letters from local civic, fraternal and business organizations.

Some six other daytime stations already have petitioned the Commission for special service authorizations to operate at night on the frequencies involved [BROADCASTING April 18].

A. SINSHEIMER

Dies in New York

ARTHUR SINSHEIMER, 63, radio director of Peck Advertising, New York, until his retirement last year, and a founder and first president of New York's Radio Executive's Club, died last week in Caledonia Hospital, Brooklyn.

Mr. Sinsheimer, before joining Peck in 1931, had been radio editor of *The Dry Goods Economist*, before which he had a brief career in show business as a young man. Surviving are his wife, Mrs. Beatrice Sinsheimer; his mother, Mrs. Amelia Butrick, and two daughters.

HOOVER

Reorganization Crystallizing

LEGISLATION empowering the President to reorganize Federal agencies, in line with recommendations of the Hoover Commission, was crystallizing on Capitol Hill last week.

The Senate passed and sent to a conference committee May 16 its version of the reorganization bill, which had been approved earlier by the House. Differences in the two measures were discussed by conferees last week, with the House members scheduled next to report to the House for further instructions on the area of disagreement. In effect, the Upper House substituted many of the provisions of its own bill (S 526) while approving the House measure (HR 2361).

Present Form

In its present form, the proposed legislation would:

Exempt no independent agencies, such as FCC and FTC, from special treatment which would require the Chief Executive to submit special reorganization plans for them.

Impose an April 1, 1953, time limit on all reorganization plans.

Require the President to specify the reduction of expenditures envisioned through any one reorganization plan.

Provide single House veto power —that is, any reorganization proposal could be stymied by disapproval of either Senate or House.

The Senate took action after President Truman had urged immediate action in a message to both Houses. He pointed out that any plan must lie before Congress for 60 days without disapproval to become effective, and announced his intention of submitting some plans in the present session.

While the Senate would exempt no agencies, it did recommend as a matter of "public interest" that each reorgonization plan proposed by the President "contain only related organizations."

Committee's Reluctance

In its report the Senate Executive Expenditures Committee said it was reluctant to include exemptions for specified agencies lest they might "interfere with realignments that would be desirable and in the public interest." A simple resolution of disapproval by either House would be sufficient to reject any plan, it noted.

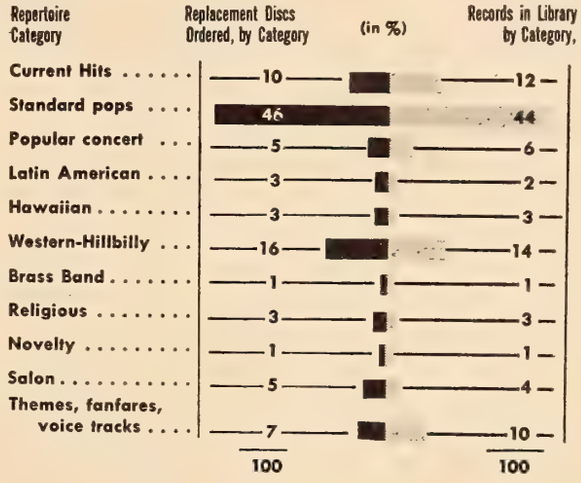
Exemptions would place restictions on the President in submission of reorganization plans, the report said, and for that reason amendments proposed earlier by Sen. Edwin C. Johnson (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee, and Sen. Burnet R. Maybank (D-S. C.) were unanimously rejected in committee. They had suggested so-called "single package" treatment for FCC, FTC and others by requiring submission of individual plans related to them only.

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AUDIENCE

Johns Hopkins U. Reports On Business Listeners

ADVERTISERS receive a "tremendous" bonus audience in the form of radio sets in business places, according to a Baltimore survey conducted by the Johns Hopkins U. School of Business under supervision of the dean and faculty members.

This extra audience is not shown in Hooper or any of the other surveys of home listening.

The study was financed by WITH Baltimore, according to Robert C. Embry, vice president in charge of sales. Mr. Embry said the station had suggested the idea years ago but the university had been unable to supply necessary personnel for the extensive undertaking until this year.

Mr. Embry reminded that the large audience in places of business "is a plus on top of the Hooper home audience. We financed the study so advertisers would know what they are getting for their money."

A news release accompanying the study explains it is "the first survey of this type that has ever been performed. This gives time-buyers, and all persons interested in the size of audience they are getting for their money, a very valuable additional bit of information. This information, added to the Hooperatings, gives a better idea of the over-all size of the audience hearing their message."

The survey was confined to Baltimore city independent groceries, drug stores, bars and taverns, barber shops and beauty parlors. Two Johns Hopkins senior students, Frank P. Montgomery Jr. and Francis G. Malone, conducted the survey under scientific procedure specified by school officials. All interviews were made by personal calls, with scientific research techniques employed.

	12-1	1-2	2-3	3-4	4-5	5-6
Men	2,406	5,119	10,310	10,008	8,867	8,460
Women	1,569	2,144	3,445	4,091	2,672	2,392
Total	3,975	7,263	13,755	14,099	11,539	10,852

The university plans later to survey listening habits of people who have radios in their cars, it points out in announcing results of the Baltimore business establishment study.

In independent grocery stores 41.1% had radios and 38.5% of radio-equipped stores (17.1% of all stores) had then playing at the time of interview (between noon and 6 p.m., Mondays through Fridays, the first two weeks of March 1949), according to the Baltimore survey.

Further Breakdown

Drug stores—43% had radios and 30% of these (13% of all drug stores) had them playing; bars and taverns, 56.8% had radios and 36.5% of these (20.7% of all bars and taverns) had them playing; barber shops, 82% had radios and 51% of these (42.2% of all barber shops) had them playing; beauty parlors, 52.3% had radios and 46.6% of these (24.3% of all beauty parlors) had them playing.

Number of establishments that had radios playing follows: Independent grocery stores, 430; drug stores, 62; bars and taverns, 573; barber shops, 630; beauty shops, 316.

Average number of persons in establishments at time of interview ranged from 3.2 to 4.8 persons at independent groceries; from 3.3 to 12.8 at drug stores; from 5.5 to 8.1 at bars and taverns; from 2.7 to 3.7 at barber shops; from 3.2 to 5.2 at beauty shops.

The ratio of men and women is about even at independent grocery stores and drug stores. At bars and taverns the audience is largely male. Number of women found in barber shops was negligible and few men in beauty parlors.

Thus the survey shows an audience ranging from 1,000 to 3,000 in grocery stores with radios playing; from 138 to 533 persons in drug stores with radios playing; from 825 to 6,632 persons in bars and taverns with radios playing; from 1,054 to 3,010 persons in barber shops with radios playing; from 820 to 2,111 persons in beauty parlors with radios playing.

Summed up, the survey shows the number of persons in establishments with radios playing between noon and 6 p.m. as outlined in the above table.

TV Analysis

Analyzing television viewing in bars and taverns, the survey showed that 75.5% of 2,091 of the 2,770 in the city have TV sets. Afternoon viewing was not extensive, with only 110.8 or 5% of sets playing (4% of all bars and taverns). No mention was made in the survey of the amount of program service available from Baltimore television stations in daylight hours.

The study also breaks down listening into figures covering individual stations.

Upcoming

June 7: NAB FM Executive Committee, Washington.

June 11: Wisconsin-Upper Michigan Sales Managers Assn. meeting, Plankinton Hotel, Milwaukee.

June 12-18: Special Libraries Assn. Convention, Biltmore Hotel, Los Angeles.

June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.

June 20: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.

June 20-July 29: U. of California-NBC Radio Institute, U. of California, Berkeley.

June 25: First Annual Radio News Editors Conference, Kent State U., Kent, Ohio.

June 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.

June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.

June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.

July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth, N. H.

July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.

Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.

Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.

Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.

Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.

Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Nov. 11-12: NARND Convention, New York.

Nov. 19-20: AWB District 13 convention, Radio House, U. of Texas, Austin, Tex.

Calls on President

FCC Commissioner Frieda Hennock was a caller at the White House Thursday morning. It was purely a personal visit, she told reporters, explaining she had been invited by President Truman. Later she conceded they had discussed official matters but refused to disclose their nature. It was Miss Hennock's first White House call since her appointment to the FCC a year ago.

NABET MERGER

N.Y. Chapters Unite

THE THREE NABET chapters in New York merged Wednesday into one big chapter in order to streamline organization and prevent duplication of efforts in the area.

The merger was ordered by Clarence Westover, national executive secretary, after the national council and national executive board had decided the issue.

Under the merger, the three groups took the name of the WOR unit's Hudson Chapter and the Hudson officers, Donald Hale, chairman, and James Carter, secretary-treasurer, will head the merged unit. The other two units are the New York Chapter, with 400 members working at RCA Victor, Muzak, NBC and ABC, and the Engineering Chapter, comprising about 200 in NBC television and NBC general engineering. The Hudson Chapter, before merger, had about 105 members.

In the merger order, the Hudson Chapter also was authorized to elect or engage a full-time business agent to conduct operations for the chapter, which never had such an officer before.

It probably will headquarter for the time being at the national office in New York.

The executive board of the merged chapter will be made up of the two top officers of each of the former groups: Messers. Hale and Carter from Hudson; Ed Stolzenberger and Neal Youngster, chairman and secretary-treasurer respectively of the old New York Chapter; Carl Cabasin and Tony Rokosz, chairman and secretary-treasurer respectively of the old Engineering Chapter.

SARNOFF

Cites Electronic Strides

WORKABLE radio receivers small enough to be housed in a wrist watch and miniature television sets were two of many future developments in electronics foreseen last week by Brig. Gen. David Sarnoff, chairman of the board of RCA.

Speaking at commencement exercises for 163 graduates of RCA Institutes, New York, Gen. Sarnoff outlined developments to date in the science of radio and electronics and said they were "only an index to the opportunities that exist."

"A serious error that must be avoided when considering the heights of achievements reached in electronics," Gen. Sarnoff said, "is to think that everything has been done."

The chairman of the board told the graduates that "radio and electronics deserve our utmost attention in finding or devising new tasks for them."

"For a number of years," he said "we have been working to reduce the size of personal radios, and with some success. As a result there are instruments about the size of a jewel box that operate very satisfactorily. But why stop there? How about a radio the size of a wrist watch?

"About a year ago, a Swiss firm introduced a wrist watch containing a buzzer alarm. If the Swiss can devise an alarm clock to wear on the wrist, I believe that Americans can perfect a wrist-watch radio, and eventually a miniature television set."

LEAVE WLWT(TV)

Allison, Callahan Resign

RESIGNATIONS of Wilton F. Allison, sales manager of WLWT (TV) Cincinnati, and Walter Callahan, WLWT salesman, were announced last week by the Crosley Broadcasting Corp. TV outlet. No successors have been named.

Mr. Allison was with WLWT for a year and a half and formerly had been with WPEN Philadelphia. From 1940 to 1944 he was sales promotion manager of WLW Cincinnati. Mr. Callahan formerly was with WLW in sales and administrative capacities and previously had been with WSAI and WCPO, both Cincinnati.

Demands to GE, WE

WAGE increases and other economic benefits amounting to $500 per year per employe were demanded from General Electric Co. and Westinghouse Electric Co. by the United Electrical, Radio and Machine Workers of America (CIO) last week. The union requested the two companies to open negotiations for contract revisions providing for the increases. The union seeks improvements in wages, pension and health programs as well as other benefits such as a reduction of hours without reduction of pay.

WOW-LAND FARMERS' TRIP

Idea Spreads to Other Stations—Wiseman

FARMERS' trips abroad seem to be "breaking out all over" as a result of WOW Omaha's successful initiation of the promotion last fall, according to William Wiseman, station promotion manager.

"At least five stations and one national farm publication are planning foreign tours designed to acquaint farmers with the farm problems in foreign lands," Mr. Wiseman told BROADCASTING. "Many of these promotions are still in the 'talk' stage, but . . . travel bureaus, air lines and steamship lines have been contacted and itineraries have been planned . . ."

Mr. Wiseman lists these stations as making similar plans: WCCO and WDGY Minneapolis, WIBW Topeka, WKOW Madison, Wis., and WRFD Worthington, Ohio. WCCO has been dickering for travel to the Scandinavian countries, and WIBW for proposed European or South American farmers' trips next fall, he said. In addition, WKOW and WRFD also are reported to be working on European trips.

WOW's tour last fall comprised 26 WOW-land farmers who visited nine European countries. Since returning, they have made 751 speeches before 80,000 people in the WOW listening area, according to Mr. Wiseman. In addition, Mal Hansen, WOW farm director, and Mr. Wiseman have completed over 160 speaking engagements between them. Trip furnished WOW with 74 local broadcasts and NBC over a dozen network programs.

Meanwhile, the Omaha NBC affiliate is planning another tour and expects to announce shortly details of a projected trip, Mr. Wiseman reported.



ARRANGEMENTS for Mitchell & Cassell Inc. (Dodge-Plymouth car, MoPar parts distributor) sponsorship of Fulton Lewis jr. on WMMJ Peoria, Ill., are completed by William Kutsch (l), WMMJ president, and Harry Mitchell, Mitchell & Cassell president.

KVAK SALE

Deal Dropped, FCC Told

PROPOSED sale of KVAK Atchison, Kan., by S. H. Paterson for $80,000 to Dr. Albert Alvin Almada has been dropped, FCC was informed last week by the station.

KVAK petitioned the Commission to dismiss the transfer for assignment of the station's permit to Dr. Almada and asked that the hearing in the case be dropped. KVAK also asked that its application for license also be removed from hearing. An issue in the proceeding was whether the station had been transferred without Commission consent.

The petition explained that the sale agreement, executed in 1947 with the Sacramento, Calif., physician, had been extended several times while waiting FCC action and will expire June 26. However since action seems just as far away now as then, petition explained, the parties have decided to cancel the pact.

FCC was told that Dr. Almada gave up a lucrative practice in Sacramento in late 1947 and moved to Atchison to learn the broadcasting business first hand and so he would qualify as a licensee. He became an employe of KVAK, the petition related, and gained experience as salesman, writer, program director and announcer. After 10 months he joined the medical department of the Missouri State Hospital because he found "little reason to continue to accept further financial loss," petition said, adding he has lost some $10,000 since the sale contract was first signed.

Affidavits were attached by both Dr. Almada and Mr. Paterson affirming that the physician had never controlled station affairs. Mr. Paterson stated he is seeking other buyers for the station as required by the Commission because of his establishment of KJAY Topeka, Kan. KVAK is assigned 1 kw on 1470 kc fulltime.

WINZ PETITION

Answers FCC Charges

PETITION to set aside FCC's revocation of license of WINZ Hollywood, Fla., was filed with the Commission last week by the station.

WINZ contended that certain of the technical violation charges made by the Commission and used as basis for its revocation order were in error while others were unwarranted under the circumstances. WINZ was granted in May 1946 with 1 kw day on 940 kc and given boost to 1 kw fulltime, directional night, in May 1947. It is licensed to Hollywood Broadcasting Co. with Jonas Weiland chief owner.

WINZ told the Commission that some of the notices of technical violations referred to the daytime only operation at the old transmitter site which has not been used for over a year. Others, it was pointed out, refer to operation at the present site when WINZ was operating under emergency conditions.

The station pointed out that in September 1948 one of four towers was torn down by a hurricane. Reconstruction was begun right away, WINZ said, but another hurricane in the same month destroyed two more towers and additional damage was done. After the second hurricane the transmitter site was flooded, the petition explained, and in November the company retained to reconstruct the towers "abandoned" the job.

The Commission was informed that all the damaged towers have been rebuilt and other damage repaired. Measurements also have been made which show that WINZ is now operating in accordance with FCC standards, the Commission was told.

MILLER

'Radio Freedom Worth Fight' Bar Assn. Meet Told

PRINCIPLES looking toward "orderly development of radio law and its wise administration" in the American nations were offered last week by NAB President Justin Miller in a paper read to the sixth conference of the Inter-American Bar Assn., meeting May 22-June 1 in Detroit.

"Let there be no doubt that freedom of radio is worth the fight," Judge Miller told the conference. "Within a generation, broadcasting has become one of the most important media of mass communication. No dictator can tolerate a free radio, for freedom of expression is the keystone of a free society."

In a heavily documented paper, Judge Miller offered a set of basic principles applicable throughout the hemisphere, all based on the concept of free enterprise and free expression. He said freedom of speech and press covers all mass media, including broadcasting, and no national or international compact should violate this basic constitutional concept. In this notion, he explained, "lies the best hope of peace in our time."

Suggested Principles

Judge Miller offered this set of principles for licensing: "No media of mass communication should ever be subject to licensing unless absolutely necessary, and then only to the extent necessary; and the licensing power should not be used as an excuse or device for abridging the freedom of such media, or to impose obligations which result in such abridgment; licensing of radio broadcasting should be confined solely to the prevention of electrical interference through allocation of frequencies and enforcement of good engineering standards and the imposition of license qualifications limited to considerations of financial stability, engineering capacity, and willingness to abide by the fundamental standards of good citizenship."

General governmental limitations applying to all citizens should be applied to broadcasting, he said, "except that no limitation shall abridge freedom of speech and press."

He flatly opposed prior restraint by government over program content and no restraint by punishment or otherwise except where a paramount social interest is imperiled. The paper set forth limitations on government operation of mass media, though permitting it where private enterprise is incapable of providing the service and specifying restraints to be observed. Use of subsidies as a device to destroy freedom of media is opposed and the principle is laid down that broadcasting is not a privilege based on governmental grace.

Judge Miller warned of the dangers of applying taxing powers and limitations on advertising to destroy or abridge freedom of media and urged that judicial review channels be kept wide open. He said governments should have no power to compel media to accept and disseminate the comment of any speaker, since the guarantees of free speech and press rather than administrative decrees protect society's interest in broadcasting.

NBC U. OF AIR

Britannica, Schools Back

ENCYCLOPEDIA BRITANNICA has joined NBC and three universities in promoting adult education by radio through NBC's *University of the Air* programs.

Starting June 5, sets of the 24-volume Encyclopedia will be awarded as prizes to students most successfully completing radio home-study courses offered by the network through the cooperating schools—U. of Chicago, U. of Louisville and Kansas State Teachers College. Each participating school will set up a jury of selection to pick its winners from among students finishing the home study courses.

AWARDS for programs conforming "to standards established by the state radio department" of the Illinois Federation of Women's Clubs have been given to WBBM Chicago and CBS for *Let's Pretend* and New York Philharmonic Symphony broadcasts.

JOHN WILEY & SONS Inc., 440 4th Ave., New York, has published its list of books on radio and electronics.

Station Tax Threat

(Continued from page 25)

Va. A. D. Willard Jr., NAB executive vice president, told the luncheon meeting that the decision is believed to be the first state court ruling in which a use tax on radio is held constitutional (see separate VAB story page 27).

In reversing the chancery decision and holding the tax valid, Judge Smith recognized the interstate character of radio waves, but added that the question "is whether radio broadcasting also involves intrastate activity which may be subjected to local taxation." He said a fourth of the appellees' (stations) income is derived from local advertising, and the rest from sponsors outside the state.

The business is intrastate as well as interstate, he concluded, with the intended appeal and actual effect of programs originating in Little Rock being "wholly local." The fact that "a handful of nonresidents may listen momentarily to the broadcast before turning to a program of greater interest" is immaterial, Judge Smith wrote, adding this judicial cutie:

"Such transient eavesdropping is merely an adventitious consequence of the uncontrollable carrying power of radio waves. This ordinance taxes only the local transaction expressly exempting these fortuitous interstate aspects."

The tax is laid "upon a course of conduct that constitutes engaging in intrastate business," Judge Smith wrote. "A substantial part of the appellees' programs originate locally and are of purely local interest. To that extent the appellees are engaged in a local enterprise readily separable from their interstate activity. . . . But as long as they conduct an essentially intrastate business as well, we see no reason why they should not bear their share of the cost of municipal advantages admittedly received." The court cites newspapers and other businesses paying intrastate taxes.

Supports Separation

Judge Smith supported the city's delicate separation of the broadcasting processes to justify imposition of a tax on the act of putting an impulse into the air as a radio wave.

He rejected the long-established Fisher's Blend decision of the U. S. Supreme Court by taking dicta and imputing to the highest tribunal an intent to leave the way open for a tax on the actual generation of a radio wave. He supported this with a Georgia court ruling, Atlanta v. Ogelthorpe U., 179 Ga. 379, 173 S. E. 110.

At this point the dissenting opinion by Judge Holt pointed to a wide hole in the majority decision. Judge Holt wrote, "It is interesting to note that the Georgia case cited in support of the gratuitous language used, has been twice overruled since the Fisher's Blend decision." He cited Atlanta v. Southern Broadcasting Co., 190 S. E. 594 and Atlanta v. Atlanta Journal Co., 198 S. E. 788. Judge Holt reminded that the U. S. Supreme Court's sentence was "mere dicta."

Judge Holt traced the interstate aspects of broadcasting through FCC regulation and court decisions. He struck at the deft separation of the electrical processes by stating: "The generation of electromagnetic waves and the transmission of those waves is, according to the evidence, practically a simultaneous operation, and neither can be singled out as a separate and distinct part and subjected to local taxation."

He held that by its very nature "broadcasting transcends state lines and is national in its scope and importance—characteristics which bring it within the purpose and protection, and subject to the control, of the commerce clause."

Finally, Judge Holt wrote in his dissent: "We also must bear in mind the well-established rule that where there is any doubt as to the validity of a tax, such doubt must be resolved in favor of the taxpayer."

The Arkansas case involves many questions similar to those in the long-pending New Mexico tax case. Up to last week, the New Mexico Supreme Court was the only court refusing to follow the Fisher's Blend decision. In upsetting a lower court decision, the New Mexico court remanded the case back to the lower tribunal to allocate the tax between interstate and local broadcasting. The lower court finally threw up its hands and held it could not make an allocation and the entire tax was refunded to the station (KOB Albuquerque).

Among courts that have followed the Fisher's Blend principle, according to the NAB Legal Dept., are the Supreme Court of Georgia and federal courts in Washington, Florida and Kentucky, whether the tax was levied on broadcasting as such, or on local broadcasting or local advertising.

The Little Rock city ordinance contains nine sections. It declares the business of generating electromagnetic waves for radio broadcasting purposes and/or the business of intrastate radio broadcasting in Little Rock is a privilege and every person, etc., engaged therein shall pay to the city collector an annual license fee of $250 beginning on or before April 30, 1948.

Another $50 license fee is levied on the business of soliciting intrastate radio advertising, also declared to be a privilege. The ordinance specifically declares the council's intent not to tax interstate broadcasting and/or advertising solicitation. A penalty of $15 to $100 per day is assessed for each day's failure to pay the tax.

This ordinance, the lower court had held, constituted a burden on interstate commerce and was unconstitutional.



FINDING desk memos is a little difficult these days in the office of Anne Hayes, director of women's activities for KCMO Kansas City, as entries for the just-completed sewing contest pour in for judging. For the fifth year, KCMO conducted the contest under the auspices of the National Needlecraft Guild.

Thornburgh

(Continued from page 23)

Bulletin. It is understood the decision was reached May 21 but announcement was withheld until last Friday pending appropriate notifications. The appointment is known to have been with the acquiescence of the CBS high command, including Chairman William S. Paley.

Dr. Levy had notified the *Bulletin* several months ago of his desire to retire from active management in order to devote his primary attentions to other business and personal interests. He had agreed to remain in charge until a successor had been selected.

Dr. Levy plans to divide his time between Philadelphia and New York, having leased an apartment in the latter city. His brother Ike, one of Philadelphia's leading attorneys and industrialists, worked with him in the establishment of WCAU as one of the nation's premier stations. The property originally was sold to J. David Stern, publisher of the now suspended *Philadelphia Record*, for a stripped price of about $2,150,000. When the *Bulletin* acquired the *Record* properties two years ago, the WCAU properties were part of the transaction and were pegged at roughly $2,950,000. Subsequently the *Bulletin* sold WPEN, Philadelphia independent, for $800,000 to clear the duopoly regulations, and Dr. Levy consented to stay on temporarily.

The following statements were made on the occasion of Mr. Thornburgh's appointment:

Mr. Slocum:

We are very pleased that the able management of WCAU will be continued through its having secured a man of such broad experience and stature in the radio industry.

We are confident that WCAU will continue its top position in service to the Philadelphia area and we look forward to its great growth in the new field of television.

We are particularly happy to bring to Philadelphia a man who has a record of deep interest in and service to the community in which he lives.

Dr. Levy:

I am happy to have as my successor a man of the character and ability of Mr. Thornburgh since my interest in WCAU is deep. I am very anxious to see the station continue to progress and I am sure it will.

Mr. Thornburgh:

WCAU is one of the great stations of the country. That many more people listen to it than any other Philadelphia station is evidence of the esteem in which its service is held. I look forward to the opportunity of making a contribution to the continued leadership of the station in both radio and television and to the civic life of the Philadelphia community.

Now in his 55th year, Donald Wayne Thornburgh was born in Indianapolis in 1894. He graduated at Indiana U. in 1915 and enlisted in the Army in 1917. He was commissioned a first lieutenant in field artillery, went to France with the AEF in 1918, mustering out as a captain. A salesman from the start, Mr. Thornburgh for 10 years was with Wasmuth-Endicott Co., kitchen equipment manufacturers of Huntington, Ind., and became vice president in charge of sales and advertising as well as a member of the board. He married Julia Kelsey of Fort Wayne, Ind., in 1920. They have a daughter, Barbara.

In 1928 the Thornburgh family moved to Chicago. He established a brokerage business in building specialties when a fortuitous opportunity to enter radio developed. He became manager of the Chicago office of Cosmos Broadcasting Co.—one of the earliest "package" firms. Cosmos produced and sold its own programs, with CBS releasing some of them through its network. This brought him in direct contact with Mr. Atlass, and later in 1930 he was persuaded to join the CBS sales staff.

He inaugurated such radio accounts as Pillsbury Flour Mills Co., Pet Milk Sales Co., General Mills and Stewart-Warner Corp.

In 1935 Mr. Thornburgh was appointed assistant to Mr. Atlass in charge of the operation of WBBM Chicago. Thus he became the logical choice to head the Pacific Coast office the following year. CBS had just purchased KNX Hollywood and had added a number of affiliates in the area. He set up headquarters in Hollywood in June 1936, and it was under his guidance that the network erected its new $1,750,000 plant in that city.

Reeg Post Permanent

LEONARD REEG, acting program manager of the ABC Eastern Division since April, has been appointed permanently to the position. J. Donald Wilson, network vice president in charge of programs, made the announcement last Thursday.



Mr. Reeg

Cutting Overhead

(Continued from page 27)

carried to a point which impairs work programming and effective program service.

The obvious correction would come by paying higher wages and increasing within limits total expenditures for personnel so as to attract and retain a more qualified staff to service a larger listening audience.

The end result would be an increase in dollar cost of operation but an even higher proportionate increase in revenue and profits.

Top rendition of broadcast service—as is normally true in most other service fields—generally requires a certain amount of "excess" labor employment. To arrange work schedules of announcers, engineers, etc., so tightly that we just barely cover job assignments with the absolute minimum of staff employes, within each area of station operations, affords virtually no leeway for creative work, for emergencies, for well-rounded program performance and, in general, for smooth and attractive broadcasting, tailored to listener tastes. In other words, mechanized, overstreamlined broadcasting is not good broadcasting.

The general blueprint by which station management should be guided in its endeavor to achieve higher man-hour accomplishments includes:

(a) Economic integration of certain jobs. Sounder job integration does not merely mean the lumping together of work assignments in order to fill a given employe's work day or workweek. Proper efficient integration of jobs means to combine assignments of a reasonable level of importance and also integrating tasks which float together and permit team or complementary performance;

(b) Careful selection of new employes according to acceptable standards of job qualifications;

(c) Elimination or, at least, minimization of uneconomic feather-bedding;

(d) More attention to training and greater emphasis upon good supervision.

(e) Development of an equitable wage structure among the various classes of station jobs. Obviously, the salary paid for any given type of job should not only reflect the relative importance of the job but should bear a justifiable relationship to other jobs within the station.

The rise in radio labor cost, during the past few years, has been a product of many factors. First, and probably foremost, is the fact that all American industry has experienced high weekly payrolls due to the broad inflationary forces at work in our economic system. However, one cannot possibly overlook the fact that station labor costs have risen at a relatively faster rate than income because many stations have permitted staff structures to grow out of proportion to genuine operating needs.

National Nielsen-Ratings April 17-23

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
APRIL 17-23

Current Rank	Previous Rank	Program	NIELSEN-RATING † — Current Rating — Homes (000)	%	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre	11,061	29.4	—2.0
2	3	Godfrey's Talent Scouts	8,578	22.8	—1.7
3	6	Fibber McGee and Molly	7,788	20.7	+0.1
4	4	My Friend Irma	7,562	20.1	—2.0
5	5	Walter Winchell	7,412	19.7	—1.2
6	2	Jack Benny	7,299	19.4	—5.2
7	14	Bob Hope	6,923	18.4	+0.6
8	7	Mr. Keen	6,735	17.9	—2.4
9	8	Suspense	6,509	17.3	—1.7
10	13	Mystery Theatre	6,509	17.3	—0.7
11	11	FBI in Peace and War	6,396	17.0	—1.1
12	16	Inner Sanctum	6,396	17.0	—0.7
13	12	Mr. and Mrs. North	6,321	16.8	—1.2
14	15	Crime Photographer	6,283	16.7	—1.0
15	10	Mr. District Attorney	6,133	16.3	—2.3
16	17	Adventures of Sam Spade	5,681	15.1	—2.4
17	21	People are Funny	5,643	15.0	—1.3
18	9	Amos 'n' Andy	5,643	15.0	—3.9
19	24	Big Story	5,643	15.0	—0.9
20	30	This Is Your FBI	5,493	14.6	—0.5
EVENING, MULTI-WEEKLY					
1	1	Lone Ranger	4,816	12.8	—2.0
2	3	Beulah Show	4,364	11.6	—1.0
3	2	Counterspy	4,327	11.5	—1.2
WEEKDAY					
1	1	Arthur Godfrey (Ligg. & Myers)	4,289	11.4	—0.6
2	2	Ma Perkins (CBS)	3,537	9.4	—0.9
3	3	When a Girl Marries	3,499	9.3	—0.9
4	5	Arthur Godfrey (Nabisco)	3,461	9.2	—0.1
5	4	Young Widder Brown	3,424	9.1	—0.8
6	11	Pepper Young's Family	3,386	9.0	0.0
7	9	Right to Happiness	3,348	8.9	—0.1
8	13	My True Story	3,311	8.8	—0.1
9	8	Wendy Warren	3,273	8.7	—0.4
10	6	Our Gal, Sunday	3,273	8.7	—0.6
11	12	Backstage Wife	3,236	8.6	—0.3
12	15	Stella Dallas	3,193	8.5	—0.2
13	14	Big Sister	3,085	8.2	—0.5
14	10	Romance of Helen Trent	3,085	8.2	—0.8
15	7	Guiding Light	3,047	8.1	—1.1
DAY, SATURDAY					
1	1	Armstrong Theatre	4,816	12.8	+0.9
2	2	Grand Central Station	4,402	11.7	+1.1
3	4	Stars Over Hollywood	4,402	11.7	+2.4
DAY, SUNDAY					
1	1	True Detective Mysteries	3,085	8.2	—2.6
2	2	Quick as a Flash	2,822	7.5	—2.1
3	3	House of Mystery	2,709	7.2	—2.2

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† Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Commentators

(Continued from page 28)

comments were forthcoming from the two commentators. In addition, two newspaper columnists were named by Mr. Clendinen.

The attack on radio and press had been renewed earlier on another front—this time by Sen. J. Howard McGrath (D-R.I.), chairman of the Democratic National Committee. He also cited radio commentators but identified none in particular.

Sen. McGrath characterized the two media as "subsidized groups" which make it impossible for the people to get facts about the Democratic Party program, according to the Washington *Evening Star*. He spoke before the United Democratic Women's Clubs of Maryland at the U. of Maryland May 19.

Hamilton Named

DONALD B. HAMILTON, who joined BBDO Detroit, May 1, from McCann-Erickson where he worked on the Ford Dealers cooperative advertising, has been made head of the BBDO Detroit office. He replaces George Vonderlin, who has transferred to the Chicago office as account executive.

WORL QUITS

Operations Cease May 31

WORL Boston will cease operation on Tuesday, May 31, FCC was informed last week when the station requested dismissal of its earlier petition for further temporary extension of license.

Station changed its plans because it has been losing considerable sums of money during the past several months and has decided it wished to terminate its affairs as quickly as possible in view of the Supreme Court's ruling which upheld FCC's denial of license renewal to WORL [BROADCASTING, May 23]. Assigned 1 kw daytime on 950 kc, WORL has been operating since 1926.

WORL has been fighting for license renewal since 1945 with much of that time in court litigation. FCC denied renewal on grounds of hidden ownership and WORL subsequently won reversal of this decision in the U. S. Court of Appeals for the District of Columbia. SCOTUS overruled the lower court.

Station has been licensed to Broadcasting Service Organization Inc. with ownership held by Harold A. Lafount, general manager of the Arde Bulova radio interests and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. Ashley L. Robison is acting manager.

According to WORL's Washington counsel, John P. Southmayd, the station had hoped to continue operation until the successor for its assignment had been chosen by FCC.

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Video Standards

(Continued from page 24)

Coy has hinted that there may be an inter-mixture in some areas, at least.

Text of FCC's announcement, dated May 26, followed by Miss Hennock's statement:

The FCC announced today that in accordance with plans adopted Friday, May 20, 1949, it will institute further proceedings looking toward (1) lifting the "freeze" on the present VHF television band, (2) providing a substantial number of UHF channels for commercial television broadcast service, (3) affording an opportunity for the submission of proposals looking toward the optional use of 6 megacycle color in all channels in such a way as to permit reception on an ordinary television receiver with relatively minor modifications, and (4) adopting a nation-wide assignment plan covering commercial operation in both bands.

The Commission finds that these problems are so closely related that it is not feasible to lift the present TV "freeze" without first having more channels available and an over-all allocation plan. Accordingly, it proposes to utilize approximately one-half of the lower portion of the UHF band for regular television operation on 6 megacycle channels. This band has been available for operation on an experimental basis. The upper portion of the band will be kept open for television research such as Stratovision, polycasting and high definition monochrome and color.

The Commission also proposes to afford an opportunity for the submission of proposals looking toward utilization of all television channels for 6 mc monochrome or color on an optional basis in such a way as to permit reception on the ordinary television receiver with relatively minor modifications.

The Commission desires to emphasize that if as a result of these proceedings it is shown that color television can be operated satisfactorily within a 6 megacycle channel in such a way as to permit reception on the ordinary television receiver with relatively minor modifications, the Commission will make provisions for licensing stations both in the VHF and UHF bands when it is shown that sufficient receivers and parts are available to permit adapting monochrome receivers for color reception.

The combined schedule calls for proposed rule making proceedings as required by the Administrative Procedure Act. A Notice of Proposed Rule Making will be issued within approximately six weeks from this date. The proposed rules will not only cover the contemplated use of channels in the UHF band but will also contain a revised allocation table for the present VHF band, taking into consideration the propagation studies of the ad hoc committee.

Upon issuance of the proposed regulations approximately thirty days will be allowed for submission of comment or alternative proposals by those interested. A hearing will follow within ten days or two weeks. Within two weeks after the hearing, the Commission will hold oral agrument preparatory to a final decision which will be given priority consideration.

The Commission will attempt to conclude the proceedings as soon as practicable after a fair opportunity is given for hearing all interested persons and allowing for due consideration of the matters presented. In view of the above required procedure, it does not appear that a final decision can be made before late fall. However, the ultimate decision will not only involve lifting the "freeze" but, at the same time, resolve other closely related problems.

STATEMENT BY COMR. HENNOCK:

I am keenly aware of the intense interest in the progress of television shared by members of the public generally, and especially the families contemplating purchase of a television set, by manufacturers and by station licensees.

But I am aware also of the many problems that exist as to the future status of black-and-white television, color television, both in the present very high frequency bands and the proposed ultra high frequency bands, and the multitude of other questions which must be solved to insure the finest development of this great new art for as many people as possible. I feel strongly that these questions must be carefully deliberated and thoughtfully answered in the manner which Congress has prescribed, by the orderly conduct of rule-making proceedings in accordance with the Administrative Procedure Act, 5 U.S.C. Sec. 1003.

We are now in the midst of such proceedings, in which all interested persons are being afforded a full opportunity to participate, present their views, and offer technical information, and are in a position to issue a further notice of proposed rule making looking toward an early solution of these difficult problems which confront us. And I feel that we must patiently continue to move forward in this orderly manner with confidence that we are performing our duty conscientiously and in a way which will, in the end, supply the fullest answers with the most adequate protection for the interests of the public. We should not falter in that purpose. I therefore believe that this public notice is premature.



GEN. DWIGHT D. EISENHOWER, while resting at Augusta (Ga.) National Golf Club, was luncheon guest of participants in the second annual Augusta radio-newspaper golf tournament. Here the general (third from left) is shown with players representing three of Augusta's stations and one of its newspapers. L to r: Donald M. Kelly, WGAC commercial manager; Gainer Bryan, Augusta *Chronicle*; Gen. Eisenhower; Eileen Stulb, WBBQ sales representative; J. R. Owens, WRDW salesman, and J. B. Fuqua, WGAC vice president-general manager.

DEFAMATION

Calif. Bill Pushed

RELIEF for California radio and television stations from possible defamation suits resulting from political broadcasts was forecast last week with expected State Senate passage of SB 493, following "do pass" approval of the upper houses' judiciary committee.

Presentation of this legislation to the legislature was accomplished by the California Broadcasters Assn. in the shape of the measure arranged by Donn Tatum, Don Lee vice president and general counsel, as well as CBA counsel.

The bill covers four prime points:

(1) It provides that a station is not liable for any defamatory matter broadcast by some person other than the owner, his agent or employe if the station alleges it could exercise no control to prevent same. (2) Any defamatory matter broadcast via a network program is not the responsibility of each station carrying the comment but rather the responsibility of the station and network originating the program. (3) No station shall be held liable for defamatory material uttered in a political broadcast since the station is restrained from censoring such broadcasts by the FCC. (4) Radio is defined to include television.

KWOC-FM Poplar Bluff, Mo., currently is serving as feeder station for Griesedieck Bros. baseball network for St. Louis Cardinals broadcasts.

Tower Sites

(Continued from page 29)

could be reached in order to avoid indefinitely protracted hearings on the entire plan.

Television and FM spokesmen in particular considered the lifting of this ceiling essential to success of the plan.

Broadcasting representatives won their drive for exact limitations on the specified areas wherein towers below 500 feet (or whatever height is finally set) would require approval. And it was made clear that in no event would towers not exceeding 170 feet above ground need either aeronautical study and approval or painting and marking, unless located in airport and airport approach areas.

The conferees also accepted NAB's proposal for a "grandfather clause" specifically exempting existing towers (and those authorized before the standards go into effect), except insofar as the new criteria lessen present requirements for lighting and painting. Nor would existing towers be affected by future changes in standards or relocation of airports.

Among the procedures recommended in the conference, the proposal considered most likely to draw ACC disapproval was one whereby the Regional Airspace Subcommittees, which would make the initial studies on sites requiring special approval, might grant approvals without further clearance in the ACC structure.

Military representatives felt this provision would be contrary to established military procedure. If they persist there seemed little likelihood that the ACC would approve it, since (1) ACC has military representation, and (2) ACC generally operates only by unanimous vote.

The regional groups act under the Washington Airspace Committee, which is part of the ACC structure.

The procedures recommended at the conference, subject to editorial revisions before submission to ACC, are as follows:

1. Applications requiring aeronautical study will be forwarded to the appropriate Regional Airspace Subcommittee.

2. The regional secretariat would undertake to secure informal clearance. Except in unusual circumstances, this should be completed within 30 days. The applicant would be notified when the informal-clearance queries were sent out.

3. If informal clearance is obtained, the case will be returned to FCC without further action and the applicant will be notified by the secretariat.

4. If informal clearance is not obtained, the case will be placed on the agenda for the next regular meeting of the regional subcommittee.

5. When the case is considered by the regional subcommittee, (a) the applicant will be expected to appear and explain full details of his choice of site and the necessity for the proposed tower; (b) objectors will be required to appear in person and explain in detail the reasons for their objections (objectors should appreciate that in event of failure to reach agreement they should be prepared to testify in any subsequent legal proceedings and fully justify their objections).

6. If the objections are resolved as a result of the meeting, the case will be forwarded to FCC as approved and the applicant advised by the secretariat.

7. If the case is not resolved at the regional level the complete record will be forwarded to the Airspace Subcommittee [in Washington], where additional efforts will be made to reach a solution.

8. If no solution is reached in the Airspace Subcommittee the case will be forwarded to higher levels of the Air Coordinating Committee (Technical Division, ACC itself, and the President).

9. If no solution is obtained and the applicant elects to go to hearing before the FCC, the aviation interests will supply such witnesses as may be necessary to fully set forth their position in the formal record, which will be used by FCC in reaching a decision and on which the review of the courts will be based.

Authorities felt that as a practical matter Step No. 8 would be used rarely if at all. If the Airspace Subcommittee in Washington was unable to approve the case, they said, the applicant would be given a choice of asking for immediate FCC hearing or pushing on through the higher levels of the ACC. It was pointed out that the applicant could ask for FCC hearing at any point.

Officials emphasized that the FCC retains in all cases the final authority for approving or disapproving antenna sites.

FCC Comr. E. M. Webster and Edwin L. White, chief of FCC's Aviation Division, were in charge of the conference. Principal broadcasting participants included Mr. Howard and Attorney Vail Pischke of NAB; Mr. Gillett; Thad H. Brown, attorney for TBA; Raymond F. Guy, manager of radio and allocations engineering for NBC, and Frank G. Kear and Dixie B. McKey, consulting radio engineers.

ACKERMAN

Gets Added Duties at CBS

HARRY S. ACKERMAN, CBS vice president and director of network programs, Hollywood, has been given additional duties as program director of CBS-TV on the West Coast.

Mr. Ackerman, who became a vice president last Feb. 16, assumes added duties immediately. The post was created in anticipation of an increase in CBS television network program originations in Hollywood, it was said.

BAB PLANNING

Mitchell Readies Operations

BROADCAST Advertising Bureau, NAB's new sales promotion adjunct, goes into formal operation June 1 under Director Maurice B. Mitchell, though it actually has been functioning for some weeks as the Dept. of Broadcast Advertising. The department expires May 31.

Nearing completion is a slide presentation describing the advantages radio gives the advertiser. This new sales weapon promotes all types of aural station operation. It is to be ready by July.

Among BAB's projects will be a regular bulletin. This probably will be a four-page news letter giving sales tips and reviewing media developments.

Research will start immediately on a revised list of dealer cooperative material. BAB plans to get its information swiftly, and then get it into station hands as quickly as possible. This will be followed by recapitulations and detailed material.

Already BAB has contacted two prominent manufacturers to explain the advantages of spot advertising and discuss different ways of using the broadcast medium. This will be a regular type of BAB activity.

Special insignia to provide high identity for BAB material will be developed. BAB is planning to work closely with station representatives.

Mr. Mitchell returned to Washington from New York last week. He looked over possible BAB headquarters sites with C. E. Arney Jr., NAB secretary-treasurer, among them the BMB offices at 270 Park Ave. A plan to adapt this suite for BAB was being considered late last week.

Meeting of the BAB Policy Committee is tentatively scheduled in late June. Committee chairman is Robert D. Enoch, KTOK Oklahoma City. The new Sales Manager Executive Committee (see committee story on page 29) is to meet the following two days, with the policy group participating.

SHARE-TIME

FCC Clarification Sought

CONCERN as to just what FCC means in its proposal to ban new share-time or specified-hours AM stations has been expressed by about a dozen existing stations in comments filed by deadline last Monday.

Under the proposed new rule the Commission would grant no new part-time operations but would take no action regarding existing stations in this category [BROADCASTING, April 18]. However, the Commission in its notice accompanying the proposed new rule stated it would also forbid existing share-time stations to make any changes in their operations.

The briefs in general questioned the latter interpretation of the proposed new rule and sought clarification of the matter. Most held that if the interpretation was correct the existing share-time stations were being unjustly penalized. It was pointed out they would be prohibited from merging, improving their facilities and making other improvements.

Among those filing comments were: KPPC Pasadena, Calif.; WSBC, WLS, WENR and WAIT all Chicago; WNOW York, Pa.; WIBW Topeka, Kan.; WBNX New York; WFAA Dallas; WBAP Fort Worth; WHAT Philadelphia.

770 KC

KOB Gets Extension

FURTHER extension of KOB Albuquerque, N. M., special service authorization for 50 kw day, 25 kw night on 770 kc was granted last Thursday by FCC to Sept. 1. Coincidentally the Commission also denied petition by ABC, in behalf of WJZ New York, opposing further extension of the SSA.

Licensed on 770 kc with 50 kw fulltime as a Class I-A station, WJZ also asked dismissal of KOB's long-pending applications for permanent assignment on that channel. This the Commission likewise denied.

The WJZ petition was filed early last week to request relief sought in several other petitions filed as early as 1945 and just acted upon and denied by the Commission in March [BROADCASTING, March 28] WJZ charged the present KOB operation constitutes misuse of 770 kc and nonuse of 1030 kc. KOB is licensed for 10 kw operation on the later facility but because of interference to WBZ Boston it has been allowed by the Commission to use 770 kc since 1941.

The New York ABC-owned station said the hearing record on the KOB application is out of date, incomplete and technically inadequate. It also was pointed out that KOB before it sought its SSA for 770 kc had represented it could operate satisfactorily on 1030 kc since the areas of WBZ it would affect already receive interference from other sources.

FITCH SOLD

Grove Labs Buys Firm

GROVE LABS, St. Louis, has bought the F. W. Fitch Co., Des Moines, Iowa, effective June 1, it was announced last week by James H. Grove, president.

The Fitch firm discontinued its *Fitch Band Wagon* on NBC, Sundays, 7:30-8 p.m. about nine months ago.

Grove will immediately assume management of the Fitch plants at Los Angeles; Jackson, Miss.; Bayonne, N. J., and Toronto. The Fitch products include Fitch's Dandruff Remover Shampoo, Fitch's Creme Shampoo and Fitch's Ideal Hair Tonic. It is estimated that the total sales volume for the expanded Grove Co. will now be in excess of $12 million annually.

KPRC PROGRAM

To Assist Texas Parolees

KPRC Houston and the Rotary Clubs of Texas are collaborating with the Texas Prison System in a unique campaign to rehabilitate parolees who leave prison with good records, Jack Harris, KPRC general manager, has revealed.

Beginning June 4 the station will air a weekly series of programs titled *Thirty Minutes Behind the Walls* and featuring prison talent. Prisoners' records and job qualifications are to be reviewed, and listeners will be asked to find them jobs. Program will emanate each Saturday at 6 p.m. from the central prison unit at Huntsville.

The series will be offered to Rotary Clubs throughout the state if it becomes effective and KPRC will make transcriptions for use by other Texas stations, according to Mr. Harris. Sale of the series will be handled by the state's Rotary Clubs which will sponsor the overall job placement rehabilitation program.

590 KC DISPUTE

WOW Hits KCSJ Stand

INTERFERENCE DISPUTE between WOW Omaha and KCSJ Pueblo, Col., heightened last week as WOW petitioned FCC to strike the Pueblo station's request to reconsider and set for hearing the WOW license renewal, granted in latter April.

WOW initially had asked FCC to require KCSJ to use its nighttime directional array during the day also to protect WOW from alleged interference. KCSJ is assigned 1 kw fulltime on 590 kc, directional night, while WOW is assigned 5 kw fulltime on that frequency.

In early April WOW also petitioned FCC for hearing on KCSJ's license renewal application because of the interference problem. FCC has not acted on the petition but extended KCSJ on temporary license from May 1 when its regular license expired. KCSJ thereupon asked FCC to reconsider its renewal grant to WOW because of alleged interference at Pueblo. KCSJ pointed out both stations were on equal terms since renewals are like new applications according to the Communications Act.

WOW last week charged that KCSJ in its petition had abandoned the position assumed to acquire its initial grant. The Omaha outlet said KCSJ had acquired its facilities upon representing it would not cause interference to any existing outlet and that the new station would be in the public interest despite any interference it might receive from existing stations.

U. OF MICHIGAN'S new WUOM studios are expected to be in operation before opening of fall term.

MEDIA REPORT

ASNE Unfavorable to Radio

SLIDE film presentations, "This Little Product Goes to Market," produced by the Bureau of Advertising of American Newspaper Publishers Assn., was presented Thursday at a luncheon meeting of the Statistics-Methods, Presentation and Use Group of the New York chapter of the American Marketing Assn., at New York's Hotel Shelburne.

Announced as "a highly competitive job, showing how newspapers use market research material to sell against radio, magazine and television," the film turned out to be a fine example of free-style statistical juggling. Network radio's potential circulation is pared down to the average audience at an average time on an average evening; magazine circulation figures are analyzed and restacked to show that many families get none at all while others get so many they can't possibly read them all.

But newspapers, says ANPA, reach "practically all the homes in your market." To prove it the presentation cites "a typical American city" whose daily newspaper gives "a family coverage of 92.7%" which, the bureau adds, is "typical of newspaper coverage performance." That concludes the analysis of newspaper circulation figures.

John Shepard of *Esquire*, chairman of the group, introduced the presentation with an explanation that it was intended for showing by individual newspapers or newspaper chains to groups of manufacturers' salesmen, distributors and dealers. John Ottinger, director of promotion of the bureau, delivered the talk accompanying the film in the absence of Art Hall of the *Milwaukee Journal* who had been scheduled as speaker.

AHLERT REPORTS

On ASCAP's Wide Use

PRESIDENT Fred E. Ahlert of ASCAP told the National Press Club in Washington last Tuesday that in 1948 "radio alone reported 31,674,225 single separate uses of our members' music, involving some 500 stations, over the four major radio networks alone."

This total, he said, "leaves out of account 2,536 independent radio stations, 33 additional radio networks, and 20-odd thousand hotels, restaurants, bars, dance halls and other places where music is performed for profit."

Mr. Ahlert spoke at a luncheon which featured Oscar Hammerstein 2nd and Richard Rodgers and their music from the Rodgers-Hammerstein productions "Oklahoma" and "South Pacific." Vocalists, with Mr. Rodgers at the piano, were Kyle MacDonnell and Earl Wrightson of the NBC television network show, *'Round the Town.*

THEATRE TV

Ready for Public FCC Told

THEATRE TELEVISION has advanced far enough to "warrant its introduction to the American public as a new medium of entertainment," 20th Century-Fox Film Corp. told FCC last week in a progress report on its experimental station KA-2461 in New York.

The film company also felt that color TV, in view of the magnitude of the problems and investment involved, possibly "could be made available to the general public in the theatre long before it could be proven feasible for home reception."

"It is believed that both the sequential and the simultaneous methods of color television, as applied to theatre projection, are deserving of serious consideration and experimentation," the report declared. It was filed through Welch, Mott & Morgan, Washington attorneys for the film firm.

The report, prepared under the direction of Earl I. Sponable, 20th Century's director of research, expressed the view that theatre TV, although ready for public introduction, will continue to need experimentation. The major conclusions:

1. The quality of a television picture having a total of 525 scanning lines per frame and a horizontal resolution in excess of 600 lines, with good contrast ratio, will approach that of 35mm professional motion picture film, provided there is good half-tone reproduction, accurate line interlace, and a specified minimum of geometric distortion. Such a value of horizontal resolution would require a video band pass of between 7 and 8 mc.

2. Considering the many improvements that have been made during the past year in the image-orthicon type of television camera tube, and in operating techniques, and with the promise of further improvement, it appears that the generation of a theatre television picture of suitable quality is not only possible but practical.

3. Considering the size and complexity of equipment and reliable propagation characteristics, it appears that that portion of the radio spectrum between 6,000 and 10,000 mc would be the most adaptable for theatre television use. In this connection, a channel band width of 25 mc would appear to be sufficient for the transmission of an 8 mc signal by FM.

4. The direct projection method of large screen theatre television has now reached a stage of development which warrants the design of commercial equipment for theatre installation and operation. It is believed that a multiple point-to-point intra-city distribution system of theatre television could be established for such an operation with a minimum of two channels and that separate channels would not be required for each point-to-point link.

5. Although the film storage method of large screen theatre television has a number of advantages over the direct projection method and must be included in any complete system, there exist in that system certain fundamental difficulties in tone reproduction which are yet to be resolved. Furthermore, there continues to be the serious problem of conversion from the 30-frame-per-second television system to the 24-frame-per-second motion picture standard.

CHARLES GLETT

To Head Don Lee Video

CHARLES L. GLETT, managing director of the Motion Picture Center in Hollywood and previously vice president in charge of David O. Selznick production and studio operations, was named over the week-end to the newly created post of vice president in charge of television for Don Lee Broadcasting System.

The appointment is effective June 7, according to a joint announcement by Lewis Allen Weiss, Don Lee board chairman and Willet H. Brown, Don Lee president. In making the announcement, it was pointed out that Mr. Glett is familiar with all phases of the motion picture business from financing through production and distribution.

During the war he was a major in the Signal Corps, serving as chief of the operations branch, western division, supervising the work of 25 active film production units which turned out a total of more than 500 pictures. These films were primarily concerned with military training and psychological indoctrination.

Before entering the service he was vice president of the Myron Selznick Agency, a talent firm representing actors, directors, producers and writers in the motion picture field. Upon death of Mr. Selznick, he was elected president by the executors with leave of absence for war service.

A native of New York City, Mr. Glett has been in the motion picture business since the age of 18. He has been in production, distribution, management, with many companies in addition to considerable activity in the industrial motion picture field.

KLAC(TV) SUIT

Judge Favors Station

INVASION of privacy was not apparent in the cases of the three divers suing KLAC-TV Hollywood, Los Angeles Superior Court Judge William B. McKesson, said May 24 [BROADCASTING, April 4]. However, he gave their attorney 20 days to restate their claims in greater detail, after which the court will decide upon the complaints as amended.

The action sprang from a telecast of a water show for charitable purposes last September for which the three divers received no compensation. The station had obtained approval from the promoter and had offered the event as a public service telecast in support of the charity involved. The divers each lodged a $2,500 suit against KLAC-TV charging invasion of privacy.

EDGAR SISSON

Joins N. W. Ayer

EDGAR G. (Ted) Sisson Jr., vice president and director of radio for Pedlar & Ryan, New York, for the past 11 years, has resigned to join N. W. Ayer & Son, New York. He becomes director of radio and television programming effective June 15. Mr. Sisson will be responsible for the creation and production of programs in both media.



Mr. Sisson

Wilfred S. Roberts, assistant to Mr. Sisson at Pedlar & Ryan, will be promoted to director of radio and television.

Whirlpool Campaign

NINETEEN HUNDRED Corp., St. Joseph, Mich., for its Whirlpool line of home laundry equipment, begins a radio and TV distributor and dealer cooperative campaign in the fall on stations in major markets. Agency—Beaumont & Hohman, Chicago.

TV INSTITUTE

Publicists Convene in L. A.

A TELEVISION package is only as good as its price, in Los Angeles, Harry Witt, general manager of KTTV (TV) Hollywood, advises the first session of the second annual Television Institute of the Screen Publicist Guild in Hollywood May 26.

It may be the greatest idea, he said, but if its price places its commercial possibilities beyond any Los Angeles sponsor, its chances of acceptance are small, if any. But he did point out that with the establishment of kinescope operations in Hollywood by CBS, it would become possible for the network to consider programs which KTTV as a station could ill afford.

Walter W. Boone, business manager of KNBH (TV) Hollywood, likewise underscored the station problems of budget in programming and said that package costs had to be held down since in many cases expenditures surpass income. And he warned that television salaries for all types of work were most unlikely to approach wages paid by the movie industry. But he added that television afforded the people who work in the field a greater job stability than has ever been the case in the movies.

Paul Mowrey, ABC director of television, covered the outlook of television nationally with particular emphasis on developments in the East. On Hollywood's place in the national scene, Mr. Mowrey said that ABC had plans to develop programs in Hollywood as well as in other cities where the network owns stations. Those from Hollywood, he said, would be kinescoped for showing in the East and Midwest.

Harry Lubcke, Don Lee technical director and president of the Academy of Television Arts & Sciences, expressed the belief that Hollywood had the most rightful claim to being the center of television. But he warned that Hollywood would not become the "television capital of the world" merely by wishful thinking. He said it would take convincing and added that the movie people had a stake in putting this fact across.

Mr. Witt also felt that Hollywood today offered the national advertiser an excellent experimental laboratory for television. This, he explained, springs from the fact that the cost of television time in New York is already too costly for experiment whereas the rates cards of stations in Los Angeles still make it possible for experimentation with program formats.

DRUG CHAINS

Take DuMont Time

DRUG STORE Television Productions, a newly formed association of the country's major drug chains, will sponsor *Cavalcade of Stars* on the DuMont TV Network, starting June 4. Scheduled for Saturday, 9-10 p.m., the show will feature Comedian Jack Carter as emcee, and guest talent. The talent budget was said to be $8,000 weekly.

The program, to be viewed in New York, Chicago, Detroit, Cleveland, Buffalo, Philadelphia, Baltimore, Pittsburgh and Washington, will be sponsored by a different drug chain in each city "in cooperation with Drug Store Television Productions." Local cut-ins will be used to identify specific sponsors.

Drug chains participating in the presentation include Whelan Drug Stores, Walgreen Drug Stores, Liggett Drug Stores, Nevins-Sun Ray Drug Co., Reade's Drug Stores, Harvey & Carey Drug Stores, Cunningham Drug Co., Gray's Drug Stores, Sun Drug Co. and People's Drug Stores. The chains represent a total of more than 800 stores.

Stanton B. Fisher Inc., New York advertising agency, is handling the program, which is being supported locally by extensive newspaper advertising, publicity and store promotion. The campaign is implemented with copy mats and other material.

Giese Named V-P

GEORGE H. GIESE, who has been associated with McCann-Erickson for the past four and a half years, has been appointed vice president and director of the agency's international division. The division comprises 13 offices in Europe and Latin America and a foreign department in New York. George H. Smith Jr. continues as manager of the latter department.

MAY 30, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



For the
7th consecutive
month,
NBC presents
advertisers
with the largest
average
evening audience
in network television*

*TV Hooperatings—October through April

WHAT'S NEW IN TELEVISION? **TAKE A LOOK AT WPTZ!**



. . . for TV's Oldest Commercial Program!

Last month, Jack Creamer—Gimbels Handy Man—began his third commercially sponsored year in television. Since April 1947 the Handy Man has appeared on the same station (WPTZ), on the same day (Friday), and for the same sponsor (Gimbel Brothers). There's never been an interruption in the series.

If this record doesn't make the Handy Man the oldest commercial television show, it certainly will do until a better one comes along.

That the Handy Man has been a commercial success almost goes without saying. Week after week, the Handy Man has been bringing customers into Gimbel Brothers' great store to buy merchandise demonstrated on his program. Time after time, the Handy Man has sold Gimbel Brothers out of stock to the point that such an occurrence is no longer news. During the transit strike, for instance, one of the Handy Man's demonstrations sold some $2,000. worth of Howdy Doody dolls. One demonstration of a new laundry basket hiked sales 15 times higher than any previous week!

This is to say congratulations to the Handy Man—and to Gimbel Brothers, one of America's first television sponsors.

If you would like further information about how television can sell merchandise for you in the country's second largest television market . . . . how WPTZ's experienced crews and fine facilities can get the most out of television advertising for you or your client, drop us a line or see your NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

A Service of Broadcasting Newsweekly

MAY 30, 1949

TELECASTING

VIDEO SPOT

Accounts for 38.3% of TV Revenue in Four Months

By ROBERT LUCE

WHO BUYS TV SPOT? That question is answered in a current analysis by the *Rorabaugh Report on TV Advertising*, which shows that jewelry and silverware manufacturers bought 26.7% of the total spot time on TV in the period. Other leading product groups using TV spot are beer and wines with 15.1% and tobacco and cigarettes 11.6%.

TV spot is starting off as a real revenue producer. For the first four months of 1949, spot advertising led the field in dollar volume on TV, exceeding network advertising by a small margin. Total spot expenditures for the first four months were $3,036,576, or 38.3% of the total TV time sales. Network revenues were 36.6% and local sales 25.1%.

The top product groups in TV spot use are not the same as the AM spot leaders. The chart below shows a comparison of the relative importance of each product group in AM and TV spot. The AM spot percentages are from BROADCASTING Research Department estimates, [BROADCASTING, April 11]; TV spot percentages estimated by Rorabaugh.

In these early days of TV the only conclusion that can be drawn is that AM and TV spot appeal to different product group advertisers to a different degree. Beer and wine advertising accounts for 4.9¢ of every AM spot dollar; in spot TV, it accounts for 15.1¢. Household supplies and cleansers are near the top of the AM spot list, but in TV, spot use by this category is negligible, with less than 1% of the total.

Drug advertising is high on AM spot (13.4%) but on TV it's a minor product group. About 1.6% of TV spot revenues come from this product group.

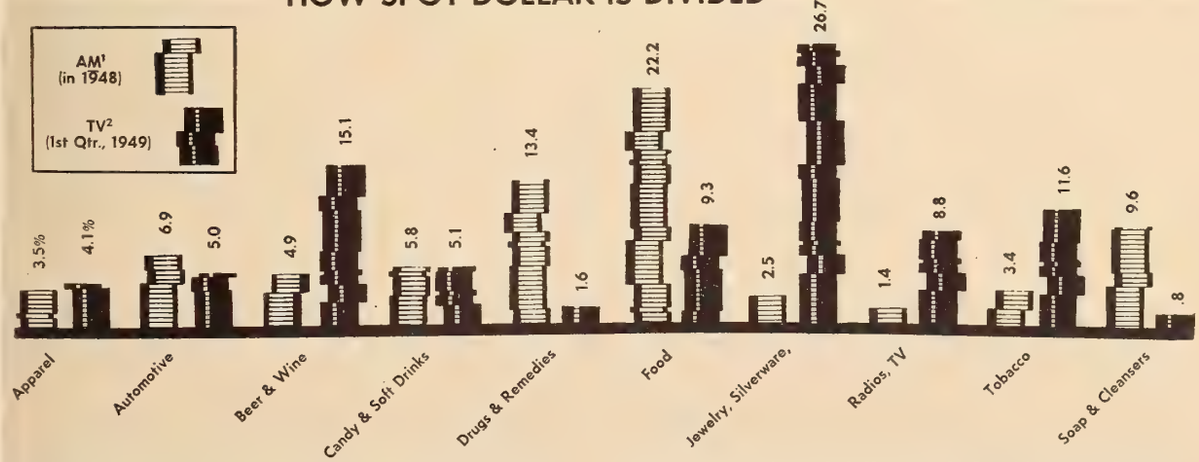
Soft Drink Budgets

Confectionery and soft drink advertising in both AM and TV spot is about equal (5.1% on AM, 5.8% on TV). Food advertising on TV lags behind proportionately when compared with AM spot totals. In the case of AM, food products advertising is 22.2% of spot advertising. On TV, spot advertisers from that product group have been substantial, at 9.3% of the total, but not nearly as important as in AM.

TV manufacturers have used TV to sell sets. Radios, TV sets and phonographs, as a group, are near the top of the spot advertiser heap on TV. Most of this advertising is done by the TV set manufacturers. A total of 8.8% of the first quarter total, or $183,483, has been spent in the first three months of the year by these advertisers. Proprotionately, spot advertising in this category on AM stations is 1.4% of all spot business.

Comparisons are not possible in all product groups because two different product classifications are used by Rorabaugh and by BROADCASTING in the analysis of spot business. However, the principal categories in each are comparable in the table. Comparisons in the table are comparisons of the *relative* importance of the product groups within each media. Actually, the AM spot total in dollars is 10 times the volume of TV spot.

HOW SPOT DOLLAR IS DIVIDED



FIGURES above each bar show the per cent of total AM and TV spot expenditures made in each product group. These percentages are a measure of the relative importance of each product group in the overall AM and TV spot picture. Actual dollar totals for AM, are of course, much greater than the TV dollar volume. Product groups are listed at bottom of chart.

¹Source: BROADCASTING Survey of Spot Revenue
²Source: Rorabaugh Report on Television Advertising

'49-'50 BUDGETS

Ford, RCA Victor Swing to TV

TWO MAJOR radio advertisers, Ford Motor Co. and RCA Victor, have funneled their entire radio budget into television for the 1949-50 season with a third, Philco Corp., possibly following suit.

Effective July 1 the Ford Motor Co., after 15 to 17 years in radio, will drop sponsorship of its current hour-long AM series, Friday, 9-10 p.m. on CBS. The budget on the radio show was approximately $20,000 per week. The entire sum will be switched to underwrite the television show, *Ford Television Theatre*, currently on once a month, which will shift in October to every other week. Tentative plans also call for a weekly operation of the program on CBS-TV beginning in January 1950. Kenyon & Eckhardt, New York, is the agency for Ford Motor Co.

The Ford Dealers, through J. Walter Thompson Co., will continue with the same policy. The dealers are dropping the *Fred Allen Show* on NBC after this season but will continue to sponsor a television show.

They are currently using *Through the Crystal Ball* on CBS-TV.

RCA Victor, through J. Walter Thompson, will drop its *RCA Victor Show* on NBC after three consecutive years of sponsorship. The firm, however, will continue to sponsor its video show *Kukla, Fran & Ollie* on NBC-TV next fall. In addition RCA Home Instruments Div. has signed a contract to sponsor five Notre Dame football games next season on TV. The games will be played in cities connected to the eastern-midwest coaxial cable. Although no network has yet been signed to carry the series, it is most likely that it will be NBC-TV if time is available.

Philco Indefinite

Philco Corp., through Hutchins Adv., has dropped sponsorship of the *Bing Crosby Show* on ABC and it is understood will not return with another radio show next season. Although Philco has discontinued the *Philco Playhouse* on NBC-TV, the company is contemplating continuing sponsorship of a television show—not necessarily the *Playhouse*—in the fall. Definite fall plans had been delayed by the plant strike but it is estimated that executives will come to a decision by next month.

Video Clothes Bank

MALE television performers will soon be impeccably attired if plans of the Men's Fashion Guild, an organization dedicated to the abolition of the stringy cravat and the shiny trouser seat, reach fruition. The Guild, at its annual show in New York's Waldorf-Astoria, announced it would accumulate a clothes bank of fastidious haberdashery worth $25,000 to lend to television networks. Telecasters may draw upon the Guild's wardrobe whenever they want to, Burt Bachrach, director of the Guild, said.



Man with Bag: *"Tell me, Officer, what's the best station with which to do a television job in Washington, D. C.?"*

Officer: *"Look on the righthand page, Sir; look on the righthand page. WOIC's your boy!"*

APPLICATION for EMPLOYMENT

NAME....WOIC-Channel 9.....SOCIAL SEC. NO.....$.....

ADDRESS....Barr Building, 910 17th Street, NW, Washington 6, D. C.....

PHONE NUMBER...Sterling 0600.....BIRTH DATE....January 16, 1949.....

DRAFT STATUS....Immediately Available.....

IN CASE OF EMERGENCY NOTIFY...Above - or WOR, 1440 Broadway, New York City
LOngacre 4-8000

EDUCATION

Mostly schooled by my father, WOR, who is approximately 26 years of age. He has drilled me thoroughly in AM station operation and this, of course, is pretty much the heart of video operation. I have learned from him that any sponsor's program can begin paying off from the start and that so-called "experimentation" - as far as the sponsor's dollars are concerned - need not be done.

Since I went into operation in January of this year, I have developed a new local program every two weeks. That, if I may be so brash, is quite a record. Not only that, but every one of these shows was sponsored within 30 days !

Finally I have more than 30 local and 30 national advertisers. That's "delivering", isn't it?

SINGLE?.....MARRIED?..Yes....IF SO, TO WHOM?.....CBS, MUTUAL, WOR.....

CHILDREN, IF ANY?.....Expecting a brother, WOR-TV, Channel 9, New York.....



R&R'S TELEVISION TIPS

By JANE PINKERTON

TOOTHPASTE sales in the Midwest have skyrocketed since TV clients of Ruthrauff & Ryan, Chicago, became aware that their smiles are showing.

Thirty satisfied video clients, selling such wares as shoes, magazines, Mother's Day corsages and dog food have invested increasingly in the new medium since 1944, with agency TV billings doubling each year over the previous year. Clients attribute their satisfaction with R & R's brand of television to (1) agency executives' personal interest in each product, (2) a practical approach based on time-tested theories, (3) lively, solid-selling commercials, and (4) novel, entertaining program matter.

These are reasons also why R & R has had more clients on television than any other agency, with most activity stemming from the Chicago office. Roswell Metzger, vice president in charge of radio, and Fran Harris, television director, originate and supervise shows and commercials for the Midwest (Chicago, St. Louis, Cincinnati) as well as Houston, Seattle, Los Angeles, San Francisco and Mexico City. In New York, Wilson M. Tuttle is vice president in charge of radio, with Quincy G. Ryan, another vice president, as TV director. Baltimore and New York-area business is centered there.

JERRY MAHONEY and his dummy get instructions from Miss Harris for the ventriloquist's lines for a film series of 60-second Tums commercials, telecast during the past winter and spring in New York and St. Louis. Live action was plotted so that the closing 20-second slot can be removed to be telecast alone. Miss Harris has developed this technique for various clients to increase flexibility and lessen costs.

Ruthrauff & Ryan hired Miss Harris to open the first midwest agency department devoted exclusively to video. Extensive television experiments and commercial programming had been conducted only in New York before then. Miss Harris was chosen because of her writing and theatrical background, both as a producer and actress, and for her production experience at WBKB (TV) Chicago, which observes its eight anniversary next month (June).

As a kickoff to promotion of the new medium, R & R directed the first agency TV symposium in the Chicago office in October 1946. More than 50 clients and potentials watched *Telequizzicalls* on WBKB, video's first quiz show, and listened to analyses and predictions by Paul Mowrey, then and now ABC's national TV director; Paul Raibourn, vice president in charge of television for Paramount Pictures; Ardien Rodner, former TV advertising director of Commonwealth Edison Co., Chicago, and now of WPIX (TV) New York as liaison man, and Miss Harris. Among the firms represented were Pepsodent, Wrigley and Lever Bros.

The first cash-in-hand client entered the portals six months after the department opened, sponsoring a one-time WBKB show, *The Amazing Adventures of Tumblin' Tim.* The Acrobat Shoe Co. bought 30 minutes for a phantasy in the hope that Marshall Field & Co. would carry its children's shoe line (store's policy was to feature only shoes of its own making). Extensive advance promotion (the Board of Education approved the script and tied-in the telecast with classes), selection of audience (sets were spotted in schools), and the appealing imagery of the story-line (a land of "in-between," with Phil Kinsman, former star of the *Schaeffer Parade*, as a shoe tree, and Joe Kelly of *Quiz Kids* fame as the clown) netted the firm orders totaling two and one-half times production costs before the show went on the air.

Quick to realize that programming is the essence of TV's appeal, agency officials nevertheless were aware that the commercial bears the burden of sales proof. R & R was one of the first agencies to advocate minute movies as "ideal" for the medium. Setting-up a separate movie division, the agency produced three films in the first year. Made originally for use in movie theatres, they were produced also for TV. The balance between close- and long-range shots for small and mass audiences was mastered only after detailed experimentation in camera techniques. Commercial costs have now been trimmed so that spot announcements can be produced within any client's budget limitation.

Commercials of every TV-type and length have been made, employing ventriloquists, animated copy lines, complete animation, star testimonials, full dramatizations with live actors, still cartoon sketches and still pictures with animated titles. Latest ones to be telecast are a series of five one-minute animated spots for Southern Select beer (Galveston-Houston Breweries) with 30-second open and close on KLEE-TV Houston during the baseball games. The firm bought baseball and wrestling for $100,000.

Thirty

Typical of the integrated commercial was the plugging of Goodall Co.'s Palm Beach suits for men during *Players of the Day*, telecast 54 times last summer on WGN-TV Chicago. The announcer, interviewing celebrities, also conversed daily with a fan who always happened to be wearing a Palm Beach suit. He told simply where viewers could buy one just like it. This was the only product-mention.

A natural tie-in for Squirt soft drink was found when the agency produced on WBKB the first TV barn dance. Eight dancers, a barbershop quartet, male singer and special acts sipped the product when warm and weary after performing. Actually the show was a 30-minute commercial, as someone drank the product all the time.

Reward for imaginative planning of this kind in New York also was given by the American Tele-

* * *



SUCCESSFUL special show, *Living Christmas Card*, was sponsored last Christmas by Morris B. Sachs, Chicago clothing firm, with parents and children appearing in typical holiday scenes. After the children trimmed the tree and went to bed, cameras focused on the toys, which "came to life" with dissolves. The doll pictured became a ballet dancer, the Christmas Fairy, who met the boy and girl in Dreamland. An institutional presentation, the program had no commercials—just brief mentions of the firm name at open and close.



One of a Series

vision Society in 1945 and 1946 when it cited the agency "for the most consistent effectiveness in the development of television commercials."

Much of the know-how in programming was acquired by the agency from 1942 to 1944 when it produced weekly half-hour shows on WABD (TV) New York for Lever Bros. It experimented in audience participation, drama, variety, news, special events, sports, gossip and chatter, and fashion, producing more than 88 live studio shows for various products.

Some of the general findings four years ago: The daytime serial can be translated into television (the first regular TV daytime serial took the air last January on WNBQ-NBC Chicago), serials of this kind will be fewer than on AM because of cost but will have a greater impact; "Television's ability to present educational features effectviely will increase in direct

Clients Finding Success With Agency

ratio to the development of studio facilities and equipment"; gossip and chatter "are highly successful, and this type may be one of the most interesting on the telescreen."

Ruthrauff & Ryan was the first agency to see the video value of perpetual product identification. During the WABD shows, it backgrounded a quiz program with a Rinso box rising from a cloud of suds. At the same time, it made progress in the stream of consciousness technique, which was most successful in Lifebuoy commercials featuring identical twins in "before and after" sequences.

A major challenge confronted the Chicago office two years ago when Henry C. Lytton Co., Chicago department store, sponsored hockey games on WBKB. Live studio commercials previously had featured such merchandise as dresses, suits and coats on models cast in short dramas. But the store wanted to advertise girdles and brassieres, heretofore avoided by all agencies.

Miss Harris, with a touchy theme and a slim budget, devised two film sequences to complement live action in which a girl lounged in a bedroom, reading mail. One letter was a formal dance invitation. The girl walked to a closet, perused her only formal and dreamed how she would look. Then a film showed her entering a ballroom, waving gaily to friends and having her belt pop open and a seam split. Live action caught her disgruntled, and determined to prevent any such disaster.

With cameras focused on a store counter, she watched a clerk wrap a girdle and brassiere. Returning home, she dressed for the party. The following film sequence showed her the center of attraction, presenting a smoother contour with belt and seams that didn't pop. The commercial successfully showed the benefits of the product in use without actually showing the item itself.

One of the agency's most popular commercials was a live-action shot of a terrier gulping Ken-L-Ration dog food from the International Kennel Club's dog show in Chicago last March. Within four days, more than 5,000 viewers responded by mail to the offer of a coupon, entitling them to two free cans of Ken-L-Ration if they bought three, and to a free booklet on the care of dogs. Each piece of mail was addressed correctly—phenomenal in the advertising realm—and each included the full product name, also spelled correctly. As a result, the firm sponsored the Cincinnati dog show May 1 and national television is contemplated.

Another satisfied customer is Morris B. Sachs, Chicago merchant who has sponsored *The Amateur Hour* locally for 15 years. After the initial simulcast March 13, scheduled originally as a one-time shot, Mr. Sachs contracted for AM and TV broadcasts for an indefinite period. "All of my store customers asked me to get into television, and, when I finally did, I wondered why I waited so long," he explained. "It's a wonderful advertising medium, and has brought me a lot of new store traffic." Shortly before Easter, the store telecast models wearing men's and boys' apparel. No other medium was used, and sales on these items were greater than for any equivalent period in the store's history.

Current video clients include American Central Kitchens, minute movies in Cleveland; Dodge Dealers of St. Louis and Griesedieck Bros. Beer sponsoring 15 Cardinals home games and using 40-second sound-on-film commercials; the Goodall Co., five-minute *How To Improve Your Golf* on 19 stations and *Inside Tips on Baseball* on two Boston stations; Gunther Brewing Co., spots in Baltimore; The Sherman Hotel, one-minute movies featuring the new College Inn on WGN-TV Chicago daily for 46 weeks, and the Baldwin Piano Co., *It's Baldwin By Request*, 15 minutes weekly in Cincinnati.

Clients who have used TV are Allen Edmonds Shoe Co., Allied Florists of Chicago, Baltone Hearing Aid, Chicago Dodge Dealers Assn., Garrett Wines, Greater Cincinnati Dodge Dealers Assn., James Goodwin (Chicago Dodge dealer), *Kaleidoscope* magazine, the Sheakespeare Co. (Chicago fishing rod concern whose president's first name is William) and the P. K. Wrigley Co.

* * *

MODELS wear varying styles of Alligator rainwear in front of a reproduction of a Henry C. Lytton and Co. store window in a live commercial utilizing casual conversation and an informal grouping.





BATTLE of chairmen took place on the NBC-TV premiere telecast of the *American Television Forum* May 22. The three gentlemen waving gavels, all with outstanding records as chairmen, are (l to r) Sen. J. Howard McGrath (D-R.I.), chairman of the Democratic National Committee; Theodore Granik, founder and chairman of the *American Forum of the Air* and the *American Television Forum*, and Rep. Hugh Scott Jr. (R-Pa.), chairman of the Republican National Committee. Program is telecast Sunday, 3-3:30 p.m., originating from WNBW (TV) Washington.

WAFM-TV
Signs With ABC-TV

WAFM-TV Birmingham (Ala.), now under construction, has signed an affiliation agreement with ABC-TV, bringing to 35 the network's total of affiliates and owned-and-operated stations. Twenty-four are on the air.

WAFM-TV is owned by the Voice of Alabama Inc., and is a metropolitan class station which will operate on Channel 13. It will be managed by Thad Holt. WAFM-TV is also a CBS-TV affiliate.

TV HOOPERS
Three Newcomers Appear

THREE newcomers to the top 10 TV Hooperatings in the New York area were noted in the C. E. Hooper Inc. report for May 1949. They are *The Goldbergs*, *Winner Take All* and the *Fred Waring Show*, all three of which are telecast on WCBS-TV New York and CBS-TV.

The complete May list is as follows:

TOP TEN TV HOOPERATINGS
(Regularly scheduled sponsored Television Programs)
May 1949

Program	Station	Rating
1. Texaco Star Theatre	WNBT	80.5
2. Godfrey's Talent Scouts	WCBS-TV	56.8
3. Toast of Town	WCBS-TV	51.9
4. The Goldbergs	WCBS-TV	51.5
5. Suspense	WCBS-TV	48.2
6. Broadway Revue *	WABD & WNBT	41.4
7. Arthur Godfrey and Friends	WCBS-TV	40.9
8. Fireside Theatre	WNBT	32.8
9. Winner Take All	WCBS-TV	29.3
10. Fred Waring Show	WCBS-TV	29.0

* *Broadway Revue* was telecast on WABD and WNBT. The rating is the combined audience to both channels.

REHEARSAL CAMERA
For Use in TV Is Invented

THE REV. R. C. WILLIAMS, S. J., coordinator of television at Creighton U., Omaha, has invented a television rehearsal camera which costs approximately $150 to construct, the university has announced.

The camera, designed for use in planning and testing basic camera shots for a TV production, should encourage video program development and experimentation by colleges, little theatres and amateur groups, Mr. Williams believes. He pointed out that Creighton U. and WOW Omaha have been conducting TV production experiments on the Creighton campus for two years with electronic video equipment owned by the station but that few universities can afford to purchase and maintain such equipment.

Size and proportion of the images on the viewfinding aperture of the rehearsal camera closely resemble those on the electronic viewfinders of professional TV cameras.



Chester A. Rackey (l), manager of audio and video engineering at NBC, explains the details of the new receiving unit atop the RCA Bldg. to Kyle MacDonnell, NBC video star, while Robert Barnaby, NBC engineer, demonstrates its action.

* * *

RADOMES

Plastic Housing Protects Microwave Units

TWO "radomes," Plexiglas-housed television relay units, have been installed atop the RCA Bldg. in New York City to provide all-weather microwave relay reception from NBC-TV remote units.

O. B. Hanson, NBC vice president in charge of engineering, explained that heretofore weather conditions had interfered with the relay of remote pickups. The new radomes are made of Lucite and Plexiglas, which are penetrated by microwaves and which protect the receiving parabolas against weather.

The equipment consists of a six-foot parabola which concentrates the short waves toward a wave guide receiving element. The receiving parabola can be directed toward the remote transmitting point. A similar parabola is used to transmit the signals.

The radomes, which are heated and ventilated, will resist all weather conditions, Mr. Hanson said.

SARRA INC.

Television Commercials

Motion Pictures — Sound Slide Films

NEW YORK - CHICAGO

HOLLYWOOD

RADIO SESSIONS

Library Group To Meet

PAUL MOWREY, ABC vice president and national director of television, will discuss video at the June 16 advertising group luncheon of the Special Libraries Assn. Convention, to be held June 12 through June 18 at the Biltmore Hotel, Los Angeles. The ad group also will hear Don Belding, chairman of the Foote, Cone & Belding executive committee and chairman, joint ANA-AAAA committee on improvement of public understanding of the economic system. His subject will be "The Battle for Men's Minds: The American Economic System Campaign."

Officers of the ad group are: Chairman, Arax Odabashian, research librarian, Foote, Cone & Belding; vice chairman, Martha O'Leary, librarian, Benton & Bowles; secretary, Bonnie Dewes, librarian, D'Arcy Advertising Co., St. Louis.

Admiral Article

PRODUCTION rise of Admiral Corp., Chicago, in the TV receiver field is the subject of an article in the June issue of *Fortune* magazine. Titled "In Television Admiral's Hot," the article traces the company's rise in the mass production field from pre-war years to its present status in TV manufacturing, with TV sales for 1947 listed at $25,200,000, or nearly 40% of its total sales.

Film Report

LOUIS WEISS & CO., Hollywood exclusive television film distributor, has closed deal with NBC to telecast eight Johnny Mack Brown and 16 Bob Steele westerns. The pictures are produced by **William Hackel, Supreme Pictures Corp.** They are telecast weekly over WNBT (TV) New York, WNBK (TV) Cleveland and KNBH (TV) Los Angeles. NBC also has contracted for serials "Custer's Last Stand," "The Black Coin" and "The Clutching Hand." Negotiations are underway for a considerable amount of other Louis Weiss & Co. television productions for NBC stations and affiliates. . . . **Caston Productions**, Los Angeles, is preparing series of four one-minute commercials for Pump-It Inc., Hollywood (plastic ketchup dispenser) . . .

Kling Studios, Chicago, has completed series of six one-minute live action and animation spots for **Fox DeLuxe Beer** for Chicago stations. They also may be telecast in Milwaukee. Same studio planning five-second commercials featuring package identification for **Fehr Beer**, Louisville.

Low-Price Film

Five Star Productions has announced low - price commercial range film with delivery within 15 days. Aimed at local as well as regional advertisers, scale runs $150 for sight and sound, $90 silent and $60 for titles and still photos with trick lighting and optical effects. . . . **Wilding Productions**, Los Angeles, is making six one-minute commercials for **Albert's Milling Co.** on behalf of **Friskies Dog Food.** Agency: **Erwin, Wasey & Co.**, same city. . . . Chiquita Banana of refrigerator fame will now be seen on television—**John Sutherland Productions**, Los Angeles, is adapting its series of technicolor films to one minute and 20-second live action and animation in black and white for United Fruit Co., to be distributed nationally.

RKO Trailer

RKO is readying minute trailer spot for use in television cities to coincide with local showing of "Big Steal." Agency: **Foote, Cone & Belding**, Los Angeles. . . . Production of first 13 stories for fall use in **Procter & Gamble's** *Fireside Theatre* get underway June 6 with second series to roll few weeks later. **General Television Enterprises Inc.**, Hollywood, is supervising production with **Frank Wisbar** directing. Each is a 13½ minute subject. . . . **Irwin Allen-Franchot Tone Productions**, Hollywood, is planning minute trailer spots for "Man on the Eiffel Tower," to be placed on spot market basis starting with release of picture in June or July. Agency: **Foote, Cone & Belding**, Los Angeles. . . .

Films Dick Tracy

Valle Video Inc., Hollywood, is producing audition film version of projected *Dick Tracy* series with NBC paying cost of film. Whether network will seek sponsor on basis of audition version or will be willing to put it on sustaining is not settled. . . . **Ideal Pictures Corp.**, Chicago, has 100 film titles in educational and religious fields available for TV. Included in group are 40 dramatic British films. . . . **Screen Gems Inc., Columbia Pictures Corp.** subsidiary, at 729 Seventh Ave., New York, has added television department. Screen Gems has absorbed work of **Telespots Inc.**, New York. **Ralph Cohn** and **Jules Bricken**, formerly of Telespots, will head department. **Media Productions**, producer of motion pictures for TV, has been opened at 4 W. 58th St. **John Houseman** heads new concern.

PHONEVISION

Chicago Experiment To Start

EXPERIMENTAL Phonevision will be launched in 400 Chicago homes "later this year," H. C. Bonfig, vice president of Zenith Radio Corp., Phonevision originators, announced Wednesday at a meeting of the Chicago Television Council.

A cross-section of Chicago homes will be selected for the trial runs, scheduled to last "several months." Regular Illinois Bell Telephone Co. facilities will be used, and Zenith TV equipment will be installed in the homes "only because our receivers have built-in Phonevision adaptors," Mr. Bonfig said.

He stressed the fact that the experiments would not interfere with normal telephone service. A "filter" will be installed in each home to channel calls to and from the phone apparatus, by-passing the TV set.

ARTHUR ROSS

Found Dead in New York

ARTHUR H. ROSS, 36, one of NBC's top television scene designers, was found dead from hanging Sunday evening, May 22, a short time after working on the network's *Ballet Theatre* show.

An NBC carpenter came upon his body in the NBC tele-prop room in the sub basement of the International Building in New York. Mr. Ross, said to be depressed for some time, was unmarried.

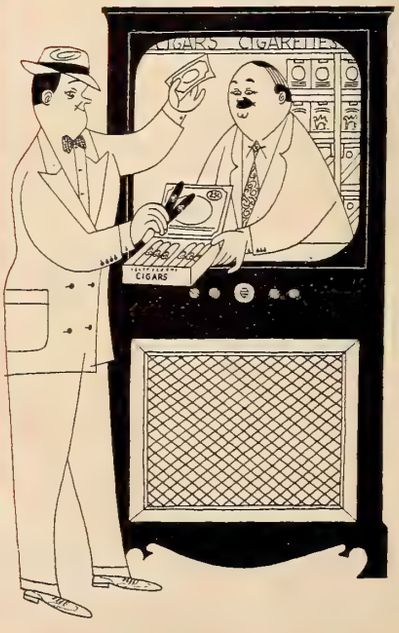
Sure, Television's amazing



-and it's practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)

Advertisers who want
to talk to people
living within a 50-mile
radius of New York
can hold hands
with more of them
through television
than through any one
of the 5 leading
weekly magazines. Of
the 500,000 TV homes
within this radius
more of them tune in
CBS Television than
any other network or
independent station.



CBS-TV

NOW OPERATING IN 31 MAJOR MARKETS

KFMB-TV PICKUP

Opening Show Fed 129 Miles

PROBABLY the longest direct television pickup without benefit of microwave relay was accomplished by KFMB-TV San Diego when it debuted May 16, according to Jack Gross, owner and general manager.

Covering 129 miles, the pickup came as part of the San Diego station's dedicatory program when KTLA (TV) Hollywood saluted KFMB-TV with a program featuring Klaus Landsberg, KTLA general manager, and Spade Cooley, western star. Paul Mowery, ABC director of television, who was present for the inaugural said "KFMB-TV picked up direct and no equipment has been built for that kind of pickup and commercial retransmission. They used a dummy receiver and took out some parts but they didn't add anything."

The station, which opened the 36th American television market, actually telecast its first signal at 8:01 p.m. May 16. Mayor Harley E. Knox of San Diego threw the switch and the television cameras were focused upon him, making the mayor the city's first telecast image. Opening program came from the Hotel San Diego where 40 civic dignitaries attended a Chamber of Commerce-sponsored dinner.

Tribute to Gross

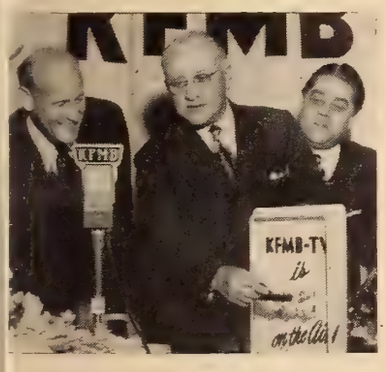
All speakers paid tribute to Mr. Gross for his efforts in bringing the city its first television station. Mr. Gross said that no thanks were due him but rather to the men who have been associated with him and to the public for its interest in television.

Al Jarvis, Los Angeles record m.c., handled m.c. chores on a variety show which featured Sons of the Pioneers, vocal group; Clark Dennis, singer; Jerry Lawrence, m.c. of his own show over KNBH (TV) Hollywood; Jan August, pianist.

KFMB-TV is an affiliate of ABC, according to Mr. Gross, but for an interim period also will carry programs of NBC and CBS. Telecasting on Channel 8, (180-186 mc) station's transmitter is atop Mt. Soledad.

Basic rate is $200 per hour with minute spots priced at $32.

* * *



SAN DIEGO'S Mayor Harley E. Knox (center) throws the switch which puts the city's first television station, KFMB-TV, on the air. Jack Gross (l), president and general manager, and Paul Mowery, ABC national director of television, participate in the opening ceremony.

VIDEO TUBES

Cathode Ray Output Up

EXPANSION in production of television receivers is reflected in a sharp rise in the cathode ray tube industry, Radio Mfrs. Assn. pointed out last week. RMA found that TV type cathode tubes produced in the first quarter of 1949 rose 71% in value over the last quarter of 1948 and 382% over the first quarter of 1948.

Reports of RMA member companies showed 686,620 cathode ray TV tube sales in the first quarter of this year, having a value of $21,971,869. This compares to 475,728 tubes valued at $12,816,631 in the last quarter of 1948 and 170,430 tubes valued at $4,555,476 in the first 1948 quarter.

Breaking down the production into types, RMA found that of the first quarter total, 6,921 tubes valued at $267,138 were projection type. Of total shipments, 636,953 tubes valued at $20,288,169 went to equipment manufacturers and 49,-111 tubes valued at $1,670,943 to distributors for renewal purposes. First quarter sales to the government totaled 182 units valued at $4,722, with 374 tubes valued at $8,035 sold for export.

First quarter shipments of all types of cathode ray tubes, including oscillographs, camera pickup tubes etc. totaled 721,018 units valued at $23,118,364.

WPIX(TV), IBEW

Accord Is Imminent

FIRST CONTRACT, covering 40 television engineers, between WPIX (TV) New York and International Brotherhood of Electrical Workers is in process of signing, it was learned last week. Management actually signed Wednesday and union signatures were expected soon without a hitch.

Under the contract, a wage scale of $70 to $125 after four years was put into effect. Those not receiving any increase under the new scales were given a $7.50 wage raise, it was learned. Each year of AM engineering experience was given credit for a half year in TV and each year of TV experience anywhere was given credit for a year's experience at WPIX. The agreement is to be retroactively effective to April 1 and will continue to May 1, 1951.

NBC-TV personality "Howdy Doody" made personal appearance in Washington on May 15 to take part in "I Am an American Day" celebration.



HELPING to put KFMB-TV San Diego on the air are (l to r) Richard J. Goggin (standing), ABC-TV Western Division program director; Cameron Pierce, ABC Hollywood TV engineering operations supervisor; Alvin Flanagan, KFMB-TV program coordinator; Philip G. Caldwell, ABC Western Division manager of technical operations, and Frank Samuels, manager of ABC Western Division.

ONE-MINUTE TV SPOTS

Popularity Shown in Five Star Firm Survey

MINUTE as well as 20 second spots appear to be gaining widespread acceptance among the nation's television stations as the standard, it has been disclosed in survey made by Five Star Productions, Hollywood.

In making the results of a survey public—covering 33 stations in 19 major markets—Harry McMahan, head of the Hollywood firm, advised BROADCASTING that the trends reflected were "straws in the wind" from which all might profit. Of the 33 reporting stations, all used one minute spots while 23 of the total also use the 20 second unit.

Other Lengths

When asked for other lengths that spots might run, six reported 40 seconds in addition to one minute and 20 seconds. Three permitted 30 seconds or less and one allows only a 10 second spot in addition to the seeming standards of a minute and 20 seconds.

On the question of whether they use 16mm or 35mm, 30 stations claimed the facility for "16," whereas only three sought "35" exclusively. Four handle both. Thus, it is apparent that at least for the present, film, though it may be shot on "35," had best be reduced to "16" to accommodate the bulk of the television stations operating.

Among the markets responding to the survey were Los Angeles, Washington, D. C., Louisville, Chicago, New Orleans, Baltimore, Boston, Detroit, Minneapolis, St. Louis, Buffalo, New York City, Cleveland, Toledo, Philadelphia, Memphis, Salt Lake City, Seattle and Milwaukee.

Asked whether they could "handle 16mm Kodachrome with results considered Good, Fair or Poor," there was a less decisive result. Sixteen claimed good results; one of these claimed good as well as fair. Fourteen said "fair" at best, while only three claimed exclusively "poor" results. One station which reported fair and poor, defined its poor by saying that "it depends on the color region . . . if in blue-green it is better than black and white whereas orange-red netted a poor result."

Asked whether they preferred "black and white TV spots printed on Kodachrome stock to cut down grain and dust in processing" the affirmatives tallied 17 while the "no's" numbered nine. Since the reported total does not equal the total queried, it is well to understand that blanks in any question were left unrecorded.

Although stations were asked whether they preferred an "academy" leader or "black" leader, replies made it difficult to determine whether they preferred one or the other—but they did want leaders. Twenty favored "academy" leaders while 13 spoke for "black" leaders. A few preferred to operate with their own standards, which were undisclosed.

Almost Unanimous

While stations were almost unanimous in supporting the picture's start before the sound on spots, there was the widest possible divergence in replies. They ranged from a low of five frames through the norms of one and two seconds (24 and 48 frames respectively) to a high of 40 seconds.

When asked whether "recorded musical backgrounds can be supplied for TV film spots without additional charges," 20 were willing. The rest were either opposed to handling same or made a charge for it.

WLWD(TV) Dayton, Ohio, will air exclusive telecasts of U. of Dayton football games this fall. White-Allen Chevrolet will sponsor six home games.



AT&T Line Plans
(Report 61)

RAPID expansion of AT&T's video network facilities, which by the end of the year will total some 8,200 channel miles, more than double the service mileage at the beginning of the year, has given rise to a number of questions in the minds of TV broadcasters:

Why are some of the intercity connections made by coaxial cable circuits and others by radio relay? What are the differences—if any—in service efficiency of these two types of facility and in the cost of their installation and maintenance? How, in short, does the Bell System go about the job of planning, installing and operating TV network facilities?

To get the answers to these and other questions about TV networks, BROADCASTING went straight to the men in charge of planning and constructing these facilities and talked to Frank A. Cowan, assistant engineer of AT&T's Long Lines Department.

"First of all," said Mr. Cowan, "let's get it understood that it's not going to make any difference to any television broadcaster—or any set owner—whether the program is networked by coax or radio relay. The service will be satisfactory either way."

Very Little Difference

"There's been a lot of talk about the limitations of coaxial circuits as compared with radio relay channels," Mr. Cowan continued, "but extensive field and laboratory tests have convinced us that it takes a very keen observer under favorable condtions to detect any difference in picture quality between programs transmitted by the 2.7 mc band of the present coaxial cable or the slightly more than 4 mc band of the radio relay. Test patterns closely viewed will reveal a difference, but programs watched under normal conditions seldom do."

"However," Mr. Cowan added, "AT&T intends to supply broader band service for video program transmission if there is need for it. A new coaxial cable system now under development will increase the available band width to 8 mc. Our plan is to divide this between telephone and television service, allotting to the latter as wide a band as good service requires, 4 or 6 or even 8 mc if needed, although that seems doubtful at least until the advent of color."

A new radio relay system is also being developed by Bell System engineers, Mr. Cowan reported. The purpose is not to get more band width but to eliminate certain transmission difficulties which are not serious for short distance service, such as that between New York and Boston, but which could become troublesome in extended cross-country service. The New York-Boston radio relay is the best in the world today, he said, but the new system, using a newly developed vacuum tube, will both provide a more reliable service and be simpler to maintain.

The question of whether coaxial cable or radio relay should be used is answered in advance in those sections of the country where coaxial cable is already in and needs only to be equipped with special repeaters for video program transmission. An example is the existing New York-Albany cable, which is being readied for TV service late this year. Naturally, such facilities will be utilized as long as they are able to meet the demand for telephone and video service, Mr. Cowan said. However, he added, the ever increasing demands for additional service are constantly requiring the Bell System to expand its facilities. The New York-Chicago coaxial cable route, he pointed out, is already overtaxed and unable to provide as many circuits as are needed to meet telephone and TV demands. Therefore it is being augmented with a radio relay system which will provide additional facilities along a different route between the two major metropolitan centers.

Asked about relative costs, Mr. Cowan said that while operating experience with radio relay has been too limited to provide any final answer as yet, there is some basis for believing that in the long run radio relay may be more economical than coaxial cable. He emphasized, however, that the cost question is far from settled, noting that while radio relay is cheaper to install than cable, radio relay is both more expensive and more difficult to maintain. Since continuous day after day service the year round is required, he said, ease and economy of maintenance may outweigh any initial savings in installation costs.

Stressing that the cost factor must be supplemental to that of reliable sustained service, Mr. Cowan noted that in cases where many points along a route must be served the cable is more efficient, as it permits dropping the limited number of circuits for telephone service along the way instead of being forced to use the more elaborate and expensive terminal equipment involved in doing this by radio. Furthermore, he said, when cable is used the terminal equipment can often be housed in existing telephone company buildings in the various cities where repairs can be easily and inexpensively made.

Lest this explanation might lead TV broadcasters to ask if they are not being taxed for the convenience of telephone service and if they would not be better served by radio relay systems devoted exclusively to TV transmission, Mr. Cowan stated that any attempt to set up inter-city networks for TV service only would be prohibitively costly. The economies of combined telephone-television network facilities far outweigh any savings that might be secured from separate television service, he declared.

[Ed. Note: Procedure in establishment of AT&T relays will be explained in the next issue.]

Television Sets by Cities

Based on BROADCASTING Survey

City	Outlets On	No. of Sets	Source of Estimate
Albuquerque	1	700	NBC
Atlanta	2	7,300	Station
Baltimore	3	57,635	Balto. TV Cir. Comm.
Binghampton, N. Y.	..	under 100	
Birmingham, Ala.	..	2,000	Distributors
Boston	2	81,392	Distributors
Buffalo	1	21,546	Buffalo Elec. Co.
Chicago	4	129,602	Elec. Assn. Chi.
Cincinnati	2	24,000	RMA & Distributors
Cleveland	2	52,383	Western Reserve U.
Columbus	1	5,800	Distributors
Davenport, Iowa	..	16	Dealers
Dayton	2	7,100	Distributors
Detroit	3	60,000	Detroit Edison Co.
Erie	1	2,700	NBC
Ft. Worth-Dallas	1	9,200	Distributors & Dealers
Grand Rapids, Mich.	..	350	Dealers
Houston	1	4,500	Distributors
Huntington, W. Va.	..	50-60	Co-op with distributors
Indianapolis	..	2,500	Distributors-Dealers
Lancaster	..	1,500	NBC
Los Angeles	6	126,249	S. C. Radio & Appl. Assn.
Louisville, Ky.	1	7,564	Dealers
Memphis	1	12,600	NBC
Miami	1	4,650	U. Miami Survey
Milwaukee	1	24,503	Distributors
Minneapolis	1	14,500	Dealers, Distributors
New Haven	1	28,200	NBC Research
New Orleans	1	4,200	NBC
New York	6	600,000	NBC
Oklahoma City	..	2,643	Okla. Gas & Elec. Co.
Omaha	..	approx 400	Distributors
Philadelphia	3	165,000	Elec. Assn. Phila.
Pittsburgh	1	10,300	NBC
Providence	..	7,500	NBC
Richmond	1	9,000	NBC
Rochester	..	2,000	Elec. Assn.
San Diego	1	800	NBC
San Francisco	2	2,638	North Calif. Elec. Assn.
Schenectady	1	22,300	Distributors
St. Louis	1	28,850	Union Elec. Co. of Mo.
Salt Lake City	2	4,200	Station
Seattle	1	6,200	Distributors
Syracuse	1	2,400	NBC
Toledo	1	10,000	NBC
Utica-Rome, N. Y.	..	approx 900	Dealers
Washington	4	44,500	Wash. TV Cir. Comm.
Wilmington	..	3,500	NBC
Total	64	1,615,981	Approx. Total

'Rorabaugh' Revised

REVISED estimates of network TV expenditures in April have been released by the N. C. Rorabaugh Co., publisher of the *Rorabaugh Report on Television Advertising*. April's expenditures were $1,139,798 instead of $1,113,794 as reported in TELESTATUS May 16. This brings the total for April of spot, network and local TV expenditures to $2,694,482, and the total for the first four months of 1949 to $7,930,243.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

BUY IN A RISING MARKET!

Now 57,635 TV Sets in the Baltimore Market

WISE INVESTORS distrust dwindling potentials . . . they like to buy in a rising market. Television is today's fastest growing advertising medium . . . *and rates are still low.* WMAR-TV still has "cream time" availabilities open. Call in your Katz Agency man today for full details.





Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

KFI-TV DAYTIME REPORT

New Business Booms

WHEN KFI-TV Los Angeles switched to a daytime operation March 1, the step raised many questions in the minds of agency and industry people.

Now that this experiment has had ample time to develop, the time has come to appraise the results. The logical man to start with is William B. Ryan, general manager of the station's AM and TV operations. Describing the shift from 18 hours of nightly telecasting weekly to 42 hours of daytime operations, Mr. Ryan says: "What we have done is make it possible for an advertiser to buy television. Are we losing money? Yes, but in the long haul we feel that TV in Los Angeles and KFI-TV in particular, will profit."

Examining the record more closely, Kevin Sweeney, sales manager, reports that since the conversion there has not been a day when new business failed to be written. In the first six weeks of operation, KFI-TV managed a total of 145 advertisers. Of this total, only 20 ever used KFI-AM during the past two years and of this figure only two are currently using KFI-AM. These last two, according to Mr. Sweeney, are advertisers who use all major media. After 10 weeks the station had 191 advertisers and 347 contracts.

But the bulk of the station's television advertisers are from newspapers, according to Mr. Sweeney. And some are concerns which have not been doing any advertising at all. This, he observes, is significant in the fact of the wail that TV is draining radio of revenue.

To grasp the full significance of Mr. Ryan's statement relative to making it possible for advertisers to buy television, it is well to examine the rate card. The basic rate for an hour is $150 with smaller units of time breaking down as follows: 40 minutes—$111.50; half hour—$90; 20 minutes—$60; quarter hour—$52.50; 10 minutes—$45; five minutes—$30; participation—$25; one minute—$20.

How do the results of daytime sales volume compare with the station's earlier experience at night? Already KFI-TV is grossing 300% more business days over nights, Mr. Sweeney disclosed. Operating costs have increased about 20%, the station reports.

Is there an audience and do they produce results are questions which Mr. Ryan and Mr. Sweeney happily answer in the affirmative.

On the question of audience, two surveys already have been accomplished. One performed by Facts Consolidated, West Coast research firm, shows that KFI-TV pulled 7% of the 112,000 television homes in Southern California during an average quarter hour based upon a telephone coincidental made March 18 between noon and 6 p.m. Los Angeles had 126,249 TV homes as of April 30.

Other results of the survey show that: nearly two-thirds of all television set owners had looked at the station's daytime programming during the first 19 days of operation. The average viewers per set turned out to be 2.3 during the entire daily six hour telecasting period. Viewers are looking a considerable number of days with 45.1% reported watching three days a week or more and 26.1% looking at the station's programs five days weekly or more.

In making the survey, Facts Consolidated covered 43 telephone exchanges, while placing 1,064 calls and completing 601 calls. Peak period of viewing turned out to be 2-4 p.m. with a result of 9.9% of the available homes looking.

Do the viewers like what they're getting? Mr. Ryan said there has been considerable favorable mail but the one he liked best was from a woman who asked, "When are you going to put on some bad shows so that I can do my housework?"

If there is an audience and the viewers like what they are seeing, what then is the advertiser's side of the story. For this answer the capsule case histories of advertisers follow:

FIRESTONE: Ran a five-minute program on KFI-TV and on nighttime station in Los Angeles area to sell a set of safety tires. Cost of other TV station was $150 and produced 25 leads. KFI-TV spot cost $30 and produced 12 leads. Cost per lead: KFI—$2.50; other station—$6.

Further sidelight on the preceding case history lies in the fact that other station's spot was in period of supposedly high male interest—wrestling. Yet the late afternoon spot on KFI-TV would not be expected to have comparable male interest.

GUDE'S, specialty shop; Women's shop in downtown Los Angeles tried its first experiment in daytime TV during station's second day of operation. Two live announcements with live models were used to advertise a $2.50 blouse special. Despite rainy weather store had considerable store sale plus 200 phone orders.

HOLLYWOOD REFLEX CAMERA: Pulled 13 direct orders on $30 camera from a "Shop, Look & Listen" participation. Cost per order: less than 6½%.

WESTERN STOVE CO.: Agency for client says, "It is interesting to note that despite the supposedly large evening audience available, the daytime spots pulled inquiries equally with the nighttime spots."

BOULEVARD IMPROVEMENT CO., contractor and home builder: Used two participations on *Your Future Home* showing interior and exterior of homes via balopticon. The second participation on the program resulted in sale of two of the five homes advertised—one priced at $10,750 and the other at $10,550. This adds up to $21,300 worth of sales at an advertising cost of $50.

VACUUM CLEANER CO. of America: 15 vacuum cleaners sold from one participation.

PANTS & SKIRT HANGER: Sponsor, who did not want name identified, used participation on 15 television programs to sell 1,941 sets whereas 12 radio participations sold 377 sets.



Mr. Ryan points out fluorescent lighting in KFI-TV studio to Dale Jones, co-owner of Coleman-Jones Adv. Agency, Los Angeles, largest buyer of station time with eight accounts on the daytime schedule.

* * *

Accepting the commercial facts of life about KFI-TV, there remains only the area of programming and production problems. When asked about the difference between day and night programming, Mr. Ryan replied, "the tempo of daytime programming is different than night-time; it is more intimate and avoids any bombast, variety shows or heavy drama." He admitted that talent was not as expensive in the daytime but he emphasized that they were nevertheless "showmanlike in all instances."

Recognizing that Los Angeles is different than most cities, Mr. Ryan conceded, "this may not work in most other cities because they lack the peculiar pool of talent common to Los Angeles." But he was emphatic in pointing out that there is absolutely no programming which falls into the "strictly fill" category. As a matter of fact, he pointed with pride to the fact that the station produces the bulk of its 42 hour schedule live, utilizing feature films only twice a week for

Announcing

the formation of

VIDASONIC ENTERPRISES

INCORPORATED

with STUDIOS at

Twenty East Forty Second Street, New York 17

Telephone: MUrrayhill 7-0463

PRODUCERS and CREATORS of
16mm FILMS for
TELEVISION, INDUSTRY and EDUCATION

Scripts • Spot Commercials

Animation • Complete Programs

"matinees" on Saturday and Sunday afternoons. Otherwise no film is used save for commercials.

Ronald C. Oxford, executive TV producer, who learned his television production at NBC New York before moving west, shakes his head when asked about the "how" of close to 40 hours of live production. The head-shaking, he quickly explains, means that he once swore that you couldn't produce a television show without camera rehearsal. Yet, to cut costs, KFI-TV has done away with all camera rehearsal and suffers none in the result, Mr. Oxford reports. Programs are rehearsed with principals walking through their paces under the supervision of their producer and camera handling is planned.

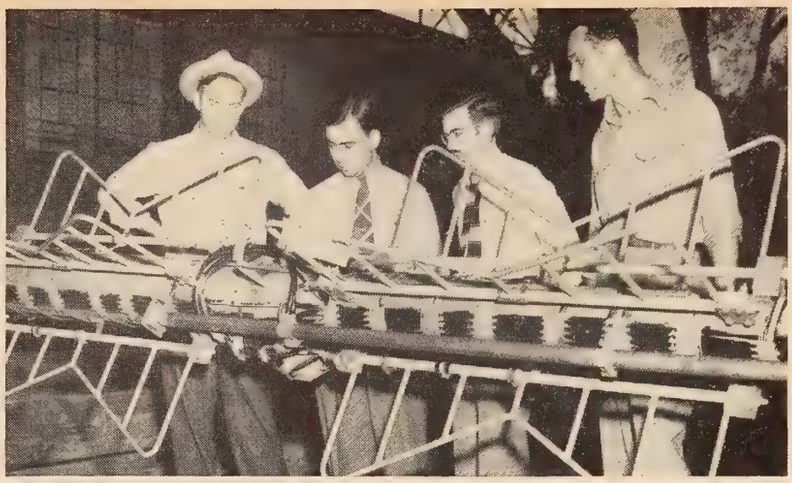
Careful Planning

To accommodate the volume of programming made necessary by almost 40 hours of live production weekly, the station has had to plan careful use of its 40 x 70 foot studio for peak efficiency. To this end, Mr. Oxford explains that careful planning of sets has been taken. As a result, all sets are hinged and coastered; clamping is the "order" of production instead of iron screws in handling sets. And the efficiency of the operation is best reflected in the fact that under the staging plan of KFI-TV, one man may, within 32 seconds, face all side flats against the wall to create a 72 foot set to work in.

Another production aid which eases the volume operation at KFI-TV is moving sets to the camera where possible rather than vice versa, according to Mr. Oxford. Another aid in conserving space and movement has been the building of a revolving stage, 12 feet in diameter. On one side of the revolving stage sits a piano which is easily available when needed and instantly out of sight when not. And a set may be prepared on the unseen half when needed and brought to the camera almost immediately following by revolving the stage.

TV for Patients

DETROIT area hospital patients now can enjoy television for $1.50 a day through a new rental service. Upon request of a patient or a friend, the Radio City Rental Service installs a portable Teletone with built-in aerial. Set comes complete with a collapsible, movable steel stand. So that programs do not annoy others in the room or ward, the audio circuit is brought to the customer through an amplifier which clamps to the ear similar to a hearing aid. The rental service is operated by Miss L. Pearl Williams, who in 1945 began renting radios to hospital patients and now handles an average of 1,000 calls a day for radios, she says.



TELEVIEWERS in Syracuse, N. Y., were able to witness ceremonial proceedings when WHEN (TV) Syracuse telecast a four-and-a-half hour marathon program in connection with raising of its first permanent antenna. Last minute inspection of six-bay General Electric antenna is made by (l to r): Merle Cupp, Electrical Tower Co., Peoria, Ill.; H. Eugene Crow, WHEN chief engineer; J. L. McLoud, Andrew Corp., Chicago, and Jim Moran, Electrical Tower Co. Program, aired from 10:05 a.m. to 2:25 p.m., included commentary by Bill Bohen, special events reporter, and interviews with Paul Adanti, WHEN general manager, and S. Payson Hall, controller for Meredith Pub. Co. (licensee is Meredith-Syracuse Television Corp.). Station placed cameras on roof of WHEN transmitter building and in street to catch activities. New tower is directly behind station's studio and transmitter site, all housed in one building. Station is due to hold tests shortly looking toward increased power, according to Mr. Adanti.

CHICAGO EXHIBIT

Manufacturers Plan Fall Show

THIRTEEN major radio, television and appliance manufacturers have contracted for exhibition space at the second annual National Television and Electrical Living Show in Chicago Sept. 30 through Oct. 9. Space sales are "well ahead" of last year, according to Arthur M. Holland of Malcolm-Howard Agency, who is handling show promotion.

Exhibitors will include General Electric, Stromberg-Carlson, RCA Victor, Sunbeam, Capehart, Motorola, Crosley, Norge, Philco, Westinghouse, Webster-Chicago and Sentinel. Merle J. Lucas of the Commonwealth Edison Co., Chicago, heads the educational committee which is booking features of this kind.

Installation Book

TV . . . FM ANTENNA INSTALLATION. By Ira Kamen and Lewis Winner. 105 pp. Bryan Davis Pub. Co. $2.

MESSRS. Kamen and Winner have prepared a step-by-step description of every conceivable type of installation, and have included warnings on fire hazards, "tricks of the trade," and a chapter on interference, its causes and cures. Of rather a technical nature, the book is best suited for servicemen with some knowledge of mechanics and radio. Mr. Kamen is currently manager of the Television Antenna Dept., Commercial Radio Sound Corp., New York. Mr. Winner is editorial director of the Bryan Davis Pub. Co., as well as service and communications editor.

WMAL-TV Washington is now on air one hour earlier (5 p.m.) with full hour sports show originating at WMAR-TV Baltimore.

COLUMBIA SCHOOL

Video on Curriculum

ESTABLISHMENT of a graduate school of radio, television and facsimile and a radio-television-facsimile institute similar to its famed Press Institute is among projects contemplated for the future by Columbia U.'s Graduate School of Journalism in New York.

Carl W. Ackerman, dean of the school, cited the expansion of interests into radio, television and facsimile as possible projects for an indeterminate future. The establishment of such activities was recommended for consideration along with other widening of the school's scope, in an annual report submitted to the president of the university by Dean Ackerman.

Late TV Hour

WPIX (TV) New York last Saturday night became what is said to be the first television station to inaugurate regular 11 p.m. to midnight programming on a one-night-a-week basis. *The Art Ford Show*, featuring Mr. Ford, all-night disc jockey of WNEW New York; Bobby Hackett, trumpet artist, and other variety artists, will have participating sponsors. First advertiser to sign for the program is Miami Packing Co. for Shrimp-A-Hoy, through Morris Scheck Advertising Co., Newark.



CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

NBC STRIKE VOTE

RTDG Council Authorized

STRIKE vote against NBC was passed unanimously last Monday evening by the New York local of the Radio and Television Directors Guild in its effort to obtain recognition and a contract for the network's television directors.

By the vote, the RTDG council was authorized to take such action as it may deem necessary, including the calling of a strike and to take any action to implement the authorization. The meeting was a special session, called after NBC refused to recognize the guild [BROADCASTING, May 16].

NBC, which has recognized RTDG for its AM directors, took the position that the television situation was entirely different. In television, said the network, the director is supervisor with considerable managerial authority. Therefore, he is not properly a member of the union. It is expected the next step in the situation will be an effort by RTDG to arrange another meeting with the network.

Joins CBS-TV

SIGNING of WMBR-TV Jacksonville, Fla., with CBS-TV as full primary affiliate has been announced. Station joins Oct. 1. It is assigned Channel 4 and is owned and operated by Florida Broadcasting Co., with Glen Marshall Jr. as general manager.

A GREAT TV FILM BUY!

CUSTOM MADE ONE MINUTE TELEVISION FILM FOR ONLY $150.00

35 MM 16 MM

Additional prints at low cost!

Price Includes

* Artful production
* Animated tricky titles
* Effective illustrations
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M. J. Kallet (seated), president of Copper City Broadcasting Co., completes arrangements for purchase of the GE equipment, with the approval of Dr. W. R. G. Baker, vice president and general manager of GE's Electronics Dept.

* * *

GE EQUIPMENT

Large Shipment to WKTV(TV)

COMPLETE television station equipment has been purchased by the Copper City Broadcasting Co., Utica, N. Y., from General Electric Co., Paul L. Chamberlain, manager of sales for the GE Transmitter Div., has announced. Equipment will be used by Copper City for its WKTV (TV) Utica, which is scheduled to begin operations in September.

Shipment of equipment, being manufactured at Electronics Park, N.Y., is scheduled for Aug. 25. GE will supply a 5 kw high channel TV transmitter, a six-bay antenna and transmission line, two 16mm film cameras, camera control console, master control console and other associated equipment.

CAMPBELL-EWARD Co., New York, has increased its publication of *"Teletopics"*, semi-monthly schedule at request of agency's clients and other offices.

WBT-TV SIGNS

To Be CBS-TV Affiliate

WBT-TV Charlotte, N. C., becomes a full primary affiliate of CBS-TV effective July 15, William A. Schudt Jr., CBS director of station relations, announced last week. Signing of the new station, video sister of the network's 50 kw radio outlet, WBT, in that city, brings to 40 the number of CBS-TV affiliates.

WBT-TV is assigned channel 3 and is owned and operated by the Jefferson Standard Broadcasting Co., Greensboro, N. C. Joseph Bryan is president. Charles Crutchfield is general manager of WBT and WBT-TV. The video station will operate with 16.3 kw visual and 8.62 kw aural.

TPA Names Officers

MAL BOYD of Mal Boyd & Assoc., Los Angeles, was elected president of the Television Producers' Assn. at its meeting May 20. Other officers elected include: Mike Stokey of Stokey-Ebert Productions, vice president; Gladys Rubens of Rubens Musical Workshop, secretary; Maleese Black, independent television producer, treasurer. New board members are: George Fogle of C&F Productions, Syd Cassyd of *TV;* Bob Coleson of the Advertising Council; Jon Slott, independent producer, and Mort Singer of Tel-Air Assoc.

TV Service Contract

TELEVISION Mfrs. Assn., New York, has instigated a project aimed at standardizing service agreements and practices among video servicemen. A survey of service organizations will precede establishment of a universal contract expected to benefit the public and the industry. Michael L. Kaplan, TMA president and president of Sightmaster Corp., announced the plan. Suggestions from the public and set manufacturers will also be welcomed by the newly-formed group.



ATTENDING backstage celebration as Phillips Packing Co., Cambridge, Md., assumes Wednesday sponsorship of CBS-TV's *Lucky Pup* series are (l to r) Ralph McKinnie, CBS-TV account executive; Alvin Summerfield, vice president and director of television at Aitkin-Kynett Co., agency for the account; Doris Brown, narrator and commercial announcer on the show, and S. Charles Walls Jr., assistant to the president and advertising director of Phillips Packing Co.

CHICAGO AWARDS

NBC-TV Show Rated First

RCA VICTOR's NBC television program, *Kukla, Fran & Ollie*, was cited as the "best Chicago show" by the Chicago Federated Advertising Club at its annual awards dinner May 19. A similar AM commendation went to Miles Labs' *Quiz Kids*, aired on NBC. Respective agencies are J. Walter Thompson Co. and Wade Advertising.

Fourteen first awards and nine honorable mentions were given by the judging committee to Chicago-originated AM programs, with eight firsts and four mentions for video shows. Annual radio winners, with the rating, class, sponsor and agency or station, follow:

First—local drama, *Calling All Detectives*, Sealy Mattress Co., Olian Advertising; network drama, *Comedy Playhouse*, WGN-Mutual; local variety, *Melody Lane*, Wieboldt Stores, Needham, Louis & Brorby; network variety, *The Breakfast Club*, Swift & Co., J. Walter Thompson and McCann-Erickson; music, (tie), *Chicago Symphony Orchestra*, Chicago Title & Trust Co., Earle Ludgin, and *The Northerners*, Northern Trust Co., J. Walter Thompson; news, *Reporter at Large*, Richman Bros., WMAQ; juvenile, *Hobby Horse*, Carson, Pirie, Scott & Co., WMAQ; disc jockey, *Chesterfield ABC Club* with Eddie Hubbard, Liggett & Myers Tobacco Co., WIND.

Program honorable mentions included *Smoke Rings* and *The Enchanted Hour*, WGN; *Paul Harvey and the News*, Schoenhofen Edelweiss Co., Olian; *Studebaker News*, Studebaker Corp., Roche, Williams & Cleary; *Dave Garroway Show*, WMAQ.

Firsts in the special features class—sports, *Bert Wilson—Baseball*, Walgreen Drugs and P. Lorillard Tobacco Co., WIND; public service, *It's Your Life*, Johnson & Johnson, WMAQ; women's shows, *Paul Gibson Programs*, WBBM. Honorable mentions—*Allied Sports Report*, Allied Florist Assn., WBBM; *An Everyday Story*, on behalf of the Travelers Aid Society, WBBM; *Who Is Mr. Heartbeat?*, on behalf of the Chicago Heart Assn., WGN.

Spot announcements—firsts in musical and straight, respectively, Manor House Coffee, W. F. McLaughlin Co., Earle Ludgin; and Indiana Bell Telephone Co., J. Walter Thompson. Honorable mention—Pepsodent, Lever Bros. Co., Foote, Cone & Belding.

Television first awards went to winners in 11 categories: Instructional, *Walt's Workshop*, Hines Lumber Co., WNBQ (TV); variety, *Super Circus*, Canada Dry Ginger Ale and Derby Foods, WENR-TV; news commentary, *Clifton Utley*, WNBQ; news, *WGN-TV Newsreel;* sports, WBKB (TV); music, *Music in Velvet*, WENR-TV; public service, *Clint Youle-Weatherman*, WNBQ; quiz, *R. F. D. America*, Louis G. Cowan Inc.

TV mentions—*Cross Question*, WGN-TV; consecration of three Bishops, NBC; Easter Pontifical Mass, WGN-TV *Uncle Mistletoe*, Marshall Field & Co., Foote, Cone & Belding.

In the spot announcement division, Cycloid Corp., for its micromatic reel, received an honorable mention. Agency is Bennett, Petesch & O'Connor.

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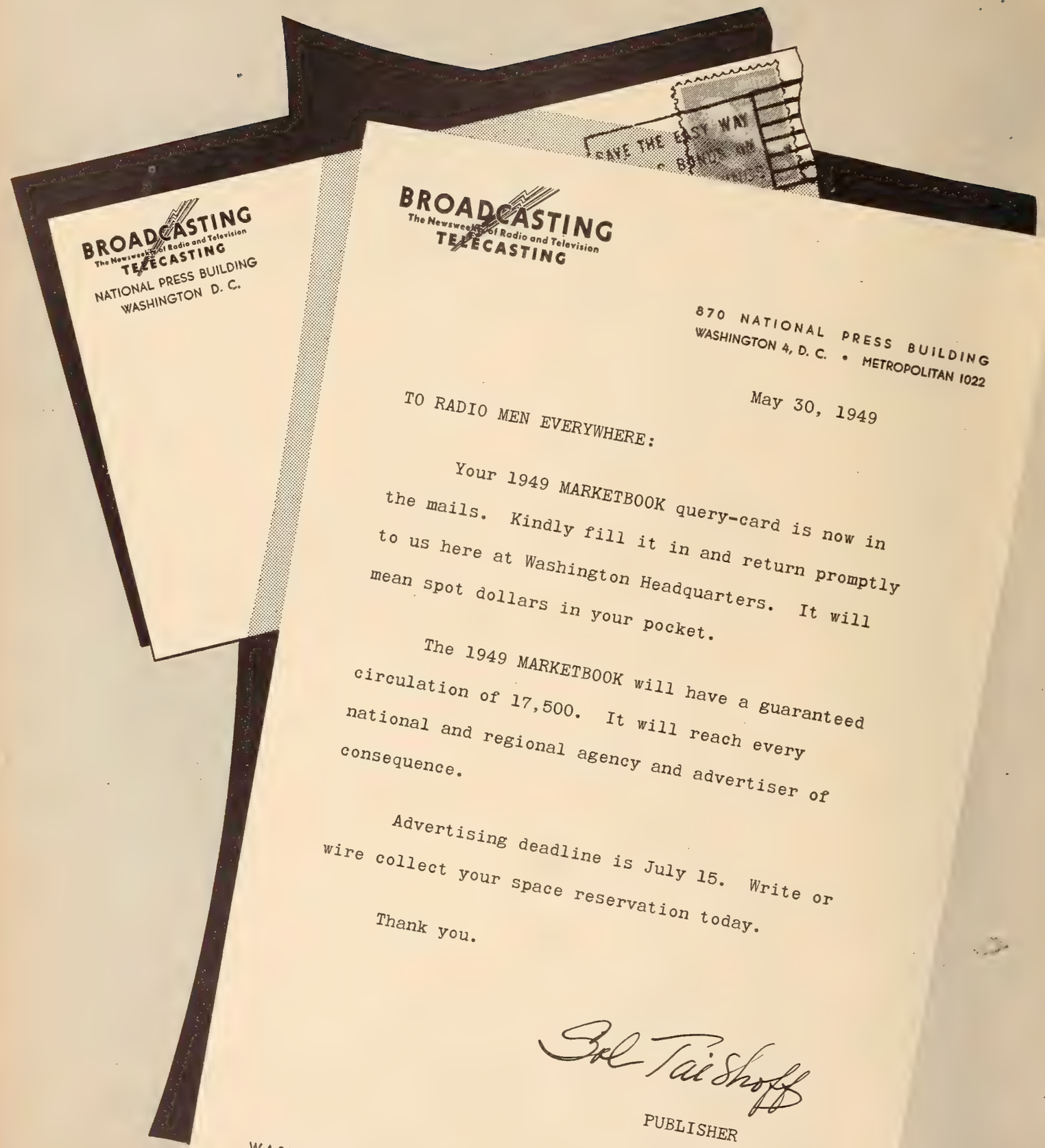
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May 30, 1949

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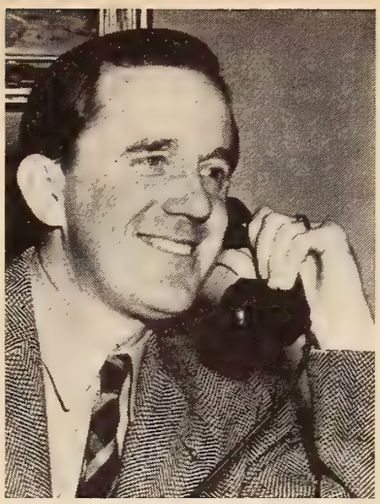
WASHINGTON • NEW YORK • CHICAGO • HOLLYWOOD

KMAC, KISS UP
Davis Outlets Raise Power

NEW 5 kw transmitting plant using four towers in a directional array has been installed by KMAC San Antonio, Tex., at a cost in excess of $200,000, station reports. KMAC changed frequency and increased power May 18, moving from 1240 kc to 630 kc with a power increase from 250 w to 5 kw.

In conjunction with KMAC's increase, its FM affiliate KISS upped power to 50 kw on Channel 258 (99.5 mc). KMAC's four towers—three are 305 feet high and the fourth 522 feet—are located about 11 miles southeast of San Antonio. The six-bay antenna for KISS is mounted atop the 522-foot tower. Equipment was installed by Graybar Electric Co., General Electric Co. and Gates Radio Co. under the supervision of Charles I. Brady, KMAC chief engineer.

The power increase will enlarge KMAC's coverage to approximately 1,255,179 people in its primary service area with a total of 369,170 radio homes, according to station spokesmen. The station is affiliated with MBS and the Texas State Network. KMAC and KISS are owned by Howard W. Davis, who also serves as general manager.



Happy over facility changes of his stations, KMAC and KISS, is Owner-General Manager Davis.

PROGRAMS ABROAD
FCC Relaxes Rules

RELAXATION of rules to allow informal applications rather than formal requests to be made for authority to transmit programs abroad has been proposed by the FCC. Informal application could be made provided the program had been or would be aired also in the U. S.

The Commission in announcing the proposed rules amendments said it is obvious that if a licensee or permittee has been found qualified to broadcast programs in this country, he would be qualified to originate the same programs for transmission to a foreign country for broadcast there. Comments are invited by June 30.

Sec. 325(b) of the Communications Act requires that proper application be made to FCC for authority to transmit programs to a foreign station which can be received consistently in the U. S., the notice pointed out. The new informal requests proposed would be acted upon by the FCC's secretary instead of the Commission itself. Where programs are originated for foreign use and not broadcast in the U.S., permission still will have to be obtained from the Commission through use of formal Form 308 as heretofore.

WEOL LABOR
12 Walk Out in Protest

CHARGES and counter-charges have been made by employes and management of WEOL Elyria, Ohio, concerning a protest work-stoppage by 12 employes who left their jobs May 10, signing the station off the air. Broadcasts were resumed in about 24 hours.

Spokesmen for the employes involved said the operating interruption was a protest against unjustified dismissal of several other employes. The only means to secure minimum employe benefits, a matter which they said had been unsettled for eight months despite an understanding the problems were being considered by station management, also prompted the action.

WEOL said the walk-out and station sign-off occurred without any advance notice and that not once had employes asked officers of the station for discussion of working conditions. WEOL further alleged that technical equipment had been tampered with to keep the station off the air.

The station said that it was continuing to receive advertising support. The management will continue, the statement said, "to treat its employes in a fair manner and is ready and willing, at any time, to discuss any grievance which an employe might have."

VOCM St. John's, Newfoundland, will temporarily operate new RCA 1 kw transmitter on 1320 kc, and move to another frequency at a later date, VOCM management reports.

Commercial

RICHARD D. HEATH, formerly commercial manager of KTAR Phoenix, Ariz., and more recently president of Sun Country Broadcasting Corp., has been named commercial manager of KPHO Phoenix, effective June 1. Mr. Heath is presently managing director of Arnold Adv. Agency.

DON J. LYNCH, account executive with WHHM Memphis, has been named commercial manager. He has been with station since it began Aug. 1, 1946. He previously was with WJBO Baton Rouge, La.



Mr. Lynch

JACK DAVIS has been appointed manager of New York office of W. S. Grant Co., station representative.

MARVIN WEISS, former newspaper advertising salesman in Chicago, has joined sales staff of WMOR (FM) Chicago.

JAMES CRAWFORD has joined sales staff of WPEN Philadelphia.

CARL OWEN has been named assistant commercial manager of WCAU Philadelphia. He has been with station for past eight years.

LOU AIKEN, newscaster of WINX Washington, has been named commercial manager of WCFM (FM) Washington. He joined WINX after war, interrupting service there for turn at KURV Edinburg, Tex. Previously he had been at KMOX St. Louis, WSM Nashville and WLW Cincinnati.

RA-TEL REPRESENTATIVES, Inc. has been appointed by WIBX Utica, N. Y., as spot sales representative for the mid-west and south. Firm's Chicago, Dallas, Oklahoma City and Atlanta offices will serve station. Representatives for WIBX remain same in following areas: Greater New York and Philadelphia, **HELEN WOOD & COLTON;** New England, **BERTHA BANNON;** West Coast, **WALTER BEDDICK.**

WTTG (TV) WASHINGTON has issued its Rate Card #4, effective June 1. Basically, new schedule will affect only five-minute and announcement rate, other time charges remaining as listed in Rate Card #3.

LARRY KRASNER of Forjoe & Co., Los Angeles, station representative, is the father of a boy, Kenneth.



WSTC and WSTC-FM
STAMFORD, CONN.
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ACTIONS OF THE FCC

MAY 20 to MAY 27

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

May 20 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Webster)

Overlook Hills Development Co., Steubenville, Ohio, and Weirton Bcstg. Co., Weirton, W. Va.—On joint petition dismissed application of Overlook Hills without prejudice; granted leave to amend Weirton application to show new stockholders and use 1 kw unl. DA; removed Weirton application from hearing.

Wheeling Bcstg. Co., Wheeling, W. Va.—Accepted amendment to show increase to 1 kw DA, and revised financial information; removed application from hearing.

WSAZ Huntington, W. Va.—Accepted amendment to show revised estimate of construction costs.

WKAN Kankakee, Ill.—On petition dismissed application without prejudice.

KJAY Topeka, Kan.—On petition dismissed application for mod. CP without prejudice.

Cushing Bcstg. Co., Cushing, Okla., and Payne County Bcstrs., Cushing, Okla.—Continued hearing on applications from June 6 to July 26 at Cushing.

WHDH Boston, and KOA Denver, Col.—Continued hearing from May 25 to June 22 at Washington.

WRRF Washington, N. C.—Accepted amendment to show change in height of one ant. tower.

WTNB Birmingham, Ala.—Accepted late appearance in proceeding on application of KOA Denver.

Surety Bcstg. Co., Charlotte, N. C.—Granted removal from notice of hearing that portion of Issue No. 1 relating to legal qualifications.

Baranof Enterprises Inc., Sitka, Alaska—Accepted amendment to specify trans. site to be determined, to show revised information on costs and financial status.

Robert F. Wolfe Co., Fremont, Ohio—Accepted amendment to show new trans. site, revised DA, and removed application from hearing.

WWST Wooster, Ohio—On petition, continued hearing from May 31 to June 16, at Washington.

Whittier Bcstg. Co., Whittier, Calif.—On petition dismissed application without prejudice.

Jose Bechara Jr., Mayaguez, P. R.—On request dismissed as moot petition for reconsideration of action of Dec. 22, 1948 on application for additional time to construct WKJB.

Central Bcstg. Co., Des Moines—On request dismissed as moot petition requesting Commission to reconsider grant of Cowles Bcstg. Co., FM CP at Des Moines.

Anthony Wayne Radio Co. Inc., Fort Wayne, Ind.—On petition dismissed application for assignment of license of WGL (Competing assignee).

WMIE Miama, Fla.—FCC set hearing on application for assignment of CP June 27 at Washington.

Radio St. Clair Inc., Marine City, Mich.—FCC continued hearing from June 1 to June 29.

Lake Bcstg. Co. Inc., Gary, Ind.—Passed over item on indefinite continuance of hearing set for June 2.

Highlands Bcstg. Co., Sebring, Fla.—Continued indefinitely hearing on application pending action on petition for reconsideration and grant.

WRIB Providence, R. I.—Same

KRKO Everett, Wash.—Same.

WSBA York, Pa.—Passed over item on indefinite continuance of hearing set for June 8.

WSNY Schenectady, N. Y.—Passed over item scheduling date for hearing on transfer of control.

Whittier Bcstg. Assoc., Whittier, Calif.—Granted continuance of hearing on application from May 25 to Sept. 14 at Washington.

WPOR Portland, Me.—On petition deleted Issues 1 and 3 in notice of hearing upon application continued hearing from June 6 to Sept. 12 at Washington.

May 20 Applications . . .

ACCEPTED FOR FILING

License for CP

License requested to cover CP new AM station: WFEC Miami, Fla.; WCPM Middlesboro, Ky.

Modification of CP

Requests for extension of completion date new FM stations; WKAX-FM Birmingham, Ala.; WTOC-FM Savannah, Ga.; KVOB-FM Alexandria, La.; WXHR Boston; WJZ-FM New York; WCOL-FM Columbus, Ohio; WCAU-FM Philadelphia; WJAR-FM Providence; KREL-FM Goose Creek; WLOW-FM Norfolk.

WCON-FM Atlanta—Mod. CP new FM station to change ERP to 91 kw. ant. height above average terrain to 1,075 ft.

KFUO-FM Clayton, Mo.—Mod. CP new FM station to change frequency to Channel 251 (98.1 mc).

WILK-FM Wilkes-Barre, Pa.—Mod. CP new FM station to change to Channel 241 (96.1 mc).

CP to Reinstate

WHSF Madison, Wis.—CP to reinstate CP new noncommercial educational FM station.

Modification of CP

Requests for mod. CP new commercial TV station for extension of completion date: WMAL-TV Washington, D. C., to Sept. 19; WJAR-TV Providence, R. I., to Sept. 15.

License for CP

KPIX San Francisco—License for CP new commercial TV station.

May 23 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGMI Denver—Mod. CP new AM station for extension of completion date.

Shoulder Recorder

NEW TAPE recorder which swings from the shoulders like a photographer's camera case is making life easier for *Mutual Newsreel* (Mon.-Fri. 6:45-7 p.m.) radio reporters operating out of MBS offices in Hollywood and New York. Freeing newsmen from heavy bulk equipment which previously had limited their movements, the new 12-pound recorder carries a one-inch, specially designed microphone, easily pinned to a lapel or sleeve, which picks up the material for recording purposes.

License for CP

KSAL Salina—License for CP new AM station for increase in power etc.

KBRZ Bryan, Tex.—License for CP new AM station.

AM—910 kc

Missouri Basin Bcstg. Co., Minot, N. D.—CP new AM station 910 kc kw D AMENDED to request 910 kc kw unl. DA-N, and change stockholders.

License Renewal

Requests for license renewal AM station: WEBJ Brewton, Ala.; WCOV Montgomery, Ala.; WCRW Chicago; WEDC Chicago; WEBQ Harrisburg, Ill.; WTAX Springfield, Ill.; KFOR Lincoln, Neb.

Modification of CP

Requests for extension of completion date new FM stations: KMFM Monroe, La.; WCLC-FM Clarksville, Tenn.; WHHM-FM Memphis, Tenn.; WBLK-FM Clarksburg, W. Va.; WPAR-FM Parkersburg, W. Va.

WKNE-FM Keene, N. H.—Mod. CP new FM station to change to Channel 282 (104.3 mc).

KRON-TV San Francisco—Mod. CP new commercial TV station to change ERP from 16 kw vis. 8 kw aur. to 14. kw vis. 7.7 kw aur.

WWJ-TV Detroit—Mod. CP new commercial TV station for extension of completion date to Sept. 15.

May 24 Decisions . . .

BY THE SECRETARY

KVAI Amarillo, Tex.—Granted license new AM station and specif studio location 940 kc 1 kw DA unl.

KNAL Victoria, Tex.—Granted license new AM station 1410 kc 500 w D.

WUSJ Lockport, N. Y.—Granted license new AM station 1340 kc 250 w unl.

WBRM Marion, N. C.—Granted license new AM station 1250 kc 1 kw D.

KMUW Wichita, Kan.—Granted license new FM noncommercial educational station Chan. 206 (89.1 mc), 1 kw, 110 ft.

WGAU-FM Athens, Ga.—Granted license new FM station Chan. 258 (99. mc), 4.4 kw, 258 ft.

KOKX-FM Keokuk, Iowa—Granted license new FM station Chan. 274 (102. mc), 3.7 kw, 330 ft.

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See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION

—WORD— OF SPARTANBURG

ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

WCAC Anderson, S. C.—Granted license new FM station Chan. 266 (101.1 mc) 41 kw. 375 ft.

WHLC Near Kingstree, S. C.—Granted mod. CP approval ant., trans. and studio locations.

KTKT Tucson, Ariz.—Granted mod. CP approval of ant. and trans. location.

WSFL Springfield, Mass.—Granted mod. CP change trans. location.

WGTN Georgetown, S. C.—Granted mod. CP approval ant., trans. and studio locations and change type trans.

WMUU Greenville, S. C.—Granted mod. CP approval ant. and trans. location and change studio location.

Following were granted mod. CPs for extension of completion dates as shown: WBAB Atlantic City, N. J., to 8-15-49; WPRA Mayaguez, P. R., to 9-19-49; WPTF Raleigh, N. C., to 8-1-49; WMAZ-FM Macon, Ga., to 11-28-49; WBTR Minneapolis, to 7-9-49; KFPW-FM Fort Smith, Ark., to 8-15-49; WHAT-FM Philadelphia, to 12-10-49; WJNO-FM West Palm Beach, Fla., to 8-6-49; WBIB New Haven, Conn., to 10-30-49; WREV Reidsville, N. C., to 12-1-49; WMFD-FM Wilmington, N. C., to 8-1-49; WDBO-FM Orlando, Fla., to 9-1-49; WEST-FM Bethlehem, Pa., to 12-1-49; WFIL-TV Philadelphia, to 9-30-49; WTTV Bloomington, Ind., to 10-15-49; WHAM-TV Rochester, N. Y., to 8-5-49; KMTV Omaha, Neb., to 10-31-49; WKTV Utica, N. Y., to 9-30-49; WBML Macon, Ga., to 6-18-49; WROW-FM Albany, N. Y., to 11-25-49; WFMJ-FM Youngstown, Ohio, to 12-1-49; WHDH-FM Boston, to 6-14-49; KXYZ-FM Houston, Tex., to 12-15-49; WFDR New York, to 6-15-49; WEHS Chicago, to 12-1-49; WMOR Chicago, to 11-1-49; WBAB-FM Atlantic City, N. J., to 8-15-49; WELI-FM New Haven, Conn., to 10-10-49; WLYC Williamsport, Pa., to 9-7-49; KNBC San Francisco, to 9-1-49; WTXL Springfield, Mass., to 9-5-49; WMFD Wilmington, N. C., to 12-1-49; WFMJ Youngstown, Ohio, to 12-12-49; WMER Live Oak, Fla., to 6-15-49; WLTR Bloomsburg, Pa., to 9-14-49.

KLZ-FM Denver, Col.—Granted license new FM station Chan. 231 (94.1 mc), 5.3 kw, 300 ft.

WKYC Paducah, Ky.—Granted license new FM station Chan. 227 (93.3 mc), 32 kw, 490 ft.

WKTV (TV) Utica, N. Y.—Granted mod. CP change ant. and trans.

Central Bcstg. Co., Area Davenport, Ia.—Granted license new exp. TV relay KA-3355.

KIHN Hugo, Okla.—Granted assignment of license from assignor partners A. A. Brewer, George Malone, A. M. Derr, W. R. Wallace, and Elmer Hale to new corporation composed of above and W. E. Schooler.

KIBL Beeville, Tex.—Granted mod. CP approval ant. and trans. location, specify studio location and change type trans.

KRLD-TV Dallas, Tex.—Application for mod. CP to increase ERP to vis. 28.8 kw and aur. 7.89 kw and to make ant. changes granted in part with power maintained at present levels and ant. changed to 465 ft.

KING Seattle, Wash.—Granted license use old main trans. as aux.

KLZ Denver, Col.—Granted license install. aux. trans.

KKLA Los Angeles—Granted mod. license change studio location.

WGKV Charleston, W. V.—Granted mount FM ant. on AM tower.

WJAY Mullins, S. C.—Granted mod. change type trans.

(Continued on page 63)



DISTANT STUDIOS

WMAM's Far-Flung Branches

"THE LITTLE Station With the Big Wallop"—WMAM Marinette, Wis., and Manominee, Mich.—says it is living up to its slogan by setting a new record in long-distance broadcasting. Station Manager Joseph D. Mackin claims WMAM has branch studios farther away from the transmitter than any other station in the country.

From Manistique, Mich.—140 road or 110 air miles from the Twin Cities—the station receives a five-a-week, one-hour participation show on its "famous frequency" (another slogan) of 570 kc. A secondary studio there began operations May 9 after businessmen sought local identification with WMAM.

Mr. Mackin, after attending a dinner and organization meeting,



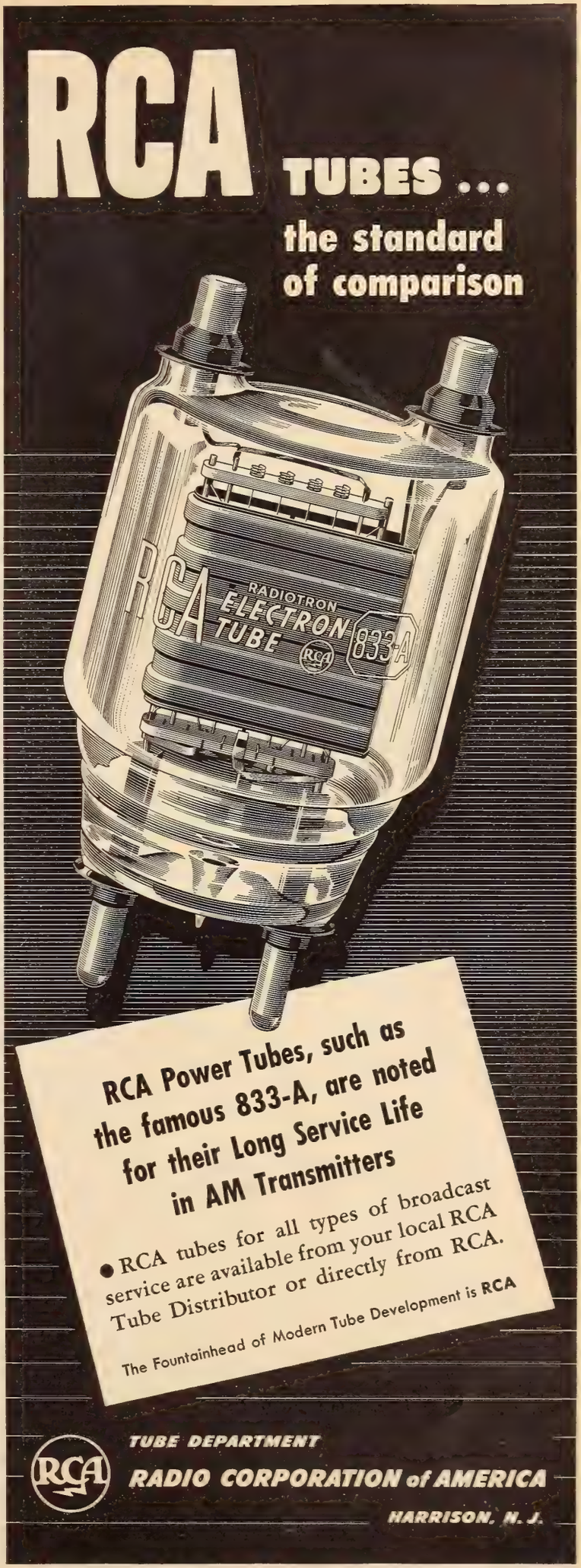
CONGRATULATIONS on WMAM's long-distance programming are given Mr. Frederick (seated) by Walter Nelson (l), president of the Manistique-Schoolcraft Chamber of Commerce. Manager Mackin(center)is pleased, too.

* * *

signed 28 local participation sponsors for the daily show, each for a 52-week contract. This is not the 250 watter's first experience with distant branch studios. For several years the station maintained a sub-operation at Iron Mountain, Mich., 75 miles away. The signal strength is received throughout the Upper Lakes area, which prompted the Manistique merchants to promote their own show. William Frederick is the branch manager. WMAM, affiliated with NBC, expects to increase its coverage-area soon when the FCC approves its application for 1 kw.

Radio Continuities

FEDERAL Trade Commission set aside 1,366 out of a total of 61,563 radio continuities examined during April for further study on the grounds they contained possible "false and misleading" advertising content, according to the commission's monthly report. Percentagewise, the figure represented about one half of 1% of all radio continuities examined.



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FELIX MORLEY

Sunoco Editor Writes Book

FELIX MORLEY, foreign affairs editor on *Sunoco 3-Star Extra*, aired Monday through Friday at 6:45 p.m. on NBC, is the author of a new book, just released, titled *The Power in the People*. A study of American political ideas, the manner of their development and circumstances which governed their evolution, the book covers U. S. history from the colonial period to the present time.

A Pulitzer prize winner for distinguished writing while editor of the *Washington Post*, Mr. Morley has done newspaper work in the U.S., Europe and the Far East. He shares commentator duties on *Sunoco 3-Star Extra* with Ray Henle, editor-in-chief, and Ned Brooks, national affairs editor.



FRED A. PALMER

RADIO SALES TRAINING

WE ARE NOW in a postwar business decline comparable to that of 1920 following World War I. Empty shelves are pretty well filled. The next 6 to 12 months will see a great many business failures, including some radio stations (1 out of 4 in the red), because there are persons in business who lack ability and finances. The major trouble is SALES—a *weakened* sales department, *flabby* sales methods, *no* sales promotions.

WE HAVE HELPED MANY stations to train and re-establish a strong sales department . . . use a proven 10 Point Plan of Sales and SERVICE . . . use regular sales promotion to support the salesman's work. The WINNER *always* has a strong sales department. We can help you.

REGULAR RADIO SALES Training School held in Columbus, Ohio, last 3 days of each month.

SPECIAL SALES CLINIC conducted at your station by arrangement.

Fred A. Palmer

Post Office — Box 108 Worthington, Ohio
Telephone — Worthington 2-7346

News



JOHN F. HOGAN, first president of National Assn. of Radio News Directors, has been appointed Washington correspondent for WIDE Biddeford, Me.

STAN MATLOCK, former assistant national promotional manager of Frederic W. Ziv Co., Cincinnati, has been named to handle early morning news shows on WKRC Cincinnati. He succeeds **BOB CASEY**, resigned. Mr. Matlock previously was with WCKY Cincinnati.



Mr. Matlock

KILBOURNE A. HENRY has been appointed director of public affairs for KMOX St. Louis. He will handle public relations for station and will supervise farm, religious and educational programs and activities. He has been with KMOX since December 1948.

RUSTON E. MARSHALL, former news and special events director of WPAY Portsmouth, Ohio, has been appointed local news editor of WSTV Steubenville, Ohio.

RAY ARVIN has joined WREN Topeka, Kan., as director of news.

PHIL ALAMPI, WJZ New York; **BILL GIVENS**, WGY Schenectady; **DON HUCKLE**, WGR Buffalo, and **BOB CHILD**, FM Rural Radio Network, all farm program directors, have been selected as judges in competition to be held in conjunction with 1949 convention of American Assn. of Agricultural College Editors at Corne U., July 6-9.

AL GORDON, news director of KFWB Los Angeles, is the father of twin girls.

BOB THOMAS, news editor of KEX Portland, Ore., has been initiated a professional member of Oregon chapter of Sigma Delta Chi, men's national professional journalism fraternity.

BILL DACEY, formerly with news room of KYW Philadelphia, has joined WCAU Philadelphia news staff, handling local news.

LARRY HAEG, farm service director of WCCO Minneapolis, is the father of a girl, Susan Ann.

STEPHEN FENTRESS, senior at Medill School of Journalism, Northwestern U., has been appointed by WGN-TV Chicago to serve one-year internship on television newsreel staff.

Armstrong Booklet

DAYTIME spot announcements and participating programs are suggested as profitable selling vehicles by Armstrong Cork Co. in its new promotion booklet, "Profitable Ways to Promote Armstrong's Veos Wall Tile." Prepared as an aid to tile contractors, the booklet devotes one entire section to radio advertising. Careful placement of spots is suggested for most efficient use of the media and a test campaign is recommended for firms using radio for the first time. Four pages of sample spots are included which may be adapted for use by the dealers.

RADIO NEWS

Praised by Raybur

RADIO news out of Washingto has proved "a great service an has helped out tremendously in th enlightenment of the people House Speaker Sam Rayburn (D Tex.) told Washington radio listeners May 20 on the occasion of th House Radio Gallery's tenth an niversary. He appeared as gue on Commentator Albert Warner *Congress Today* on WOL Wash ington.

Speaker Rayburn paid tribu to the Gallery for its "splend service" to House members an people throughout the nation. Sim ilar congratulations were voiced the House May 19, paying tribu to such early Gallery pioneers Mr. Warner, Fulton Lewis j William McAndrew and Fran Morrison, and its present superi tendent, Bob Menaugh. Galle celebrated its aniversary with sp cial broadcasts by Bill Coyle, Da Brinkley, Baukhage, Robert M Cormack, Leif Eid, Bill Shad George Reedy, Earl Godwin, M Warner and others [BROADCASTIN May 16].

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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesmen

Salesman wanted—1000 watt low frequency daytime station established over two years needs experienced, hardworking local salesman interested in making money on 20% non-sliding commission with drawing account. Large southeastern seaboard city with plenty of good local prospects. Box 127B, BROADCASTING.

Salesman—Idea man. East coast station looking for a good man to sell tough but good market. Draw against commission. Must have car. Tell all in first letter. No floaters wanted. Box 159B, BROADCASTING.

Salesman wanted—50,000 watt network affiliate in large eastern city. Offers splendid opportunity to capable, aggressive salesman with established record in local sales. Producer has unexcelled opportunity for substantial earnings. Send complete information including references and photo to Box 240B, BROADCASTING.

Small market New England station requires complete staff. Full details Box 272B, BROADCASTING.

Experienced radio advertising salesman wanted. Good salary and commission for producer. Write Radio Station KSPI, Stillwater, Oklahoma, giving experience, references, age and salary expected.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

WSKB, McComb, Miss.—now on 5000 watt power—has immediate permanent positions for two experienced salesmen. Write or wire for appointments in New York or New Orleans. Give full details.

Announcers

Wanted—Announcer with pleasing voice. Experience not essential. State particulars and salary expected. Box 134B, BROADCASTING.

Network affiliate southeastern area desires reliable, dependable announcer with selling voice. Some experience necessary. Immediate opening. Full details, disc, first letter. Box 234B, BROADCASTING.

Announcer with first class license can earn above-scale wage with aggressive newspaper-radio organization in Oregon. Real money for real ability. IBEW conditions. Bud Chandler, KFLW-ABC, Klamath Falls, Oregon.

ABC outlet under new ownership needs good announcer with first class ticket. Excellent salary. Send audition disc. James W. Campbell, General Manager, WFTC, Kinston, N. C.

Wanted—Combination announcer-engineer with emphasis on announcing. CBS station. Send audition disc. WGWC. Selma, Alabama.

Wanted—Combination announcer-engineer with emphasis on announcing. Chance to continue college education at Mississippi State College, WSSO, Starkville, Mississippi.

Good combination man needed for new thousand watt daytime station. We need you immediately. Airmail letter to Box 166, Roxboro, N. C.

Technical

Immediate opening for chief engineer. New 1000 watt station. All new equipment. Good pay. Address Box 226B, BROADCASTING.

Need three combination engineer-announcers. First class licenses for Georgetown, South Carolina. One to be chief engineer. Send disc, salary required. Full details first letter to Tom Morris, WDUK, Durham, N. C.

Help Wanted (Cont'd)

Wanted—Engineer, active amateur preferred. Car desirable. Send qualifications to Chief Engineer, KENE, Belen, New Mexico.

Production-Programming, others

"As the result of our recent classified ad in three issues of your magazine, we received, promptly, a number of very excellent applicants for the job. Congratulations to BROADCASTING for the industry's most effective means of securing the best of help quickly and conveniently. . . ." Frank V. Webb, General Manager, KFH, Wichita, Kan.

Wanted—Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Newsman. Experienced in all phases, including local, authoritative air presentation. Metropolitan station background necessary. Give complete information in first letter. Box 193B, BROADCASTING.

Program director. With proven record in same capacity at top rated station. Detail past positions, salaries, attach snapshot, and attach outline of what you consider duties and responsibilities of position to be. Large market, midwestern network affiliate. Box 194B, BROADCASTING.

Experienced news editor, good voice, also handle some continuity. State complete details and photo first letter. Southwest. Box 241B, BROADCASTING.

Combination morning man and program director with ability to write copy, for independent station near large eastern metropolitan city. Box 268B, BROADCASTING.

"Concerning our classified display of May 2, either every announcer in America wants to move to Florida or BROADCASTING is more compelling than TV. To date we have received some seventy replies and laggards are still drifting in." Robert R. Feagin, General Manager, WPDQ, Jacksonville, Florida.

Situations Wanted

Managerial

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

General Manager independent station 100,000 group city past 5 years; previously salesman, seeks larger opportunity. Box 923a, BROADCASTING.

Will invest $5,000 with services. Manager independent, major market, past 5 years. Previously salesman, network station. Must have payoff possibilities for know-how. Box 97B, BROADCASTING.

Organizational and administrative ability. Broad radio background. First class license. Economy minded. Efficient. Licensed attorney. Box 135B, BROADCASTING.

Manager, now holding good job, but prefer western climate. 12 years radio, all phases, net and independent. Accent on local and national sales. College grad, married. Box 137B, BROADCASTING.

Manager, executive assistant or business manager—over 12 years mature administrative experience in both large and small, network and independent stations. Have been successful owner-operator. Thoroughly familiar with all departments. Starting salary secondary to future and permanence. South preferred. Top industry references. Married. University degree. Box 188B, BROADCASTING.

Manager, experienced, with excellent sales record, sober and civic minded, wants permanent location as station manager west of Chicago. Remuneration based on guarantee and percentage. Could be available about July 1st. Size of station or town secondary to permanence and opportunity. Reply Box 250B, BROADCASTING.

Situations Wanted (Cont'd)

Manager—Sales manager, salesman. Experienced, good record, good references. Salary considered less important than opportunity. Box 190B, BROADCASTING.

Educated, aggressive, experienced 12 years all aspects radio. Desire problem station. Box 213B, BROADCASTING.

Successful commercial manager seeks position with progressive station where he can make small investment and work on bonus plan toward obtaining controlling interest. No market under 100,000. Box 219B, BROADCASTING.

Station owners. What's the difference between red and black? Answer: management—in the red? Get a manager who knows how. Available now. 18 years experience. Sober, family man. Top record. References. Will buy interest. Give details. Box 228B, BROADCASTING.

Station losing money? Experienced manager available. Broad radio and newspaper experience. Actively sell. Results guaranteed. Copyrighted programs, sales material now being used station nationally. Sober, dependable, family man. Commission or bonus arrangement required. Box 244B, BROADCASTING.

Manager successful operation desires change. Bonafide reasons. Excellent reputation. Proven outstanding record. Many years newspaper, radio and personnel experience. Family man. Desirous manager, assistant manager or sales manager position. Minimum ten thousand and incentive. Invite thorough investigation and interview then you be the judge. Box 256B, BROADCASTING.

Manager—Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national timebuyers. Sound knowledge of local sales problems. Practical knowledge of all department operations. Married, hard working, strictly sober and experience wise. Can bring your station community leadership and assure profitable operation. Box 263B, BROADCASTING.

Salesmen

Salesman. Presently employed. Proven sales record. Southwest or northeast only. Box 209B, BROADCASTING.

Salesman, complete experience, ten years sales. Stable, congenial, civic minded, moderate, married. No high pressure. $70,000 sales last year. Can invest. No boomer. Six years here. Four years last job. Box 232B, BROADCASTING.

Successful announcer employed in executive capacity last three years by major network key station interested re-entering sales or advertising agency fields with reputable, above-average organization. Six years experience writing, production, announcing, promotion. Single, twenty-nine, ambitious, university graduate, reliable, full of ideas, would prefer midwest or west. Box 236B, BROADCASTING.

In first radio job, signed over $40,000 in eight months on 250 watter. Newspaper, advertising, promotion background. College trained, family man, 27, car. Strong on writing, servicing, sound selling. Want man-sized job where original ideas, tireless energy pay dividends. Box 260B, BROADCASTING.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. Seeks AM deal with TV future. Top references, travel anywhere. Box 911a, BROADCASTING.

Combination announcer - engineer, single, hardworking, sober, best references. Box 131B, BROADCASTING.

Experienced sportscaster, play-by-play baseball, staff. Box 147B, BROADCASTING.

Announcer—Want steady job. 1½ yr. experience. Can operate board. College background. Specials in news and commercials. Veteran, married. Age 27. Box 205B, BROADCASTING.

Announcer — Experienced. Presently employed NY 1000 watt network affiliate. No specialist, just good all-round staff man, with emphasis on commercials. Northeast stations only. Disc on request. Box 208B, BROADCASTING.

Disc jockey-announcer desires position in Cincinnati or within 100 miles of Cincinnati; 4 years experience in all kinds of announcer, newscasting, programming, also studio control operation. I am 24, single, hard-working, dependable. Disc, photo, information on request. Box 214B, BROADCASTING.

Situations Wanted (Cont'd)

Experienced all phases. Preference: a night disc show, presently employed Married, must beat cost of living Worth your interest. Write Box 215E BROADCASTING.

Announcer with eight years experienc looking for a position due to change i management. Midwest desirable, bu will travel. Disc and full particular available on request. Box 216E BROADCASTING.

Announcer, experienced all phase Former musical director, sports edito Available immediately. Box 217E BROADCASTING.

Outstanding disc jockey seeks positio in metropolitan market. Minimur weekly guarantee of $200.00. Ca produce immediately. Box 220E BROADCASTING.

Announcer, experienced, versatile Seeking position in or around Wiscon sin. Details. Box 221B, BROADCAST ING.

University graduate, 26, single, a phases announcing, writing, productio and directing. Strong on sports play by-play, special events and news. Dis photo, details on request. Write Bo 223B, BROADCASTING.

Top announcer-producer-writer wit NBC affiliate desires position in middl Atlantic states, married, 29, strong o news, records. Box 224B, BROAD CASTING.

Idea man—announcer, college graduat married, sober, conscientious, depend able, eager for good opportunity i programming-production capacity. Fiv years experience. Box 227B, BROAD CASTING.

Dependable announcer. Six years ex perience including production, news music, special events. With productio staff key network station, networ affiliate, and progressive independen Married, 24 years old. Universit graduate. Excellent references. I travel for audition in response to an offer of permanent employment at a equitable salary. Box 233B, BROAD CASTING.

Announcer, play-by-play, experience all sports, all announcing. Presentl employed but desire change as sta tion is located in town with no base ball league. Box 238B, BROADCAST ING.

Combination announcer-engineer. Well trained voice. Fifteen years broad cast experience including positions a chief engineer, program director, new editor. Family. Box 245B, BROAD CASTING.

Staff announcer, experienced youn married veteran, seeks a position wit a progressive organization preferabl in the northeast. Disc available. Bo 251B, BROADCASTING.

Announcer, veteran, single, educated Graduate leading announcer's schoo Radio City, N. Y. Desire progressiv station wanting man with good voic who works hard and can handle th job. Will travel, disc available. Bo 253B, BROADCASTING.

Announcer, deep voice, 28 years old married. Not a prima donna or floate Steady, reliable. Three years experi ence, 2½ present station; staff an nouncing, news, some copywriting Desire permanent location. Box 259E BROADCASTING.

Announcer—Five years experience. De sires opportunity to buy stock and ad vance on staff, new station. Box 261E BROADCASTING.

Experienced announcer (3 years). Nov employed. Desires change. Married References, northwest preferred. Tw weeks notice required. State salar first letter. Box 265B, BROADCAST ING.

Position of announcer-disc jocke wanted. A graduate of Radio Techni ques, Radio City. Strong on commer cials, news, some copywriting. Wi travel, disc available. Box 266E BROADCASTING.

Sports announcer. Ten years play-by play. News. Special events. Box 267E BROADCASTING.

Announcer—Presently employed. De sires advancement with large norther or midwest station. Box 262B, BROAD CASTING.

Young man, top references, has don series of shows over NYC station. En gaged past year putting one minut spots on wax desires permanent posi tion. Bass voice, strong on news, com mercials, and baseball. Lou Douglas % Plevretes, 1700 Bryant Avenue, Ne York 60, N. Y.

Situations Wanted (Cont'd)

Announcer who wants experience. Have ambition, talent. Clean, good habits. Will travel anywhere to get the much needed experience. Some college. Graduate radio school. Data on request. Jack Fisher, 909 W. Main, Hoopeston, Ill. Phone 779.

Announcer, staff, console, presently commercial manager. 250 watt, Gordon Mack, Box 312, Walsenburg, Colorado.

Available immediately—announcer, 18 months experience, radio college graduate, pleasant voice. Dick Moore, 1821 Doe Avenue, Racine, Wisconsin.

Want $50 week, plus paid tution at radio enginering school, your town. 6 years successful experience, government, private industry, radio. Well recommended staff man with the voice. Know how, energy to build and air good local shows. 26 year old teetotaler. Employed. Want immediate change. Nelson, Care Box 1217, Orlando, Florida.

Technical

First class radio telephone license, willing to travel, no experience, veteran, age 22, and single. Box 123B, BROADCASTING.

Chief engineer 18 years in radio, 6 years as chief, 5 years directional experience, construction experience including 50 kw. Prefer west or northwest, excellent references. Box 132B, BROADCASTING.

Experienced engineer, installation and maintenance. Employed at present. Have good references and car. Complete details on request. Prefer south. Box 161B, BROADCASTING.

Combination engineer-announcer. First phone. 7 months MBS affiliate. Experience all phases announcing. Available upon 2 weeks notice to present employer. Consider all offers but midwest preferred. Box 210B, BROADCASTING.

Will travel anywhere to get experience with first phone license. Single, 30, very willing. Money secondary. Box 222B, BROADCASTING.

Engineer, experience in consulting work, DA design, field measurements, married. Seeking position as technical director or chief engineer with small chain or network. $6000. Complete details and references in applications for any bonafide offer in any part of country. Box 225B, BROADCASTING.

Chief engineer, medium or low power station. 18 years experience including construction of two stations. Presently employed chief of local. Can and will do topnotch work. Excellent references. Box 231B, BROADCASTING.

Engineer—16 months experience transmitter and remotes. Presently employed. Require notice. Box 237B, BROADCASTING.

First phone license. Fourteen months experience, small stations. Straight engineer. Require $45 per week. Box 243B, BROADCASTING.

Why be short of help during vacation time? Experienced technician and combination man desires summer employment. Three years college, veteran. Box 249B, BROADCASTING.

First Class phone, vet., single 29, desires position with broadcast station. No commercial experience. Willing travel. Will accept any offer that offers good prospects for future. Box 254B, BROADCASTING.

Engineer now chief, wants position with progressive station. Would like to get in to construction. Combination man experience, but prefer control room or transmitter engineering. Active ham. Own car. All offers carefully considered. Box 257B, BROADCASTING.

Experienced studio and 5 kw AM operator wants position upper midwest. Have car. Box 270B, BROADCASTING.

Experienced engineer with 1st class radio-telephone license. Will accept any combination engineering-announcing job. Or straight engineering job. Box 271B, BROADCASTING.

Chief engineer, build, remodel or operate your station. 20 years experience does things done. Reasonable salary. Married. Have car, tools & equipment. Can go anywhere. Picture and details available with disc. Mr. Kidd, Box 1, Fredericksburg, Texas.

Situations Wanted (Cont'd)

Young man who has just finished 8 months of radio training and has a 1st class operators license would like a job in some radio station. Write to Arnold W. Larsen, Hinckley, Illinois.

First phone man desires position in broadcasting station. Just graduated from radio school. Write, Carlton Peterson, Ogden, Iowa.

First phone, desires broadcast work. Recent graduate Technical Institute, Temple University. Trained in AM, FM, TV broadcasting. Voice for possible combination work. Will travel. Box 273B, BROADCASTING.

Wanted—Steady position as radio operator, will travel, 1st class phone RCA graduate. John Witkowski, 444 Wyona Street, Brooklyn, New York.

Engineer, first phone, experienced, single, age 23, desires position in south. Box 274B, BROADCASTING.

Production-Programming, others

Continuity writer wants assignments by mail. Specializing on spot announcements. Box 47B, BROADCASTING.

Girl—23 years of age, six years experience in radio, traffic, promotion, secretarial. Want to leave west coast. Desires position in St. Louis or Chicago area. Home is in midwest. Box 154B, BROADCASTING.

"As the result of our recent classified ad in three issues of your magazine, we received, promptly, a number of very excellent applicants for the job. Congratulations to BROADCASTING for the industry's most effective means of securing the best of help quickly and conveniently. . . ." Frank Webb, General Manager, KFH, Wichita, Kansas.

Successful program director now employed midwest network regional. Seeks broader opportunity. Know all phases operation. Consider any responsible job. Box 165B, BROADCASTING.

Program director, combination man. Young, ambitious, pre and post war experience, including network. First phone, good announcer. Programming in highly competitive market. Desire chance for advancement, travel anywhere. Box 212B, BROADCASTING.

Budget burdened? Husband and wife team can take the financial and work load off your back. Proven ability as program director, announcer: Continuity editor, traffic. Box 229B, BROADCASTING.

One cent sale! $480 per month for experienced program director, announcer. Add one cent and get experienced continuity and traffic. Incidentally, we're married. Box 230B, BROADCASTING.

Writer-producer, agency, station experience. Extremely versatile writer. Topnotch copy at salary you can afford. Box 235B, BROADCASTING.

Copywriter — continuity that sells, ideas. Console, some announcing. University graduate. Box 246B, BROADCASTING.

Here's someone who knows the score. Radio director-producer. 4 years NYC experience. Anxious to switch and become TV man of distinction. Presently employed, BA, vet, married. Box 252B, BROADCASTING.

Conscientious young woman veteran, single, 24, college graduate, professionally trained, desires position as writer or woman commentator. Opportunity for advancement more important than salary. Box 258B, BROADCASTING.

Want a man who can bring you in more cash money from programs and spots keyed to the city and rural home folks audience? Then check this honest-to-goodness hillybilly radio and recording artist who sings hundreds of modern and traditional songs, does disc jockey chores; writes and delivers result-getting retail and mail order copy. Desire reasonable guarantee and fees based on business. Transcription and details on request. Box 264B, BROADCASTING.

Check my ad, "Want $50 week," announcers column, this issue.

Topnotch news special events reporter-writer broadcaster. Journalism graduate. Six years experience all size stations. Other special skills—weather-farm-radio. Ed Bowman, KWDM, Des Moines, Iowa.

Situations Wanted (Cont'd)

Western entertainer. Electric Spanish guitarist, vocals, competent MC. Radio 12 years. Will work solo, with group or own band. Sober, dependable, qualified. Recently featured top Miami Beach station. Hal Clark, 2445 NW 38th Street, Miami, Florida. Phone 785744.

Television

Announcers

TV announcer, sportscaster. Skilled other TV operations. Presently employed New York, available June 1. Box 988a, BROADCASTING.

TV needs me, I hope. Experienced combination man sees dim future AM radio. Any job, any place considered. All offers answered. Box 206B, BROADCASTING.

Announcer-engineer. Experienced capable. Will travel. Now employed. Want advancement. Box 207B, BROADCASTING.

For Sale

Stations

For sale—Eastern metropolitan market. 1 kw daytime. profitable well established. $125,000. Box 239B, BROADCASTING.

For sale—1000 watt daytime independent station in south. Price $40,000. Unless you have $10,000 cash do not answer. In the black. Box 255B, BROADCASTING.

Equipment, etc.

New transmitter—10% off—Brand new 3kw Westinghouse FM transmitter. 2 crystals, 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 182B, BROADCASTING.

RCA, BTF 3 B FM transmitter used 15 months—93.1 mcs. Doolittle FD-11 frequency and modulation moditor. 4-G S 2219 par metal type "C" relay rack cabinets in original crates. 1-15 kw Willys gas engine generator set 4 wire 3 phase 127-220 volt 60 cycle, used 60 days. All above priced for quick sale. Box 242B, BROADCASTING.

Presto model 75A recorder with 1C cutting head. New, never used. $350.-00. KDAL, Duluth.

RCA 96AX limiting amplifier complete with power supply and tubes, looks and operates like new, $215. Presto 87B recording amplifier in case with speaker and tubes, very good condition, half price $160. WBBQ, Augusta, Ga.

Western Electric 2-A phase monitor $350. General Radio 731-A modulation monitor $100. WHDH, Boston.

For sale—Western Electric, 353B1, 1 kilowatt transmitter in excellent condition. Two W.E. antenna tuning units. Antenna phasing cabinet and approximately $1,500 worth of spare parts, including new tubes, transformers, condensors, resistors, meters, etc. $2,000.00 takes everything. WSAR, Fall River, Massachusetts.

Wanted to Buy

Have need for three towers 395 feet in height. All three must be of same type and may be either self supporting or guyed. Quote specifications and price. Box 248B, BROADCASTING.

Wanted—One consolette meeting FM requirements; two turntables, line amplifier and monitor amplifier. Also 700 feet 1⅝" co-ax transmission line with fittings. WBIR, Knoxville, Tennessee.

Wanted—Wincharger type 101 180 foot tower, also 200 ft. tower any make. WILS, Lansing, Michigan.

We need remote amplifiers and power supplies. Write details to WVOM, Brookline, Mass.

Help Wanted

Salesman

ADVERTISING salesman wanted. Thoroughly experienced in large market. Liberal draw and commission. Long established AM station Chicago area. Unlimited market. Must have car. Write pertinent facts. Box 218B, BROADCASTING.

Situations Wanted

Announcer

SPORTS-COMMERCIAL ANNOUNCER has been sponsored by Wheaties, Lifebuoy, others. Now willing to move to progressive net station as staff announcer with daily sports program as speciality. 7½ years successful experience. Excellent references, audition disc sent on request. Veteran, married, sober, 30 years old. Available to you on two weeks notice for $75 per week. Write **Box 247B, BROADCASTING.**

For Sale

Equipment, etc.

FOR SALE

100-250 watt RCA used transmitter, 178 foot IDECO tower and all other transmitting equipment necessary for you to begin operating a 100 or 250 watt station. Control room equipment not included.

Address BOX 170B, *BROADCASTING*

CONDENSERS FOR SALE

C-D .001 mfd. 30,000 volt 30A @ 3000 KC $30.00

C-D .002 mfd. 20,000 volt 22a @ 3,000 KC $20.00

Solar .0002 mfd. 6,000 volt 1.5A @ 300 KC $6.00

Write for list of other capacities and voltages. Shipped RR Express, COD. Alfred C. Denson, Rockville, Conn.

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.

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Washington 10, D. C

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

WHADDA YOU WANT THAT'S FANCY (Ky.)?

Yearning for sumpin' extra special—like a new sales record in Kentucky? Then *keep away* from such plain little towns as Fancy, gents, because they're just too rural to satisfy any such elegant whim!

But if it's a *really* decorative Kentucky market you want, WAVE will give you a dandy — the Louisville Trading Area. WAVE's 50% BMB Map is embellished by 26 *of these* 27 counties, where the standard of living is 46% *higher* than that in parts of our State we *don't* cover!

Ain't that fanc—er—*exquisite?*

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

Mr. Norman Chester
Batten, Barton, Durstine,
and Osborne, Inc.
New York City

Dear Norman:

Been tel'in' you fellers thet WCHS kin do a job fer yuh cause ever'one down here listens ter Charleston's number one station! Whilst th' Kaintucky Derby wuz bein' run, a lotta fellers was in a local bookie joint alistenin' ter WCHS when th' sheriff walked in. Y'see, th' law'll git yuh down here effen yuh runs a gamblin' house, but we wuz pleased ter find thet even th' gamblers relies on WCHS fer t'eir radio! An' th' sheriff wuz plum tickled pink! They wuz so interested he snuck up on 'em! Yessir, in sel'in' fer you or in helpin' th' law, WCHS is right on top!

Yrs.
Algy



WCHS
Charleston, W. Va.

New Business

(Continued from page 14)

LIGGETT & MYERS Tobacco Co., New York, renews *ABC Chesterfield Roundup* on Texas State Network for fourth year. Three additional stations have been added to group carrying program; they are: KPLT Paris, KCMC Texarkana, and KFRO Longview. Other stations are: KFJZ Fort Worth, WRR Dallas, KTHT Houston, KABC San Antonio, KRIO McAllen, KNOW Austin, WACO Waco, KRBC Abilene, and KGKL San Angelo.

NOXZEMA CHEMICAL Co., Baltimore, through Sullivan, Stauffer, Colwell & Bayles, New York, renews Monday night (7:30-7:45 p.m.) broadcasts of *Gabriel Heatter—News* over 250 MBS stations.

LEVER BROS. Co., through Sullivan, Stauffer, Colwell & Bayles, New York, renews *Big Town* on NBC, Tues., 10-10:30 p.m. for summer months.

QUAKER OATS Co., Chicago, renews *The Roy Rogers Show* (Sundays, 5-5:30 p.m. CDT) on MBS, for fifth consecutive year, through Sherman & Marquette, same city. Show will stay on the air all summer.

AMERICAN TOBACCO Co., New York, through its television agency N. W. Ayer & Son Inc., also New York, dropped *Your Show Time,* on NBC-TV (Fridays, 9:30-10 p.m.) at conclusion of its 26-week cycle on May 26 [BROADCASTING, April 18]. Sponsor is seeking another show to fill time slot, which is being retained.

Adpeople • • •

JOHN E. SMITH, advertising director of *McCall's* magazine, was one of seven new vice presidents elected to McCall Corp. last Tuesday (May 24).

DANBURY GRANT

Proposed to Fairfield Group

NEW AM station at Danbury, Conn., on 550 kc, with 1 kw day, 500 w night directional, full time, would be granted to The Fairfield Broadcasting Co. according to proposed decision announced by FCC last Monday. Fairfield is FM grantee there.

FCC proposed to deny competitive bids of WNBH New Bedford, Mass., for switch from 250 w fulltime on 1340 kc to 5 kw fulltime on 550 kc directional, and Atlantic Radio Corp. for new station in Boston on 550 kc fulltime, directional, with 5 kw day, 1 kw night. Atlantic is headed by Massachusetts Gov. Paul A. Devers.

Hyde Dissent

Comr. Rosel H. Hyde dissented from the majority opinion to favor WNBH. Comrs. Wayne Coy, Paul A. Walker and Robert F. Jones did not participate.

At the same time the Commission also announced a memorandum opinion and order to deny petition of WLAD-AM-FM Danbury which opposed the Fairfield AM application and sought reopening of the proceeding in which Fairfield received its FM grant.

In its memorandum opinion, FCC indicated that Fairfield had satisfactorily answered allegations made by WLAD and showed its proposed operation would be in the public interest. WLAD charged that the Danbury *News-Times,* alleged in common control with Fairfield, had discriminated against WLAD and sponsors using the station.

FCC also found that complaints filed by United Hatters, Cap and Millinery Workers International Union and the Danbury Church of Christ against the paper were insufficient to disqualify the proposed grantee.

In the AM proceeding, the Commission favored the grant of Danbury's first fulltime outlet as a more equitable distribution of broadcast facilities than the improvement of New Bedford's existing fulltime station, WNBH, or the addition of another station to Boston.

Ownership of new applicants:

Danbury, Conn.—The Fairfield Broadcasting Co., 550 kc, 1 kw day, 500 w night directional, fulltime. Principals: James B. Lee, president 46%; Frank H. Lee Jr., vice president 46%; Leonard McMahon, attorney and traffic court judge, secretary 4%; Charles A. Kibling, in various phases of radio for 24 years including consulting radio engineering, proposed general manager, treasurer 4%. James B. and Frank H. Lee Jr. and other members of the Lee family own Frank H. Lee Co., hat firm. Frank H. Lee Co. is beneficial owner of 1,612 of 6,000 shares in Danbury News-Times, held under trust agreement. Frank Lee Jr. is vice president of paper. Applicant received FM grant in December 1947 but no construction permit has been issued.

Boston—Atlantic Radio Corp., 550 kc, 5 kw day, 1 kw night, fulltime, directional. Principals: Gov. Paul A. Devers, president 15%; Ashley L. Robison, acting general manager WORL Boston, proposed general manager, treasurer 51%; Lawrence and Comstock Clayton, owners Clayton Securities Corp., Boston, 17% each.

BPS PURCHASE

Buys 800 Hours of ET Shows

PURCHASE of over 800 hours o transcribed programs at a cost o $150,000 has been announced b Bruce Eells & Assoc., Hollywood Firm directs the Broadcasters Pro gram Syndicate, cooperative tran scribed program distribution plan Programs are for the exclusiv broadcast use of the 154 BPS mem ber stations at no cost other tha pressings. The purchase was made Mr. Eells said, "as a major ste to compensate AM station loss o effective network program feed due to TV inroads."

The $150,000 purchase price al ready has been underwritten fro aggregate BPS station membershi fees, according to Mr. Eells. Mem bers have access to any one or a of the programs. If all of th present member stations reques most of the shows, Mr. Eells state an overall volume in excess o 185,000 pressings is anticipated As new stations join the service Mr. Eells feels the ultimate co per double-faced disc should no exceed $1.25.

The new purchase adds 68 differ ent program series in every cate gory from comedy-variety, to dra matic shows to those now bein offered to members. All of the ne programs have been produced sinc 1939 and include such stars as Bo Burns, Martha Raye, Phil Harri and others. Purchase was ne gotiated with Lou R. Winston, pres ident of Radio Producers of Holly wood.

Further Suspension

PERMISSION has been grante by FCC to AT&T to file befor June 1 certain supplements i its general regulation tariffs f private line services and tel vision transmission channel tariff Existing supplements are ca celled in these tariffs and the effective dates are deferred unt Sept. 1. Schedules are included i FCC's general inquiry into tel phone company's network televisio inter-connection policy and oth TV rate matters [BROADCASTIN March 7, Jan. 24].

One Station Market
Network Opportunity

Here is one of the best possible situations for a capable operator who will live in this attractive south central market and actively manage this property. The station is presently earning more than $1,000 monthly under absentee ownership. The first qualified buyer who can act quickly will get this prize property for $42,500.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	711 Construction Bldg	Ray V. Hamilton
Washington Bldg.	S. Akard and Wood Sts.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

Programs

NEW AUDIENCE participation show, featuring variety of stunts, games and quizzes will be aired over WMAL Washington starting this Thursday (June 2) at 10 p.m. Show titled *It's All Yours* will be emceed by Gil Hodges. "Mystery Voice" feature will be included to give home listeners opportunity to win prizes. Audience contestants will participate in "gripe and compliment" quiz, identify musical selections by means of sound effects and compete in various stunts for awards.

'Fellowship Forum'

PHILADELPHIA Fellowship Commission is sponsoring *Fellowship Forum* on WHAT Philadelphia. Program consists of series of discussions revolving around vital issues of the day and brings to microphone leading authorities discussing issues affecting human relations and human rights.

Series on Alcoholism

WTMJ (AM and FM) Milwaukee has completed series on alcoholism in cooperation with Wisconsin Assn. for the Prevention of Alcoholism. Series emphasized alcoholism as disease that can be cured. Complete information about what to do and where to go in the Milwaukee area for cure was offered.

Election Coverage

WAAT Newark, N. J., with radio line to editorial offices of *Jersey Journal*, brought its listeners complete coverage of Jersey City election. Results were aired at frequent intervals from p.m. until Mayor Frank Hague Eggers conceded election to ticket headed by John V. Kenny at 10 p.m. WAAT also announced complete returns in other New Jersey municipalities, including Newark, through Associated Press coverage.

African Rhythms

NATIVE African music sprinkled with U. S. bebop is offered in *This Musical Planet*, described as an anthropological disc show, on WMOR (FM) Chicago. It is presided over by Dr. Richard A. Waterman, Northwestern U. anthropology professor, who teaches primitive music. As authority on African tongues, he traces much of current bebop dialect to the tribes of Yoruba and Bobinga. Bernhardt Hurwood and Richard Lane, N. U. speech graduates, are co-writers and producers. Dr. Waterman is heard Fridays at 8 p.m. CDT.

'Musical Vagabond'

MUSIC from foreign lands is being featured on new weekly half-hour recorded program *Musical Vagabond* on KFMV (FM) Los Angeles. From time to time foreign guests will be interviewed. Program narrator, Ralph Auf Der Heide, did similar program during war for Office of War Information.

'Young Love'

TRIALS and tribulations of a young couple attending college will make up the theme of the new half-hour CBS package *Young Love*, starting June 5 on the whole CBS network as replacement for *Electric Theatre*, Sundays (6-6:30 p.m. PST). Program stars Janet Waldo and Jimmy Lydon. Robert Lee and Jerry Lawrence will write, produce and direct series.

Industries Exposition

FIVE different demonstrations were telecast by WNBK (TV) Cleveland from Union Industries Exposition held in Cleveland's Public Auditorium May 18-22. Exposition, labor's presentation of its handiwork, offered such exhibits as cigar making, baked goods work, brick laying contest, wire cable manufacture, etc.

WSM Greets Dutra

VISIT to Nashville by President Eurico Gaspar Dutra of Brazil and his official party was given full coverage by WSM Nashville. Plane arrival and news conference May 25 were broadcast by station after schedule had been rearranged to make time available. Following day Vanderbilt U. officials conferred title of Honorary Chairman of Institute of Brazilian Studies on President Dutra before WSM microphones and air coverage was provided for visit of official party to George Peabody College for Teachers and Vanderbilt reception. In addition, WSM in cooperation with State Dept., provided facilities for shortwave broadcast by Senor Vasconcellos, Brazilian presidential announcer, to Brazilian home network.

KITO-Newspaper Tie-In

NEWS of Hamet-San Jacinto Valley is being aired over KITO San Bernardino-Riverside, Calif., through arrangement with *The Hamet News*. Program, aired Mon.-Fri. at 12:45 p.m., is written by newspaper's staff and broadcast from KITO's Riverside studios. At 12:50 p.m., Mon-Fri., KITO also broadcasts five-minute summary of Riverside news through similar arrangement with *Riverside News*. Both agreements were set up by Fred Reinhardt, KITO Riverside manager.

TV Golf Instructions

GOLF professionals Jimmy Hines and Johnny Revolta talk with visiting golfers and give instructions on new WGN-TV Chicago series, *Pars, Birdies and Eagles*. St. Andrews and Mission Hills golf courses, Chicago, are sponsoring show for 13 weeks on Mondays, 9-9:30 p.m. (CDT). Instructions in golf are demonstrated by professionals teaching a young lady. Herbert S. Laufman and Assoc., independent production firm, claims televiewers can break 100 if they follow instructions completely.

'Make It Yourself'

HALF-HOUR program, *Make It Yourself*, sponsored by Telemail Corp., of New York, is new feature on WCAU-TV Philadelphia. Mary Young, home consultant, demonstrates dress or household drapes on one program and invites viewers to send for kit containing materials and instructions on how to make it. Following week, Miss Young makes dress or drapes before cameras, giving instructions and tips as she goes. Live models demonstrate gowns. Fashion editors and celebrities appear as guests.

'Choosing a College Education'

IN COOPERATION with Boston U., WBMS Boston is airing series of six weekly broadcasts on *Choosing a College Education*. Purpose is to aid high school students in understanding considerations involved in choosing college education. Each week different field or profession is investigated by two high school students from Boston area. Questions asked by students are answered by Boston U.'s faculty members and representatives of university's School and College Relations Dept.

Security Show

NEW 13-week series of 15-minute recorded programs, *You—and Your Security*, is being aired by WMAL Washington, Sundays, 11-11:15 a.m. Programs tell story of Federal old-age and survivors insurance. Series of stories has been dramatized to clarify various phases of Social Security benefits. John Byrne writes and directs broadcasts.

'Young American Club'

WOAI San Antonio's newest program, *The Young American Club*, is talent and quiz show for youngsters 2 to 16. Guest at program's debut was mayor-elect A. C. White of San Antonio. Program is sponsored by Foremost Dairies Inc.

Racing Recap

RACING FANS who find it impossible to witness races at Jamaica now hear day's activities as transcribed on an Ampex tape recorder over WMGM New York. Program, *Today's Races at Jamaica*, is aired Mon.-Fri., 6:30-7 p.m. As races move to Empire and Aqueduct tracks same type of program will be continued. Program is presented by *Daily Racing Form* and New York Racing Assns.



GRAB A BIGGER SLICE OF THE AUDIENCE...

Spin These Special RCA Victor "DJ" Platters*

COUNT BASIE

Bran' New Dolly Cheek to Cheek

DJ-705



TEX BENEKE

The Beautiful Blonde From Bashful Bend

They Can't Take That Away From Me

DJ-706



SAMMY KAYE

with DON CORNELL and LAURA LESLIE



Whispering Waters

Baby, It's Cold Outside

DJ-707

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

Here's a top-notch opportunity to attract

SRDS 1949-1950 Edition of "CONSUMER MARKETS," specifically designed to help advertisers and agencies with their market selection problems, presents an important promotion opportunity for individual newspapers, radio stations, and other consumer media.

What "CONSUMER MARKETS" is

SRDS "CONSUMER MARKETS" is a compilation of the most recent market data available at state, county, and city levels.

It provides sales, advertising, marketing, and media executives with the statistical factors they require for planning advertising and distribution in today's changing, competitive markets.

It presents 1948 estimates on population, households, retail sales, service activity, supplemented by current data from U. S. Government and other reliable sources to use as a base for comparisons which assist interpretation of the changes that are taking place in all important marketing areas.

It includes state and city maps specially designed to help buyers of space and time visualize areas of specific interest to them.

Why "CONSUMER MARKETS" is an important marketing tool for your prospects

Standard Rate & Data Service is sparing no effort to make the 1949-1950 Edition of "CONSUMER MARKETS" the most complete, authoritative compilation of city, county, and state market information available anywhere in a single volume, so arranged as to facilitate ease of use and to eliminate confusion.

It will cover *all* counties in the U. S.; *all* cities and towns having daily newspapers and/or radio stations in the U. S., U. S. Possessions, Canada, and the Philippines; *all* incorporated and urban U. S. areas with populations of 5,000 and over.

The data will *not* be for *selected* markets. They will cover ALL market areas with populations of 5,000 and over. This important *all-inclusive* coverage is unduplicated by any other single source of market information. It's one of the reasons for the rapidly expanding use of "CONSUMER MARKETS."

What advertisers and agencies say about "CONSUMER MARKETS"

Over two hundred "case histories" of *usage* indicate that 90 per cent of those who have worked wtih the 1948-1949 Edition of "CONSUMER MARKETS" became enthusiastic boosters of its value and utility as a marketing tool. Here are some representative remarks:

"CONSUMER MARKETS" is one of the most helpful and valuable reference books that I've ever had." (Advertiser) . . . "This is one of the most complete and comprehensive reports we have access to." (Agency) . . . It's a quick, easy, information reference—a delight to any media or market research department." (Agency) . . . "We like all the information contained in the book." (Advertiser) . . . "The book is a gold mine of market facts." (Agency) . . . "As currently presented, it is quite complete." (Advertiser) . . . "In use daily. We are relying regularly on your county information to determine the expenditures and efforts of our clients." (Agency) . . . "An invaluable book." (Advertiser)

Such statements, and we have hundreds more, suggest the reason for the intensive use of this book which brings together in one convenient place territorial and marketing data that advertisers and agencies otherwise have to search for in many places.

How advertisers and agencies are using "CONSUMER MARKETS"

Here are some of the uses advertisers and agencies have reported for "CONSUMER MARKETS":

"For presentation of newspaper budget." . . . "For originating presentations and plans for our clients." . . . "Planning tests for local newspaper advertising." . . . "As a marketing guide in the selection of local media; and allocation of budget." . . . "Looking for markets to expand a retail business." . . . "To help figure out coverage patterns." . . . "Use in decisions on cities in which to advertise." . . . "To determine best trading areas." . . . "Market study preliminary to launching a new product." . . . "Constant usage to get complete basic information on market." . . . "For checking on data for small cities and towns." . . . "Selection of key cities for promotion." . . . "County data for newspaper coverage and test advertising." . . . "Placing of advertising in properly populated localities, farm and industrial centers."

What "CONSUMER MARKETS" means to newspapers, radio stations, and other consumer media

The intensive use of "CONSUMER MARKETS" by sales, advertising, marketing, and media executives, *at the times when they are actively evaluating markets and investigating how to develop those markets*, provides an ideal opportunity for you to register the values of *your* medium in terms of your prospects' immediate marketing interests.

This is the *time* and the *place* to show how your medium enables the advertiser to reach and penetrate the buying area you serve.

This is the *time* and the *place* for you to interpret the cold statistical data that "CONSUMER MARKETS" reports, in terms of the live buying interest your medium delivers.

This is the *time* and the *place* to throw the weight of your evidence into the market considerations that are under way when "CONSUMER MARKETS" is being used, when decisions of how to advertise in your market and how much to spend are being made.

Decide now to take advantage of these timely opportunities

You can develop these opportunities to increase favorable consideration of your market and your medium by presenting your story in a *Service-Ad** near the data listings for your area in the new 1949-1950 Edition of "CONSUMER MARKETS."

Partial summary of "CONSUMER MARKETS" data for each state, county, city, and urban area of 5,000 or more population

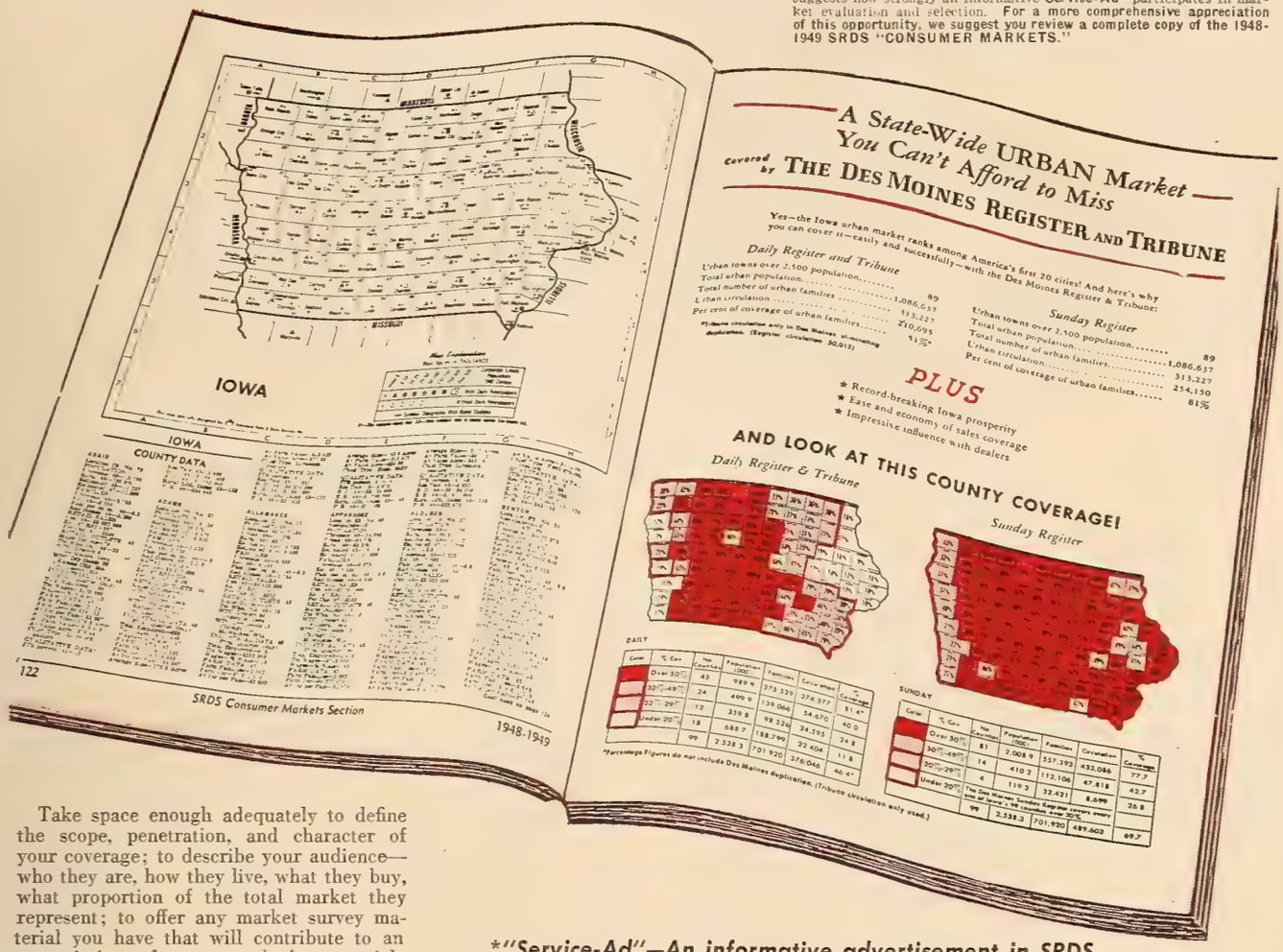
(This is information that sales, advertising, marketing and media people *MUST have* for reliable market and media evaluations under today's increasingly competitive conditions.)

- Breakdowns of county and city retail sales in 9 commodity classifications: Food, General Merchandise, Apparel, Home Furnishings, Automotive, Filling Stations, Building Materials and Hardware, Eating and Drinking places and other.
- Buying power and retail sales potentials for states and for 600 trading areas—January and July 1948, January 1949.
- Retail sales indices (county and city) for two time-periods to assist comparability in trend studies.
- Number of retail and service outlets by type for 400 major county markets.
- Estimated per family and per capita 1948 retail sales.
- Farm activity—1948 farm families, population, radio homes, and income estimates.
- Industrial activity data — employment, payrolls, county classifications.
- Estimated 1948 population figures.
- 1948 family estimates — households, per square mile, radio homes.
- Estimated average weekly wages—1947.
- 1948 Bank Debit figures and many other statistical factors of market evaluation importance.



MORE ADVERTISERS to your market...

This spread from the 1948-1949 SRDS "CONSUMER MARKETS" partially illustrates the range of market data in the county listings and suggests how strongly an informative Service-Ad* participates in market evaluation and selection. For a more comprehensive appreciation of this opportunity, we suggest you review a complete copy of the 1948-1949 SRDS "CONSUMER MARKETS."



Take space enough adequately to define the scope, penetration, and character of your coverage; to describe your audience—who they are, how they live, what they buy, what proportion of the total market they represent; to offer any market survey material you have that will contribute to an appreciation of your market's potentials and how to develop them.

July 1st is the deadline

The 1949-1950 Edition of "CONSUMER MARKETS," scheduled for September 1st publication, will close for *Service-Ad** copy on July 1st.

This edition will go to all subscribers to the Newspaper, Radio (including TV and AM), Consumer Magazine, Transportation Advertising, and Farm Publication Sections of SRDS. These subscribers, who pay $80 a year for the complete Service, probably constitute the highest qualified list of media prospects available anywhere.

In addition to the regular subcsribers, the 1949-1950 Edition of "CONSUMER MARKETS" will go to a list of national advertisers, guaranteeing extensive, penetrating coverage for your *Service-Ad*.

***"Service-Ad"—An informative advertisement in SRDS "CONSUMER MARKETS" that Sells by Helping People Buy.**

Expert Copy Service Available

The SRDS Copy Service Department will be glad to help you prepare a "CONSUMER MARKETS" *Service-Ad* that will effectively tie your medium in with the interests of advertisers and agencies when they are using this book. This copy help will involve no cost or obligation, but *time is limited*. We urge you to put in your copy service request at once. Just get in touch with the nearest SRDS office or send all pertinent information and a copy of your publication or station log to *Lyman Forbes, Manager of Copy Service*, in our Chicago office.

The 1949-1950 Edition of "CONSUMER MARKETS" offers an opportunity not to be missed if one of your sales problems is to get advertisers and agencies to give your market greater and more frequent consideration.

For Your Immediate Convenience

LYMAN FORBES
Standard Rate & Data Service, Inc.
333 No. Michigan Avenue, Chicago 1, Ill.

Please give me more information about the opportunity to attract more national advertisers to our market presented by the 1949-1950 Edition of SRDS "CONSUMER MARKETS."

Name ..... Title .....

Company .....

Street Address .....

City ..... Zone ..... State .....

SRDS
CONSUMER MARKETS

STANDARD RATE & DATA SERVICE, INC.
333 North Michigan Avenue, Chicago 1, Ill.

320 Lexington Avenue, New York 17, N. Y. | 1709 W. Eighth Street, Los Angeles 14, Calif. | 57 Post Street, San Francisco 4, Calif.

Production



JUDITH WALLER, director of public affairs and education at NBC's Central Division, will be a delegate to UNESCO meeting on educational broadcasting in Paris June 27 to July 1. Miss Waller is member of UNESCO radio committee and NAB's education standards committee.

FRANKIE ALLEN, former control room engineer at WLBH Mattoon, Ill., has joined KFTM Fort Morgan, Col., as program director.

MYLES FOLAND Jr. has been appointed assistant program director and chief announcer of WSIV Pekin, Ill.

ROY RECTOR, formerly associated with Ralph Edwards' *Truth or Consequences,* and Foote, Cone & Belding, New York, has joined WKY-TV Oklahoma City.

GORDON TUELL, staff announcer at KIRO Seattle, has been elected president of West Seattle Rotary Club, effective July 1.

BARRY KAYE, formerly with WBMD Baltimore, has started new program, *The Barry Kaye Show* on WPAT Paterson, N. J. **MILTON BERLE,** television star, made special transcription to play on Comedian Kaye's first WPAT show.

GEORGE WALLACH has resigned as director of programs and operations for WNYC New York, to devote fulltime to television activities. He is currently producer-director of the DuMont network *Wendie Barrie* show, sponsored by *Photoplay* magazine.

RALPH KNOWLES has been transferred at NBC Chicago from engineering department to program staff as a production director. He replaces **DON TENNANT,** resigned. Mr. Knowles is succeeded by **WALTER HOLLICK.**

BOB LEONARD, who for five years has served as newscaster on news shows piped to theatres by KXOK St. Louis, has been named to regular announcing staff of KXOK.

BEN ABRAMS, formerly with Radio Production Studios, Phoenix, Ariz., has joined KVER Albuquerque, N. M., as staff announcer and music director.

ROD SERLING, writer-producer of public service dramatic series on WJEL Springfield, Ohio, and journalism major at Antioch College, Yellow Springs, Ohio, has been chosen by judges for Dr. Christian Award for 1949 to receive special award. He was honored for his script *To Live a Dream.*

ROBERT L. JAWER of WPTZ, and **JOHN P. MEAGHER** of KYW, both Philadelphia stations, were elected to membership in Poor Richard Club. **EWING B. HAWKINS,** WILM Wilmington, Del., was elected to non-resident membership.

JACK FUNK, formerly with KSIL Silver City, N. M., and KHMO Hannibal, Mo., has joined KECK Odessa, Tex., as announcer and music librarian. **VIRGINIA FUNK,** formerly with continuity department of KHMO, is copy writer at KECK.

CECIL B. HALL, who has been doing part-time announcing with WHHT Durham, N. C., will become fulltime announcer with station upon completion of his school year at Duke U.

ROGER CLARK, formerly of WALD Walterboro, S. C., has joined announcing-engineering staff of WHAR Clarksburg, W. Va.

JOE DEMBO, formerly with WCTC New Brunswick and WRSU Rutgers U. station, has joined WMTR Morristown, N. J. **DON WESLEY,** who has been with WMTR since its opening, is leaving to return to Princeton U. this fall after bicycle tour of Europe in summer.

FRED DARWIN, formerly of WINS New York, has joined WIND Chicago announcing staff.

JOYCE MERRELL, continuity editor at WRR Dallas, has been notified that her entry in Southwest Annual Radio Conference at U. of Oklahoma has been judged first in newscast commercial class.

HELEN RAMSAY, continuity writer at CFRN Edmonton, won Townsend Trophy for top photograph in Townsend contest. She also was awarded second and third place.

MARTIN EDWARDS of WMBD Baltimore has joined WAAM (TV) Baltimore as part-time announcer.

HERB GOTTSCHALK has joined WHOT South Bend, Ind., as staff announcer.

JEAN COLBERT, WTIC Hartford, Conn., director of women's activities, has left for Europe on second annual trip in interest of her daily program, *Radio Bazaar.*

BOSH PRITCHARD, Philadelphia Eagles' football halfback and singing star, is now disc jockey for WDAS Philadelphia.

ROY BRISCOE has joined WSTV Steubenville, Ohio, as m.c. of its *Nite Club of the Air.*

ROSS MILLER, announcer at WTIC Hartford, Conn., is the father of a girl, Lisa.

HUGH JAMES, freelance anouncer, and his wife, **CLEMENTINE TORRELL,** former radio actress, are parents of a boy, born May 22.

VERNE SMITH, announcer on CBS *Ozzie & Harriet,* is the father of a boy.

DON LAIFFER, former WIND Chicago announcer, has been added to announcing staff of WMOR (FM) Chicago.

AMVETS has cited WTMJ Milwaukee's *They Can Come Back* series "for outstanding service towards the welfare of our nation." Other recipients were the Assn. for the Prevention of Alcoholism, which is coproducer with the station, and Robert Vail, writer of series.

Rural Disc Jockey

A VERSATILE fellow is Harrell Sisson, heard over KWCJ Natchitoches, La. Mr. Sisson, who is with the Production and Marketing Administration, rides herd on the station's early morning farm show, but it's no ordinary agriculture broadcast. Between suggestions for improving pastures and constructing terraces, Mr. Sisson spins records of rural rhythm, with ad lib introductions. All of which makes him one of the few people to bear the unusual title: Disc Jockey-Production and Marketing Administration Agent.

HEADLINERS

Cite Radio Newsmen

FOUR radio newsmen, Bill Henry of MBS, Elmer Davis of ABC, Robert Trout of NBC and Charles Collingwood of CBS, won 1948 Headliner medals for journalistic achievement, the National Headliners Club announced yesterday (May 29) in Atlantic City.

A fifth award went to Columbia Records for its recorded album, "I Can Hear It Now," in which Edward R. Murrow, CBS board member, is narrator.

Thus radio and radio people accounted for five of the 16 awards. The winners were selected from more than 500 entries. The presentations are to be in June.

Bill Henry's selection set a precedent because he now became the holder of both a radio and newspaper Headliner award. In 1943 he was selected for outstanding work as a columnist on the *Los Angeles Times.* This year he made it for "outstanding on-the-spot coverage" of 1948 Olympics for MBS.

Mr. Davis won his medal for outstanding commentary coverage of the 1948 Presidential campaign for ABC; Mr. Trout, for the 15-hour, all-night NBC coverage of the Presidential election, and Mr. Collingwood for reporting for CBS of the Arizona-California dispute over division of water from the Colorado river.

When a Small Crowd Makes for a Packed House — —

Only 650 were in attendance at the show put on by WLS National Barn Dance stars recently in Hines, Illinois—but it was a full house, nonetheless. For the theater was the Veterans Administration Hospital and the 650 were the hospital's ambulatory and wheel chair patients.

WLS stars giving their time and talents for the vet show were Lulu Belle and Scotty, Red Blanchard, Bob Atcher, Evelyn, Phyllis, Captain Stubby and the Buccaneers, and emcee Bill Bailey.

During the same month, WLS Barn Dance acts played to 4,000 people in Lansing, Michigan; and presented shows in 15 other cities in Illinois, Indiana, Michigan and Wisconsin, with a total of 38,700 paid admissions for all performances.

Because WLS programs are so well accepted, so solidly established, WLS talent is in constant demand in cities and towns throughout the rich four-state area . . . just as are WLS-advertised products.

WLS

1924 — — — 1949

Chicago 7

Represented nationally by John Blair

Adv.

KDKA

PITTSBURGH

Selling to Six Millions

WESTINGHOUSE RADIO STATIONS Inc

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy

INSURANCE

For the wise Broadcaster

OUR UNIQUE EXCESS POLICY

provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation

Insurance Exchange Bldg.,
Kansas City, Missouri

KBA CONVENTION

Two-Day Meet Opens June 3

TWO-DAY meeting of the Kentucky Broadcasters Assn. will open Friday (June 3) at the Seelbach Hotel, Louisville. Pre-convention activities on Thursday will include a meeting of Kentucky MBS affiliates at WGRC Louisville with Norman Knight, MBS eastern manager of station relations, and a television demonstration at WAVE-TV Louisville.

Roundtable on sales and sales problems will highlight the Friday afternoon sessions. Panel members will include W. T. Isaacs, WHIR Danville, chairman; J. W. Betts, WFTM Maysville; Fred Bullard, WKIC Hazard; Kathryn Peden, WHOP Hopkinsville; Kenneth Z. Turner, WNBS Murray; James Shacklette, WTCO Campbellsville, and Louis Rayburn, WKAY Glasgow. Frank Silvernail, chief timebuyer at BBDO, New York, will address the Friday luncheon session, and Sol Taishoff, editor and publisher of BROADCASTING, will be the speaker for the evening banquet.

Saturday sessions will open with a business meeting at which time a site for the autumn meeting will be selected. Gilmore Nunn, head of Nunn radio stations and NAB director of District 7, will speak at the Saturday luncheon. Kentucky Associated Press radio members will meet following adjournment of KBA Saturday.

NEB. NEWSMEN

Form Radio Directors Assn.

NEBRASKA Assn. of Radio News Directors has been formed by news directors of the 18 Nebraska stations. One representative each from AP, INS and UP is an associate member.

Following adoption of constitution in Kearney, Neb., May 7, messages from President Truman and Gov. Val Peterson were read. President Truman said, in part: ". . . They (Neb.ARND) share the great responsibility of all radio to report the news fully and accurately. So long as the people get the facts, we need have no fears for the future of our country. I am sure that your organization will make the most of its splendid opportunity in this field . . ." Gov. Peterson praised the group's objectives as "commendable" and a "benefit to Nebraska's radio public."

First elected officers of group are: Charles Craig of KODY North Platte, president; Jack Yeager, KGFW Kearney, vice president; Ted Haas, KOIL Omaha, secretary, and Betty Craig, KOLN Lincoln, treasurer.

SALES MEETING

For Wis.-Upper Mich. June 11

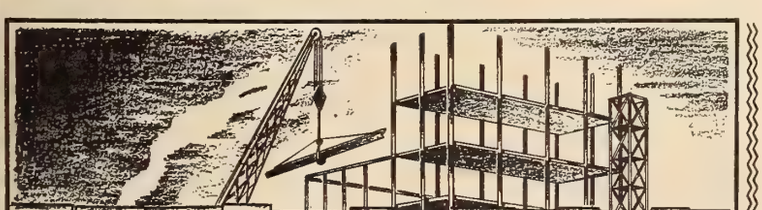
PRINCIPAL speaker at the semi-annual meeting of the Wisconsin-Upper Michigan Sales Managers Assn. June 11 will be Lee Hart, assistant director of broadcast advertising for the NAB. She will speak at the group's sales clinic in the Plankinton Hotel, Milwaukee.

Other speakers will be E. R. Borroff, president of Taylor-Borroff representative firm, Chicago and Charles Caley, executive vice president of WMBD Peoria, Ill. They will discuss "selling at the local level," theme of the clinic, according to Forster Cooper, commercial manager of WDUZ Green Bay, and association president.

After a dinner for members and guests, the group will tour studios of WTMJ-TV Milwaukee.

Features Winchell

FOUR-PAGE spread on the Damon Runyon Memorial Fund, sparked by Commentator Walter Winchell, was featured in the May 10 issue of *Look* magazine. The article, "Winchell Leads Dramatic Fight Against Cancer," points up Mr. Winchell's use of his ABC broadcasts in the drive to raise funds for cancer research and Milton Berle's recent television marathon. In two and a half years, the campaign has collected almost $3 million and "is proving an eye-opener in the world of science," the article states.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

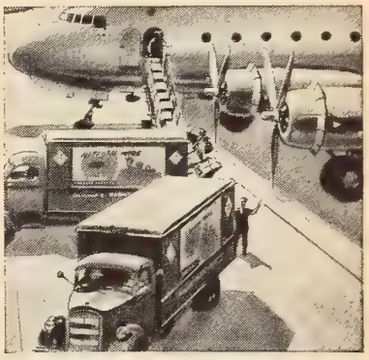
$5.07 saved a contract ...and a man's business



Special switches were needed to complete an electrical instrument contract. Late delivery of finished items would kill chances of future orders and lay off men. Switches were 1100 miles away, but Air Express delivered the 15-lb. package at 3 A.M.—8 hours after pick-up. Cost, only $5.07. Air Express now used regularly. Keeps down inventory, improves customer service by early delivery.



Low as $5.07 was, remember Air Express rate *included* door-to-door service, receipt for shipment and more protection. It's the world's fastest shipping service that *every* business uses with profit.



World's finest Scheduled Airline fleet carries Air Express. 24-hour service—speeds up to 5 miles a minute. Direct to over 1000 airport cities; air-rail for 22,000 off-airline offices.

Facts on low Air Express rates

17-lb. carton of hearing aids goes 900 miles for $4.70.
12 lbs. of table delicacies goes 600 miles for $2.53.
(Same day delivery in both cases if you *ship early*.)

Only Air Express gives you all these advantages: Special pick-up and delivery *at no extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities



AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U. S.

OWEN DAVIS JR.

Dies on Yachting Trip

OWEN DAVIS Jr., director of program preparation and procurement for NBC-TV, died May 21 while on a weekend yachting expedition.

His body was found in Long Island Sound off Kings Point, L. I., and near him was a life preserver from the 29-foot auxiliary sloop Barada. Mr. Davis was last seen alive nine hours earlier aboard the Barada by Herbert V. Anderson, NBC sales executive and owner of the sloop.

Mr. Davis, 42, was the son of Owen Davis, Pulitzer prize playwright. He was a stage, movie and radio actor before joining NBC. On Broadway he had appeared in "Mr. and Mrs. North," written by his father; "The Barker"; "Jezebel," with Miriam Hopkins, and "The Solid South," with Bette Davis. His Hollywood debut was in "All Quiet on the Western Front." Among radio shows in which he appeared were: *Rudy Vallee Show, Those We Love, The Circle, The Goldbergs.*

Mr. Davis joined NBC in 1946. He superintended all matters of casting, writing, script procurement and general program preparation for TV.

Surviving are his parents, with whom he lived in New York, and a brother, Donald.



Promotion



DURING May and June listeners to WPDQ Jacksonville, Fla., are invited to enter station's $250 vacation contest. Contestants are asked to fill in statement in 50 words or less stating: "One of my favorite WPDQ programs is ——— because ———." Entrant must specify which vacation he would like to win as winners will be selected in each class. Vacations include: Week in Havana; week in North Carolina; week in New York; week at Miami Beach; week at Forest Woods' Sportsmans Lodge at Welaka, Fla.; and week at Rainbow Springs. Vacations are all expenses paid.

KYW 'Expanded'

RUBBER BAND, stretched to cover word "expanded," is featured on KYW Philadelphia's newest promotion piece. Done on heavy white cardboard, piece tells story of station's new antenna system and 50 kw power to carry "your sales story. . . ."

Scaffold Comments

STAFFERS at WAVL Apollo, Pa., were "up in the air" when scaffold was erected in front of building housing its studios and offices in Vandergrift, Pa. Taking advantage of unusual broadcast situation, Announcer Forrest Boyd ran long mike cord up scaffold and climbed to top himself to interview head of construction company and several bricklayers. For several days preceding broadcast station aired announcements saying "If the weather's fair, we'll be there." WAVL reports that as result of program, construction company and scaffold company plan to place advertising on station.

Spelling Bee

McCLATCHY stations and newspapers in California awarded a $600 college scholarship and gold wrist watch to winner in second annual Central Valleys Spelling Bee. Stations KFBK Sacramento, KMJ Fresno, KBEE (FM) Modesto, KWG Stockton, and KERN Bakersfield took part in event. Following contest, contestants and their chaperons were feted at a banquet.

Picture Jamboree

TO PROMOTE its *Camera Club of the Air*, weekly WWSW Pittsburgh feature, People's Camera Exchange, local photo supply house, staged its first Pix Shooting Jamboree for members on May 21. Members photograph riverboat race, part of city's "Welcome Weeks" celebration, with winners receiving merchandise prizes from sponsor's stock. All members were issued cloth lapel badges carrying legend "Member Photographer, People's Camera Club of the Air sponsored by PEOPLE'S CAMERA EXCHANGE, . . . over WWSW."

Music and News

WITH an implied criticism of broadcasts using live studio audiences, KXA Seattle has taken ads in local papers inviting listeners to tune in for music and news, rather than participating shows. Line sketch of "suffering" listener holding hands to ears is accompanied, in two-inch ads, with this copy: "Shrieking audiences drive you nuts? Then listen to KXA—Music and News All Day. Stay tuned to 770."

Better Business

BUSINESS letters to trade are being distributed by WTOP Washington. Letters titled "Business Is Always Better in Washington!" give statistics to prove that Washington's business is above that of rest of nation. First two letters gave proof of city's increased department store sales, and its increased telephone book size.

Television Demonstration

FIRST demonstration of television program by WOC-TV Davenport, Iowa, recently took place in form of closed circuit telecast for studio audience of TV equipment distributors. Program included several commercial shows and news program. WOC-TV expects to be on air with regular telecasts in October.

Arizona Booklet

BOOKLET titled "Arizona—An Adventure in Irrigation" has been distributed by KOY Phoenix, Ariz. Booklet is designed to explain state's water problem and its right to water from Colorado River, now being disputed in Congressional hearings by California.

'Pacific Playground'

SIXTY-PAGE, five color brochure extolling beauties of Pacific Northwest, and titled "Pacific Northwest Playground, 1949," is being distributed by region's broadcasters. In addition to XL stations and KING Seattle, KGEZ Kalispell, Mont., is cooperating. Lavishly illustrated, book covers states of Washington, Idaho, Montana and Oregon, and Canadian provinces of Alberta and British Columbia. Except for publishers' credits and brief note listing stations and stating that "Summer or winter—the Pacific Northwest Broadcasters provide the best in radio entertainment . . . ," entire brochure is devoted to area, rather than radio.

Congratulations WBAL

WAAM (TV) Baltimore aired a sign-off announcement late last month congratulating its competitor WBAL Baltimore on latter's efforts in behalf of Cancer Fund Drive. Following announcement, WAAM requested its listeners to tune to WBAL-TV and watch final wind-up of station's Cancer Fund auction.

Mexican Independence Day

ON 87th anniversary of Mexican Independence Day, KIOA Des Moines aided in celebration by Mexican population of Iowa. Truman Walrod, who conducts special nightly program in Spanish, officiated at coronation of king and queen who reigned over festival, and also served as judge of royal contest.

Super Market TV

ONE HUNDRED video receivers have been leased from Bell Television Inc., New York, for installation in 25 Grand Union Super Markets throughout New York City for reception of *Market Melodies* being telecast over WJZ-TV New York [BROADCASTING, May 23]. Martin Sugar, Bell president, reports 15-inch direct view receivers with remote control units are being used, and audience of 125,000 people weekly are expected to view WJZ-TV's two-hour program.

RCA Booklet

ACTIVITIES of RCA are described in new booklet published by its Dept. of Information, New York. All phases of RCA's work are covered, from its formation through its foreign trade activities. RCA's broadcasting and telecasting activities from research to finished product are reviewed. Booklet is titled "RCA . . . What It Is . . . What It Does," and is designed to give "answers to questions often asked."

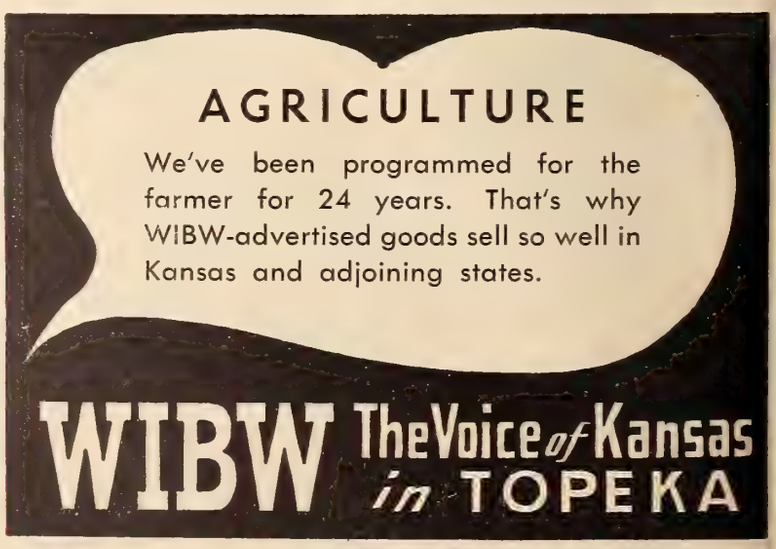
American Heritage

TWENTY sets of enlarged reproductions of the 26 American Heritage Documents are being distributed for showing in Los Angeles schools by local station KFWB. Documents include the Constitution, Declaration of Independence, Lincoln's Gettysburg Address and other famous papers.

BROADCASTING'S 1949 Marketbook will be published August 15.

Advertising deadline July 15. Reserve space today in your state sections. Regular rates.

17,500 circulation





BILL STERN Sports Award is presented to Jack Newell (l), Denver's "Athlete of the Year," by Lloyd E. Yoder, general manager of KOA Denver. Mr. Newell was selected as the city's outstanding prep athlete of 1948 in a vote conducted by KOA among the 25 Denver public high school coaches in cooperation with Bill Greim, director of health education for Denver Public Schools.

On All Accounts

(Continued from page 20)

to television. It was five years, however, before he could get at it again. For, joining the Merchant Marine in 1942, he went through the North Atlantic, South Pacific and Mediterranean before finally drying his feet before a television camera in Los Angeles in 1946.

His formal education started in Wausau, Wis., to which the family moved when he was five, and where he attended grammar and high school. In 1935 he received his B.A. from Ripon College, Ripon, Wis., a foreign language and English major.

His education secure, he struck out the next year for New York where he landed a $15 a week job as copy boy for the *Daily News*. In 1938, by which time he had become a feature writer and assistant night city editor, he was transferred to the Washington bureau of the paper. Two years later he deserted the *News* and became Washington correspondent for the *Philadelphia Record* and *New York Post*. During this period Frank found time to indulge in other interests, and, besides keeping these two papers happy, he wrote and announced a quarter-hour program on WINX Washington, freelanced on another local station, and wrote articles for *Esquire*, *Survey Graphic* and *KEN* magazines.

The fact that Frank has carried his education over into his everyday life is witnessed by one outstanding detail—Elfriede Stobbe, whom he met in French class at Ripon and married in 1936. Now their chief majors at their home in Manhattan Beach are Ann, 10, and Peter, 7.

Frank is a member of the Los Angeles Athletic Club, Mariner's Club and Sierra Club (mountain climbing). Writing adventure and sea stories for pulp magazines (under the name of Frank Riley) takes up a little more of his spare time.

Feature of The Week

(Continued from page 20)

sets from FCC which is authorizing a radio band for shortwave sets for sportsmen.

"They're the clear rig for lake rescues, lost fishermen, shore-to-ship warnings of storms and emergencies at seas," they pointed out.

In any event, the gimmick created so much interest among Twin Cities' sportsmen that the Minneapolis *Sunday Tribune* covered the fishing party on its expedition, and the *Minneapolis Star's* outdoor editor, Jack Connor, speculated on further possibilities.

Said Mr. Connor: "Next thing some radio guy will carry a radar set to sound for fish.

"That'll make the television people mad and they'll come up with a set that not only tunes in the wavelength of a fish, but televises a picture of him snubbing one of those bogus worms."

PROGRAM CLINIC

Chicago Slate Is Set

FIRST NAB Program Directors Clinic, to be held June 27-29 at the downtown campus of Northwestern U., Chicago, will present a list of nationally known specialists, according to Harold Fair, NAB Program Dept. director.

Speakers will include NAB President Justin Miller, who will discuss benefits of the Standards of Practice in programming during a period of growing competition and Maurice B. Mitchell, director of NAB's new Broadcast Advertising Bureau, and Sylvester L. (Pat) Weaver, Young & Rubicam radio-TV vice president.

Lewis H. Avery, of Avery-Knodel, representative, will discuss cooperation of stations and representatives in stimulating spot sales.

Ideas on using of library services will be given by Walter Davison, Capitol Transcriptions; C. A. Langlois, Lang-Worth Feature Programs, and John L. Sinn, World Broadcasting System. Representing copyright societies will be Herman Finkelstein, ASCAP; Kurt Jadassohn, SESAC; Carl Haverlin and Robert Burton, BMI. They will tell how to make efficient use of copyright services.

Dr. Kenneth H. Baker, NAB research director and BMB acting president, will talk on ways of conducting research in a community at minimum cost.

Discussing record programs will be Dick Redmond, program director of WHP Harrisburg, Pa., and John Tinnea, assistant station director of KWK St. Louis.

Charles A. Batson, editor of NAB's series of television reports, will review potential program material for guidance of those planning TV schedules.

Handling a discussion of news services will be E. R. Vadeboncoeur, vice president of WSYR Syracuse, moderating a panel consisting of John M. Cooper, INS; Phil Newsom, UP, and Tom O'Neill, AP.

Edgar Bill, president of WMBD Peoria, Ill., will speak on the topic, "What Management Expects of the Program Director," covering community relations, entertainment and business aspects. Practical ideas of giving listeners farm service programming will be presented by Chuck Worcester, farm director of WMT Cedar Rapids, Iowa. Public interest programming will be covered by Rex Howell, general manager of KFXJ Grand Junction, Col., with specific cases cited by Ernie Brevik, public interest director of WDAY Fargo, N. D., and Ed Wheeler, assistant general manager of WWJ Detroit.

Taking up the engineering side will be Royal V. Howard and Neal McNaughten, NAB director and assistant director of engineering, respectively.

Lee Little, general manager of KTUC Tucson, Ariz., will speak on the importance of continuing work in program promotion.

Registration fee for the three-day clinic is $15, covering all sessions. Meetings will be held in the auditorium of Northwestern U.'s Thorne Hall. Audition rooms will be available.

THE LONG ISLAND STORY

WHLI

daytime listenership now tops 3 network stations in Long Island's Hempstead Town where **food sales** exceed $300,000-a-aday . . . $119,000,000-a-year . . . $1285-a-family.

Food sales here are 71% *higher* than the U.S. average.

Data sources: Sales Management 1949 Survey of Buying Power; Conlan, January 1949.

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS LGODOFSKY *President*



The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

WMIL..... means MILWAUKEE

REPRESENTED BY FORJOE

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 31 OF THIS ISSUE

A 1 1/2 BILLION DOLLAR MARKET
spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT
THE TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

Allied Arts

HUGH M. GROWL has been appointed sales representative on staff of World Broadcasting System, division of Frederic W. Ziv Co., New York.

BOB GREER, former morning news editor and reporter at WNOX Knoxville, has joined Southern Television Productions, Louisville, as instructor and producer. He previously was station director of KPRK Livingston, Mont., and was with KFAC and KFWB Hollywood. Long interested in television, Mr. Greer has advocated plan of locally produced TV films on exchange basis with stations in area [BROADCASTING, Nov. 29, 1948].



Mr. Greer

CENTURY NEWS PHOTO SERVICE, New York, has announced that following stations are using its service for publicity exclusively: WBBW Youngstown; WTNS Cochocton; WCLT Newark; WVKO-FM Columbus, all Ohio.

MAYFAIR TRANSCRIPTION Co., Hollywood, has transcribed *Curtain Time* quarter-hour adventure series featuring announcer **HARLOW WILCOX**. Series being offered to stations on either three or five weekly basis for 52 weeks.

C. E. HOOPER Inc.'s TV Network Hooperatings have been subscribed to by Chrysler Corp., Sterling Drug Co., Geyer, Newell & Ganger, and Trans-American Broadcasting & Television Corp.

TRANSIT RADIO equipment has been installed in first street car in St. Louis, according to **C. L. THOMAS**, Transit Radio Inc. president and general manager of KXOK-FM St. Louis, TRI station in St. Louis. Three hundred street cars and 1,000 busses will be equipped.

Equipment

JOHN MECK INDUSTRIES Inc., Plymouth, Ind., has announced new low-priced TV receiver. Seven-inch picture tube set retails at $149.50.

LESLIE J. WOODS, vice president of Philco Corp.'s Industrial Div., has been appointed vice president and director of research and engineering to direct all engineering and research activities of Philco. Mr. Woods and **COURTNEY PITT**, Philco vice president, also have been elected to board of directors. Mr. Woods joined firm in 1925 and in 1928 was named Philco's first television engineer. He has worked in company's engineering department; managed its Car Manufacturers' Division; served in Washington to help direct Philco's war work, and managed National Union Radio Corp., former Philco subsidiary.



Mr. Woods

SEATTLE AWARDS
Made in Radio, Video

AWARDS for excellence in the production of radio programs and announcements were presented May 17 by the Seattle Advertising and Sales Club in its second annual advertising competition. The meeting, which attracted an overflow of broadcasting executives and ad personnel, was the occasion also for the presentation of television awards for the first time.

A special award for outstanding merit for a commercial program was presented to KIRO Seattle for its participating show *Pass the Buck*, launched last fall and subsequently transferred to the Columbia Pacific Network.

First place for commercial programs went to *Washday Jamboree*, broadcast on KOMO Seattle for Troy-Empire City Launderers. Lunke-Maudsley & Assoc. is the agency. Second place award went to the *Ann Sterling Show*, participating on KJR, and third to *Evergreen Anthem Time*, sponsored by Evergreen-Washelli Cemeteries.

In the category of live announcements, the nod went to Fisher's Pancake Mix, a spot campaign for Fisher Flouring Mills, placed through Pacific National Advertising Agency. First place among transcribed announcements was awarded to the 1949 Ford announcements by Northwest Ford Dealers Advertising Assn., handled by J. Walter Thompson, Seattle. Messmer's Chicken 'n Chips received second place in this category, and third went to announcements prior to the November elections by Men and Women Against Prohibition. Penman-Neil was the agency for Messmer's and Bozell and Jacobs handled the anti-Initiative 13 spots.

In the category of public relations and community service programs, the winner was *Voices of the Northwest*, a choral program sponsored on KOMO by Seattle-First National Bank through Pacific National Advertising Agency. Second place was captured by *Seattle Story*, an institutional program presented on KOMO by the Chamber of Commerce, with McPherson & Crockett Production as agency, and third went to KIRO for the participating early-morning program, *The Old Boat Puller. Bill Moshier's Farm Forum*, on KJR under the sponsorship of Puget Sound Power & Light Co., with Strang & Posser as the agency, won honorable mention.

An award for public relations announcements went to the Olympia Brewing Co. for its long range campaign of traffic safety spots. Botsford, Constantine & Gardner is the agency.

TV awards were:

Commercial announcements (film slide or opaque)—Bardahl Motor Oil, through Wallace Mackay Advertising Co.

Commercial announcements (TV film)—Sick's Century Brewery, through Western Agency Inc.

Best television program promoting public relations and/or community service—University Symphony Concert, a sustaining program.

Best commercial program designed to sell merchandise and/or service—High school basketball championships, sponsored by Par-T-Pak Beverage Co., through Romig C. Fuller.

All the television programs were carried on KRSC-TV.

Technical

ALEXANDER DUBENETSKY has been appointed chief engineer of WNOC Norwich, Conn.

KENNETH RICE has joined engineering staff of WSTV Steubenville, Ohio.

FAIRCHILD RECORDING Equipment Corp., Whitestone, N. Y., has announced new rack mounting VI panel for visual monitoring of audio levels.

WORKSHOP Assoc. Inc., Newton Highlands, Mass., has announced availability of 12 models of parabolic reflector type antennas for 920-940 mc and 1990-2110 mc. Prices range from $325 to $1,350.

TELEVISION Technical Training Program, held early this month at RCA Victor, Camden, N. J., was attended by 15 foreign engineers, representing 12 organizations, in addition to 67 other engineers. This was seventh meeting of clinic.

HASTE MAKES WASTE,
Except
WHEN YOU HASTEN TO BUY
STATION WMPS IN MEMPHIS
WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

FCC Actions

(Continued from page 49)

Decisions Cont.:

WHAY New Britain, Conn.—Granted mod. CP change type trans. and change studio location.

WRCO Richland, Wis.—Granted mod. CP approval ant. and trans. location, specify studio location and change type trans.

WMLL Evansville, Ind.—Granted license changes in FM station.

WEFM Chicago—Granted license changes in FM station.

WVKO Columbus, Ohio—Granted license new FM station Chan. 234 (94.7 mc), 52 kw, 220 ft.

KGW-FM Portland, Ore.—Granted license new FM station Chan. 262 (100.3 mc), 54 kw, 960 ft.

WNBT New York—Granted license change in equipment.

The Dispatch Printing Co., Columbus, Ohio—Granted license new exp. TV relay KA-3354.

Scripps-Howard Radio Inc., Area of Cincinnati—Granted CP new exp. TV relay KA-3300.

WKAM Warsaw, Ind.—Granted mod. CP approval ant. and trans. location, and change studio location.

BY COMMISSIONER WEBSTER

Patrick G. Smith, Bishop, Calif.—Granted petition requesting dismissal without prejudice of application for AM CP.

May 24 Applications . . .

ACCEPTED FOR FILING

AM—580 kc

KCNA Tucson, Ariz.—CP new AM station to change from 1340 kc 250 w unl. to 580 kc 5 kw-D 1 kw-N DA-2.

AM—1230 kc

KFPW Fort Smith, Ark.—CP new AM station to change from 1400 kc to 1230 kc.

License for CP

KMAC San Antonio—License to cover CP new AM station to change frequency, increase power, etc.

Modification of CP

WWSW Pittsburgh—Mod. CP new AM station to increase power etc. for extension of completion date.

Requests for extension of completion date new FM stations: KSTP-FM St. Paul, Minn.; WSLB-FM Ogdensburg, N. Y.; KUGN-FM Eugene, Ore.; KQV-FM Pittsburgh.

Requests for extension of completion date commercial TV stations: KTLA Hollywood to Sept. 1; WTTG Washington to Dec. 20; WICU Erie, Pa. to Oct. 1; WTAR-TV Norfolk, Va. to March 1, 1950.

TV-66-72 mc

WBEN-TV Buffalo, N. Y.—CP changes new TV station AMENDED to request ERP 16.2 kw vis. 10.2 kw aur. instead of 19.1 kw vis. 11.4 kw aur.

TENDERED FOR FILING

AM-1470 kc

KCNY San Marcos, Calif.—CP change from 1470 kc 250 w D to 1470 kc 250 w-D 100 w-N unl.

SSA-1030 kc

KWBU Corpus Christi—Extension of SSA 1030 kc 50 kw local sunrise Boston to local sunrise Corpus Christi for 12 months from June 15, 1949.

APPLICATION DISMISSED

Ralph M. Tanner, Springfield, Tenn. DISMISSED May 20 application new AM station 1490 kc 100 w unl.

May 25 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Granted license renewal for period ending Feb. 1, 1952: WFTC Kinston, N. C.; WBLJ Dalton, Ga.; WAYX Waycross, Ga.; WBHP Huntsville, Ala.; KNOE Monroe, La.; KBTM Jonesboro, Ark.; KEXO Grand Junction, Col.; WJOR Bangor, Me.; WHTB Talladega, Ala.; KEVT Kerrville, Tex.; KTRF Thief River Falls, Minn.

WJVB Jacksonville Beach, Fla.—Granted license renewal period ending May 1, 1951.

WIRK West Palm Beach, Fla.—Same to Nov. 1, 1951.

KFOX Long Beach, Calif.—Same.

Extension of License

Granted temporary extension of license to Sept. 1 pending final action on renewal applications: KARK Little Rock, Ark.; KFJZ (and aux.) Fort Worth, Tex.; KDB Santa Barbara, Calif.; KGB San Diego; KHJ (and aux.) Los Angeles; KGIL San Fernando, Calif.; KPMO Pomona, Calif.; WBAP Ponce, P.R.; WMEX Boston; WKEU Griffin, Ga.; WGAR Cleveland; WBAL Baltimore; WFVA Fredericksburg, Va.; WTUX Wilmington, Del.; WCBT Roanoke Rapids, N. C.; KXLR North Little Rock, Ark.; KWEM West Memphis, Ark.; KOB Albuquerque, N. M.; WMOB Mobile, Ala.

WMRO Aurora, Ill.—Granted temporary extension of license to July 1, pending action on renewal application, filed late.

KXXL Reno, Nev.—Granted temporary extension of license for 30 days. Renewal request filed late.

Hearing Designated

WECW Mayaguez, P. R.—Designated for hearing application for renewal of license; extended license on temporary basis to Sept. 1, 1949. Issues not announced.

Petition Dismissed

WORL Boston—At petitioner's request dismissed petition for extension of temporary license which expires June 1.

STA Granted

KECC Pittsburg, Calif.—Granted STA for period ending Nov. 25 to operate composite 15 w trans. on 936 mc for the purpose of providing STL cond.

Oral Argument Set

Scheduled oral argument, to be held in Washington 10 a.m., June 27, in matter of revision of procedure relating to handling of broadcast applications. Proceeding stems from notice of proposed rule-making of Feb. 21, looking to repeal of Avco rule but requiring advertising of changes in AM, FM and TV fields.

Extension Granted

Theodore Granik, Washington, D. C.—Granted extension of completion date for FM station to Sept. 1.

Allocation Plan Amended

Allocation plan for Class B FM stations amended to delete Channel 274 (102.7 mc) from Ann Arbor, Mich., and add to Adrian, Mich. Add Channel 295 (106.9 mc) to LaSalle-Peru, Ill.

May 25 Applications . . .

ACCEPTED FOR FILING

AM—690 kc

WVOK Birmingham—CP new AM station 680 kc 10 kw unl. DA-1 AMENDED to request 690 kc 50 kw D DA.

Modification of CP

Requests for extension of completion date new AM station: KVNE Oxnard, Calif.; WTIM Taylorville, Ill.

AM—1490 kc

KWEW Hobbs, N. M.—CP new AM station 1490 kc 100 w unl. to change to 1490 kc 250 w unl.

License Renewal

Requests for license renewal AM station: KHOZ Harrison, Ark.; KHUM Eureka, Calif.; KBMY Billings, Mont.; WSOC Charlotte, N. C.

License for CP

WHAY New Britain, Conn.—License for CP new AM station.

Modification of CP

Requests for extension of completion date new FM station: KARM-FM Fresno, Calif.; WROK-FM Rockford, Ill.; WJEF-FM Grand Rapids, Mich.; WKNE-FM Keene, N. H.; KTUL-FM Tulsa, Okla.; WERC-FM Erie, Pa.

WGOR Fort Lauderdale, Fla.—Mod. CP new FM station to change ERP to 9.25 kw, ant. height above average terrain to 257 ft.

WIFM Elkin, N. C.—Mod. CP new FM station to change ERP to 345 w, ant. height above average terrain minus 37 ft.

Requests for extension of completion date new commercial TV station: WSEE St. Petersburg, Fla., to Jan. 26, 1950; KFI-TV Los Angeles to Jan. 30, 1950; WOAI-TV San Antonio to Dec. 12; KRSC-TV Seattle to July 15.

TENDERED FOR FILING

AM—1520 kc

KTED Laguna Beach, Calif.—Mod. CP new AM station to change from 1520 kc 1 kw-D 250 w-N DA unl. to 1520 kc 1 kw unl. DA.

APPLICATION DISMISSED

Central Bcstg. Inc., Independence, Kan.—DISMISSED May 23 CP new FM station.

FCC Corrections

CORRECTIONS issued by FCC: May 17 decisions—WMCF Memphis should be 260 kw; KRED Eureka, Calif., 4.6 kw; WLOG-FM Logan, W. Va., 2.7 kw. May 18 decisions—WRMV Richmond, Va., should be Channel 225.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles

MINN. ASSN.

Meagher Heads New Group

FORMATION of the Minnesota Broadcasters Assn. took place May 23 in Minneapolis at a meeting of representatives from 40 stations.

Session elected John Meagher, KYSM Mankato and NAB District 11 director, as president. Other officers are C. T. (Swanee) Hagman, WLOL Minneapolis, vice president, and Mel Drake, WDGY Minneapolis, secretary-treasurer.

Organization's aims is to promote common interests of the stations and to combat unfavorable legislation, taxes, etc., on the state level.

Annual meeting of the MBA has been set for Sept. 21, following the NAB district meeting.

CANTOR DROPPED

Pabst To Back 'Riley'

PABST SALES CO., Chicago (Pabst Blue Ribbon beer), will sponsor *Life of Riley* on radio and television next season. The firm has dropped sponsorship of Eddie Cantor and will place the *Life of Riley* program in the same time period occupied by the former show —Friday, 9-9:30 p.m. on NBC. It will originate in Hollywood.

The television show on NBC-TV will be heard Tuesday, 9:30-10 p.m., and will be telecast from New York. William Bendix will continue to play the role of "Riley" in the radio version. The television part has not been cast as yet. Warwick & Legler Inc., New York, is the agency.

ILLINOIS Federation of Women's Clubs last week commended ABC with two first place awards for *America's Town Meeting* and *The Greatest Story Ever Told*, each given for the second time.

May 26 Decisions . . .

BY COMMISSION EN BANC

Extension Granted

Rock Island Bcstg. Co., Rock Island, Ill.—Granted extension of completion date to Aug. 9, 1949.

WOR-TV New York, N. Y.—Granted extension of completion date to Aug. 15, 1949.

Hearing Designated

Carolina - Piedmont Broadcasters, Inc., Lincolnton, N. C.—Designated for hearing application for new station on 1050 kc 1 kw D made WWGP Sanford, N. C., party to proceeding.

Colonial Bcstg. Co. Inc. and WHIT New Bern, N. C.—Designated for consolidated hearing application Colonial Bcstg. Co. for new station on 960 kc, 1 kw D and application of WHIT to change facilities from 1450 kc 250 w unl. to 960 kc 1 kw DA-N, unl.

Robert L. Easley, tr/as Spartanburg Radio Co., Spartanburg, S. C. and, Robert L. Easley, tr/as Easley Bcstg. Co., Easley, S. C.—Ordered consolidation of applications for new stations for hearing in previously designated consolidated proceeding with applications of William M. Drace, et al scheduled June 6 at Greenville, S. C.

Petition Granted

WEW St. Louis, Mo.—Granted petition of WEW requesting that application for unl. time on 770 kc with 50 kw, be reinstated and placed in pending file to await conclusion of proceedings; waived requirements of sec. 1.730 for purpose of accepting late-filed opposition of American Bcstg. Co.

Petition Denied

Gila Bcstg. Co., Winslow, Ariz.—Denied petition to reconsider and grant without hearing application; amended order designating application for hearing regarding issues.

Colorado City Bcstg. Co., Colorado City, Tex.—Denied petition to reinstate and amend application requesting Commission to reconsider and set aside action of March 21 dismissing application for new station on 1490 kc 250 w unl. (which was contingent on grant of application of KBST Big Spring, Tex. to change frequency from 1490 to 1230 kc, which application was denied); ordered that proposed amendment for 1320 kc 500 w unl. be accepted as new application and given filing date of April 11.

Petition Granted

WJOC Jamestown, N. Y. and WKRZ Oil City, Pa.—Granted petition WKRZ to designate for hearing application of WJOC to change facilities from 1470 kc 1 kw D to 1340 kc 250 w unl. made WKRZ party to proceeding.

Petition Denied

American Bcstg. Co. Inc.—Denied in all respects petition of ABC for dismissal of applications of Albuquerque Bcstg. Co. KOB Albuquerque, N. M. for mod. CP and license to operate on 770 kc 50 kw unl.

Extension Granted

KOB Albuquerque, N. M.—Granted extension of SSA to operate on 770 kc 25 kw-N 50 kw-D unl. until Sept. 1.

Granted Permit Renewal

American Bcstg. Co. Inc.—Granted renewal of permit to produce programs for trans. to stations CFCF Montreal and to Canadian Bcstg. Corp. network.

License Renewal

Following granted renewal of licenses: WJIK(FM) Asbury Park, N. J. for period ending June 1, 1952; WHA-

(Continued on page 64)



FCC Actions

(Continued from page 63)

Decisions Cont.:

FM Madison, Wis., June 1, 1952; WPIC-FM Sharon, Pa., Dec. 1, 1949; WLOF Orlando, Fla., Feb. 1, 1952; WKAQ San Juan, P. R., May 1, 1952; KSRO Santa Rosa, Calif., Nov. 1, 1951.

License Extension

Following were granted temporary extension of licenses to Sept. 1, 1949: WATG(FM) Ashland, Ohio; KDKA-FM Pittsburgh; KYW-FM Philadelphia; WBZ-FM Boston; WVET Rochester, N. Y.; WJVA South Bend, Ind.; WFMN-FM Alpine, N. J.; WABD New York; WXLW-FM Indianapolis; WPEN-FM Philadelphia; WDEL Wilmington, Del.; WJOL Joliet, Ill.; WSOO Sault Ste. Marie, Mich.; KFFA Helena, Ark.; WTSV Claremont, N. H.; WDEC Americus, Ga.; KOAL Price, Utah; WAZF Yazoo City, Miss.; KIYI Shelby, Mont.; KFUN Las Vegas, N. M.; WIKK Erie, Pa.; KHJ-FM Los Angeles; WBKB Chicago; WINC-FM Winchester, Va.; WBCA Schenectady, N. Y.; WTSV-FM Claremont, N. H.; WCPT-FM Oswego, N. Y.; WNDR-FM Syracuse, N. Y.; W5XPH Albuquerque, N. M., Albuquerque Bcstg Co.; W6XAO W6XDU W6XJH Los Angeles, Don Lee Bcstg. Co.; W2XJT Jamaica, L. I., Jamaica Radio Television Co.; W1XUX W2XEM W2XQW W2XQX W2XWV W10XKT W3XHC W3XHD W3XWT W2XVT New York, Allen B. DuMont Labs.; W9XBB W9XOE Chicago, Balaban & Katz; W6XCO W6XLA W6XYZ Los Angeles, Paramount Television Productions Inc.; W9XHZ Bloomington, Ind., Sarkes Tarzian. WJBW New Orleans granted extension of temporary license for 30 days from June 1.

May 26 Applications . . .

ACCEPTED FOR FILING

License for CP

KFTM Fort Morgan, Col.—License to cover CP new AM station.

WKJB Mayaguez, P. R.—License to cover CP new AM station to change frequency, increase power, etc.

Modification of License

WGTL Kannapolis, N. C.—Mod. license to change from 870 kc 1 kw D to 870 kc 1 kw unl.

License Renewal

Request for license renewal AM station: KYUM Yuma, Ariz.; KVNI Coeur d'Alene, Idaho; WJNC Jacksonville, N. C.; KMAC San Antonio; WDNE Elkins, W. Va.; WOBT Rhinelander, Wis.

Modification of CP

Request for Mod. CP new FM station for extension of completion date: KBUR-FM Burlington, Iowa; WRXW Louisville, Ky.; WAYS-FM Charlotte, N. C.; WKY-FM Oklahoma City; WJAY-FM Mullins, S. C.; KGNC-FM Amarillo, Tex.; KFYO-FM Lubbock, Tex.

License Renewal

Request for renewal of license FM station: WBNU Aurora, Ill.; WUOM Ann Arbor, Mich.

TENDERED FOR FILING

AM-610 kc

WAYS Charlotte, N. C.—CP new AM station to change from 610 kc 5 kw-D 1 kw-N to 610 kc 5 kw unl. DA-2.

FCC ROUNDUP

Box Score

New Grants, Transfers, Changes, Applications

SUMMARY TO MAY 26

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,991	1,950	215	...	421	242
FM Stations	730	341	550	18*	63	30
TV Stations	64	9	110	...	331	182

* 6 on air

* * *

Docket Actions . . .

FINAL DECISIONS

KONO San Antonio, Tex.—Final decision granting switch from 1400 kc, 250 w, unlimited, to 860 kc, 5 kw day, 1 kw night directional; conditions. Denied competing bid of Roy Hofheinz and W. N. Hooper d/b as Texas Star Broadcasting Co. for same facilities. Comrs. Walker and Hennock dissenting. Webster and Sterling not participating. Story BROADCASTING, May 23, page 82. Decision May 20.

Los Angeles—Cosmopolitan Broadcasting Co., denied bid for new station 960 kc, 250 w, nightime only, for failure to prosecute application. Applicant is partnership of W. J. Fairchild, Lee Campbell, Lester L. Orticke and Albert J. McNeil. Comrs. Coy and Walker not participating. Decision May 23.

PROPOSED DECISIONS

Danbury, Conn. — The Fairfield Broadcasting Co., proposed decision to grant bid for new station 550 kc, 1 kw day, 500 w night directional, unlimited, and proposed denial of two other competing bids. Story this issue. Proposed decision May 23.

MEMORANDUM OPINIONS

WLAD-AM-FM Danbury, Conn.—Denied petition seeking reopening of record in case involving new FM station grant to The Fairfield Broadcasting Co. at Danbury and opposing Fairfield's AM application for new station on 550 kc. See story this issue.

Non-Docket Actions . . .

AM GRANTS

St. Johnsbury, Vt. — Twin State Broadcasters Inc., granted 1340 kc, 250 w fulltime. Estimated cost: $17,671. Principals: E. Dean Finney, traffic manager and assistant business manager of WSKI Montpelier, Vt., president-treasurer and 56.9% owner; James F. McKernan, vice president-chief engineer of WSKI, vice president 14.5%; John A. Swainbank, attorney, clerk 0.1%. Tacy Hood Finney, 3.5% and Margaret B. Finney, 3%. Granted May 26.

Red Oak, Iowa—Red Oak Radio Corp., granted 1600 kc, 500 w daytime. Estimated cost: $17,562. Principals: C. E. Tuttle, realtor, president and 75% owner; Oliver S. Riley, vice president 25%. Granted May 26.

Corning, N. Y.—John S. Booth, granted 1350 kc, 1 kw daytime. Estimated cost: $20,042. Mr. Booth is 33% owner and vice president of WCHA Chambersburg, Pa., and president and 39% owner of WLEA Hornell, N. Y. He is active manager of WCHA and supervises management of WLEA. Granted May 26.

Sebring, Fla.—Highlands Broadcasting Co., granted 1340 kc, 100 w, unlimited. Estimated cost $22,700. Principals: Henry Jollay, attorney; Ernest R. Baker, attorney; H. B. Craven, licensed dealer in municipal bonds; Edward Hasti, accountant. Mr. Jollay is 29.3% owner of National Rolled Thread Die Co. of Ohio. Granted May 26.

KATL Houston, Tex.—Texas Broadcasters Inc., granted switch from 1 kw unlimited on 1590 kc directional to 5 kw unlimited on same frequency with directional antenna for night only.

FM GRANTS

High Point, N. C.—Board of School Commissioners of City of High Point, granted new noncommercial educational FM station, Channel 207 (89.3 mc), 10 w. Estimated cost $2,995. Granted May 25.

Athens, Ohio—Ohio U., granted new noncommercial educational FM station, Channel 201 (88.1 mc), 10 w; estimated cost $2.800.

TRANSFER GRANTS

WTVN (TV) Columbus, Ohio — Granted transfer of control of Picture Waves Inc., permittee, from Elmer Schatz, Louis W. Adams, Dale D. Rapp, Edwin Q. Brandt, Charles J. Martin, Mark Flanagan and Richard McCann to Edward and Prudence H. Lamb, who will increase their stock holdings from 46% to 94% for nominal consideration of $1 for transfer of subscription rights. Minority stockholders assign subscriptions to Lambs because of other business interests. Mr. and Mrs. Lamb head WTOD Toledo and WICU (TV) Erie, Pa. WTVN is assigned Channel 6 (82-88 mc). Granted May 26.

KODI Cody, Wyo.—Granted transfer of control of Absaroka Broadcasting Co., from Breck Moran and Elizabeth L. Moran to William J. and Dorothy R. Garlow for $15,000. Mrs. Garlow previously held 5% interest which is increased to 49.47% and Mr. Garlow increases his interest from 5% to 50%. KODI is assigned 250 w fulltime on 1400 kc. Granted May 26.

WLOI LaPorte, Ind.—Granted assignment of license from Isabel S. Rumely, Hoyt H. Scott and Dr. Edward Young d/b as LaPorte County Broadcasting Co. to new corporation of same name in which Mr. Scott owns 50.5%. Interest of 0.5% is owned by Joan H. Scott and 49% by Dr. Young. Consideration is $6,134 for Isabel Rumely's 26% interest. WLOI is assigned 1540 kc 250 w daytime. Granted May 26.

WLOF Orlando, Fla.—Granted consent to transfer of stock involving negative control from Daisy Sears to her son, W. J. Sears Jr. Mr. Sears receives 3.75 shares as gift. WLOF is assigned 5 kw unl. on 950 kc.

KIHN Hugo, Okla.—Granted assignment of license from O. A. Brewer, George Malone, E. M. Kerr, W. R. Wallace, Elmer Hale and W. E. Schooler d/b as Little Dixie Broadcasting Co. to corporation composed of same people each retaining original interests. KIHN operates with 250 w unlimited on 1340 kc. Granted May 25.

FM Deletions . . .

FOURTEEN more FM authorizations have been deleted by FCC to bring total dropouts since first of year to 96 [BROADCASTING, May 2]. Swift pace of TV and economics continue to lead reasons for withdrawals.

FM DELETIONS by FCC, with reasons and effective dates, include:

KRUZ-FM Santa Cruz, Calif.—Monterey Bay Broadcasting Co., CP, April 24. Failure to prosecute.

WDSW New Orleans—Deep South Broadcasting Corp., CP, May 24. Since Commission denied application for new AM station applicant does not desire to continue FM.

WKBH-FM LaCrosse, Wis.—WKBH Inc., CP, May 24. No reason.

KFAB-FM Lincoln, Neb. — KFAB Broadcasting Co., CP, May 24. Economic.

WFIR Danbury, Conn. — Fairfield Broadcasting Co., CP, May 26. Applicant states that economic condition have changed to such an extent that it no longer desires to construct FM facility. Fairfield is proposed new AM grantee there (see story this issue).

WJUN Philadelphia — Junto Inc. noncommercial, educational CP, May 26. Recent letter from Commission t applicant stated that if station construction could not be started immediately and brought to swift conclusion application should be dismissed. In reply applicant said it would be impossible to conform to demands of FC and was therefore withdrawing.

KTSC-FM Tucson, Ariz.—Sun Country Broadcasting Co., conditional grant, May 4. No reason.

KPSC-FM Phoenix, Ariz. — Sun Country Broadcasting Co., CG May 4. No reason.

KFDX-FM Wichita Falls, Tex. — Wichtex Radio and Television Co construction permit. May 4. Community already has two FM stations and could not support a third. Economic.

WQUA-FM Moline, Ill. — Moline Broadcasting Corp., CP, May 4. Lack of transmitter site. Plans to apply for reinstatement later.

WING-FM Dayton, Ohio — Great Trails Broadcasting Corp., CP, May 5. For reasons beyond control of permittee, board of directors determined to surrender permit.

WIBC-FM Indianapolis — Indiana Broadcasting Corp., CP, May 5. Economic.

KCLI-FM Los Angeles—Cannon Callister Inc., CP, May 5. No reason.

KFDM-FM Beaumont, Tex. — Beaumont Broadcasting Corp., CP, May 5. Further develop AM interests and looking toward development of TV in that locality.

WGLS-FM Decatur, Ga. — DeKalb Broadcasting Co., CG, May 5. Can better serve listeners by improving AM outlet.

WNAB Bridgeport, Conn. — WNAB Inc., CP, May 5. Will devote energies and finances in presentation of application for TV.

WHHH-FM Warren, Ohio—Nied Stevens Inc., CP, May 9. Economi

New Applications . . .

TV APPLICATIONS

Reno, Nev.—R and L Co., Channel (174-180 mc), ERP visual 30 kw, aural 15 kw, antenna height above average terrain 2,775.9 ft. Estimated cost $166,123.58, first year operating cost $94,500, revenue not estimated. J. Riley and H. H. Luce, both with mining and real estate interests, are equal partners. Filed May 24.

Salisbury, N. C. — Mid-Carolina Broadcasting Co., Channel 4 (66-72 mc), ERP 14.85 kw visual, 7.425 kw aural, antenna 263 ft. Estimated cost $179,165, first year operating cost $60,000, revenue not estimated. Mid-Carolina is licensee of WSAT Salisbury. Applicant will continue with daytime operation of WSAT and plans to telecast only from 6-11 p.m. Filed May 26.

AM APPLICATIONS

Pampa, Tex.—Hugh DeWitt Land and Ross B. McAllister, 1230 kc, 2 w unlimited; estimated cost: $10,25 Mr. Landis to be 66⅔% owner, is vice president of KFYO Lubbock, Tex., and 66⅔% owner of KICA Clovis, N. M. Mr. McAlister, to hold rest of interest, owns 33⅓% KTHM Tucumcari N. M., and KICA. Filed May 24.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

Menominee, Mich.—Alvin E. O'Konski, 1490 kc, 250 w unlimited; estimated cost $11,510. Mr. O'Konski is owner of WLIN Merrill, Wis. Filed May 24.

Bradford, Va.—C. L. Cooley, 1180 kc, 100 w, limited hours; estimated cost $1,950. Mr. Cooley is disabled war veteran. He has his own radio repair business and in his application states that station is already built and ready to operate. Filed May 18.

WNOW York, Pa.—Helm Coal Co., which now operates on 1250 kc with 1 kw daytime, requests nighttime operation also of 250 w on 1240 kc. In making unusual request applicant stated that presently York is only receiving nighttime reception from one station, WORK. In endeavour to reach larger evening audience WNOW constructed and now operates an FM outlet, but states that percentage of FM receivers in area is so small as to be almost negligible. Grant would enable station to obtain some return on AM-FM investment and assist in meeting losses in first years of proposed TV station operation, application said.

TRANSFER REQUEST

WEDR Birmingham, Ala. — Assignment of permit from E. M. McElroy and J. E. Reynolds d/b as Magic City Broadcasting Co. to new corporation composed of following: J. E. Reynolds, manager of WJRD Tuscaloosa, Ala., president 33⅓%; Leah L. Doss 40% owner Howard Finance Co., Birmingham, vice president, 33⅓%; John A. Thompson, 33⅓% owner Decatur Development Co., 33⅓% Mr. McElroy sells interest for $1,000. WEDR is assigned 1220 kc 1 kw daytime. Filed May 17.

WVIM Vicksburg, Miss.—Assignment of license from P. K. Ewing Jr., F. C. Ewing and Myrtle M. Ewing d/b as Ewing Broadcasting Co. to Radio Mississippi Inc., new corporation headed by James T. Ownby who has 16⅔% interest in WCTA Andalusia, Ala., and WJXN Jackson, Miss., and 10% interest in WULA Eufaula, Ala. He is president and 16⅔% owner. Jefferson Dige Bishop, secretary 16⅔%, has same radio interest as Mr. Ownby. M. D. Taylor, 60% owner of Taylor Auto Parts, Andalusia and Panama City, Fla., vice president 16⅔%. Others include R. B. Anderson, owner of Anderson Peanut Co., 16⅔%; Tracy L. Wilder, owner Nehi Bottling Co., Vicksburg, 16⅔%; Charles Dixon, real estate dealer, 16⅔%. Consideration is $30,000. WVIM operates with 250 w unlimited on 1490 kc. Filed May 18.

KXLO Lewistown, Mont. — Assignment of license from Capital Broadcasting Co. to William G. Kelly and Victor J. Morgan d/b as Montana Broadcasting Co. Mr. Kelly is postmaster at Kalispell, Mont., and Mr. Morgan is publisher of daily paper at Kalispell and Daily Chronicle at Dalles, Ore. Both will have equal interests. Consideration is $50,000. KXLO is assigned 1230 kc, 250 w unlimited. Filed May 18.

WIHL Hammond, La.—Assignment of license from Joseph A. Sims and Henry A. Mentz Jr. d/b as Superior Enterprises to Joseph A. Sims. Mr. Mentz withdraws and sells his ¼ interest for $2,750. WIHL is assigned 730 kc, 250 w daytime. Filed May 24.

WVOS Liberty, N. Y.—Transfer of control from David A. Kyle, Donald J. Corgill, Donald V. Murray, Harriet M. Kyle, Max H. Rhylen and Arthur L. Cooper to Harry G. Borwick and Seymour D. Lubin for $80,000. Mr. Borwick and Mr. Lubin each have ⅓ interest in Republican and Adviser Press, daily and weekly newspaper. They will be equal partners. WVOS operates on 1240 kc, 250 w unlimited. Filed May 18.

WHLW Rutland, Vt.—Assignment of permit from Herbert L. Wilson to Central Vermont Broadcasting Corp., new corporation composed of Herbert L. Wilson, consulting radio engineer, 16.6%; Charles I. Bates, retired business man, 30%; Helen M. Wilson, 6%; Vena M. Bates, 2%, Dorothy H. Harris, 2%; Robert L. Harris, 1.4%. Consideration is $35,000. WHLW is assigned 1000 kc, 1 kw daytime. Filed May 19.

WRDW Augusta, Ga.—Assignment of license from Augusta Broadcasting Co. to Radio Augusta Inc. Contingent on grant of transfer of control to Radio Augusta Inc. filed simultaneously. Consideration is $170,000. Principals in Radio Augusta Inc., are: Ernest D. Black, 50% owner WBML-AM-FM Macon, Ga., 25% owner WDAK Columbus, Ga., and WCOS Columbia, S. C., president 20%; Emmet G. McKenzie, 50% owner WBML, 25% of WCOS, vice president 20%; Allen M. Woodall, 25% owner WCOS, 25% owner WDAK, and one-third owner WDWD Dawson, Ga., vice president 20%; Charles W. Pittman, manager WBML and 25% owner of WCOS, secretary 20%; W. R. Ringson, vice president of WRDW and 20% owner WHAN Charleston, S. C., treasurer 20%. Filed May 16.

TRANSFER AMENDED

KTSA San Antonio, Tex. — Request for transfer of control of Sunshine Broadcasting Co., licensee, from Taylor Radio and Television Corp. to Gene Autry for $450,000 AMENDED to assign Mr. Autry's right to purchase all outstanding stock to Express Pub. Co., publisher EXPRESS-NEWS. Mr. Autry receives out-of-pocket expenses, $7,000. Paper was competitive bidder for KTSA, assigned 5 kw on 550 kc [CLOSED CIRCUIT, May 16, 9]. Amendment filed May 24.

RADIO SERVES TORNADO AREAS

Brilliant Public Service Again Given

A TRAIL of tornadoes a fortnight ago, which raged through areas of the great Southwest, Missouri, Indiana and Illinois, left behind not only stricken families and devastated properties, but a glowing testimonial to the force of radio in the public interest and in times of national disaster.

Typical of the reports reaching BROADCASTING were these:

In Amarillo, fast work by the KTSA San Antonio staff gave Texas listeners an eye-witness description of the great wind which struck Amarillo May 15. Newsman Bob Knouse lined up telephone circuits and got through to KGNC Amarillo for a report by KTSA Program Director Bob Watson. Description was broadcast via tape recording.

KTSA remained on the air a half-hour beyond its regular midnight signoff to carry latest news bulletins. When reception conditions that night produced a clear signal, KTSA suggested to listeners concerned over the welfare of friends that they tune direct to KGNC, giving call letters and frequency, which aired bulletins and personal messages throughout the night. Following day, station's Eston Pace again contacted KGNC to tape-record an on-the-spot report by Mr. Watson.

Missouri Disaster

When a tornado roared through Cape Girardeau, Mo., May 21 and literally crushed everything in its path, KFVS immediately became the center around which all activity revolved. Station turned over its offices to the Red Cross for headquarters. Thousands of people reported to the studios to offer their services after KFVS appealed for help with messages from the Salvation Army, Naval Reserves, National Guard and others.

Telephone lines to the studios were jammed with calls inquiring about relatives, offering homes and donating equipment, bedding and food. Complete news coverage was given far into the night. The twister veered sharply north, missing KFVS' three tower directional array. Managers of affiliated stations—Murrell Currier of WKRO Cairo, Ill., and James Collins of KFMO Flat River, Mo.—came to KFVS' assistance to bolster and direct activities during the emergency. Portions of the special broadcast also were carried by WKRO.

For a while after the twister passed, KFVS' electric power was cut off and its mobile unit was pressed into action. The announcer read reports by flashlight. When power was restored, the mobile unit went to the disaster scene to broadcast on-the-spot and eye-witness accounts.

WIL Wire-Records

WIL, 5 kw St. Louis independent, covered the stricken areas of Southern Illinois May 21 and 22 with Vern King, Mel Kampe and Fred Beeler, of the special events staff, wire-recording the appeals of authorities for aid. Mayor William Stonum of Wood River, which suffered heavy devastation, personally appealed to the St. Louis audience through WIL, which set up recording facilities in a town school.

In addition, WIL cooperated with city's Amateur Radio Network, which maintained a traffic control system for dispatching needed supplies from surrounding cities. Several operators were interviewed, and WIL programs were delivered back to St. Louis and aired.

In Alton, Ill., on May 21, WOKZ for the second time in two years covered a tornado that struck Wood River, airing bulletins from volunteer workers, etc. Communication and power lines were down in the area, but WOKZ's staff remained on the job throughout the night with descriptions and interviews. Early the next morning the station aired first complete list of dead and hospitalized.

Staff included Tom Payton, chief engineer; Ralph Day and Hayward Talley, engineers; Clyde Wiseman and Russ Wonnacott, special events; Lowell Seitzinger, news editor; Ray Washabaugh, program director, and others.

WBOW Terre Haute, Ind., anticipated a tornado May 21 by airing a warning about the time it hit the city. Announcer Omar Williams, playing golf, saw the twister approaching and telephoned the station which incorporated a warning in its newscast. WBOW interrupted programs to give bulletins and make appeals. It also was instrumental in rounding up the National Guard, Naval Reserve, and Auxiliary Police and Fire departments. On-the-scene wire recordings and telephone "beep" conversations also were aired.

WBBM Chicago has been cited by National Conference of Christians and Jews. Citation was received by Public Relations Director Don E. Kelley.

Garden Radio

(Continued from page 25)

regular indoor attractions.

But when it came time Thursday to put their names on the dotted lines, on advice of Mr. Hays they decided not to sign because the paper presented for signature was the standard contract of the New York State Athletic Commission, giving all the video rights to the Garden.

The Garden has insisted it needs such a clause so it can make a deal with sponsors, and particularly for the yearly type sponsor like Gillette.

The impasse in the Robinson-Gavilan situation came in the office of Eddie Eagan, boxing commissioner, who could offer no solution but who called a formal meeting of the commission Friday to discuss the matter.

Whether the Robinson-Gavilan fight also would be cancelled remained to be worked out. If so, it would be the second big thrust in the nature of a manager's strike against the Garden.

The Robinson-Gavilan deadlock threw the Garden forces into a considerable surprise, for that deal was said to be more generous than the offer to the guild. The guild, it was said, had been offered $500 for each main event fighter plus a sliding scale which could net a main eventer up to $1,000. The managers are still holding to their 50% demand.

They first cut in on TV fees last year, following a similar no-fight stand. Under the settlement then achieved with 20th Century Sporting Club, main eventers averaged about $425.

HALE BONDURANT

To Manage KFBI Wichita

HALE BONDURANT, formerly manager of WJBC Bloomington, Ill., has been named manager of KFBI Wichita, it was announced Wednesday by Howard Lane, president of the corporation which owns KFBI.

Prior to joining the Bloomington station in 1942, Mr. Bondurant was sales manager of WHO Des Moines for 10 years. He previously had been midwest advertising manager of *Wallace's Farmer* and *Iowa Homestead.*

Mr. Bondurant has served as chairman of the NAB sales managers committee of both Districts 9 and 10. He presently is secretary-treasurer of the Illinois Broadcasters Assn. He will be succeeded in his IBA post by J. Ray Livesay, president and general manager of WLBH Mattoon.

The Wichita station, an ABC affiliate, and one of the oldest in Kansas, is licensed to KFBI Inc. The corporation acquired the station from the Farmers & Bankers Insurance Co. of Wichita in October 1948. Station operates on 1070 kc with 10 kw daytime and 1 kw at night.

At Deadline...

YANKEE NETWORK STATION SALE PLAN REJECTED

YANKEE NETWORK's plan to dispose of its WAAB Worcester, Mass., and WMTW Portland, Me., under a lease arrangement providing for a flexible rental [BROADCASTING, Aug. 9, 1948] was rejected by FCC Friday in decision denying assignment applications.

Radio Enterprises Inc. was to have acquired stations, and, as consideration, would have leased their physical facilities from Yankee for minimum $325,000 for five years. FCC objected to provision which would also give Yankee 25% of gross billings above $12,000 per four-week period during that time.

Lease plan was "inspired by a desire to aid Radio Enterprises in taking over and operating stations which heretofore have been financially unsuccessful," and also seemed Yankee's best chance to recapture past losses, FCC said. Contract expressly disclaims any Yankee rights in licenses if assigned to Radio Enterprises. But, FCC said:

. . . The fact remains that where the rental is geared to gross income, the lessor inevitably has retained an added interest in the operation of the station. Since this is prohibited by the statute, the fact that this might be of some business convenience to the parties cannot change the result. The rights of a licensee . . . are exclusive rights. . . . Such a provision for sharing in the gross profits, the right to participate in the business of the lessee, offers the opportunity to persuade, coerce or control the lessee in such a manner as to be inimical to the public interest, convenience and necessity. . .

Joint losses of WAAB and WMTW averaged $7,188 per month from February through October 1948, FCC said. Losses in October, after curtailment of expenses, totaled $2,826.

Radio Enterprises is owned (99%) by Josephine L. Baybutt, owner of Ernest Jacoby & Co. (Boston commodity brokerage firm), and is headed by her son, John A. Baybutt (1%). Firm planned several economies and intensified sales effort to put stations on profitable basis. WAAB, founded in 1926, is on 1440 kc with 5 kw. WMTW, started in late 1946, is on 1490 kc with 250 w.

COMPETING BID FOR KGIL DISMISSED BY FCC

SETTLEMENT of transfer dispute involving KGIL San Fernando, Calif., begun Friday with dismissal by FCC of competing bid of P. G. Paltridge at his request. Under agreement Mr. Paltridge's one-third interest in KGIL will be bought by Howard P. Gray, commercial manager, for $15,000 on condition FCC approves license renewal and original transfer of 56.4% interest in KGIL from Helen Ruth Allen to Fayette J. Smalley Jr. for about $20,000. Mr. Paltridge, ex-KGIL manager, also will drop his $45,000 breach of contract suit against KGIL [BROADCASTING, Nov. 29, 1948].

Commission also granted request of KVAK Atchison, Kan., to drop transfer from S. H. Paterson to Dr. Albert Alvin Almada for $80,000 [see story page 41]. FCC however continued indefinitely hearing on license request.

TUBE SALES DECLINE

SALES of receiving tubes dropped in April, according to Radio Mfrs. Assn. reports from member companies. April sales totaled 13,593,164 units compared to 14,505,349 in March. Of April total, 9,662,760 were for new sets, 2,909,247 for replacements, 928,903 for export and 92,254 for government agencies. Four-month tube sales in 1949 total 54,251,207 units.

TWO NEWSMEN PURCHASE WAVZ NEW HAVEN

SALE OF WAVZ New Haven (and its interim FM sister) to two newsmen who would run it as "newspaper of air" consummated for $80,000, subject to FCC approval.

Purchasing daytimer from half-dozen stockholders, including Lester C. Flood, former FCC accountant and 28% owner, are Victor Knauth, of Wilton, Conn., editor of *Omnibook* and former publisher of *Bridgeport Times-Star*, and Don W. Kops, formerly with *Kiplinger Newsletter* and Scripps-Howard newspapers in Texas, who would become manager. WAVZ established in 1946, operates on 1260 kc with 1 kw daytime. Transaction through Blackburn-Hamilton.

KICD REVOCATION ORDER RESCINDED BY FCC

CLEAN SLATE given KICD Spencer, Iowa, by FCC Friday in decision rescinding previous order to revoke station's license on grounds Ben B. Sanders made financial misrepresentation in purchasing 64% interest for $19,000 from L. W. Andrews in 1945 [BROADCASTING, March 29, 1948]. Commission said Mr. Sanders concealed fact he got money from J. Harold Smith, evangelist owner of WIBK Knoxville, Tenn., at Rev. Smith's request that loan be kept secret.

FCC found there had been no willful misrepresentation as Mr. Sanders explained he understood Commission was concerned only with fact he had sufficient funds and not how he obtained them.

WARNER DROPS CHICAGO TV

TV APPLICATION of Warner Bros. Pictures Inc. for Chicago dismissed Friday by FCC at request of picture firm. Warner Bros. in early May filed drop-out request and criticized FCC delays, but fortnight ago asked petition to be passed over [BROADCASTING, May 16].

WSNY PROBE SET AUG. 1

INQUIRY into ownership dispute at WSNY Schenectady, N. Y., set Friday by FCC for Aug. 1. Hearing will center on counter-claims of George R. Nelson, ex-general manager, and Winslow Leighton, president, regarding station control and stock transfer [BROADCASTING, May 9].

SCOTT HEADS KSRO

CHARLES P. SCOTT, manager of KTKC Visalia, Calif., for 12 years, named manager of KSRO Santa Rosa, Calif., succeeding Edward Handley. Mr. Scott entered radio in 1933 at KGHL Billings, Mont.

WGAL-TV—ON TIME

WGAL-TV Lancaster, on test pattern since April 3, begins full commercial operation Wednesday, June 1 "as advertised." Owned by Steinman Stations Inc., and directed by President Clair R. McCollough, station is basic NBC, but will also carry CBS and DuMont networks. It will operate from 4:45 to 11 p.m. daily, serving 3,100 TV receivers in area. Sister WDEL-TV Wilmington scheduled to take air between June 15 and July 15, says President McCollough.

HALPERN NEW HEAD OF TELEVISION SOCIETY

DAVID HALE HALPERN, radio and television director of Owen & Chappell, New York, made new president of American Television Society for coming year at group's last meeting of 1948-49 season in New York. Other officers are: Vice president, Donald D. Hyndman, Eastman Kodak Co.; secretary, Reynold R. Kraft, NBC; treasurer, A. U. Braunfeld.

New ATS board members are: Charles Durban, U. S. Rubber Co., retiring ATS president; Ralph Austrian, consultant; Halsey V. Barrett, DuMont; Jerry Danzig, CBS; E. P. H. James, MBS; George Shupert, Paramount Pictures; Maurice E. Strieby, AT&T.

RIPLEY DIES IN NEW YORK

ROBERT L. RIPLEY, "Believe It or Not" creator, died Friday afternoon of heart attack, at New York's Columbia Presbyterian Medical Center. He was 55. Mr. Ripley had NBC-TV program Tuesdays, 9:30-10 p.m., was previously on NBC radio from 1931 to 1938 and 1947 to 1948.

VOTE ON ACTORS UNION

ACTORS Equity and Chorus Equity Council approved blueprint Friday for video actors union and will report that approval to Equity annual meeting June 3. AFRA local in New York also holding annual meeting June 9 at which video actors union to be given top consideration. Plan for such union, to be called 4A's Television Authority, will be up for death or life June 17 at annual meeting of 4A's [Associated Actors & Artistes of America] international board.

BRIGHT TO JOIN ABC-TV

ROBERT BRIGHT, former art director of WPIX (TV) New York, joining ABC-TV as assistant art director June 6.

GETS WEDDING RIGHTS

WNEW New York last Friday secured exclusive broadcast in New York area of Rita Hayworth-Ali Khan nuptials, courtesy North American Service, French Broadcasting System.

Closed Circuit

(Continued from page 4)

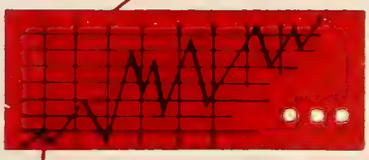
by Buick through Kudner, and going into the Berle NBC-TV spot during summer, will probably move to Thursday 9-10 p.m. period in fall.

ANNOUNCEMENT shortly will be made of appointment of Charter Heslep, former Washington manager of Mutual, as chief of radio and television of Atomic Energy Commission. He will join AEC as soon as he completes assignment of editing Adm. Wm. D. Leahy's war memoirs, probably sometime next month. At AEC he will report to Morse Salisbury, chief of information division.

CAMEL CIGARETTES considering sponsorship of USC-UCLA home games in Los Angeles this fall. Kendall Foster, TV head of William Esty Co., was on Coast last week, discussing possibilities.

GENERAL FOODS, New York, actively looking for hour-long television show for fall presentation.

PROCKTER Productions has filmed television version of *The Big Story* on NBC, sponsored by Pall Mall cigarettes, for presentation to advertisers as possible fall video series. SSC&B New York, is agency.



only through EXPERIENCE



Will your new product really sell? Only through experience will you learn whether your product is right... your package appealing . . . your selling theme effective. And WLW-land is the ideal place to test and gain that invaluable experience.

For WLW-land is the proving ground of the Nation.

You'll find a true cross-section of America in WLW's Merchandise-Able Area. Here, in parts of seven states, are nearly 14 million persons — in great cities and tiny hamlets, in country houses and cottages. These millions typify the people of our Nation, for they come from every walk of life, from every income bracket. So if an advertising campaign will work in WLW-land, it's pretty sure to be effective anywhere in America.

Many sales problems have been brought to WLW. And when at all possible, manufacturers and advertising men have received help. But the assistance provided has not been merely time-on-the-air. WLW's service goes deeper. The Nation's Station has facilities unrivaled by any other radio station in the country, plus manpower, plus a "know-how" peculiar to its territory.

Yes, WLW-land is the ideal proving ground for new ideas, products, packages and techniques. And WLW—with its unequaled facilities—can help you gain the experience you need to reach . . . *and sell* . . . consumers.

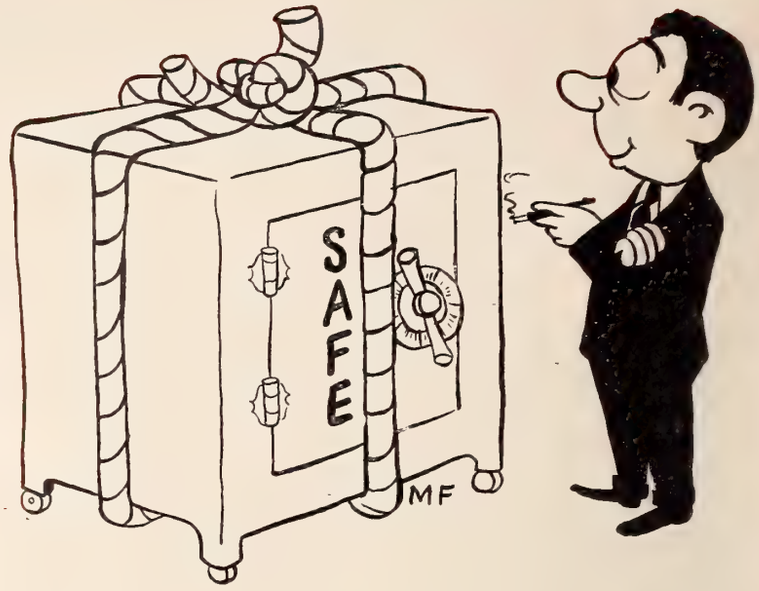
Do *you* have a sales problem? The Nation's Station will be glad to help you solve it soundly.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

How Your Advertising Dollar Can Help–



SAFEGUARD YOUR PROFIT DOLLAR



High break-even point is one purloiner of profit dollars we *can't* help you with—unfortunately. But we *can* help you stop the profit-thief of declining or static sales.

As a national advertising medium, we can work to stimulate your sales. Better yet, we can do it at a lower coverage cost than other networks and, at the same time, offer greater flexibility to gear with your *selective* selling needs.

Let's talk coverage. The A.C. Nielsen Network Audience Study measures the weekly audience of all networks. A projection of their Feb.-Mar. 1948 Study gives Mutual 31,603,000 radio homes, day; and 30,399,000 radio homes, night. That's *a lot of audience* for one medium to offer as potential.

Let's talk cost. Based on the Nielsen figures and on full network rates—a half-hour evening on Mutual costs an advertiser 31¢ *per 1000 homes covered* (time only). The costs on the other networks are: 34¢, 36¢ and 37¢.

Let's talk markets. The 137 U.S. Metropolitan markets account for 59% of radio homes, 64% of retail sales. Mutual delivers 130 of these (night) and 136 (day). And all but a few *from within*—by a station right in the market. In the rest of the country (41% of radio homes, 36% of retail sales)—Mutual offers 390 stations, of which 318 are in towns having *no other network station.*





Let's talk flexibility—fitting the network to your needs. If you want full national coverage, then use our "$1,200,000 Plan" which permits maximum freedom in programming, in selection of stations, in "scheduling"—it's radio's best mass buy. But if you must work on a limited budget, or have a selective market problem, then find out about our Plan that enables you to sell where you want to.

Mutual really works with your Advertising Dollar to Safeguard Your Profit Dollar. Why not talk it over with us.

MUTUAL BROADCASTING SYSTEM

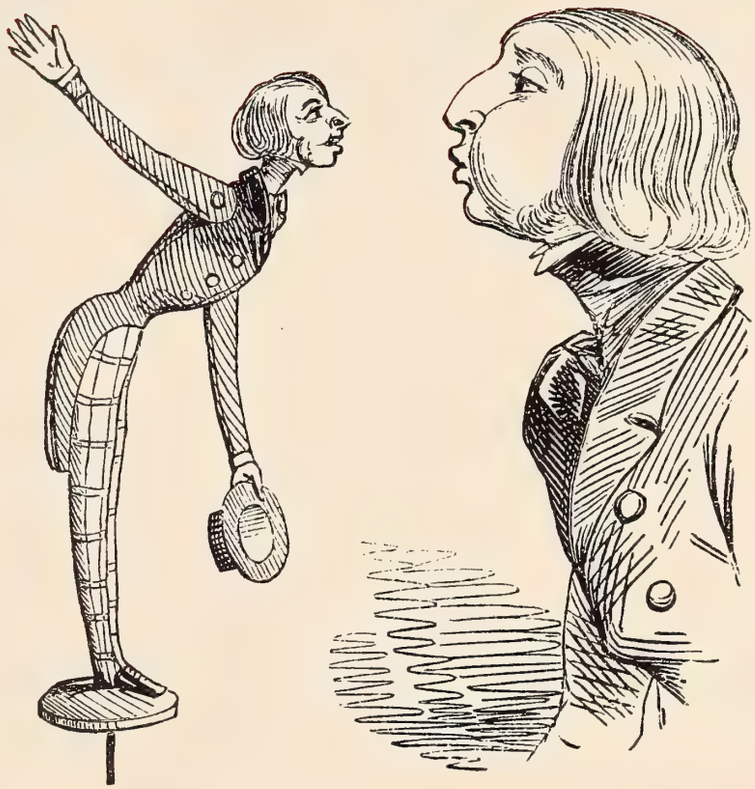
JUNE 6, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

look-- it can be done almost with pennies!



SAY YOUR ADVERTISING appropriation is just "small stuff". You're kind of leery about radio because you think of it in terms of "big" shows.

That's nonsense.

Here at WOR we have personality powerhouses who are "big", but not in cost. For instance, take Martha Deane, a prize-winning, sales-making phenomenon. You can get this woman for $600.00 a week, daytime on WOR. She can charm a majority of 29,000,000 people in 14 states. Maybe she can do for you what she did for a recent sponsor: Jumped his sales 200% above the same period during the previous year in the brief time of 7 weeks.

You can buy 5 spot announcements for $500.00. Twenty-one of these recently sent 5,000 customers into one WOR sponsor's 10 retail stores.

That's buying. That's the power of WOR!

How would you like WOR to sell your, or your client's wares that way for so little?

The place is

—the station WOR

that sells more at less cost than any high-powered station anywhere

MUTUAL

IN THIS ISSUE: MILWAUKEE MARKET STORY • COMPARATIVE NETWORK SCHEDULE

OUR 25TH ANNIVERSARY YEAR



Here's the Greatest "FAMILY ACT" We Ever Had!

WHOLE FAMILY groups used to bring fiddles, guitars and musical gadgets to the old WLS studios in the Sherman Hotel 25 years ago. And then, as radio became more "professional," WLS became famous for "family acts"—Louise Massey and the Westerners for one—Lulu Belle and Scotty—the DeZurik Sisters, the Williams Brothers, the Linder Twins, Connie and Bonnie.

But pictured here is our greatest "family act"—a family typical of countless others throughout Midwest America—families who listen to and enjoy WLS every day. This is the family of Harvey Litwiller, in Macon County, Illinois.

The three girls hear our DuPont Award-winning "School Time" programs every day at school. They all have their favorite home-listening WLS programs, too —Lulu Belle and Scotty, Bob Atcher, the Buccaneers. Some they have seen in person at the Illinois State Fair.

Mr. and Mrs. Litwiller are daily "patrons" of WLS Dinner Bell Time (Mrs. Litwiller's account of a "good neighbor" deed was read on this program last fall)—and of the markets, farm news and weather facts found on "Farm World Today" and early morning "Farm Bulletin Board." They value these programs for help in daily operation of a modern 400-acre Illinois farm—a big business involving livestock, marketing practices, grain, storage, soil conservation practices, and other factors.

Like many young family men, Mr. Litwiller takes the lead in school consolidation, Farm Bureau and similar activities affecting his community and family. He has met WLS editors or field men many times in connection with this work.

And on Saturday nights, you'll usually find all the Litwillers at home enjoying the WLS National Barn Dance.

The Litwillers and all the families like them are WLS' greatest asset, because they have taken the radio station right into their family lives, wherever they may live in Illinois, Indiana, Michigan, or Wisconsin—city, town or farm. Naturally, these family groups have a basic loyalty to the radio station that serves them so well—and has for so long—and it is this widespread family loyalty to WLS that moves your products faster and easier when you advertise on the "family station" in the Agricultural Capital of the World—Chicago.

A Clear Channel Station

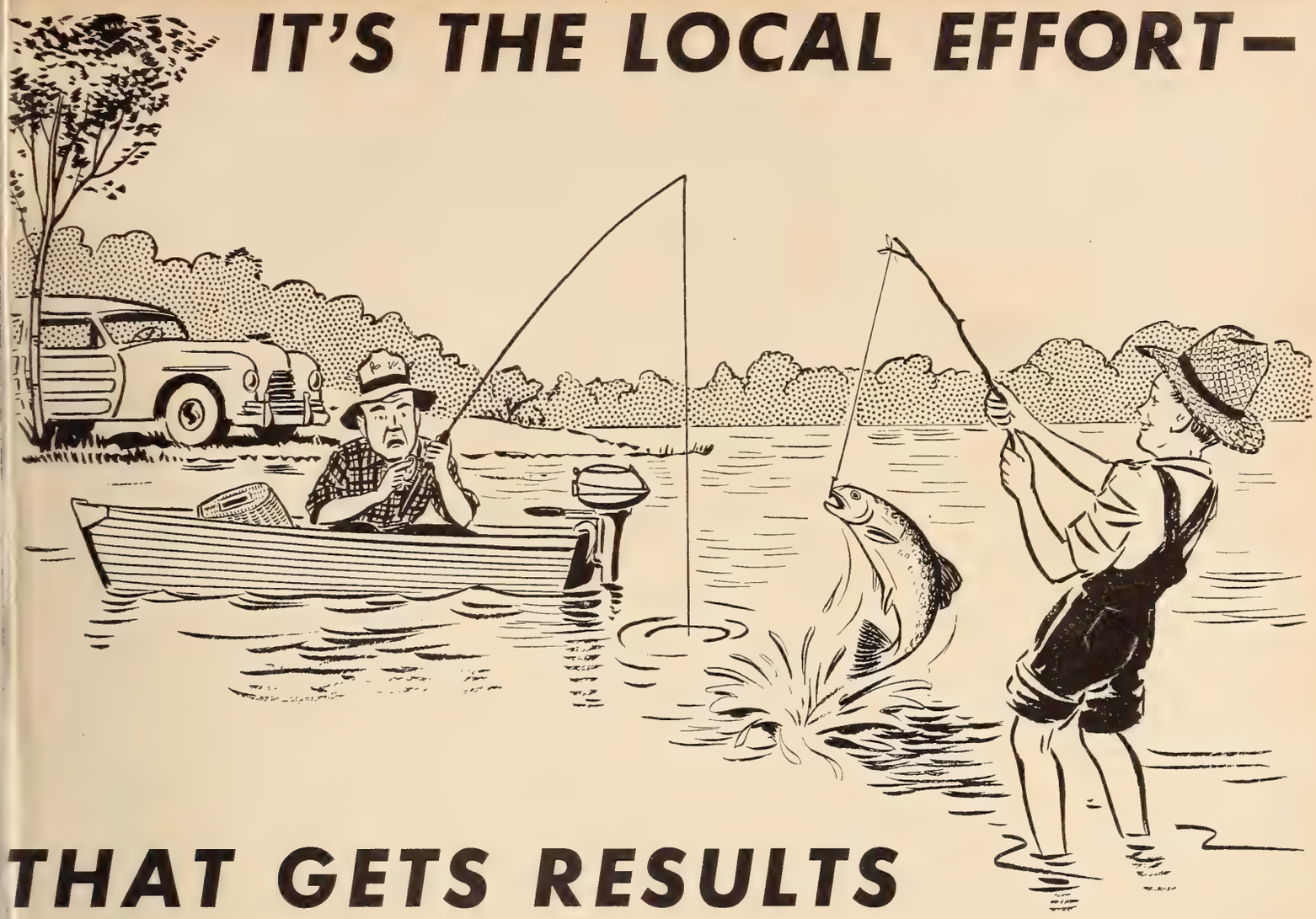
WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE

REPRESENTED BY JOHN BLAIR & CO.

IT'S THE LOCAL EFFORT—



THAT GETS RESULTS

What you take out of a market is in proportion to what you put into it in continuous local sales effort. In New England's many markets there is no better way to accomplish this than through the local and friendly influence of Yankee home-town stations.

That way you have at once the most important selling requirement — an aggressive local salesman everywhere. You are sure of blanketing the entire service area of each station, reaching a greater percentage of homes throughout the area.

New England has 24 of these Yankee home-town stations. In fact, radio coverage that conforms to the whole pattern of New England population and buying power is available exclusively through the Yankee Network.

With Yankee you can have more local impact in more markets — equally adequate coverage everywhere — more complete coverage of New England as a whole.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

1 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

blished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4. D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

DANCER - FITZGERALD - SAMPLE, New York, planning spot campaign for General Mills promoting cake-mix and Cheerios.

IT MIGHT be regarded as legislative miracle but informed observers see chance of passage at this session of McFarland Bill (S 1973) to reorient FCC's functional operations to expedite action. Horseback opinions of most observers were favorable to bill, itself constituting precedent on radio legislation. Even with less than two months remaining, it's felt Congress could hustle bill through if there were no serious dissents.

LATEST switch in top network names involves probable shift of Horace Heidt under Philip Morris sponsorship from NBC to CBS. Top slot Sunday nights indicated. Biow agency reports simply that matter is being discussed and shift has not been consummated.

RAYVE SHAMPOO, product of Lever Bros. Pepsodent division, lining up AM spot daytime campaign through Needham, Louis & Brorby, Chicago. Original roster of 54 markets expected to be reduced.

BOB HOPE unsuccessful in obtaining approval of Lever Bros. to tape last few shows this season. Although a Young & Rubicam executive termed current relationship between star and client "amicable," he foresaw possible difficulty in fall if Hope isn't granted permission to tape shows.

DEAL NEAR for sponsorship by Southern Baptists of 8-8:30 a.m. Sunday broadcasts on Mutual southern stations.

FCC's self-initiated reorganization plan isn't as dead as official silence indicates. Apart from new McFarland Bill proposals (story page 23), FCC again has been actively considering reorganization, with current talk centering on functional staff setup (along McFarland Bill lines) rather than panelizing of FCC itself (which McFarland Bill also proposes). Three divisions would be created, to be headed by director or administrator who would have control over all activities other than high policy.

JUDGING by wishes of NAB district directors, Judge Miller may drop idea of attending only part of district meetings scheduled in autumn. Directors said to desire his presence at all meetings in view of rising pressure of NAB problems and general business situation.

CHAIRMAN COY's future still intrigues radio officialdom as well as industry. They're betting even money now that (1) he will accept presidency of Television Broadcasters Assn. if necessary funds are raised for full-blown Washington trade association operation; (2) he might be inveigled into accepting Under-Secretaryship of State if James E. Webb, his close friend and former Budget Bureau colleague, resigns to accept chair at U. of North Carolina.

YOU CAN take it or leave it but observers in

(Continued on page 74)

Upcoming

June 6: NAB board membership subcommittee, NAB Hdqrs., Washington.
June 6: AFM 52nd annual convention, San Francisco.
June 7: NAB FM Executive Committee, NAB Hdqrs., Washington.
June 11: Wisconsin-Upper Michigan Sales Managers Assn., Plankinton Hotel, Milwaukee.
June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N.B.

(Other Upcomings on page 49)

Bulletins

MILES LABS has renewed both AM and TV *Quiz Kids* for 52 weeks on NBC. AM program, which suspends for season June 19, will reopen Sept. 11, 2:30-3 p.m. (CST), half-hour earlier than during year just ended. TV program, which was on at 8 p.m. up until May 24, will resume Sept. 7 on 9-9:30 p.m. schedule. TV will be on NBC's inter-connected network, which is expected to embrace 22 stations. *Quiz Kids* is Louis G. Cowan production. Wade Advertising, Chicago, is agency.

WTCN-TV Minneapolis-St. Paul becomes CBS-TV affiliate July 1, bringing to 41 network's total. Station on Channel 4, with 17.9 kw visual and 9.2 kw aural power. WTCN-TV also primary ABC and DuMont affiliate.

MILLER JUMPS ON FCC FOR 'VAGUE' DECISION

NAB President Justin Miller, in Friday comment on FCC's Mayflower decision (story page 23), slapped down Commission for "vague and wandering" ruling. Text of his comment:

The FCC has issued a report which says broadcasters may editorialize over their own facilities. The Commission, in other words, has confirmed "at long last" the opinion of the NAB that the dicta contained in the Mayflower decision represented an unwarranted invasion of freedom of speech.

This is the greatest single victory in behalf of freedom of expression in this nation since the Zenger case confirming the editorial freedom of newspapers over a century ago. It is true that the Commission's action does not in terms reverse the Mayflower case. Nevertheless, it nullifies the uncertain language and faulty reasoning contained in that decision.

The concurring observations of Commissioner Jones with respect to the gobbledygook woven into the Commission's majority report demonstrates the danger of establishing policy through the use of dicta.

Now that the broadcasters' right to free speech has been recognized by the FCC, I suggest that broadcasters be clearer and more specific in their editorializing than the Commission has been in this vague and wandering report—or they will fail to fulfill the Commission's new dicta concerning "the right of the public to be informed (fairly)."

HONOR PALEY, BERLE

WILLIAM S. PALEY, chairman of CBS board, and Milton Berle, comedian, will be given Barnum award, for network operations and television, respectively, by New York Public Relations Committee, co-chairmanned by Dick Pack, WNEW, and Hal Davis, Kenyon & Eckhardt, in connection with Barnum centennial to be held June 8 in Bridgeport, Conn.

Business Briefly

SYLVANIA AGENCY ● Sylvania Electr Products, New York, has appointed Kenyon Eckhardt, New York, to handle advertisin for its first line of television sets which will b marketed Oct. 1. Other Sylvania products ha dled by Newell-Emmett Co., New York.

ARAKELIAN NAMES ● K. Arakelian Inc Madera, Calif. (Mission Bell wine), name Young & Rubicam, New York, as agency.

RALSTON RENEWAL ● Ralston-Purin Co., St. Louis (Feed Division), renews *Checke board Jamboree* fourth consecutive year on 2(MBS southern stations, Mon.-Fri., 1:45-2 p.n Agency, Brown & Bowers, Nashville.

RCA DECLARES DIVIDEND

RCA declared dividend Friday of 87½ cen per share on $3.50 cumulative first preferre stock for period April 1 to June 30. Divider payable July 1 to holders of record June 1 Announcement made by David Sarnoff, RC board chairman, following meeting of board.

SILVERNAIL SAYS SPOT SALES 'BIG AS EVER'

KENTUCKY STATIONS were urged Frida by Lt. Gov. Lawrence Wetherby to acce responsibility of editorializing on all questior of public policy in line with FCC's Mayflow decision repealer. Addressing Kentucky Broa casters Assn. in Louisville, Gov. Wetherby sa stations should not hesitate to criticize praise administration.

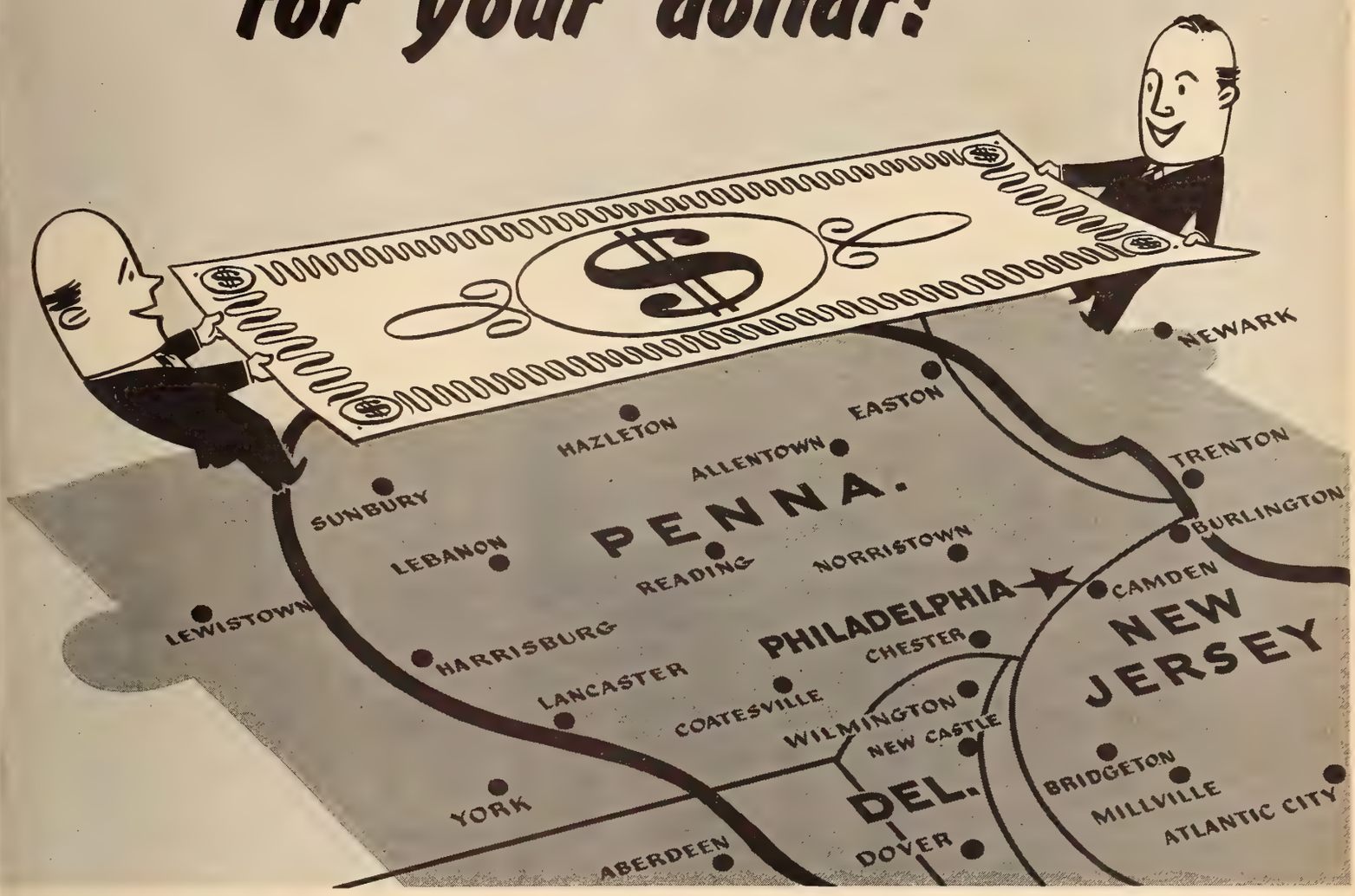
Frank Silvernail, chief timebuyer of BBD New York, said his agency's spot business "just as big as ever, and gives no indicatic of slipping off." Most older stations have ju as good business as prewar, he said. Tippir stations on what agencies want, he said the love BMB, Hooper and Conlan. He urged sma stations to go out for local business, explainir that no station is safe unless 35% of its reven is local.

In question-answer session, Mr. Silverna said industry wants BMB or some basic co erage data. He thought station represent tion lists should be shorter for more effecti selling. Any station that takes PI business "nuts," he declared. Package deals, deviati from card rates, are in same category as F he said, and stations can "package themselv into bankruptcy." Rate card packages, ho ever, he characterized as ethical.

Harry W. Schachter, Louisville departme store executive and president of Committ for Kentucky, told of success of *Wake Kentucky* campaign, ascribed to radio and WHAS Louisville, which originated Peabo Award winning program, large measure success for project.

Roundtable on sales and sales problems F day afternoon had this panel: W. T. Isa WHIR Danville, chairman; J. W. Betts, WFT Maysville; Fred Bullard, WKIC Hazard; Kat ryn Peden, WHOP Hopkinsville; Kenneth Turner, WNBS Murray; James Shacklet WTCO Campbellsville, and Louis Raybu WKAY Glasgow.

MORE COVERAGE for your dollar!



KYW, the 50,000-watt NBC outlet in the nation's ...ird market, *always* has delivered a huge and receptive ...udience.

...ow, KYW gives you *more coverage than ever before!*

...hanks to a new, super-efficient antenna system including ...65-foot towers, the KYW signal now comes in *stronger ...d better*.. especially throughout the populous areas ...est and southwest of Philadelphia. This *added* coverage ...sts you nothing! For details on this expanded coverage ...attern, contact Harvey McCall at KYW, or Free & Peters.

PHILADELPHIA • 50,000 WATTS
NBC AFFILIATE

KYW

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



WFDF RECEIVES TWO AWARDS WITHIN NINE MONTHS

● WFDF recently received the Alfred P. Sloan radio award for highway safety as national recognition for outstanding public service during 1948. This is the second award given to WFDF for *locally produced and sponsored* radio shows within a period of nine months! The first award was conferred by Billboard magazine for the Easter Bunny Show sponsored by a local department store.

We're honored at having been selected as recipient of the Alfred P. Sloan award . . . proud that WFDF is providing not only entertainment and enjoyment to its radio audience—but also is effective as a voice in the activity of public service. In this case, radio played an important part in the promotion of interest in highway safety.

Shown in this picture, left to right, are Mr. Robert C. Homady, Secretary and Treasurer of Homady Brothers, holding the sponsor's Certificate of Merit; Mr. George C. Mann, Jr., of AC Spark Plug Division of GM, congratulating (on behalf of Mr. Sloan) Sgt. Wilburn Legree of the Singing Cop Program, while Mr. Lester W. Lindow, General Manager, WFDF, displays the plaque awarded the station.

910 Kilocycles WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

*

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IN THIS ISSUE . . .

Mayflower Ruling Overridden 23
McFarland Introduces FCC Revamping Bill 23
P & G Realigns Daytime Schedule 24
NAB Assures BMB Study Completion 25
Gill Surveys AM Listening in TV Homes 25
Bekins' Best Buy is Radio 26
McCray Succeeds Dyke at NBC 27
ABC Dismisses 80 27
Bright Ad Future, AFA Finds 27
WORL Finally Ceases 28
Research Firms Reviewed 28
Color TV Demonstrated 30
ASCAP TV Rights Agreement Seen 30
'Voice' Fund Decrease Urged 54
Pro Eagles Ban Video 57

DEPARTMENTS

Agencies 16
Allied Arts 70
Commercial 55
Editorial 40
FCC Actions 58
Feature of Week 10
Film Report 34
Management 46
Milestones 64
Network Accounts 20
New Business 20
On All Accounts 10
Open Mike 14
Our Respects to 40
Production 66
Programs 57
Promotion 68
Radiorama 11
Technical 70
Telestatus 36
Upcoming 49

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

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Editor and Publisher

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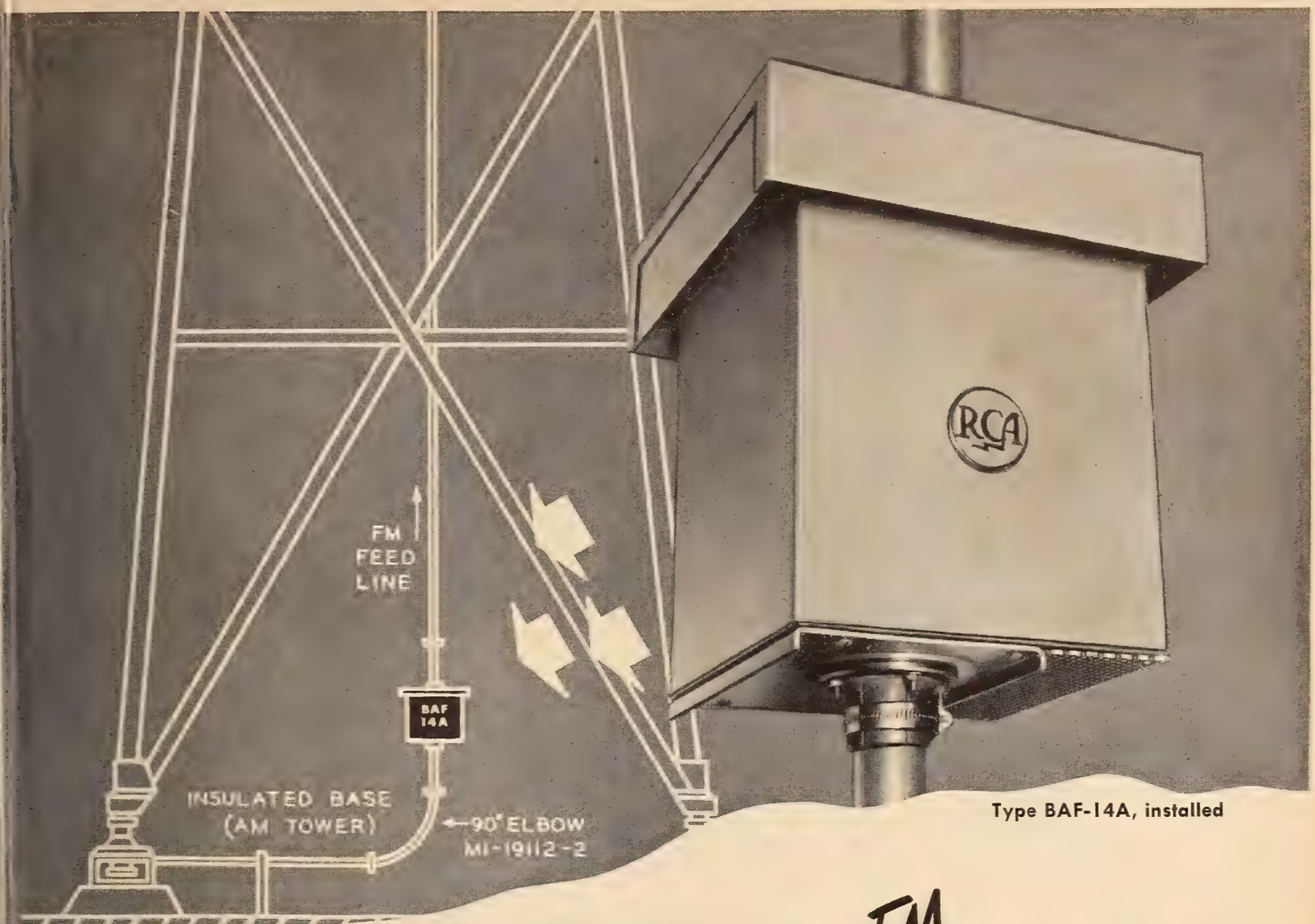
TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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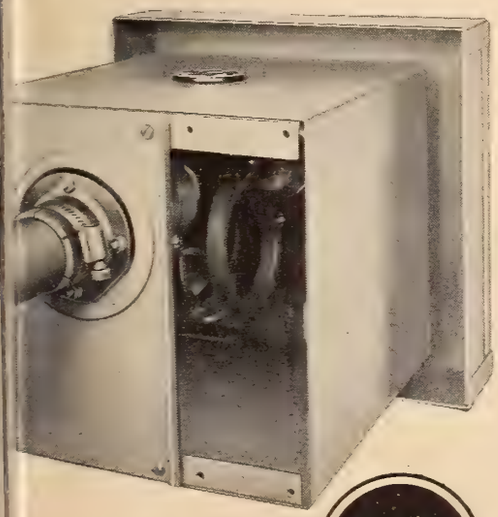
Subscription Price: $7.00 Per Year, 25c Per Copy



Type BAF-14A, installed

. . . isolates the FM feed from your AM tower . . . the easy way

Close-up view of the BAF-14A with the shield removed.



New design—New low price*

● The new RCA Type BAF-14A Isolation Unit enables you to transfer FM power effectively across the insulating zone of your AM tower . . . *and makes it possible to completely isolate the FM and AM signals from each other.* The unit maintains a low standing wave ratio on any FM channel and has minimum effect on AM tower impedance. Type BAF-14A will handle up to 10 kilowatts of FM power—with AM base insulator voltages up to 14 kv, peak!

In this Isolation Unit, two series-resonant circuit loops are coupled to each other in such a way as to provide excellent band-pass characteristics over the range of 88 to 108 Mc. Each circuit connects directly to its respective input or output transmission line—terminating in an end-seal. Provision is made to carry the gas pressure line across the unit.

It's a simple matter to connect up the BAF-14A . . . *because the input and output terminals are both equipped with special swivel flanges that eliminate expensive special coaxial fittings.*

Built in a weatherproof metal box, only 12" x 12", the BAF-14A Isolation Unit is delivered ready to go. No tuning or adjustments to go through after installation.

Ask your RCA Broadcast Sales Engineer how the BAF-14A can solve your tower coupling problem. Or write Dept. 19FA, RCA Engineering Products, Camden, N. J.

*Ask your Broadcast Sales Engineer

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

"Any advertiser can and most advertisers should use **SPOT RADIO**"

"POWDER OR TABLET, YOUR CHOICE YOU SEE, SO TAKE YOUR CHOICE, BUT TAKE BC"

BC has been easing the headaches of millions of Americans for a great many years.

BC uses Spot Radio which has been easing the headaches of sales and advertising heads for a long time too.

BC offers a choice—powder or tablet. And Spot Radio offers a choice too—a choice of markets, stations, times, frequency . . .

What's your sales headache? Spot Radio, taken as directed, can cure it. We would like to think that we'll B-C-ing you in Spot!

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA • BOSTON

EDWARD PETRY AND CO. INC.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA ——— WSB-TV
BALTIMORE ——— WBAL-TV
BOSTON ——— WNAC-TV
BUFFALO ——— WBEN-TV
LOS ANGELES ——— KFI-TV
MILWAUKEE ——— WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

Profits Await Advertisers in these 5 Markets

WORK
YORK, PA.
ESTABLISHED 1932

WEST
EASTON, PA.
ESTABLISHED 1936

WKBO
HARRISBURG, PA
ESTABLISHED 1922

WGAL
LANCASTER, PA.
ESTABLISHED 1922

WRAW
READING, PA.
ESTABLISHED 1922

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

STEINMAN STATIONS

Feature of the Week



Duluth youngsters watch KDAL puppet show.

* * *

KDAL Duluth, Minn., has made effective use of puppet shows to promote its station personalities. An estimated 5,000 people watched the 14-minute KDAL puppet show every day during the Third Annual Duluth Home Show, the station reports. Fifteen shows were presented daily.

The puppets, caricatures of KDAL's local stars, were synchronized with the transcribed voices of KDAL personalities they represent. They played violins, guitars and pianos from a studio setting. Everything from lights to a curtain was built into the puppet set by KDAL engineers.

Trav Bayly was m. c. of the

(Continued on page 67)

On All Accounts

FORTNIGHT ago two Chicago newspapers—both with radio stations of their own—carried stories commending a third outlet. And, of all things, an FMer.

A *Tribune* headline carried the call letters—WXRT—boldly on a story by its veteran radio editor, Larry Wolters. Sam Lesner, who writes radio for the *Daily News*, gave the station prominent notice in his column as well.

The reason for this uncalled-for respect was that WXRT (sister station of WSBC, proud Chicago foreign language station)—independent in its programming since it took the air last August — had announced it would become the Midwest's first all - classical commercial station on Memorial Day.

But it wouldn't go begging. General Manager Robert Miller already had a pocketful of retail accounts.



ROBERT

WXRT was the first Chicago FM station to take the air with an in-store broadcasting service, offering music and commercials to a large food store chain. The operation was begun last August and seemed to be successful. But Mr. Miller pointed out that the store broadcasting service made it difficult to attract a "significant outside audience" and to build the station along "fundamental" lines.

He noted that WXRT's evening programs, which all along had been featuring only classical music, had one of the largest and most enthusiastic FM audiences in the whole Chicago area. Two independent surveys, conducted five months apart, showed the station to have a larger audience than any other commercial FM outlet. Mail was coming in at such a rapidly increasing rate that its mailing list had increased in three months from less than 500 requests to more than 5,000.

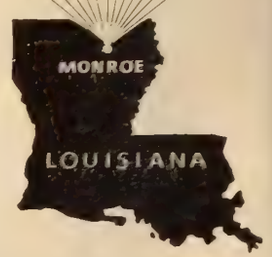
Other significant factors were the overwhelming approval of the programming, not only by individuals but by organized groups of "good music" lovers. Two universities made WXRT required listening in their music schools. Semi - professional groups and individual performers listened to the station in preparation for their own concerts and recitals.

So Mr. Miller decided to abandon completely its occasional cocktail-lounge selections and convert 100% to the classics.

"Since the future of any radio station depends upon the ultimate

(Continued on page 67)

97,410
RADIO HOMES



KMLB
MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT
National Representatives
TAYLOR-BORROFF & CO., Inc.
Affiliated with
AMERICAN BROADCASTING CO.

for
NETWORK
CALIBRE
PROGRAMS



. . . at local station cost

See your station representative or write

LANG-WORTH
feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.



IN Chicago on way to West Coast, Hugh Feltis (center), KING Seattle mgr. and former BMB pres., is greeted by (l to r) Bernice McTaggart, J. Walter Thompson; J. R. Fishburn, Walker Co.; Ed Fitzgerald and Sylvia Rutt of JWT.

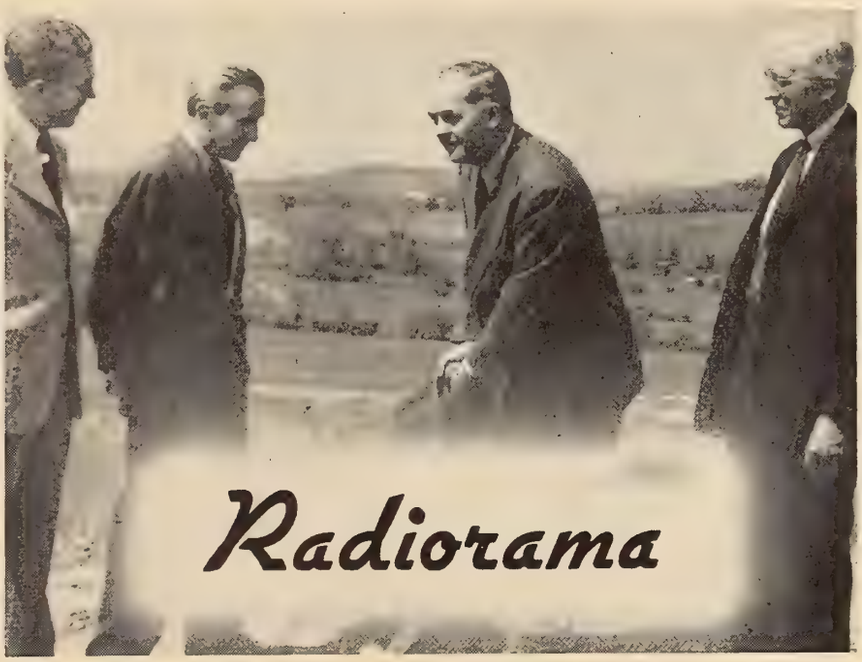


GROUND is broken for WSYR-TV Syracuse, N. Y., by Col. Harry C. Wilder, president of WSYR. Taking part in the ceremony are (l to r): E. R. Vadeboncoeur, vice president of WSYR; A. G. Belle Isle, WSYR chief engineer; Col. Wilder, and W. Roy Austin of Funda-Austin Construction Co., Syracuse, firm erecting the building. WSYR-TV plans to be on the air with network service by mid-fall. The station will operate on Channel 5 (76-82 mc).

MEDAL awarded to the late Wm. H. Johns (portrait) as first AAAA pres. is given to assn. by his son, John Johns (l) of BBDO. Accepting are Clarence Goshorn (center), Benton & Bowles, 4A's chairman; Frederic Gamble, 4A's pres.



ARRANGEMENTS for 1949 co-sponsorship of Portland (Ore.) Beavers baseball games on KWJJ Portland by Lee Cosart Motors are made by (l to r) Wm. Mulligan, Beavers mgr.; James Emmett, Butler-Emmett Adv.; Lee Cosart.



Radiorama



CONTRACTING for 30 15-minute programs weekly over WVNJ Newark, N. J., is Walter Shirley (r), pres. Mastic Acres Inc., Long Island realty development. WVNJ Mgr. Ivan Newman welcomes new sponsor. Agency, Flint Assoc.



CONTRACT for National Furniture Co., Asheville, N. C., backing baseball games on WLOS-FM Asheville is set by (standing l to r) Ed Brandt, Charles Britt, Ken Beachboard, WLOS; (seated) Harold Shipley, National.



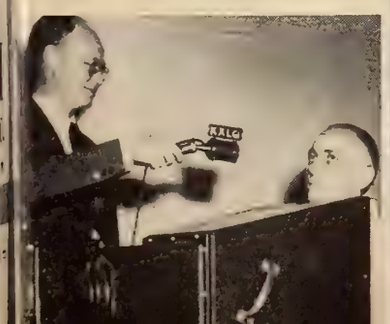
PURCHASE of two RCA transmitters, 50 kw for WNOE New Orleans and 5 kw for KNOE Monroe, is completed by (l to r) James Gordon, WNOE general manager; James A. Noe, WNOE-KNOE owner; F. J. Kelley of RCA, and Robert W. Dumm, manager of KNOE.

U. S. EDITIONS of works by Brazilian composers are presented to Pres. Dutra of Brazil (2d from l) by Carl Haverlin (2d from r), BMI pres. Others taking part are (l to r) Herbert Akerberg, CBS; James Wallen, MBS; Joseph McDonald, ABC; Wm. S. Hedges, NBC.



CHECKING Camels' sponsorship on KTSL (TV) Los Angeles are (l to r) Bill Symes, KTSL sports dir.; Kendall Foster, Wm. Esty Co., agency; Bob Hoag, KTSL sales manager.

TELLING listeners how it feels to get an X-ray, Homer Stenersen of KXLQ Bozeman, Mont., is interviewed by KXLQ Pres. Ernest Heath (with mike) during broadcast from X-ray unit.





WELCOMING Don McNeill (l), ABC *Breakfast Club* m.c., to New York where troupe broadcasts for two weeks is Robert E. Kintner, executive vice president of ABC.



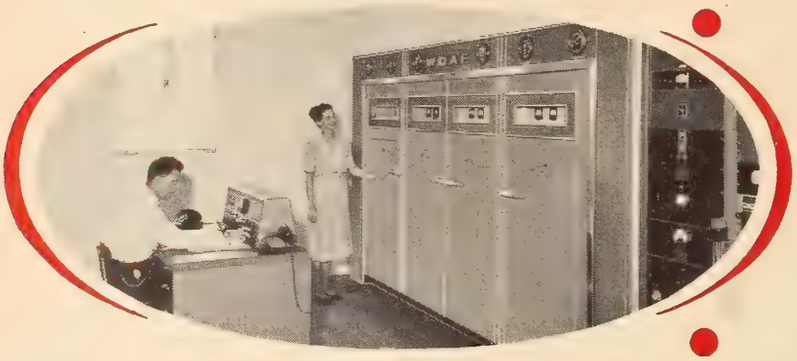
One dozen reasons

why you can depend on this General Electric

5-KW AM TRANSMITTER



WQAM—MIAMI—The clear, strong signal from this station blankets greater Miami and gives dependable coverage of the 15 additional counties in its trading area. Above: G-E 5 kw AM transmitter (left), monitor rack, G-E 10 kw FM transmitter (background).



WDAE—TAMPA—Owned and operated by the Tampa Daily Times, the city's oldest station has been on the air since 1922. In recent complete modernization program, WDAE officials selected the General Electric 5 kw AM transmitter (above).



WNAX—YANKTON—On the air since 1926, this South Dakota station recently modernized its broadcast facilities, installing a General Electric 5 kw AM transmitter.

1 Spare Tube Switching. A distinctively *new* feature! To minimize time off the air, front-of-panel controls switch spare PA and modulator tubes into the circuit in a matter of seconds.

2 Variable Loading. To maintain output power within FCC tolerances despite changes in line voltage or load conditions, variable pressurized-nitrogen capacitors are used with front-of-panel controls. These capacitors—both for PA tank tuning and for output loading—assure maximum reliability and flexibility of operation.

3 Low Installation Cost. Each transmitter is assembled and tested in the factory and therefore requires a minimum of reassembly and circuit-checking at installation. Cubicle construction and steel base (with built-in wiring trench) make this transmitter exceptionally easy to install. Net result—money and time saved for you!

4 Blower Externally Mounted. The blower is designed for installation outside the cabinet, permitting the use of a spare unit if desired. This system keeps blower vibration out of the cabinets, decreasing room noise and tube vibration.

PERFORMANCE-ENGINEERED at Electronics Park





5 Comprehensive Supervisory Control Circuit. Cuts time off the air by pin-pointing trouble sources instantly! Advanced control features—automatic reclosure, automatic restart after power failure, high speed overload protection—are employed.

6 Carrier Trip Circuit. A built-in trip circuit minimizes outages and helps protect equipment in the event of an arc-over caused by lightning.

7 Improved Crystal Oscillator Circuit. This frequency control circuit is exceptionally stable. Spare crystal can be switched and crystal frequency trimmed at any time—even when the transmitter is on the air.

8 Double Safety. Automatic mechanical grounding switches *plus* door interlocks assure maximum safety to operating personnel. The use of cubicle type construction permits the "island installation" you have always wanted. The area behind this transmitter is safely accessible during operation.

9 Day-Night Power Reduction. Power can be reduced to 1 kw at the flick of a switch!

10 Long-Scale Meters. 240 degrees long—they give *better* reading accuracy. Your engineer will find them easy to read from his console position.

11 Front-of-Panel Tuning Controls. On low power stages as well as high power, these controls assure proper tuning adjustment for full output and long tube life.

12 Easy Conversion to Higher Power. This G-E transmitter can be modified readily for 10 kw operation when desired.

Before you select any transmitter, get this bulletin FREE

Yours for the asking—a booklet giving complete specifications and features of the G-E 5 kw AM transmitter, Type BT-22-A. *General Electric Company, Building 3, Electronics Park, Syracuse, N.Y.*



You, too, can put your confidence in—

GENERAL ELECTRIC

Station owners, managers, engineers!

To save your time, we have listed just 12 features of the G-E 5 kw AM Transmitter shown here. The broadcast equipment representative at the General Electric office nearest you has many more facts to give you. He's at your service. Please call him.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Top Tradepaper

EDITOR, BROADCASTING:

. . . Yup—BROADCASTING is really and truly the tradepaper I read most.

Wm. Doty Edouarde
Badger and Browning & Hersey Inc.
New York

* * *

Rayon Facts

EDITOR, BROADCASTING:

Your May 2 editorial comments regarding our Educational News Service have just come to my attention. . . . There are several things which I feel you should know about this program. . . .

In the first place, we couldn't possibly participate in your "P. I." racket since radio's listeners can't even buy our products. We make rayon yarn, which is sold only to mill customers. The finished rayon fabrics or apparel don't even carry our yarn identification. . . .

Rayon is the second most widely used textile fiber today. Because of this, fashion editors, woman's page editors, and broadcasters on daytime radio programs naturally find themselves making constant references to rayon in reporting on new fashion and interior decorating trends. In trying to give useful facts about buying and caring for rayon, however, these people have been greatly handicapped by the fact that very little up-to-date and accurate information has been available to them since rayon is still one of our *newest* textile fibers.

Actually, rayon has developed so rapidly in characteristics and methods of care that textbooks and other information sources have not been able to keep up with it. . . .

We therefore started our Educational News Service six years ago in an effort to provide editors and educators with correct and up-to-date facts about rayon. . . . We do not use our News Service as a substitute for advertising. We use it simply to provide facts about rayon to those people who will be writing or talking about it frequently in the normal course of their work—writers who are anxious to see that misinformation is replaced by factual information—whether the subject they are talking about be rayon, wool, cotton or atom bombs.

Charles W. Rice Jr.
Advertising Manager
American Viscose Corp.
New York

* * *

Serves Hollywood

EDITOR, BROADCASTING:

. . . May I . . . take the liberty of complimenting you on the services rendered the Hollywood radio and television scene. . . .

Robert D. Hussey
Young & Rubicam
Hollywood

* * *

Welcome Relief

EDITOR, BROADCASTING:

Your CLOSED CIRCUIT item anent "Phony Stories about what FCC is alleged to be doing," came as a welcome analgesic!

I can't possibly reconcile the story by a contemporary publication that "FCC Will Retain Ban on Editorializing," to what I believe to be the facts. The extremists responsible for such ill advised dicta as the "Mayflower Doctrine" have long since left the FCC. It was one of the problems that both the industry and the present members of the FCC inherited from the latter's predecessors.

Were the decision left to certain members of the legal department, no doubt the ban would be retained, but fortunately they only write the decisions instead of making them. I think we can look forward with confidence to a fair decision.

Rex Howell
Managing Director
Western Slope Broadcasting Co.
KFXJ Grand Junction, Col

* * *

Experience, Where?

EDITOR, BROADCASTING:

. . . Thanks to the study conducted by Robert J. Williamson Jr. on the subject "Qualifications for Program Department Personnel," I am now going to go to the nearest hardware store to be fitted with a tailor-made shovel. (I understand they are going to widen the Panama Canal). In the meantime I (and many others) who have recently completed a 72 week course in television programming and production can now do a very smooth dissolve into the surrounding scenery. . . .

. . . Mr. Williamson hit the nail right on the head. NO EXPERIENCE!! And what's more he found the answer by sending a five-part, four page questionnaire to 98 stations in and around his neck of the woods. Now Mr. Williamson ought to write a sequel to his thesis, one entitled "How To GET

(Continued on page 18)

You're up an alley, in Bali



Those native dancers are swell —but that still leaves you up an alley for sales. . . So take a look at these market figures in WSIX's 60 BMB counties—that is the rich Nashville trade area where 1,321,400 people spend more than $654,888,000 in retail outlets each year. . . . WSIX can get your share of this volume and there'll be no blind alleys either. Look to WSIX and Nashville now!

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

"Put your message where the money is," ...said Mr. Jamison



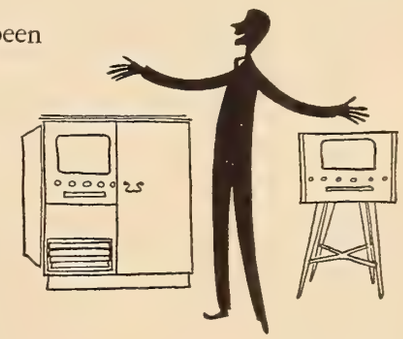
Our man Jamison was talking to his friend Advertiser Y, who, like all good businessmen, is of a mercenary turn of mind.

Advertiser Y sells a high-priced item...expensive costume jewelry, to be precise, which appeals only to certain tastes and never to uncertain pocketbooks.

"Large cities, where they do a lot of dressing up and spend freely for handsome baubles, are your primary markets, my friend," said Mr. Jamison. "And Spot Radio and Television are your primary media. Put your message where the money is!"

Mr. Jamison's advice applies to a lot more than costume jewelry. Though all markets are not as highly selective as Advertiser Y's, most of them are selective enough to make the careful use of Spot Broadcasting an intelligent advertising choice, indeed.

For years Weed and Company has been helping intelligent and successful advertisers—via Spot Broadcasting—to put their message where the money is.



Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

OPEN LETTER TO MEMBER STATIONS, BROADCASTERS PROGRAM SYNDICATE

Agencies



MAURICE H. NEEDHAM, president of Needham, Louis & Brorby, elected president of Chicago Better Business Bureau.

MARY DUNLAVEY, for past four and a half years with Pedlar & Ryan, New York, joins Newell-Emmett Co., New York, as a timebuyer of radio and television. Prior to her association with Pedlar & Ryan, Miss Dunlavey purchased radio time for Lever Brothers and Pall Mall through Ruthrauff & Ryan.

FRAN HARRIS, television director at Ruthrauff & Ryan, Chicago, moves to agency's Hollywood office July 5.

DOUGLAS T. ADAMS, formerly assistant account executive at Paris & Peart, New York, joins control department of Kudner Agency, New York.

SAMUEL WIEDER joins copy department of Lewis & Gilman Inc., Philadelphia.

ANGELA F. HONNEY, formerly with John C. Dowd Inc., Boston, joins copy staff of Weightman Adv., Philadelphia.

SHEPHERD MEAD, head of radio copy department at Benton & Bowles, New York, is author of *The Magnificent MacInnes,* a satire on the "pollsters," with particular reference to their activities in field of advertising, to be published by Farrar, Straus & Co., New York, July 20.

A. D. ADAMS, former advertising-sales promotion manager for Air King Products Co., announces formation of his own advertising and public relations company, A. D. Adams Adv., 24 Stone St., New York.

JOHN DRYER, account executive on Union Oil account for Foote, Cone & Belding, Los Angeles, is the father of a girl, Diane.

M. EVANS RICHMOND Adv. Agency, Philadelphia, moved to 1518 Walnut St., with new telephone number, listed as Pennypacker 5-2334. Agency also maintains offices in Boston and Hollywood.

EUGENE J. COGAN resigns as media director of Geyer, Newall & Ganger, New York. **CHARLES A. BROCKER,** vice president in charge of operation, has temporarily assumed post, which he held prior to his present position, Mr. Cogan's plans, and permanent successor to his post will be announced shortly.

BENNETT, PETESCH & O'CONNOR changed its corporate name to Petesch, Hecht and O'Connor, effective June 1. No change in control or firm officers took place, as **ALBERT S. HECT Jr.** replaced **RICHARD BENNETT** as an executive and board member last August.

WILLIAM MORRISSEY, formerly with Albert & Frank-Guenther Law copy department, joins Fletcher D. Richards Inc., New York, in same department.



CHECKING over Lionel the Lobster and his pal just before the annua lobster party staged in Toronto by CKCW Moncton, N. B., are (l to r) Lou Phenner, president, Bureau of Broadcast Measurement of Canada, and head of Canadian Cellucotton Products; Shirley Oakes, timebuyer, and Davi Lowen, radio director, Reynolds Advertising Agency, and W. J. Frost, Toront manager, Kenyon & Eckhardt. More than 200 agency radio people an advertisers attended.

BROADCASTERS PROGRAM SYNDICATE
UNDER DIRECTION OF
BRUCE EELLS & ASSOCIATES
2217 MARAVILLA DRIVE, HOLLYWOOD 28 CALIFORNIA
TELEPHONE HOLLYWOOD 5869

June 6, 1949

TO ALL BPS STATION MEMBERS:

A thousand thanks for the volume of heart-warming messages congratulating us on the big "windfall!"

Rather than thank you individually, we want to say - in this open letter - that we are just as thrilled and happy as you are. Thanking you in an open letter also gives us an additional opportunity to let hundreds of non-member stations - which will inevitably join our ranks - know about the "windfall" we are sharing, and which awaits them, too.

One of you used the term "shockingly pleasant surprise" when referring to our notification that, about June 30th, every member will receive his choice of any or all of 73 additional transcribed program series (in every category) -- totalling over 3300 sides -- over 800 hours -- original talent costs of which exceeded $1,000,000 -- for pressing costs only! The term is more than apt!

Our acquisition of this tremendous group of proven shows for exclusive use of Broadcasters Program Syndicate members constitutes the largest single transaction in the 20-year history of the transcribed program industry. A great tribute to the great purchasing power of station operators working together!

Full details on the shows and complete information has just been sent to every non-member station eligible for membership (from a standpoint of coverage over-lap). It's all pretty fabulous, and we'll expect your assistance in eliminating that "too good to be true" feeling it could inspire in non-member station men who might not realize the full significance of the information sent them - unnecessarily delaying their own profit potential.

Again thanks very much for your most welcome congratulations.

Sincerely,

Bruce Eells

Open Mike

(Continued from page 14)

EXPERIENCE for Qualifications for Program Department Personnel."

. . . Sorry, I'm just a guy who would rather marry a television job than Hedy Lamarr. . . .

A. A. Wisgardie
4875 N. Magnolia
Chicago

* * *

Terminiello Case

EDITOR, BROADCASTING:

No case which the U. S. Supreme Court has decided in recent years has been so completely misunderstood and misinterpreted as the Terminiello decision handed down by the Court on May 16. . . . Even BROADCASTING missed the point. The decision has no bearing upon the Shuler case.

Arthur Terminiello was fined $100 under a "breach of peace" statute for a violent and intemperate speech which he had made and which resulted in outbreaks of violence. . . . The trial judge gave lengthy, detailed and voluminous instructions [to the jury] as to what constitutes a "breach of peace," which included the following 17 words:

. . . stirs the public to anger, invites dispute, brings about a condition of unrest, or creates a disturbance.

. . . The majority of the Court reversed the conviction on the sole, specific and limited ground that the statute, as defined by the 17 words quoted above, was unconstitutional. Certainly no one, irrespective of his own social, economic or political views, can take exception to the majority's opinion that one who "invites public dispute" cannot be said to be breaching the peace. Nor can one seriously argue that the statute, as interpreted by the judge, was not unconstitutional.

. . . Justice Jackson [in a dissenting opinion] urged that the conviction should be affirmed because the overall charges which the trial judge made to the jury must have left the jury with the notion that if the words spoken by Terminiello were "fighting words," then, and only then, would a breach of peace have occurred.

I feel confident that the five justices who reversed the conviction did not intend to indicate that "fighting words" were no longer a breach of peace or that the First Amendment to the Constitution unlimitedly protected words which incite people to violence. . . .

Marcus Cohn
Attorney
Washington, D. C.

* * *

Behind FM

EDITOR, BROADCASTING:

. . . BROADCASTING has always been behind FM. . . .

You can't realize how much we FM operators appreciate all you and your staff have done and are doing to promote FM.

Graeme Zimmer
Radio Director
WCSI-WWNI Columbus, Ind.

* * *

Radio's Selling Job

EDITOR, BROADCASTING:

Of equal importance to the selling job radio must do to prospective clients . . . is the job it must do to sell itself. . . .

. . . A more determined effort should be made by all departments to plug radio as an equal of newspapers in dependability, reliability and effectiveness.

Ray Cheney
Program Director
WCSS Amsterdam, N. Y.

* * *

A Bright Saying

EDITOR, BROADCASTING:

Something happened today that made me realize anew just how much your magazine means to the broadcasting industry and to the people associated with radio.

My father [Rev. C. R. Bright, minister of The First Methodist Church] had just returned from the Post Office and I greeted him with the question, "Any mail?" To which he replied, "Yes, your Bible," and handed me this week's issue of BROADCASTING.

. . . During the past three years, while I have been away from active participation in radio trying to regain my health, BROADCASTING has been the medium to keep me in touch with my first love.

. . . We all depend upon BROADCASTING each week to keep us informed.

Harry G. Bright
Welch, W. Va.

[Editor's Note: When a minister calls BROADCASTING a "Bible" — that's news.]

* * *

Must Reading

EDITOR, BROADCASTING:

. . . No matter how busy I am I always find time to read BROADCASTING. . . . Without a question . . . it is the one publication in the radio field that . . . I must read if I am to keep current and abreast of trends, new ideas, general news, etc.

Chester L. Riedemann
Sales Representative
WTCN Minneapolis

* * *

'Essential Item'

EDITOR, BROADCASTING:

. . . Dollars are very short, and can only be used for very essential items. . . . Hence my subscription was renewed. . . . You see, BROADCASTING and TELECASTING is a "must" in this office dollars or no dollars!

B. M. Butcher
Manager, Radio Div.
Central Advertising Ltd.
Johannesburg, South Africa

THE BRANHAM COMPANY

representing

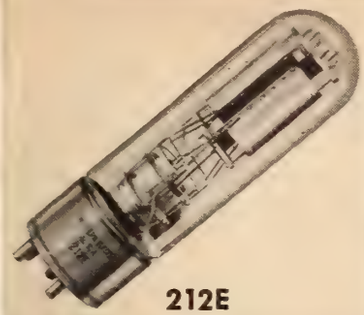
CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

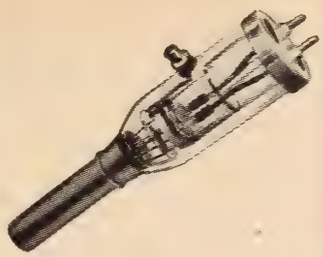
WMOB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

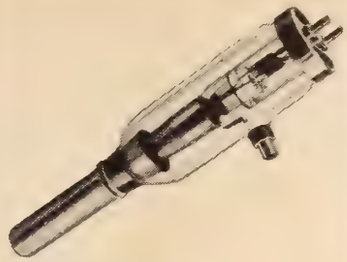
KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas
WSAZ-TV	Huntington, W. Va.



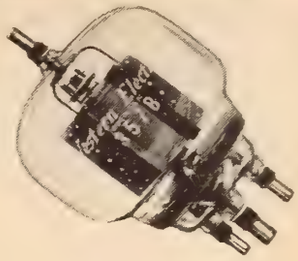
212E



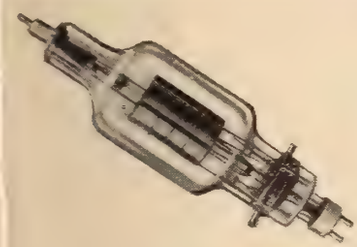
343A



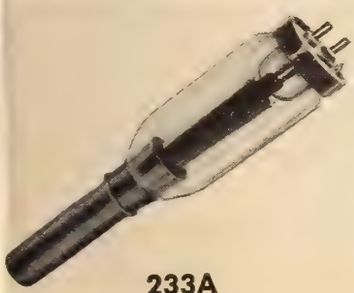
232B



357B



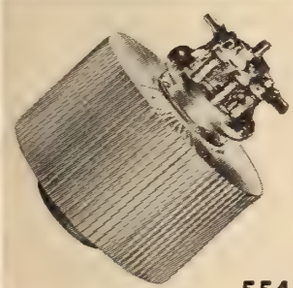
251A



233A



343AA



5541

Stay on the air...
with Western Electric tubes

SINCE the early days of the broadcast industry, Western Electric electron tubes designed by Bell Telephone Laboratories have set the pace for quality performance and long operating life.

Western Electric's line of power tubes and rectifiers for AM and FM includes many codes that have proved their dependability in stations from coast to coast.

For full information on Western Electric power tubes—now being made for Western Electric by Machlett Laboratories—call your local Graybar representative. Or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

—QUALITY COUNTS—

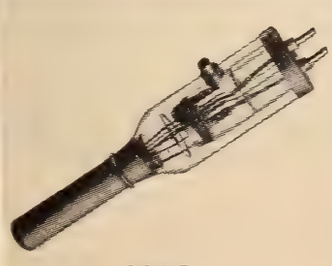
Western Electric

Distributed by Graybar — Offices in 100 principal cities

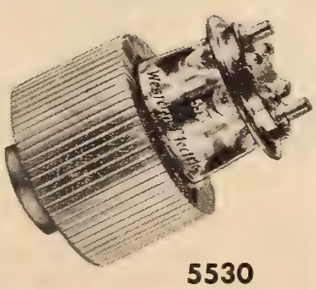
DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Co. IN CANADA—Northern Electric Co., Ltd.

Western Electric's line of high power transmitting tubes includes:

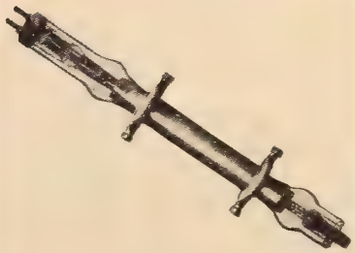
212E	Air cooled triode, 275 watts
220C	Water cooled triode, 10 kilowatts
220CA	Forced-air cooled triode, 5 kilowatts
222A	Water cooled high vacuum rectifier, 25 kv. inverse voltage
228A	Water cooled triode, 5 kilowatts
232B	Water cooled triode, 25 kilowatts
232BA	Forced-air cooled triode
233A	Water cooled high vacuum rectifier, 50 kv. inverse voltage
236A	Water cooled triode, 20 kilowatts
240B	Water cooled triode, 10 kilowatts
241B	Air cooled triode, 275 watts
251A	Air cooled triode, 1000 watts
255B	Mercury vapor rectifier, 20 kv. inverse voltage
270A	Air cooled triode, 350 watts
279A	Air cooled triode, 1200 watts
298A & B	Water cooled triode, 100 kilowatts
308B	Air cooled triode, 250 watts
340A	Water cooled triode, 25 kilowatts
341AA	Forced-air cooled triode, 5 kilowatts
342A	Water cooled triode, 25 kilowatts
343A	Water cooled triode, 10 kilowatts
343AA	Forced-air cooled triode, 5 kilowatts
357B	Air cooled triode, vhf, 400 watts
363A	Air cooled pentode, vhf, 350 watts
379A	Air cooled triode, 1200 watts
5530	Forced-air cooled triode, vhf, 3 kilowatts
5541	Forced-air cooled triode, vhf, 10 kilowatts



220C



5530



298A



342A

The Patroon* of the week

CAROL PEREL
Radio & TV Buyer
Arthur Meyerhoff & Co.
Chicago



Three years ago, before joining Meyerhoff, Miss Perel was "talent", conducting her own radio show. Even now, she does some writing and producing for the agency. Welcome to the fold. The William G. Rambeau rep today presented Miss Perel with her Patroon membership scroll and the deed to a tract of "Patroon-land".



*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

Advertisers' success stories are proof positive that WPTR delivers:

- **Sales, not tales**
- **Orders, not oratory**
- **Customers, not claims**

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business



SIGNAL OIL Co., Los Angeles, planning first venture into television at end of June with one minute film spots on about four Los Angeles stations. Spots to total approximately 40 over two to four week period. Agency: Barton A. Stebbins Adv., Los Angeles.

R. B. DAVIS Co. (Davis baking powder and Swel, new chocolate frosting and fudge product) Hoboken, N. J., appoints Duane Jones Co., New York, to handle advertising. Media plans are not yet set, but radio is being considered. Firm appoints Brisacher, Wheeler & Staff, New York, to handle advertising for Cocomalt.

BUDGET PACK, Los Angeles, for Jells Best (gelatin dessert) and Cools Best (concentrated fruit drink), June 14 starts half-hour weekly *Country Store* on KNBH (TV) Los Angeles. Contract for 13 weeks. Firm also planning 13 week radio spot campaign on Bakersfield, Calif., stations around end of June. Agency: Brisacher, Wheeler & Staff, Los Angeles.

PURE-PAK COUNCIL (milk containers), Detroit office, appoints Fred M. Randall Co., Detroit, as advertising and merchandising counsel. Complete merchandising and advertising helps, with strong emphasis on radio, being furnished dairies using the service. Plans are still being formulated, but program will be on local buy level.

ELLENA Bros. Winery, Etiwanda, Calif. (Regina Wines), May 29 started three weekly 30 second film spots during KLAC (TV) Los Angeles telecasts of Pacific Coast baseball games for 1949 season. Agency: Edward S. Kellogg Co., Los Angeles.

ELKELES Co., Los Angeles (Venetian Blinds), starts 52 week series of two one minute films weekly on KFI-TV Los Angeles. Agency: John Freiburg & Co., that city.

Network Accounts • • •

U. S. STEEL replaces its *Theatre Guild on the Air* on NBC for 13 weeks with NBC Symphony Orchestra starting June 12. Regular summer concert series will be aired Sundays, 7:30 p.m. CDT on full network, and feature light classical selections.

PROCTER & GAMBLE Co., Cincinnati, renews Lowell Thomas, *Beulah* and *The Jack Smith Show* on CBS effective June 27. Compton Adv. represents P & G on Lowell Thomas show; Dancer-Fitzgerald-Sample, on other two.

* * *



FIRST venture into television by Altes Brewing Co., Detroit and San Diego is set as the firm contracts for sponsorship of National Fastball League series telecasts on WXYZ-TV Detroit. Series will be telecast Saturdays beginning June 11. Completing arrangements are (l to r): Frank Townshend, vice president of McCann-Erickson, agency for Altes; Len Kamins, WXYZ-TV sales manager; Francis L. Congdon, Altes merchandising and advertising manager, and James G. Riddell, WXYZ and WXYZ-TV general manager

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MAYFLOWER DOCKED

Editorialize With 'Fairness'—FCC

By RUFUS CRATER

EDITORIALIZING by radio stations within undelineated limits of "fairness" and "balance" was sanctioned by FCC last Thursday in a 13-page decision which left three of the five voting Commissioners obviously unsatisfied.

Thus the Commission after more than a year of contemplation overrode its eight-year-old Mayflower doctrine against a licensee's right to be an "advocate," though Comr. Robert F. Jones maintained acidly that it had failed to "repudiate" the Mayflower ban.

In substance the decision was the same as the conclusions reached almost a year ago—that is, that "fairness" must be the keystone for licensees who air their own views over their own facilities [BROADCASTING, June 21, 1948].

The majority made plain that it will not be enough for stations which editorialize to follow a policy of merely "not refusing" requests for time in which to present contrary viewpoints. Rather, stations have "an affirmative duty generally to encourage and implement the broadcast of all sides of controversial public issues over their facilities, over and beyond their obligation to make available on demand opportunities for the expression of opposing views."

It was conceded that there will be "honest errors in judgment" on the part of licensees. But the majority held that these will not be condemned if the station's "overall record demonstrates a reasonable effort to provide a balanced presentation of comment and opinion on such issues." The question which FCC will pass upon is "the reasonableness of the station's actions, not whether any absolute standard of fairness has been achieved."

Poised for the Commission's move, CBS announced immediately that "from time to time" it will editorialize. NBC and ABC declined to comment. During the hearings [BROADCASTING, March 8, 1948] both came out flatly for the right to editorialize, but did not indicate plans to exercise it. Mutual was reported undecided as to its course.

The position of CBS, which submitted transcribed "sample" editorials during the hearings and urged its right to broadcast them, was presented by Board Chairman William S. Paley:

"The reversal of the Mayflower decision by the FCC is a great forward step for broadcasting in this country. Within the past year, Columbia has publicly and repeatedly advocated the right of broadcasters to editorialize in their own names over their own radio facilities. With the recognition by the FCC of this right of broadcasters, Columbia intends, from time to time, to broadcast radio editorials in its name."

Vote 4 to 1

The Commission's vote was 4 to 1.

Comr. Frieda B. Hennock was the dissenter, contending the majority's standard of fairness is "virtually impossible of enforcement" and that editorializing should not be allowed unless fairness is insured. Chairman Wayne Coy and Comr. Paul A. Walker, attending a telephone and telegraph conference in Paris, did not participate.

Comrs. Jones and E. M. Webster, while agreeing that stations should be allowed to editorialize, issued separate additional statements questioning the lack of clarity in the requirements which the majority decision laid down for editorializing stations.

Comr. Jones also took the Commission to task for failure to repudiate the Mayflower Decision itself; for what he considered noncompliance with legal requirements that such policy matters be dealt with by rules rather than "reports"; for its failure to consider commentators as "alter ego editorialists for licensees" and to act accordingly, and for the conditions laid down for stations which editorialize.

"I would not say to the licensee as does the Commission's decision,

(Continued on page 50)

Live Dangerously . . .

A CHALLENGE to be more defiant when they think FCC is overstepping its jurisdictional bounds was handed broadcasters last week by Comr. Robert F. Jones. In giving his views on the Commission's editorialization decision, he pointed out that no one had actually dared test FCC's 1941 Mayflower ban on editorial expression by licensees. "I realize, of course, the dangers that a licensee would have been required to face had he challenged the Mayflower decision," he said. "Nevertheless radio should remember the history and experience of newspapers in their fight for freedom of the press. That battle should serve as a guide to the broadcasting industry on how to combat current abuse of governmental authority."

FCC REVAMPING

McFarland Introduces Bill

NOMINATED generally as the radio legislation most likely to succeed, an FCC staff, Commission and procedural reorganization bill was introduced last week by Sen. E. W. McFarland (D-Ariz.), chairman of the Senate Communications Subcommittee [CLOSED CIRCUIT, May 16].

Besides realigning the staff on a functional basis, the bill (S 1973) would divide the Commission into two separate panels and overhaul current hearing and appellate procedures.

The bill incorporates less controversial portions of the famed White Bill of 1947-48, and the cease-and-desist, salary and radio fraud measures introduced earlier this year by Sen. Ed C. Johnson (D-Col.), chairman of the full Interstate & Foreign Commerce Committee.

The "new" provisions, not taken from the White Bill or pending measures, would:

● Organize the staff along functional lines, setting up a minimum of three "integrated" divisions (presumably broadcast, common carrier and safety and special services), with legal, engineering and accounting personnel in each. Each division would process the applications in its field.



Sen. McFARLAND

● Create a buffer staff to stand between the Commission and its regular staff, and to be responsible directly to the Commission. This group would draft decisions, orders, etc., at the Commission's direction.

● Authorize employment of a $10,000-a-year legal assistant by each Commissioner—a move which already was in the process of accomplishment [BROADCASTING, May 9].

Introducing the bill Tuesday, Sen. McFarland told the Senate that in his view the proposed staff reorganization "must be a part of any bill enacted." It was drafted, he said, "after consultation with Commissioners."

He made clear that he felt "the most urgent and pressing problem of the Commission today deals with its internal organization." For that reason he included "no policy sections," he said, adding: "If legislation on substantive matters of policy are found necessary, it is my belief that they must be given careful committee consideration, either in this bill or possibly in other legislation."

Still doubtful of the benefits of dividing the Commission itself into panels [BROADCASTING, Jan. 31], he explained that he had nevertheless

(Continued on page 24)

FCC Revamping

(Continued from page 23)

included the panel provisions to assure careful appraisal by the commerce committee, to which the bill was referred.

Other provisions of the bill, either taken in whole or with modifications from the White Bill or pending measures, would:

- **Revise hearing procedures as proposed by the White Bill, meanwhile setting up a 30-day waiting period for protests against grants made without hearing and making a hearing mandatory upon protest.**
- **Forbid rules which "effect a discrimination between persons based upon race, religious or political affiliation or kind of lawful occupation or business association," which would block any move to exclude newspapers or motion picture interests.**
- **Send all appeals to the U. S. Court of Appeals for the District of Columbia, thus terminating the divided jurisdiction which now sends some cases to that court and some to another; provide for appeal direct from the Court of Appeals to the Supreme Court on revocations and non-renewals, and for Supreme Court review of other cases upon writ of certiorari, as now.**
- **Raise Commissioners' salaries from $10,000 to $15,000 as provided in pending Johnson Bill (S1626), without the Johnson Bill's $2,500 extra compensation for the Chairman; raise the pay of the general counsel, chief engineer, and chief accountant from $10,330 to $12,000, and the secretary's from $9,706 to $10,000; cut the pay of Commissioners' secretaries from $5,482 to $4,000 (not applicable to incumbents).**
- **Eliminate the present law's stipulation that action on renewals be governed by the same considerations which apply to original applications.**
- **Eliminate the portion of the anti-trust provision (Sec. 311) which gives FCC discretionary power to refuse licenses to firms found guilty of monopoly in radio communications.**
- **Eliminate the Avco competitive-bidding procedures (as FCC has proposed to do), by requiring approval of transfers if the buyer has the qualifications of an original permittee or licensee.**
- **Starting one year after enactment, make it unlawful for bureau heads and the Commissioners' legal assistants to appear before the Commission in behalf of anyone under FCC jurisdiction for one year after they leave the FCC.**
- **Provide for FCC to issue declaratory orders "to terminate a controversy or remove uncertainty."**
- **Require that hearing officers issue intermediate reports (in lieu of proposed decisions by the Commission).**

Unlike the three-panel system which FCC was on the verge of adopting when Sen. McFarland's subcommittee nipped it in a report which later was adopted by the full committee, the new measure would set up only two panels: (1) Broadcast, and (2) Communications. Like the staff reorganization, the panel plan would go into operation within 60 days of the bill's enactment.

The panel system is substantially the same as proposed in the final version of the White Bill but would specifically exclude the Chairman from service on either group. Each panel would have three members, but, again differing from the White Bill, no member could serve on the same panel for more than a year at a time. Reorganization of the panels would occur annually on June 30.

The delegation of authority to the respective panels would be identical to that contained in the White Bill. The Broadcast Panel would handle matters dealing with "wire and radio communications intended to be received by the public directly," plus non-carrier services "exclusively related thereto." Matters relating to special and safety services (which would have been given to a separate panel under FCC's original plan) and common carrier matters would be handled by the Communications Panel.

One major objection in former considerations of the panel plan would be removed: Petitions for full Commission review of a panel action—which has been attacked as needlessly time-consuming—would not be allowed. Panel actions could be appealed direct to the courts, as could actions taken by the full Commission.

The whole Commission would have authority over allocations "to the various radio services"; the selection of officers and employes; the establishment of the panels and their operation; the adoption of rules of general application, and other matters not specifically dealt with by law. The full Commission would be required to meet at least once a month and, among other things, assign cases to panels (or to the Commission itself) and review the functioning of both panels and full Commission.

The full Commission would designate the chairman of each panel. Neither panel could have more than two members of the same political party. Within its field, each panel would serve as "a committee of the whole Commission in the exercise of the Commission's rule-making powers." Members of one panel would have no authority over the functions of the other.

Executive Officer

The Chairman of the Commission would be its "executive officer." The chairmanship would not rotate among the members, as proposed by the White Bill, but would be filled by designation by the President, as now.

The McFarland Bill contains none of the censorship, clear-channel and similar "policy" provisions which stirred up irreconcilable controversy in the White Bill. Actually there was substantial agreement on many of the McFarland provisions when they were considered during the White Bill hearings. A great deal of the material reflects work done by the Federal Communications Bar Assn. and individual attorneys over a period of years.

Some observers felt the bill had a better chance of passage than any other radio measure in years, due chiefly to the absence of policy considerations. One attorney who has drafted numerous procedural bills thought it had "the best chance" of any legislation he could recall.

But the commerce committee reached no immediate decision as to its approach. Sen. McFarland expressed a hope that the committee would act "rather promptly," with a view to enactment at this session. He conceded that "some hearings may be necessary," but noted that there were "extensive hearings" in 1943, 1945 and 1947 on "many of the sections" involved.

Meanwhile, on the House side, the prospect of investigation still loomed before the FCC. Rep. Francis Walter (D-Pa.), who has charged the Commission with violating the Administrative Procedure Act and taken it to task for its handling of FM, said he expected to map plans soon for the House Judiciary Committee investigation which he had threatened.

'Wait and See'

The House Interstate Commerce Committee, however, has adopted a "wait and see" attitude which is attributed to (1) demands upon its time by administration "must" legislation, and (2) an apparent inclination to let the Senate committee take the initiative on radio matters.

Rep. George Sadowski (D-Mich.), vice chairman of the FCC-FTC-SEC group, acting for Rep. Alfred L. Bulwinkle (D-N. C.) who is ill, had found it difficult to schedule an executive session to determine what measures the committee would take up next. All but two of the present 10 communications members are currently serving on at least one other active committee, with hearings involved in some instances. One is Rep. Harris Ellsworth (R-Ore.), co-owner of KRNR Roseburg, Ore., and publisher of the Roseburg *News Review*, who was appointed to the committee at the outset of the 80th Congress' first session.

Congressman Sadowski has tentatively scheduled the executive meeting for today (June 6), first open date when all his members might be present. No action is foreseen now in light of the new Senate bill.

Another factor in the House subcommittee's failure to delve into radio, it was reported, has been its reluctance to consider any "controversial" matter that might involve drawn-out hearings, in view of

(Continued on page 53)



Drawn for BROADCASTING by Sid Hix

"Oh, that's Sam and Bill. They're from Baltimore!"

PROCTER & GAMBLE *Daytime Shows Realigned*

EFFECTIVE July 11, radio's largest advertiser, Procter & Gamble, Cincinnati, will realign its entire daytime radio schedule affecting five shows. The move includes shifting products and networks as well as switching shows between two agencies, Dancer-Fitzgerald-Sample and Compton Adv., plus the dropping of one program entirely.

The new line-up now consists of the following: Crisco will sponsor *Road of Life*, 3:15-3:30 p.m. on NBC. The show had been heard in the 10:30-10:45 a.m. period on NBC for Duz. Ivory Flakes will underwrite *Brighter Day* which moves from 10:45-11 a.m. on NBC to 2:45-3 p.m. on CBS, the time filled by *What Makes You Tick* which is being dropped. Dreft, Spic & Span and Drene will share sponsorship of *Welcome Travelers* on NBC, 10-10:30 a.m. The show will move to NBC from its present time on ABC, 12-12:30 p.m. One show, Tide's *Life Can Be Beautiful*, 3-3:15 p.m. on NBC, will remain in the same position.

As a result of the new alignment, *Welcome Travelers*, now produced by Compton Adv., will be handled by Dancer-Fitzgerald-Sample. On the other hand, *Brighter Day*, formerly a D-F-S show, will be assumed by Compton.

BMB STUDY

Completion Assured by NAB

NAB June 1 guaranteed completion of the second nationwide BMB study of station and network audiences. This, Dr. Kenneth H. Baker, research director of NAB and acting president of BMB, announced, during a conference at BMB's New York headquarters on that day, "clears up this question once and for all."

The guarantee, contained in a letter to Dr. Baker from NAB President Justin Miller, followed a report of BMB to NAB that on May 28 the bureau had on hand waivers signed by 404 stations, two national networks (ABC and NBC) and two regional networks (ABC Pacific and New England Regional Network). These waivers, obligating the signers to pay dues to BMB through June 1950 and eliminating the 90-day cancellation clause contained in the original BMB contracts, meet the conditions laid down April 14 by the NAB board in Chicago.

Loan Provisions

At that time the board agreed to advance $75,000 to BMB, provided: That the money be advanced for current operating expenses of April and May 1949; that the loan be conditioned on NAB's assumption of full control of BMB operations while any part of the loan is outstanding; that the resolution authorizing the loan anticipated a guarantee of the completion of Study No. 2 "if NAB is satisfied that BMB has secured sufficient waivers and new subscribers by June 1."

These waivers guarantee BMB an income of some $315,000 during the period from now until the end of June 1950, Dr. Baker reported, a sum sufficient to insure repayment of the $75,000 loaned by NAB. Dr. Baker expressed the hope that the additional $15,000 offered to BMB by AAAA would not be needed.

Judge Miller's letter to Dr. Baker reads:

I have your letter and report of May 28, supplementing conversations with Mr. Willard, Mr. Arney and myself during the past six weeks. Your report covering the current financial status of the Broadcast Measurement Bureau indicates fulfillment of NAB's requirements—as set forth in our board's action at Chicago—and satisfies me that BMB has secured sufficient waivers and new subscribers to give reasonable assurance that the bureau's Study No. 2 will be completed.

This letter constitutes official assurance that the National Association of Broadcasters guarantees the completion of the bureau's Study No. 2.

Dr. Baker pointed out that many stations have been holding off signing their waivers awaiting the NAB guarantee that Study No. 2 would definitely be completed, adding that he expects a "flood of waivers in the next week or so." Asked about CBS, he said that he could not answer for that network, but he had received informal assurances that it would continue to support BMB both for the network and for its owned and operated stations. He added that BMB will continue to try to sign up new stations for the study and to reinstate delinquent subscribers right up to the date of publication.

Reports on Status

Regarding the status of the study, Dr. Baker reported that about 318,000 ballots have been returned to date, with final follow-up to be completed within a week or so. He anticipates a total return of about 330,000 or 335,000 ballots in all, he said, noting that the job is a bigger one than the 1946 study, with more ballots to be decoded and tabulated and more stations to be reported on. He said he hopes to equal the time of that study's completion and deliver reports to subscribers by November.

Asked about TV and FM, Dr. Baker said that the returned ballots contain reports of reception of those forms of broadcasting but that lack of accurate county and city data on FM and TV homes makes it impossible to report them against anything but the overall base of all radio homes so that the study's FM and TV percentages will be extremely small and not very meaningful.

"One result of Study No. 2, which will probably surprise a lot of people in view of statements that have been published, is that there is still a lot of AM listening going on," he declared. The ballots are reporting many instances of listening to AM stations six and seven days a week, he said, adding: "What we all knew about AM listening in 1946 will be the discovery of 1949."

Asked about disclosure of data on non-subscriber stations, which the ballots disclose but which BMB did not report for Study No. 1, Dr. Baker replied that subscriber station on request would be given information about other stations' audiences for all counties reached by the subscribers. Advertisers and agencies desiring information on these non-subscribers stations can get it from the subscribers, he said.

AM LISTENING

TV Declines as Novelty Wears Off—Gill

LISTENERS who buy television sets pay less attention to their radios for a while but the listening curve returns to almost the former level when the TV honeymoon is over.

This listener-viewer habit was found in a survey of AM listening in TV homes, conducted by Sam Gill, director of research, Sherman & Marquette, New York.

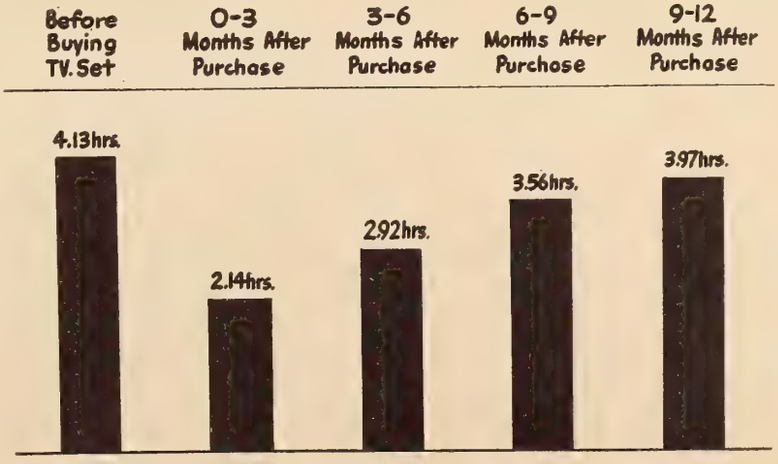
Mr. Gill, in a statement directed to AM stations, said "this form of entertainment and education will never become obsolete unless they —the stations—so desire." He traced performance of a sample of TV homes over a year's time. The study showed that "immediately after the acquisition of a TV set, AM listening sharply declined but that as the TV owners became more discriminating and as the novelty wore off, AM listening increased to a point not far below that originally held."

Mr. Gill commented as follows: "It is true that TV is a potent entertainment, educational and advertising medium and that it will have a profound effect upon the habits of families owning sets. But these changes in habits will not always have a negative reaction upon other media."

The Gill survey shows that daily AM listening per home was 4.13 hours before buying a TV set; 2.14 hours 0-3 months after purchase; 2.92 hours 3-6 months after purchase; 3.56 hours 6-9 months after purchase; 3.97 hours 9-12 months after purchase. Mr. Gill said he plans further analyses of the effect of TV on family habits.

* * *

Average Daily AM Listening per home Sample of TV Homes



AD BUDGETS

1949 Increase Seen

ADVERTISING budgets for 1949 will be at least as great as those of 1948 and probably greater, according to a survey of the National Industrial Conference Board released last week. Television's growing importance was mentioned.

The survey was made among 190 companies. The board said that 90% of them reported their advertising expenditures in 1949 would equal or exceed those of 1948, with a few reporting increases as high as 50% over last year's levels.

Most of the companies said they were moved to match or increase their 1948 budgets in 1949 because of the buyer's market.

The conference board also said that the companies reported they would vigorously watch the effectiveness of media they used. Although the elements of the survey released by the board were not specific, it was mentioned that "television, a new medium, is gaining greater attention from some of the larger business firms."

WTAL JOINING CBS

Station Is 184th Affiliate

WTAL Tallahassee, Fla., becomes a CBS affiliate effective Aug. 1, William A. Schudt Jr., CBS director of station relations, announced last Thursday. Addition of the station brings to 184 the total number of CBS affiliates.

The 5 kw station, owned and operated by John H. Phipps Radio Stations with L. Herschel Graves as general manager, is a primary affiliate of MBS under a contract which expires July 18, 1950.

Chatfield to Compton

GEORGE CHATFIELD, vice president of Kenyon & Eckhardt, New York, has resigned to join Compton Adv., New York, as vice president. His resignation is effective July 11. Mr. Chatfield will work on the Procter & Gamble account at Compton.



Mr. Chatfield



CAREFUL planning of commercials for weekly *Bekins Hollywood Music Hall* brings this group of sponsor, agency and network executives together for a bi-monthly conference. Planners are (l to r)—seated, Milo W. Bekins and Daniel P. Bryant, president and general manager, respectively, of Bekins Van & Storage Co.; (standing), James T. Aubrey, CBS Pacific Network account executive; Bill Shaw, CBS Pacific Network assistant sales manager; Al R. Brooks, president of Brooks Advertising Agency.

BEKINS' BEST BUY

. . . It Proved To Be Radio

SOME advertisers have often denied that radio has any direct sales value. Most advertising minds would insist that it holds little sales value for a van and storage company.

But Milo W. Bekins will argue with anyone on this count. And he should know, being president of the 54-year-old Bekins Van & Storage Co., a dominant radio advertiser in the West.

He believes it's tops in doing a straight selling job. He is also convinced that it is a great influence in making friends for his organization. But he didn't always feel that way.

Proof of his confidence in its selling power? Well, from a few thousand dollars as the initial investment some 15 years ago, the firm year-by-year has increased its radio appropriation.

With an annual advertising budget well in excess of $250,000, Bekins today portions more than 60% to regional radio. Balance goes to newspapers in the western area.

Mainstay of Bekins radio today is a weekly half hour of nostalgic vocal and instrumental music titled *Bekins Hollywood Music Hall* on 10 CBS Pacific stations, Wednesday, 7:30-8 p.m.

In its fourth year, also, is *Bekins Men of the West* on KOA Denver. It takes the Friday, 8:45-9 p.m. time slot on that station and has a large following, proven by the heavy mail pull. This vocal quartet features western tunes.

For the past one and a half years H. V. Kaltenborn has been a thrice weekly feature on KFSD San Diego, and about five months ago the firm also took over sponsorship of that commentary on KNBC San Francisco. In addition Bekins maintains a steady spot announcement schedule on four British Columbia stations—CKWX Vancouver, CKOV Kelowna, CFJC Kamloops, CKPG Prince George, and two Texas outlets—WRR Dallas and KFJZ Fort Worth.

"Although we feel that our sales organization has proved itself to be most efficient and effective in establishing and maintaining the soundest type of company-public relationship and goodwill, we know that radio has helped to make our name a household word," Mr. Bekins declares. "It has played a major role in our success. It keeps our name before the public as no other media can.

Aim at Straight Selling

"We have always aimed to do a straight forward selling job making our message factual and all inclusive, so that it interests Pop as well as Mom, and the children too. Our market includes the whole family—Mother in the home and Dad in his store or office. The children are our customers of tomorrow.

"When we first dipped a tentative toe into the uncharted waters of broadcasting some 15 years ago, radio, in our estimation, hardly seemed a medium that could aid the particular type of selling job we were attempting to do. We hesitated. We pondered. We had our doubts that the spoken word would accomplish our aim."

The story of Bekins Van & Storage Co. success today is in part of the story of skillful use of advertising. Since that time 15 years ago when the firm first purchased spot announcements on scattered Pacific Coast stations, the story has changed. Mr. Bekins and other executives of the firm are *now* ardent believers in the strong selling punch of the spoken word. They know, that if properly handled, it pays off.

When Brooks Advertising Agency, Los Angeles, took over the account in November 1937, Bekins Van & Storage Co. had already been a spot user of station time for three years, but as Mr. Bekins said, "without consistency."

Al Brooks, head of the agency, recommended that his new client continue with that type of radio advertising, but on select stations in major California markets and on a consistent year-round 52 week contract basis. He further recommended straight selling copy with a built-in institutional message. That copy policy has since been carried through in all radio advertising of the firm.

All didn't agree with Mr. Brooks' first recommendations. There was considerable hesitancy and difference of opinion. It was a big order for an advertiser whose original venture into radio had been undertaken with extreme reluctance and on a limited budget. There was much consulting among executives of the various branch offices which make up Bekins western organization. Finally the step was taken.

Nightly spot schedules were bought on four California stations, (KNX Los Angeles, KSFO San Francisco, KROY Sacramento, KARM Fresno) then all CBS owned or affiliated. Spots preceded or followed such top rating shows as *Lux Radio Theatre* and *Major Bowes Amateur Hour*, thus deriving benefit of the vast audiences those programs attracted.

Various services offered by the moving and storage concern were stressed. Saleswise the spot schedules were paying off, Mr. Bekins said. Corroboration of his statement are those little black ink figures that are written on the ledger. When other California stations joined the network as affiliates, Bekins added them to its list.

Spots Heard

"We found that people were hearing our spots," Mr. Bekins continued. "They weren't unusual commercials. They were just down-to-earth matter of fact. The results demonstrated to us what can be done with radio on a small budget when spots are carefully selected. We were glad to have followed the advice of our agency."

Bekins turned to daytime radio in the early days of World War II. Dominant interest of listeners was news, and on recommendation of Mr. Brooks, the firm made an astute buy when on Sept. 27, 1941, it took over twice weekly sponsorship of *Bill Henry, News* on eight CBS California stations Mon., Wed., 5:30-5:45 p.m. (PST). And four weeks later a Friday broadcast was added to the schedule.

It was on March 9, 1942, that Harry Flannery took over the spot as news analyst and continued for the sponsor in that same regional network time slot.

Having successfully whetted its appetite for daytime radio, and with an increased budget available, Bekins went looking for an additional program. The hunt produced *Remember Hour*, a weekly half hour of music which started Sept. 27, 1943, on ABC California stations—Sunday, 11:30 a.m.-12 noon (PST). It originated from KGO San Francisco and featured Phil Bovero's nine piece orchestra with guest vocalist.

After about six months the program shifted to Hollywood and title was changed to *Bekins Hollywood Music Hall*. The orchestra was increased to 17 pieces and Basil Adlam became musical director, with a featured vocalist added. Average Sunday morning Hooper was 3.1 the agency points out.

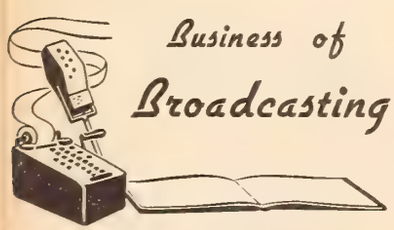
Expands Coverage

Then in April 1944 the program took the Sunday, 4:30-5 p.m. time and expanded coverage to include three Pacific Northwest stations (KJR Seattle, KGA Spokane, KEX Portland) continuing in that spot for the next two years. Eileen Wilson, now heard on *Hit Parade;* Eula Beal, concert singer, and Bill Days, tenor and now leader of The Sportsmens Quartet, are among vocalists featured on that program during its early days.

Meanwhile Bekins continued its CBS newcasts, bringing in Nelson Pringle as replacement for Harry Flannery when the latter went on lecture tour for a couple months in June 1945. When Flannery resumed Aug. 13, 1945, coverage was increased to include two Pacific Northwest stations (KOIN Portland, KIRO Seattle). Charles Collingwood, news analyst, took over in November 1947 for the next eleven months.

Bekins then discontinued news programs to concentrate the budget on its Sunday musical and in October 1947 made another change. *Bekins Hollywood Music Hall* moved to seven NBC Pacific stations, Saturday, 9:30-10 p.m. The orchestra was increased to 26 pieces with Henry Russell as musical director. Lucille Norman was added as featured vocalist. In addition

(Continued on page 53)



One of a Series

AFA Renames McMillan, Borton at Houston

ADVERTISING faces a period of unlimited expansion, with media and sellers alike in the best position in history, judging by sentiment of delegates at the Advertising Federation of America convention at Houston last week.

Particular interest was shown in television by representatives of agencies, advertisers, media and other related advertising groups, with the Tuesday afternoon TV session drawing the largest attendance of the convention.

Presiding at the TV session was Robert D. Swezey, executive vice president of WDSU and WDSU-TV New Orleans. Others taking part in the program were Eugene S. Thomas, manager of WOIC (TV) Washington, an AFA director, and George L. Moskovics, manager of sales development, CBS TV network.

Mr. Swezey observed in his introductory remarks that "television is here to stay and here to grow." He referred to the deep interest in the medium. Recalling an air of gloom at the recent NAB convention in Chicago, where half the delegates seemed to be afraid of video and the other half, TV operators, seemed depressed by its costs, Mr. Swezey said the general optimism at the AFA meeting was refreshing.

Mr. Thomas opened delegates eyes with the statement, "You don't need a million to get into television." He explained how it can be used "whether you plan to spend a million a year or just $75 a week, and termed TV "the show-how medium." The low-cost possibilities were illustrated during a showing of The Katz Agency's documentary of film commercials. The film display was accompanied by printed material describing cost of producing each commercial.

Mr. Moskovics said television is a sales tool and cited statements showing that much of the money for TV advertising comes from the sales side of the advertiser's budget rather than from media funds. He showed the CBS documentary film, "Television Today," in which he served as narrator.

Little Radio Discussion

Most of the media discussion at the convention dealt with newer forms of advertising such as television. Time was devoted also to direct mail, premiums and transit advertising, but radio, newspapers and magazines, the basic media, received little attention.

George S. McMillan, Bristol-Myers Co., was re-elected chairman of the AFA board and Elon G. Borton was re-elected paid president. Mary McClung, *New York Evening Post-Home News*, is secretary, with Graham Patterson, *Pathfinder*, re-elected treasurer.

New directors elected were Arthur W. Kohler, Curtis Publishing Co.; Chester W. Ruth, Republic Steel Corp., and Dr. Daniel Starch, Daniel Starch Associates. Other board members include Mr. Thomas; Mrs. Oveta Culp Hobby, *Houston Post* and KPRC; Allan T. Preyer, Morse International, New York; George C. Wiswell, Chambers & Wiswell, Boston; B. W. Robbins, General Outdoor Advertising; Charles Luckman, Lever Bros.



Mr. Swezey



Mr. Moskovics

Don Francisco, vice president of J. Walter Thompson Co., said the present market is potentially greater than that of 1940 or any other year. The problem, he said, is to convert purchasing power into purchases. He cited figures showing an all-time peak in employment and a surplus income of $103 billion for discretionary spending or saving—almost four times the highest prewar level.

Mr. Francisco said that in relation to national income the nation is spending far less in advertising than before the war. "This decline in the ratio is due to three factors," he said, "an abnormal increase in national income, the lack of any pressing need for increased advertising pressure during the war and postwar years, and the fact that, on the basis of the cost of reaching a thousand people, the cost of advertising is about the same as it was ten years ago."

Reviewing media figures, he showed that while milline rate of newspapers has gone up 3% page-per-thousand rate of magazines has dropped 2% and the cost-per-thousand radio homes covered by two major networks has (in 1947) dropped 18% since 1940. Increased circulations and audiences have compensated for additional costs, he said.

Pointing to the fact that the nation has entered a buyer's market, which he called "the normal kind of market," Mr. Francisco said: "Advertising today is reaching a greatly expanded market with more potential buying power, at almost the identical cost-per-person as ten years ago." The ratio of advertising expenditures to national income has dropped from between 3% to 4% in the 1890-1934 period to only 1.8% in 1948, he noted.

Advertising must accept its share of the responsibility "of selling the American phenomenon to the American people," according to Marion Harper Jr., president of McCann-Erickson. His address was read by Albert W. Sherer, vice president of the agency.

"The American thing—the American economy—the American accomplishment—is by all odds man's best and most successful accomplishment to date," Mr. Harper contended. "There has never been anything remotely like it. Every conceivable other plan or 'ism,' or concept, has been tried at least once. And each has failed as compared to American phenomenon.

"As a bench-mark for appraising the worthwhileness of human societies, perhaps it can be said that human progress may be measured by the degree to which man makes his physical environment serve and fulfill his human needs and wants."

The AFA elected ten persons to advertising's new Hall of Fame. Two names will be added every year. Several awards were given individual advertising clubs. Mrs. Marjorie Child Husted, of General Mills, was named Advertising Woman of the Year.

FCC Actions

GRANTS for three new AM stations and improved facilities for one existing outlet, plus a proposed decision looking toward another new AM station, were issued by FCC last week. Final decisions also were announced to grant another new AM outlet and improve the facilities of an existing station. Authorizations for one non-commercial and two commercial FM stations were announced, and deletions of 3 FM authorizations were reported. FCC also approved station transfers. Details of these Commission actions are carried in FCC Roundup, page 73.

ABC DISMISSALS *80 Dropped in N. Y., Chicago, L. A.*

MORE than 80 ABC employees in New York, Chicago and Hollywood were released last week in a budget-paring move.

Although the network declined to disclose actual figures, it was learned that at least 35 were cut from the payroll at New York headquarters, 27 eliminated in Chicago and about 20 in Hollywood.

The personnel reductions were made in both radio and television and in almost all departments. Although no official explanation was given for the action, it was learned that it was part of a general budget tightening program.

In Chicago, James Stirton, general manager of the Central Division, termed the layoff a result of a New York order to review budgets. The order, believed to be effective at all network O & O outlets, follows loss of three major ABC accounts—General Electric's *Houseparty* from New York, which the sponsor cancelled; *Break The Bank*, sponsored by Bristol-Myers on AM and TV in New York, and *Welcome Travelers*, Proctor & Gamble Chicago show. The last two are switching to NBC. Combined billings on the three are estimated at $4 million.

Employes affected were below the executive level, it was said.

McCRAY SUCCEEDS DYKE *In NBC Post*

THOMAS McCRAY, NBC National Program Director, last week assumed command of the network's program department following the resignation of Ken R. Dyke, administrative vice president whose resignation became effective June 1 [CLOSED CIRCUIT, April 4].



Mr. McCray

No official announcement was made by the network, but it was understood that no replacement for Mr. Dyke's administrative vice presidency was immediately contemplated. Mr. McCray may be elevated to a vice presidency in the future, it was believed.

Upon leaving NBC, Mr. Dyke began a vacation during which he will make a decision as to which of several positions that have been offered to him he will accept.

It was understood that Mr. Dyke has under consideration one high-ranking job with an advertising agency and several others in the public relations field.

Mr. McCray joined NBC as eastern program manager in May 1944, after service during the war with the Office of Censorship. Prior to the war he was assistant general manager in charge of programs at WTIC Hartford, an NBC affiliate.

Sterling Trip

FCC COMR. George E. Sterling left Washington today (Monday) to attend the dedication this evening of WHEN-TV Syracuse, N. Y. On Tuesday at St. Andrews-by-the-Sea, N. B., he is to address the Canadian Mfrs. Assn. on "Television in the United States."

RESEARCH FIRMS

Services Offered Are Reviewed

By ROBERT LUCE

FRED ALLEN recently brought his own research man to the *Henry Morgan Show.* The approach was unique, and theoretically perfect. His intention was to ask *everybody,* all 149,000,000 men, women and children, if they listened to the *Henry Morgan Show.* The only drawback was that his report wouldn't be complete until 1970.

THIS is the first in a series of articles about radio and television research. The purpose is to describe the work being done by private firms. Facts are supplied by the individual research organizations.

There are smarter research men, and they have a short cut: The law of probability. It's a simple law that goes something like this. If you take a representative sample of the whole population you are interested in and measure one of its peculiarities accurately, you can then conclude that it's *probable* that the rest of the population will have the same peculiarity in the same proportions.

Audience and market research is based solidly on this happy probable regularity in different individuals of the same species.

Using the law of probability and carefully collected samples, it is now possible for research organizations to come up with facts to answer questions about how many gum-chewers live in Scioto County, how many redheads heard the Toni program and how many people watched *Howdy Doody* last week.

Research has become the "long-hair" of advertising and work that's done in the field has changed the face of advertising campaigns. A good set of facts may do more to influence advertisers in their selection of media than a good long drink at the club.

In these "buyer's market" days facts are the basis of decisions in advertising more than ever before. Glowing promises and brightly burnished generalities don't compete with statistics in the buying of space and time.

Because research has come to prominence in radio and television, BROADCASTING set out, early in 1949, to do some research on research. The purpose was to learn what firms did radio and TV research, how they did it, where they did it, and to describe what kind of research it was.

The first in this series of articles deals with a group of the specialized research organizations, those doing the tailor-made jobs for individual clients. These custom tailors are not in the same category as the Hoopers and the Nielsens, whose stock in trade is a continuing measurement service. (More about these organizations in a later article.)

Frequently these research consultants are engaged in other primary fields like marketing or distribution, but can and will handle special radio and television research problems under contract to individual clients.

Walter Burn

With offices in Middlebury, Vt., Walter Burn has built up a special map and market research service. His specialty is "economic values for market areas." Gathered from federal, state and local governments, his information covers the United States and Canada, much of it on a county basis. Some of the figures provided include, population estimates, households, and other economic data. Provides coverage area data for all types of broadcasting.

Facts Consolidated

One of the regional research firms, and a prominent one, is Facts Consolidated, 461 Market St., San Francisco. This West Coast organization does no continuous audience surveys. Contracts are entered into for research on sets-in-use, program ratings, station coverage, sponsor identification, program preferences, product sales related to program ratings.

The telephone survey method is the basis of measurement, but it is supplemented by personal interview and mail ballots when the job requires. Television, too, is under study. For TV, Facts Consolidated provides surveys on sets-in-use, share of audience, absolute number of viewers per program, and a rating of quality or clarity of viewing.

This organization will also do studies of marketing problems, opinion research, and other research jobs. A branch office is located at 8461 Melrose Pl., Los Angeles.

Edgar H. Felix

A different, but essentially valuable service, is provided by Edgar H. Felix, 176 Franklin Ave., Malverne, N. Y. Basically it is a combination field intensity measurement with market and economic data. Mr. Felix reports the field strength, stability and quality of service, day and night, of every audible service for all radio station cities and other cities over 25,000 population. Special studies are made for stations, defining areas, analyzing the industries within the area, retail sales for areas to which a significant and ranking service is delivered.

Radio Coverage Reports by cities are done on a continuing basis, and are available to agencies for $200-$600, depending upon radio billings. Radio Coverage Letters are published for stations, and the fees range from $75 to $500 depending upon station power. The organization also provides analysis of spot lists, and prepares supporting data for stations applying for network affiliation. FM is not

(Continued on page 51)

1926 WORL Boston 1949

By MITZI KORNETZ

LAST WEEK, in a studio on the ninth floor of a bank building at 216 Tremont St., Boston, a voice spoke into a microphone.

It was 8 p.m., Tuesday, May 31.

"WORL will now cease for all time its broadcasting activities," the announcer said.

With those parting words, to the strains of "I'll See You Again" on the *920 Club,* WORL Boston, which at one time was considered the most successful independent local station in the country, passed away. It is one of the few instances, if not the only one, in radio history where a station has gone off the air for good as the result of an FCC ruling, without another licensee taking over.

The rare death blow by the FCC was dealt to a station partly owned by a former member of the Federal Radio Commission, Harold A. Lafount, now general manager of the Arde Bulova radio interests. Other owners were Sanford H. and George Cohen, New York attorneys.

* * *



LAST signoff for WORL is given on *920 Club* by Philip Welsh. In attendance were veteran staff members, all of whom had been with WORL more than 11 years (l to r), John Parker, chief engineer; Mary Ruth, movie commentator; Gordon Wayne, news commentator; Fred Bailey, commercial manager, and Ashley L. Robison, general manager.

WORL had waged a vigorous fight for survival, first in the courts by the owners and, in the last days, on a humanitarian basis by the employes who felt they were "guinea pigs" and "sacrifices."

The literal life-and-death struggle has been going on since 1945 when the FCC denied the station its renewal license on grounds of hidden ownership. Much of the time since then was spent in court litigation, with the U. S. Court of Appeals for the District of Columbia at one point reversing the Commission's decision.

However, three weeks ago the U. S. Supreme Court overruled the lower court, citing its own ruling in the WOKO Albany case where it had upheld FCC's power to deny renewal on grounds of misrepresenting ownership.

Uniqueness of the resulting WORL situation arose from the fact that the station, which had asked for an extension of its temporary license to 90 days from the date of the court decision, regardless of its outcome, suddenly changed its plans and requested dismissal of the petition. Since the license under which it had been operating expired June 1, the station expired with it.

In previous instances where sta-

(Continued on page 52)



BORED TO TEARS

Whatever that book is, it doesn't seem to be making much of a hit with the silver fox. From the looks of that big yawn, he seems bored to tears with the whole thing.

We'll try not to bore you in this ad for W·I·T·H. We'll just give you a few fast facts:

W·I·T·H is the BIG BARGAIN BUY in the rich Baltimore market. Why? *Because W·I·T·H delivers more regular listeners-per-dollar than any other station in town.*

This means that a LITTLE bit of money goes a LONG way on W·I·T·H. You can get big results from small appropriations on this station.

So don't put off this important move another day—call in your Headley-Reed man and get him to tell you the whole W·I·T·H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* HEADLEY-REED

A Service of Broadcasting Newsweekly

JUNE 6, 1949

TELECASTING

COLOR TV

RMA Reassures Owners of Present Sets

COLOR television flared brightly last week, arousing public interest in its commercial imminence and industry concern over its effect on TV set sales.

Radio Mfrs. Assn. acted Friday to put out this color television fire by assuring the public that present sets will not be made obsolete by UHF assignments or color's eventual emergence from the laboratory.

Two factors caused the widespread interest in color and related status of the UHF band. First, the color question intrigued the public despite FCC's insistence the week before that it only desired color if black-and-white wouldn't be upset and if conversion wouldn't cost too much. Second, CBS sequential color was demonstrated over a closed circuit in an exhibition of medical operative technique.

Calls Committee

RMA called together its FCC Conference Committee after the Commission's carefully worded announcement [BROADCASTING, May 30] had aroused public hopes for color TV. The manufacturers became worried when the alluring prospects of color television stirred public and dealer excitement. They were further agitated by the publicity surrounding the medical demonstration by a company interested in selling hospital television equipment for educational purposes.

An all-day meeting was held Thursday by the RMA group, headed by Max F. Balcom, Sylvania Electric Products, who recently retired as RMA president. The committee met in early afternoon with Sen. Edwin C. Johnson (D-Col.), discussing all phases of broadcasting and television.

Representing the radio and television industry, the RMA committee issued a statement of policy designed to quell the agitation.

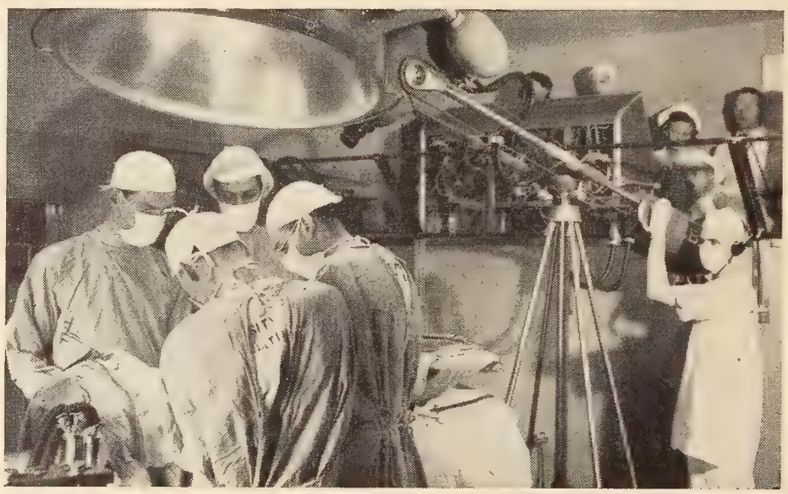
First, RMA reminded that FCC has stated that the 12 TV channels now in use for black-and-white will remain intact. It said TV receivers now in use, and those which will continue to be produced and sold "can be purchased in complete confidence that they will continue to give satisfactory service to the purchaser."

Next, RMA said the manufacturing industry agrees with FCC that the present 12 TV channels are inadequate for a complete nationwide service, and with the FCC proposal that UHF channels be added.

RMA reiterated past statements that "a simple and inexpensive converter" can be used to permit present TV sets to receive UHF stations.

The committee's position on color television is that the proposed systems are still in the laboratory stage. "When and if one of these systems is accepted by the FCC and industry as standard, it must be thoroughly field tested and proven under practical broadcasting conditions," it was stated.

* * *



Color television equipment records operation in progress at the U. of Pennsylvania Hospital.

"The industry is in accord with the policy expressed by the FCC that any future color system must be capable of being received on present sets with only minor modifications.

RMA wound up its policy declaration with this reassuring statement: "The industry wishes to emphasize that a television receiver purchased today will continue to receive television broadcast and provide fine entertainment for the life of the set."

Taking part in the Thursday conference at RMA headquarters in Washington, besides Chairman Balcom, were Ray C. Cosgrove, executive vice president of Avco and newly elected RMA president; Joseph Elliott, RCA-Victor; H. C. Bonfig, Zenith Radio Corp.; David E. Smith, T. D. Lucas, Philco; John Craig, Crosley Division of Avco; Walter H. Stellner, Motorola; Bond Geddes, RMA executive vice president; James D. Secrest, RMA public relations director.

Though Zenith has been feuding with many TV manufacturers over its claims for a UHF tuning device in present Zenith receivers,

(Continued on page 44)

ASCAP RIGHTS

Tentative Deal On TV Music

TENTATIVE agreement on the basic terms for the use of ASCAP music on video programs has been reached by committees representing the TV networks and the music rights organization, it was learned last week. Deal, reportedly patterned closely after the licenses issued by ASCAP to sound broadcasters, is said to call for a five-year contract covering all non-dramatic performances. Under this proposed agreement it is understood that cooperative network programs would be considered as network programs and paid for at the source, thus eliminating at the outset for TV a problem that has been a major bone of contention between ASCAP and the operators of AM and FM stations.

The network committee, which took over discussions with ASCAP after a breakdown in negotiations between the society and the NAB Television Music Committee early in May [BROADCASTING, May 9, 16, 23], was empowered to discuss the use of ASCAP tunes only on video network shows. There was never any doubt, however, that any deal made by the networks would set a pattern for TV station licenses as well. Accordingly, the NAB overall committee has been informed of each step in the negotiations of the network group.

After the network committee had achieved a basis of understanding with ASCAP, Robert P. Myers, assistant general attorney of NBC and chairman of the NAB TV Music Committee, went into a week-long huddle with Herman Finkelstein, ASCAP resident attorney, in an attempt to reduce to proper legal language the points of agreement and to figure out the effect of these general conclusions on individual uses of ASCAP music on local and network TV programs.

Last Tuesday, Mr. Myers assembled his committee for a full discussion of the current status of negotiations and of the steps which must now be taken to turn the tentative agreement into firm licenses. One of these steps must be made by the ASCAP board, which must ask its members to grant it new broad, long-term licensing rights for television. ASCAP's present agreement with its members gives the society limited TV licensing rights for a limited time, until Dec. 31, 1950. To give the video broadcasters the fuller rights they feel they must have to meet the requirements of day-to-day video programming and to give them five-year licenses, ASCAP obviously needs new and broader rights from its members.

Once these rights have been obtained, ASCAP will be able to offer television stations new licenses along the lines of the present tentative agreement. This would seem to

(Continued on page 32)

SILVER FIRM

Tells Why It Will Use TV

INTERNATIONAL Silver Co., Meriden, Conn., has advised its dealers that it abandoned radio advertising in the belief it was a declining medium and would turn to television in the fall.

In a circular letter explaining its cancellation of the *Ozzie & Harriet* program on CBS Sundays 6:30-7 p.m. the company said it was motivated by:

"1. Our feeling that radio as an advertising medium for our products is declining in value.

"2. The rapid development and growth of television which we believe bears great promise as the best of all media for advertising silverware."

The dealers were advised in the letter, which was signed by Craig D. Munson, vice president and general sales manager, that the silver company would undertake an advertising campaign in every television city.

Although the letter did not amplify the company's plans, it was learned that International Silver, through Young & Rubicam, New York, is looking for a dramatic TV program for network sponsorship. Neither program nor network has been picked.

Funds covering 13 weeks of the *Ozzie & Harriet* program were left in the International Silver advertising budget at the time the company dropped the show, it was said, and this money will be allocated to the television program.

RTDG-NBC CASE

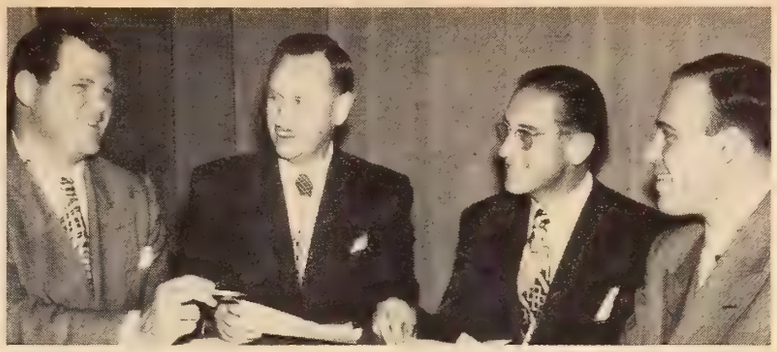
Guild Asks for Mediator

RADIO and Television Directors Guild last week asked for the intervention of a New York state mediator in its effort to obtain recognition for television directors at NBC.

In doing so, the RTDG followed the pattern it originated last winter when it sought and finally obtained recognition from WJZ-TV New York. The same mediator, Mabel Leslie, also will handle the NBC case. NBC, as did WJZ-TV, takes the position that the television directors are management and therefore a union of such directors is an improper bargaining agent.

New Philco TV Sets

FIVE new Philco TV receivers at substantially lower prices ranging from $245.95 to $299.95 were introduced at a meeting of eastern distributors in Philadelphia. "We are giving the consumer the greatest television values in the history of the industry," said James H. Carmine, vice president of distribution. "Our new Model 1104E offers outstanding reception and picture quality at a price $100 under previous Philco 10-inch receivers.



HEADS of the four television groups cooperating with Screen Publicists Guild on its second annual Television Institute, Hollywood [BROADCASTING, **May 30**] **meet to confer on institute plans. They are (l to r): Hal Roach Jr., Television Film Producers Assn.; Harry Lubcke, Academy of Television Arts & Sciences; Claude McCue, Assn. of Broadcast Unions and Guilds; Mal Boyd, Television Producers Assn.**

PULSE TELEVISION RATINGS

CHICAGO

Once a Week Shows

	May
Texaco Star Theatre	56.3
Godfrey & His Friends	45.8
Cubs vs. Cardinals	34.7
Fred Waring Show	34.5
Suspense	32.4
Super Circus	32.0
Broadway Revue	32.0
Quiz Kids	31.4
Break the Bank	31.0
The Goldbergs	30.7

Multi-Weekly Shows

	May
Kukla, Fran & Ollie	29.1
Howdy Doody	20.8
Lucky Pup	20.1
Uncle Mistletoe	20.0
Small Fry Club	19.2

AVERAGE QUARTER HOUR SETS-IN-USE

Entire Week, 12 Noon—12 Midnight

TELEVISION HOMES

	Combined Radio & TV	TV	Radio
May 1949	36.0	25.9	13.0
April 1949	40.0	28.3	14.0
March 1949	40.4	29.6	12.9

NEW YORK

Once a Week Shows

	May
Texaco Star Theatre	67.0
Broadway Revue	57.7
Godfrey's Talent Scouts	52.4
The Goldbergs	50.4
Godfrey & His Friends	50.2
Toast of the Town	46.5
TV Theatre	41.8
Boxing*	35.3
Fred Waring Show	31.8
Suspense	30.4

Multi-Weekly Shows

	May
Howdy Doody	23.5
Small Fry Club	18.0
Lucky Pup	17.9
Kukla, Fran & Ollie	15.1
Bob Howard Show	14.5

AVERAGE QUARTER HOUR SETS-IN-USE

Entire Week, 12 Noon—12 Midnight

TELEVISION HOMES

	Combined Radio & TV	TV	Radio
May 1949	36.1	28.9	7.4
April 1949	33.5	25.6	8.9
May 1948	29.6	17.8	12.0

PHILADELPHIA

Once a Week Shows

	May
Texaco Star Theatre	69.5
Godfrey's Talent Scouts	60.7
Godfrey & His Friends	56.2
Toast of the Town	51.8
Broadway Revue	48.0
The Goldbergs	46.7
Stop the Music	40.0
Athletics vs. Senators	39.7
Original Amateur Hour	36.0
TV Theatre	35.0

Multi-Weekly Shows

	May
Howdy Doody	32.8
Phillies Night Baseball	28.5
Phillies Day Baseball	24.7
Small Fry Club	20.4
Western Balladier	15.3

* Last ¼ hour of boxing bouts also included music and Greatest Fights.

AVERAGE QUARTER HOUR SETS-IN-USE

Entire Week, 12 Noon—12 Midnight

TELEVISION HOMES

	Combined Radio & TV	TV	Radio
May 1949	38.1	29.4	10.8
April 1949	36.8	26.9	11.6
March 1949	38.6	28.1	12.3

CINCINNATI

Once a Week Shows

	May
Texaco Star Theatre	72.8
Broadway Revue	71.5
Bob Smith Show	54.0
Reds vs. Pirates (2 games)	50.2
Charades	50.0
Your Showtime	48.0
Dunninger & Winchell	48.0
Who Said That	47.5
Wrestling	44.9
NBC Drama Theatre	43.0
Colgate Theatre	43.0
Palomino Film Short	43.0

Multi-Weekly Shows

	May
Kukla, Fran & Ollie	40.4
Junior Jamboree	26.9
Kitchen Klub	24.1
Curtain Time	19.0
Lucky Pup	14.0

AVERAGE QUARTER HOUR SETS-IN-USE

Entire Week, 12 Noon—12 Midnight

TELEVISION HOMES

	Combined Radio & TV	TV	Radio
May 1949	38.8	24.3	17.7

IRISH TELECASTS

Five Grid Games on DuMont

FIVE TOP Notre Dame football games will be telecast next season exclusively by the DuMont network, it was announced in Chicago last week. Games will be carried live on a minimum of 16 eastern and midwestern interconnected affiliates and by film recording on an expected 12 to 15 other TV outlets the day after each game. DuMont has also acquired motion picture theatre rights to the games.

Leslie G. Arries, network sports director, is arranging for telecasting of other football on open-dates, with a 10-game schedule as his objective, he said. As soon as this line-up is completed, the sponsor will be announced, according to Tom Galery, DuMont sales director. RCA Home Instruments Division had an option on five Notre Dame telecasts but dropped it late last week in view of the DuMont higher bidding [BROADCASTING, May 30].

TV AUDITIONS

AFM Approves Film

TO AID SPONSORS buy a live telecast, AFM is permitting its musicians to make auditions on film of live television shows, it was learned last week. In permitting musicians to participate in such films, AFM has stipulated that the reels must not be used for actual telecasts. It also stated that this relaxation of its ban on telefilms is for "an experimental period" and restricted to auditions only.

Joseph Lindwurm, supervisor of radio and television at the AFM's big New York Local 802, in advising members of the change, cautioned:

These film auditions are strictly for live television shows and must not be confused with television film used for actual telecasting.

The American Federation of Musicians has made no agreements for the making of television film. The Federation is merely allowing a show to be made up and placed on film, not to be telecast, but to be viewed by the sponsor before engaging a live cast.

He informed the members further that they must file contracts with his department in advance of an audition and then advise if a contract for a live television show resulted. Members are required to make sure the films are used only for audition purposes and after the audition the film and sound track must be filed with the local's radio department.

Pay for TV audition work is to be the same as for radio auditions—$5.00 per hour in New York.

VIDEO S-R-O

35,000 Visit 'Super Circus'

CHICAGO theatre owners are shying away from the vicinity of WENR-TV's Civic Studio these Sunday afternoons. The spectacle of hundreds of people lined up for ABC's *Super Circus* is a grim reminder of what's happening to their box-office. The one-hour program, telecast 4-5 p.m. (CDT) over ABC-TV, has entertained 35,000 people, in person, since it was opened to the public last October. Admission is on a "first-come-first-served" basis. Consequently, a queue starts forming in front of the studio shortly after noon each Sunday.

Shortly after *Super Circus* was opened to audiences, ABC sought a means of keeping attendance under control. It was decided to admit no adults unless accompanied by children. The idea has helped cut down the crowds, which were composed mostly of adults in the earlier days (Who said circuses are for kids?), but ABC still has its problems.

Super Circus is viewed by an estimated one million persons in 13 cities. Using the "big top" as its basic stage setting, it offers 60 minutes of fast-moving entertainment of a type usually associated with circuses. Telecast for 38 consecutive weeks, as of yesterday, it is sponsored by Canada Dry Ginger Ale and Derby Foods.

WGN-TV



Year Old... and GROWING FAST!

Yes, WGN-TV is growing fast . . .
in number of program hours, commercial time, number of advertisers and in technical progress.

In April, 1949, WGN-TV averaged 53½ hours of *programming* weekly—more than any other Chicago television station—with almost two-thirds (63%) of this sponsored. The number of advertisers has increased monthly—67 in April as compared with 49 in March. Also in April, 83 hours were sold to national and regional advertisers—more than any other station in the country—as listed in a national television magazine.

In an attempt to further improve reception of its clients' programs, WGN-TV has installed a new antenna 610 feet above ground atop Tribune Tower. The antenna, together with a new transmitter, are proof of WGN-TV's continuous efforts to give the advertiser and the viewer the best possible service.

Add all of this together, and the result—WGN-TV is doing the kind of job that advertisers like. So why not let WGN-TV help increase your sales

. . . join the trend to WGN-TV.

DUMONT WGN-TV CHANNEL 9 · CHICAGO CBS

BOXING

Split of Video Monies Still Undecided

TELEVISION had the boxing industry tied up in a clinch last week with some sharp blows nevertheless being struck in the interim in fighting.

The clinch was the deadlock between the Boxing Managers Guild and Madison Square Garden. At issue is the way telecasting and broadcasting monies are to be split between promoters on the one hand and fighters and managers on the other.

One of the blows struck during the week's deadlock was the surprise thrust by welterweight champ Sugar Ray Robinson and Kid Gavilan. That pair, failing to get a television deal to their liking from the Garden, took off to Philadelphia to sign with the Philadelphia Arena for a bout at Municipal Stadium. The arena, incidentally, is owned by the *Philadelphia Inquirer*, which also owns WFIL-TV Philadelphia.

Meanwhile in Detroit, came word that the middleweight title tiff between Marcel Cerdan and Jake La Motta would not be telecast. Fear of inroads on the gate was given as the reason.

What appeared to be the nub of the whole boxing controversy at the moment was the guild-Garden dispute.

The guild was seeking a 50% cut of all radio and television receipts put on under Garden auspices. The Garden's answer was said to be a sliding scale which would give main-eventers $500 up to $1,000.

How the guild and Garden settled might serve as a model around the country. But during the week, neither side made what was regarded as "any real approach" to the other. No meetings were held.

Meanwhile, telecasters and prospective sponsors, innocent bystanders in the actual dispute but with a heavy interest in the outcome, were eager to have the matter settled so they could bring this kind of entertainment to the public.

Gillette at Standstill

Gillette Razor, for example, through Maxon Inc., its agency, was forced to mark time in signing a new annual contract for radio and television rights at the Garden. Its old agreement ran out last Tuesday, but interested as it might be in a new pact, the Garden was in no position to sign with it until the guild matter was settled.

While the guild-Garden matter was regarded last week as in a stalemate or suspended animation stage, the Robinson-Gavilan bout came along as an outright defiance to the Garden.

The Garden, it was said, had offered Mr. Robinson 40% of the television take and Mr. Gavilan 17½%. The Garden reserved the right to make the deal with the sponsor.

Differing primarily on the latter point, the welterweighters hopped a train for the Quaker City and signed on for 40% for Mr. Robinson and 18½% for Mr. Gavilan. It was left up to all the parties to decide whether the bout would be telecast. If it were, division of air fees would be on the same percentage basis. The bout is scheduled for July 11.

Surveying the entire fight scene, Abe J. Greene, the National Boxing Assn.'s commissioner of boxing, lamented that the telecasting situation had not yet been clarified. His own position is for getting the game before as many people as possible without killing the gate. He believes that many smaller clubs are now dying off because of the impact of television on ringside attendance.

He felt, however, that the Detroit bout between Messrs. Cerdan and LaMotta could well be one where telecasting of the event to eastern audiences would not interfere with the western gate. He said:

"That bout won't pull too many people from the East and I feel it could be televised, even if only outside its local area, to the benefit of all concerned and the public."

ASCAP Rights

(Continued from page 30)

leave the next move up to ASCAP—and officially it does.

However, once ASCAP has gone to its members for these additional rights and prepared new TV licenses, it can not very well go back to its membership again if these licenses are not acceptable to video broadcasters. Accordingly, Mr. Myers is preparing a letter outlining the terms of the proposed agreement which he expects to send to all TV stations early this week. If their reaction is favorable, then presumably ASCAP will go to its members for the new licensing rights it needs. It is also presumable that while these rights are being obtained and the licenses prepared that ASCAP will continue in effect its present blanket video licenses, which are currently scheduled to expire June 15.

If video broadcasters do not approve the proposed license terms, the result might be either a resumption of negotiations to comply with their suggestions or a withdrawal of ASCAP music from all TV programs.

WMBR-TV To DuMont

WMBR-TV Jacksonville, Fla., last week signed an affiliation agreement with the DuMont Television Network. The station, owned by the Florida Broadcasting Co. and stated to be commencing commercial operation on approximately Oct. 1, is a full primary CBS affiliate as well.

Now in 1949

99.7%

of the country's television audience is within reach of these stations

Du Mont Programs Shown Live on these stations		Programs shown on these stations by Du Mont Teletranscription	
WAAM	Baltimore	**KOB-TV**	Albuquerque
WNAC-TV	Boston	**WAGA**	Atlanta
WBEN-TV	Buffalo	**WLW-T**	Cincinnati
WGN-TV	Chicago	**WLW-C**	Columbus
WEWS	Cleveland	**WLW-D**	Dayton
WJBK-TV	Detroit	**WICU**	Erie
WTMJ-TV	Milwaukee	**KLEE-TV**	Houston
WNHC-TV	New Haven	**KTSL**	Los Angeles
WABD*	New York	**WAVE-TV**	Louisville
WFIL-TV	Philadelphia	**WMCT**	Memphis
WDTV*	Pittsburgh	**WTVJ**	Miami
WTVR	Richmond	**KSTP-TV**	Minneapolis - St. Paul
WRGB	Schenectady	**WDSU-TV**	New Orleans
KSD-TV	St. Louis	**KSL**	Salt Lake City
WSPD-TV	Toledo	**KRSC-TV**	Seattle
WTTG*	Washington	**WHEN**	Syracuse

For further information on television advertising, write or call: TELEVISION DUMONT NETWORK **515 Madison Ave., New York 22, N. Y.**

**Du Mont owned and operated stations*

Copyright 1949 Allen B. Du Mont Laboratories, Inc.

LIGHTING IS KEY TO TV RECEPTION



Edward Sobol

"One of the most challenging problems facing TV producers is the absolute solution of lighting problems." This is the word of Edward Sobol, production manager of KNBH, Los Angeles NBC Video outlet. "Good lighting is essential to good picture production. TV stations will sooner or later learn that listeners will quickly tune out the signal which is unclear, fading or distorted."

• • •

Otto K. Olesen Co. is applying the know-how learned in 25 years of specialized lighting techniques to the solution of TV lighting problems. Many video stations are already equipped with tailor made Olesen lights. We'll gladly send you a free catalog which describes and pictures our complete line. *Just mail coupon today.*

OTTO K. OLESEN CO.
1534 Cahuenga Boulevard,
Hollywood 28, California

Gentlemen: Please send me FREE information on Olesen TV lighting:

Name_____

Firm_____

Address_____

Title_____

Film Report

STERLING FILMS INC., New York, has completed 16 mm film *The Princess and the Dragon*. Fairy-tale to delight small fry is enacted with puppets. Available for all television stations. . . . **Charles Christenberry Jr.**, New York television package producer, and **Katherine Rosser**, writer-director, were re-elected **American Television Guild** president and secretary respectively. **Sandy Comora** was elected vice president and **Harrison Weed** treasurer. . . . Contracts for **Telenews**, INS daily newsreel service, have been signed in three new video markets: KPIX (TV) San Francisco, sponsored by **Lewis Food Co.**; KSL-TV Salt Lake City and WFBM-TV Indianapolis. . . .

Puppet Series

Official Television Inc., New York, currently offering for sponsored use, 10-installment series starring **Pirro**, puppet personification of child's whimsy and curiosity. Firm also releasing **Chata**, five-installment serial filmed in Tehuantepec, Mex. Story is of native girl and her pet hen. Information about children's films available from firm, 25 W. 45th St., attention **Irving Leos**. . . . **Sarra**, Chicago, has inaugurated a "Follow Through" service, with **Dr. J. L. Rosenstein**, sales and industrial psychologist, gauging for clients use and effectiveness of films. Analysis is being given several national manufacturers and their products. . . . **Morrie Roizman**, "March of Time" film editor for six years, resigning to "enter into activities beyond scope" of MOT. Considering starting TV film organization or joining television unit of unidentified New York agency. Plans to be announced later. . . .

Frank Lewis Inc., Chicago, has completed series of tests in which quality of reproductions of white enamel and chrome on household appliances was analyzed. Firm, after two years of TV experimentation, plans to make TV spots for several of its national photographic accounts. . . . **Norm Lindquist**, TV director at **Malcolm-Howard Agency**, Chicago, begins production of 12 one-minute spots for **Fohrman Motors. Douglas Productions**, same city, is doing live-action institutional shooting. Fohrman, Hudson dealer, will use films during weekly wrestling matches on WBKB (TV) Chicago, which it will sponsor from June 20. . . .

Vaudeville Reels

Film Studios of Chicago is ready to release TV films narrated by Allen Prescott which have been compiled from *Spanuth's Original Vod-A-Vil* shot thirty years ago. Reels, each with three or four old-time vaudeville acts, run eight to nine minutes. WNBK (TV) Cleveland has purchased *Woman Speaks*, from same firm. Achievements of outstanding women are pictured in two series of 13 10-minute shorts. Second of series with **Tommy Bartlett** as narrator is offered to 40 or more stations which have run first, but will not be sold without sponsor.

. . . **Alger Productions**, Hollywood, to produce 39 half-hour films for **Louis Milani Foods**, Los Angeles. Films to cost $7,000 each. Production will start immediately but showings will not be ready before fall of 1950. At that time Milani will have television rights for two years. Agency: **Jordan Co.**, Los Angeles.

Video Tube Salute

RCA and NBC will unite in presentation of a network television salute, commemorating the manufacture of the millionth video picture tube at RCA's Lancaster (Pa.) plant. The program, *A Magic Million*, will be telecast tomorrow (June 7) at 9:30 p.m. It will feature scientific demonstrations, guest stars and various facets of the medium's progress since 1946 when RCA first inaugurated mass production of picture tubes. The milestone salute will also tie in with the inauguration of WGAL-TV Lancaster, latest of the Steinman AM and TV stations, which will be dramatized as a new gateway for the coaxial cable link between the East and West.

AUTHORS' LEAGUE

Dramatists Approve TWG

DRAMATISTS' GUILD Council has voted to admit the newly-formed Television Writers Guild to Authors' League. The Authors Guild already has so voted and only the Radio Writers Guild balloting on this matter remains to be completed. The Authors' League is the parent organization.

TWG's third craft meeting will be held June 9 on "Writing Techniques—Dramatic Adaptations and Originals." Taking part will be: Worthington Minor, CBS producer; Mary Hunter, director of "The Respectful Prostitute"; John Chapman, *Daily News* (N.Y.) theatre critic, and two TWG members, Max Wilk and Benjamin Zavin. Like former craft sessions, the meeting will be in the Johnny Victor Theatre (RCA Exhibition Hall), New York.

TEN-WEEK Television Survey and Workshop course is being offered by University Extension of U. of California, Los Angeles, starting June 15.

KSL-TV BEGINS

Clark Speaks at Dedication

KSL-TV Salt Lake City took the air with regular programming Wednesday (June 1). Station has been operating experimentally since October 1948.

Dedication program was highlighted by a short talk by J. Reuben Clark Jr., president of Radio Service Corp. of Utah, which operates KSL. Mr. Clark pledged to televiewers to bring only the highest in video entertainment to their screens.

". . . We shall do our best not to injure, but to upbuild your family life," he said. Recalling that "for more than 27 years now we [KSL] have. . . .waited in your radio set for you to turn the magic key that brought our voices and our music into your family circle," he added that now "we wait your invitation to enter. . . . with our faces, forms and figures also. . . . We do not wish to be intruders, but we welcome an opportunity to become your guests . . . we clearly see the problems we could raise in the home, and the havoc we might work, if we should come to you with any but the best and the most wholesome that television can provide."

C. Richard Evans is general manager of KSL and Ivor Sharp is executive vice president. KSL-TV operates on Channel 5 (76-82 mc) and is affiliated with CBS, ABC and DuMont.

KBTV(TV) PLANS

July 4 Opening Slated

CONSTRUCTION on KBTV (TV) Dallas is proceeding rapidly, and owner Tom Potter has set July 4 as the opening date. Tests will begin June 15.



Mr. Andrews

First staff appointment, announced last week, is that of Seymour C. ("Andy") Andrews as manager. Mr. Andrews, until recently, was program director of WBAP-TV Fort Worth. He went to Texas last year from Hollywood, where he had worked in radio network and film production as well as the advertising agency field.

KBTV, licensed to Lacy-Potter Television, is building a new modern structure in the 3000 block of Harry Hines Blvd., on high ground just north of downtown Dallas.

Ad Features Video

TELEVISION was highlighted in the quarter-page ad run May 26 in the *New York Times* by the Consolidated Edison System, New York. "For 5¢ you get enough electricity to see 19 half-hour television shows," the ad stated. Copy continued: "We've kept an eye on the future, too. People everywhere have been buying new television sets. . . . In order to provide the additional . . . power needed we're now in the midst of a 435-million-dollar expansion program. . . ." Pictured in the ad was a family seated around a television set.



WKY-TV Studio on Wheels . . .
a completely equipped
mobile unit.

OKLAHOMA'S *first* TV STATION

WKY·TV

now on the air . . .

There's new magic in the heart of the Southwest!

It's television over WKY-TV . . . opening a bright new market for TV advertisers, right in the middle of the great Southwest where business is best. And it's hitting the market with unprecedented impact!

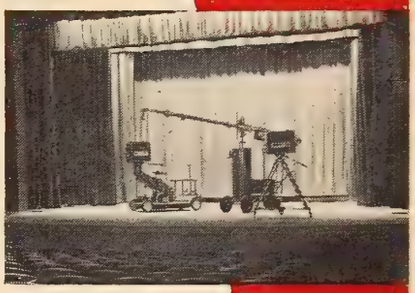
And no wonder! Because WKY-TV has its taproots in the popularity gained from WKY's 25 years of AM broadcasting. It enters the market with the super sales power that only the call letters "WKY" can give a station down here.

This means that when you "buy" WKY-TV, you get more than a picture on the kinescope. You get WKY's prestige and acceptance behind every television message.

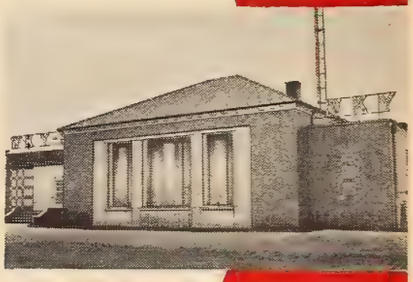
A quick call to your local Katz representative will repay you with information about the few availabilities still open.



THE WORLD'S TALLEST TELEVISION ANTENNA . . .
Built on top of the WKY-AM radio tower . . .
966 feet above the ground.



MAIN STUDIO . . . in the 300-seat
Little Theatre, Oklahoma City
Municipal Auditorium.



TRANSMITTER . . . equipped
to handle all WKY-TV,
AM and FM broadcasts

OWNED AND OPERATED BY
THE OKLAHOMA PUBLISHING CO.
WKY, Oklahoma City • The Daily Oklahoman • Oklahoma City Times • The Farmer Stockman
REPRESENTED BY
THE KATZ AGENCY, INC.

WKY TV AM FM
CHANNEL 4 • OKLAHOMA CITY

Telestatus

Setting Up of AT&T Co-ax & Relay
(Report 62)

[Editor's Note: Last week AT&T coaxial cable circuits and radio relays were discussed with Mr. Cowan answering the preliminary questions that would be raised by the television broadcaster. The following tells the subsequent procedure that is followed in setting up such a co-ax or relay.]

OUTLINING the company's procedure in opening up a new route, Frank A. Cowan, assistant engineer of AT&T's Long Lines Department, said that the first step is to decide whether coaxial cable or radio relay will provide better service. Wooded rolling country, he said, is particularly favorable for radio relay transmission. The hill-tops provide good tower locations; the roll and the woods eliminate reflections which lakes, rivers, paved highways, salt flats and even treeless plains create for the microwaves used to carry the TV signals.

Location of Towers

If the area is flat and barren and apt to act as a mirror for microwaves, towers must be placed fairly close together, he said, and their cost weighed against that of cable, which is more easily and cheaply installed in flat country than across mountains.

Mountain peaks make good tower sites for transmitting the microwave beams he explained, but it must be remembered that the relay stations have to be serviced and a site which is inaccessible during the winter months will probably not be usable despite its other advantages. Mountains normally do not present much of an interference problem for radio relays as their carrier waves are closely beamed and highly directional and a space 200 feet in diameter is enough for their clear passage.

If the preliminary surveys indicate that radio relay will provide good service, topographical maps are studied, with water and other reflective locations marked, and tentative routes are marked out, Mr. Cowan reported. Then field crews go out to select the best tower sites along those routes.

* * *



AT OPERATING control position at new TV network center in New York, a technician tests, maintains and switches network channels interconnecting local television studios with Bell System's inter-city hookups. Fidelity of both video and sound transmission is checked with built-in picture tubes, oscilliscopes and loudspeakers at each monitoring position.

Next, a list of the proposed tower locations is turned over to the AT&T legal department, which searches out the owners of the sites and attempts to get options for their purchase. Once the options have been obtained, field testing begins in earnest. Crews go out with testing towers, so built as to permit the transmission of signals at various heights from the ground up to 200 feet. These towers are taken to the sites (a process that sometimes requires cutting a path in from a distant highway) where they are erected and anchored in position by guy wires, he explained. These tests are made and if results are favorable all along the route the purchase of the sites is concluded. The route is cleared with the CAA with regard to the proximity of airports and airways and construction applications for each building are submitted to FCC.

Tower Foundation

Knowing from the field tests how high the tower must be at each location, Mr. Cowan continued, drilling crews go in to determine the type of foundation needed to insure the high stability that is necessary to keep the beams in line. Soil and rock samples of their drillings at various depths are sent to the laboratories of experts on such matters for analysis, to determine how deep the foundation must be and how much weight per square foot it can support. AT&T engineers are now trying to standardize the foundations into a couple of dozen types, he said.

The relay station buildings have already been standardized into four styles, largely determined by the height needed to transmit a signal that will reach the next tower in either direction without interference. As the signal path will vary somewhat under changing atmospheric conditions, a wide safety margin is included in all calculations, so that dependable service at all times may be assured, he stated.

With these preliminaries out of the way, Mr. Cowan went on, the company is now ready to get bids from local contractors for the erection of the buildings along a section of the route and to let the contracts. Ten months later, if all goes well, the buildings will be completed and ready for the installation of the relay equipment. By this time AT&T may have expended $100,000 or more per site for land and buildings and, according to Mr. Cowan, it may be difficult to keep that figure from going much higher. He pointed out that roads must be built, power brought in and other facilities provided which are not generally at hand in remote rural locations. In addition, the equipment installed in such buildings may more than double the cost, adding another $150,000 or so, depending on the number of channels provided.

On the average, Mr. Cowan said, it takes a year from the selection of the site until the tower is ready for service. For instance, sites have just been optioned along the Richmond-Norfolk route, which is tentatively due to be put into service in April 1950. Selection of sites along the New York-Chicago route began nearly two years ago, he said, but this was a leisurely process as the new equipment to go into these towers was still in the laboratory stage. Towers built last fall between New York and Philadelphia will be equipped by late summer and that route used to give the new equipment its first extended field test. All of the buildings along the New York-Chicago relay route are scheduled for completion this year, but no date has been set for regular service, pending equipment tests in the eastern link.

Along these routes and in the television terminals of cities on the Bell System networks are large amounts of complex equipment. In the network now in operation, for example, 770 amplifiers maintain the signal energy as it travels from city to city and some 340 additional amplifying devices in the terminals in key telephone buildings are necessary to put the broadcasters' program on the channels.*

Circuit Supervision

Aside from the training of those telephone men who handle local phases of the program, several hundred Long Lines and Bell System Associated Co. craftsmen were trained in the operation of the inter-city television circuits during 1948. Every day, in control rooms along the routes, the technicians who maintain and operate the television networks line up and adjust the facilities before broadcasts are scheduled to begin. Shortly before a show is to start, test pictures and patterns are also sent out to stations about to receive a particular program, such pre-broadcast tests being made to check the fidelity of the transmission signal. In addition, during the actual broadcast, Long Lines and Associated Co. technicians observe the picture and sound quality on monitoring equipment.

Above all, these technicians must meet that conspicuous test of good workmanship: The switch. This is a swift rearrangement of network channels. Guided by the broadcasters' schedules, the technicians must be prepared to add or cut stations from the networks as well as to shift to whatever station is to originate a program. In addition, these precisionists must test the performance, coordinate, and switch the accompanying sound channels, which are routed over separate circuits.

Finally, they give routine performance tests to the hundreds of amplifying devices in the television terminals and in the stations along the coaxial cable, to make sure they are in proper operating condition. And the radio relay equipment must also undergo similar inspection and adjustment.

* Figures through May 1.



MOBILE TV monitor, the "Sherlock Holmes," is a feature of the Long Lines Dept.'s television network control center at AT&T's New York headquarters. Described as a "detective-on-wheels," monitor can be connected to any of center's incoming or outgoing circuits and aid technicians in tracing source in the event of equipment trouble.

* * *

KSD-TV Hits Phoenix

KSD-TV St. Louis reports that on May 4 it received a letter from I. W. Brayer of Whitey's Radio-Record Appliance Co., Phoenix, Ariz., stating that the KSD-TV signal had been received in Phoenix. St. Louis is 1,300 air miles from Phoenix. Station immediately wrote Mr. Brayer asking him to report if the unusual occurrence should ever be repeated. Nine days later Mr. Brayer replied that the reception of KSD-TV's signal in Phoenix is no longer unusual, it has become routine, and that he receives both video and aural.

WHIO-TV

DAYTON, OHIO

PRESENTS
VETERAN
SPORTSCASTER
SI BURICK
IN



"SPORTS of all SORTS"

Now sponsored by Coca-Cola on WHIO-TV

• Every sports follower in Dayton and the Miami Valley knows veteran sports editor Si Burick . . . avidly reads his "Si-ings" column in the Dayton Daily News . . . tunes in his evening sports commentary on WHIO (a show which has had a continuous sponsorship since 1935).

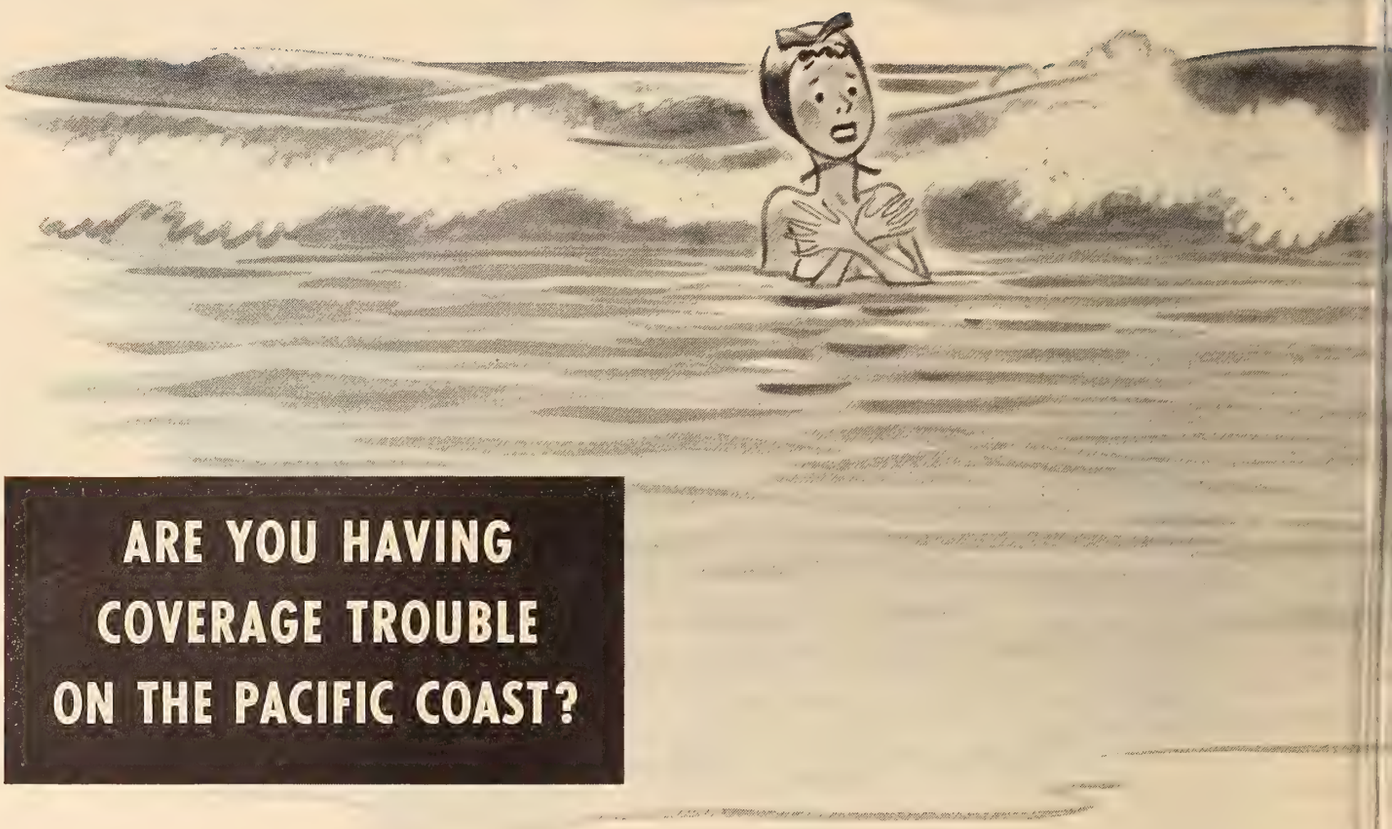
Now, over WHIO-TV, Si Burick telecasts a new brand of sports show . . . "Sports of All Sorts." It's a fifteen-minute show featuring a "demonstration" interview with a sportsman representing a different sport each show. Tennis and golf pros, bait and flycasters, expert archers, baseball pitchers, trapshooters, speedboat pilots, and many other sportsmen demonstrate their techniques.

In addition, Si salutes a local "athlete of the week," gives quickie baseball scores and other sports news highlights on this new television program.

"Sports of All Sorts" is now sponsored by Coca-Cola.

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented Nationally by
The Katz Agency, Inc.



ARE YOU HAVING COVERAGE TROUBLE ON THE PACIFIC COAST?

If your Pacific Coast network isn't Don Lee, you're losing some mighty important coverage—for only Don Lee has *enough* stations to cover the important places on the big Pacific Coast.

Don Lee has 45 stations, one in each of 45 prosperous markets—within 2 stations of the total of all other Coast networks *combined!* You need a great many *local network stations* to do a thorough job of coverage on the Pacific Coast, where markets are surrounded by mountains (many over 14,000 feet high) that make long-range broadcasting unreliable. Don Lee broadcasts *from within* 45 buying markets, where people cannot always receive out of town or distant broadcasting.

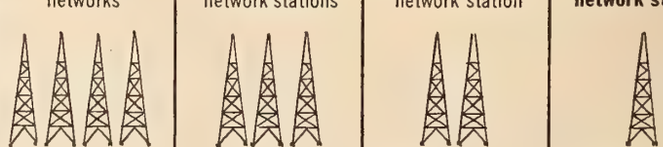
Year in, year out, advertisers with complete distribution on the Pacific Coast choose the network that

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of the 45 Major Pacific Coast Cities

ONLY 10	**3**	**7**	**25**
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**





gives them complete market penetration to match.

Don't leave any places uncovered in any of the 45 important markets. Buy Don Lee for the only *thorough* coverage (from within each market) of the whole, big, 1,352 mile long Pacific Coast.

***Don Lee Stations on Parade:* KHSL—CHICO, CALIFORNIA**

Located in the heart of the wealthy Sacramento Valley, KHSL is not just the only network station in its home county of Butte—the nearest competing network station is 80 miles away in Sacramento. Conlan Survey made during January 1949 gives KHSL 48.2% of the audience (average morning, afternoon and evening)—235% more listeners than the next highest station. Only Don Lee offers this kind of localized market penetration with 45 stations strategically located to give efficient network service all over the vast Pacific Coast area.

The Nation's Greatest Regional Network



Editorial

The Gill Technique

WHAT MAY go down in radio lore as the *Gill Technique* last week issued from the mind and pen of Sam Gill, research director of Sherman & Marquette.

While the Aylesworths and the Coys, the Flys and the Ways were waging the battle of whether TV means sound radio's doomsday and when, Mr. Gill was researching. His mathematics done, and his slide rule sheathed, he has announced preliminary results, depicted elsewhere in this issue.

Mr. Gill worked for a year. He monitored the listening-looking behavior of a cross-section of TV-equipped homes. He found that immediately after the purchase of a TV set, AM listening sank giddily. As the TV-owners became more accustomed to video, they became more selective. In the 9-12 month bracket, AM listening returned to a point not far below that held B.T. (before TV).

Avers Mr. Gill: "This form (AM) of entertainment and education will never become obsolete unless they—the stations—so desire."

Mr. Gill does not play down TV's potency or its potential and the profound effect it will have upon our way of life. The point he makes is that these changes in habits will not always have a negative reaction upon other media.

Amen.

TV will be accommodated just as sound radio was accommodated without sending a single medium to oblivion. It is becoming more and more evident that people make a date with TV, just as they did with the movies. And the movies don't do badly, even now.

The moral is that Mr. Gill researched while others pontificated. Let's have more of the *Gill Technique*.

'Fore'–McFarland

IT HAS BEEN 15 years since Congress has enacted any substantive radio legislation.

In the interim, a number of measures have been offered. All proved abortive.

Now Sen. McFarland (D-Ariz.), chairman of the Senate Communications Subcommittee has introduced a bill which he describes as limited strictly to organizational, administrative and appellate provisions. He emphasized that policy sections were specifically excluded because the "pressing problem of the Commission today deals with its internal organization."

We'll leave to the legislative analysts and the lawyers discovery of any "sleepers" in the bill. We detect none.

Certainly the provisions to raise FCC pay from $10,000 to $15,000 is highly desirable. The same goes for the increase in salaries for professional staff members (though we can't fathom why the confidential secretaries to Commissioners were specifically excluded).

We favor the move for mandatory horizontal reorganization of the FCC. The creation of a buffer unit between the FCC bureaus and the Commission is among the most important of the proposed reforms. Whether much would be gained by splitting the FCC into two panels, or whether it should be three panels or none at all is debatable.

From where we sit, the bill has much to commend it. The judgment of the legislative strategists is awaited. There isn't much time left at this session for action—unless all interested parties agree to its desirability.

We do have a curbstone view. The bill would continue to limit the broadcast license tenure to three years. At this stage of radio's development, and with the procedural and appellate reforms which would be introduced, why not licenses for 20 years or even in perpetuity? The FCC can always invoke renewal or revocation proceedings for cause. It would acquire new "cease and desist" middle-ground authority under the new bill.

There's television and the tremendous investment it entails. We wonder how much "risk" capital will venture into TV with the meager assurance of a three-year license.

NAB's Dropped Stitches

SHADOWS lengthen around the NAB. There's uncertainty about the future because of membership resignations. There's fear of a stampede. This is dangerous talk. But facts, in free society which radio epitomizes, must be reported.

The need for a trade association cannot be questioned. It gets down to the kind of association the broadcasters want as against that which they now have. Can radio afford to have more than one trade organization? There are the elements of waste, expense and weakness stemming from divided camps to be considered. Setting up of competitive or rump organizations could easily play into the hands of radio's enemies—and there are more of them hiding behind whiskers than you'll find in the open.

There are certain fundamentals upon which all in radio are agreed—whether they be AM, FM or TV. It is agreed that radio should remain in private hands, uninhibited by government censorship, business controls or regulatory fiat. Ascribe to these fundamentals, if you will, 90% of the value of a trade organization serving any of the mass information media. The freedoms must be kept inviolate.

So we have a common meeting ground for all in the mass radio media. Although some may not relish the analogy, the American Federation of Labor serves as a good example. It is combatting Taft-Hartley. All of the various AFL unions forget their jurisdictional disputes and their internecine conflicts in that all-out fight. The separate units retain certain autonomies, and pay their own freight.

Why shouldn't radio, with its several diverse interests (and they are not as diverse as some believe) have its own federation of associations, with specialized subdivisions under the same tent? It could be called the NAB or something else. The NAB is a going concern (though some question where it is going). It is there as a nucleus. Let the AM stations, the FM segment (now the FM Assn.) and the TV unit (now Television Broadcasters Assn.), the affiliates and the non-affiliates, perform under the federation banner, in any spheres they elect. Let them hold their own conventions, if they choose. Each would support itself through dues based on the service performed, but with an overriding contribution to the parent association for those non-conflicting functions on the policy level.

A realignment plan, which would have opened board discussion of reorganization, had been drafted for presentation at the last NAB convention in April. It was shunted aside for reasons still beclouded, to consider and act upon the Broadcast Measurement Bureau crisis and the plan to organize Broadcast Advertising Bureau. Both were important. But events which have since transpired confirm the judgment of older and perhaps wiser heads that realignment should not have been side-tracked.

We hope that broadcasters will hold the line until the NAB board meeting next month in New Hampshire. Further resignations now could wreak havoc. President Miller and his board know a job of reorganization confronts them. The task is to pick up those stitches dropped in Chicago.

Our Respects To—



LOUIS GEORGE COWAN

THE NAME of Louis G. Cowan has been linked with a long line of big-time radio hits, ranging from the now perennial *Quiz Kids* to the present national craze, *Stop the Music.*

Mr. Cowan's skill in rolling the Hoopers up the steep side of a graph has led to numerous "successful young man" references to him.

Ask him if he's ever packaged a "flop," and he'll merely take his big right hand—the one that used to heave a shotput at U. of Chicago—and gently knock the wood of his horseshoe-shaped, pickled-oak desk. Mr. Cowan's shows have had extraordinary popularity.

His is a barefoot boy success story which in one respect, at least, is still close to the barefoot boy stage. For he sits in his New York office with his size 12-D shoes off—about the only real idiosyncrasy he indulges.

In physique, scaling 6 feet 3 inches and weighing 225 pounds, he looks like a first-string tackle ten years later, which he wasn't; in coherence and ideas he sounds like a student of philosophy, which he was. He hurried through college so fast (3¼ years) that he just missed Phi Beta Kappa.

The fact that he looks considerably less than his 39 years may be due to the long summer the *Quiz Kids* started nine years ago as a warm weather replacement. The reputed six figure checks associated with the show have made that "summer deal" a happy thing, calculated to arrest the growth of gray hair and other indicia of leaping years.

And yet, among the toughest years he has had have been the past three and a half, during which he set up a show package shop under the name of Louis G. Cowan Inc., with headquarters at 485 Madison Ave., New York.

He went there after distinguished service in the Office of War Information. He had headed the hub office of the OWI's Overseas Branch in New York, having among the 3,000 people under him a virtual Who's Who of magazine editors and broadcasters.

But starting to build his own organization from scratch in New York he considers so great an effort that, in spite of his success, he has serious doubts as to whether it was worth doing. He is likewise serious in asserting that if he had it to do over again, he just wouldn't do it.

What was tough about the past three years was the number of unwilling doors that even a successful showman has difficulty opening, the number of unreceptive ears an idea sales-

(Continued on page 69)

BRAND CONSCIOUS!

Out Texas way, folks are mighty fussy about Brands . . . .



. . . they're fussy about the brands they heat and the kind they eat; about the brands they wear, drive, sip, smoke—and about their brand of listening, too!

Only last Fall, Texans in 65 counties . . . well over a quarter-million radio homes . . . helped C. E. Hooper, Inc., compile a "Listening Area Coverage Index." Asked what stations they listened to "Most Frequently" or "Most of the Time," they spoke right up in true Texas style. The result:

> WOAI roped first place by 2 to 1 in daytime . . . 3 to 1 at night . . . over the second most popular outlet!

These neighbors, plus still additional thousands in our far more extensive nighttime primary, obviously find the WOAI brand of radio very much to their liking.

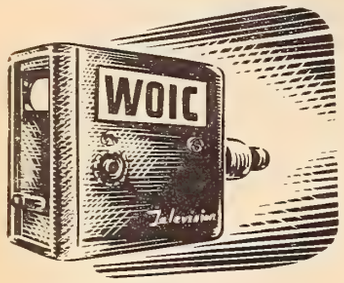
How's YOUR brand doing here? If you'd like to make this billion-dollar market more conscious of your particular brand, better get your iron in the fire right away! You'll be just in time for the big Fall Roundup!

*REGISTERED, Brands Division
Bexar County Courthouse, San Antonio, Texas.

WOAI San Antonio

NBC - 50,000 WATTS - CLEAR CHANNEL - TQN

Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas, San Francisco, Atlanta, Boston



...THE FASTEST GROWING STATION IN...

THE MOST RAPIDLY EXPANDING MEDIUM

WOIC has...

developed a new local program every two weeks since going into operation. Every one of these shows has been sponsored within THIRTY days!

has...

over THIRTY local and THIRTY national advertisers now selling their products or services via Washington's Channel 9.

A RECORD MADE ALL THE MORE REMARKABLE BY THE FACT THAT WOIC HAS BEEN TELECASTING FOR LESS THAN SIX MONTHS!

WOIC

CBS-MBS Television Networks

CHANNEL 9, WASHINGTON, D. C.

SUNSET SOLD ON VIDEO

Credits 100% Sales Gains to WPIX Sports

ATTRIBUTING sales gains of 100% since November to sponsorship of sports telecasts on WPIX (TV) New York, Joseph Rudnick, president of Sunset Appliance Stores Inc., New York, has signed with the station for two more weekly sports events. The retail stores, currently sponsoring *Sport of Call* before weekend afternoon New York Giant baseball games, now presents, in addition, Thursday night boxing from Queensboro Arena, and Tuesday night wrestling from Coney Island Velodrome.

The three-year-old Queens firm, encouraged by success with its winter sponsorship of New York Rover hockey telecasts from Madison Square Garden, has allocated its entire advertising budget to television. The contracts are among the most extensive to be negotiated by a WPIX advertiser, the station said. Sunset also has sponsored wrestling from Eastern Parkway Arena on the *Daily News* station.

The firm concentrates its commercials on set selection and servicing facilities which represent 90% of its business, and backs up its claims with 40 technicians and 11 trucks.

Boxing bouts are telecast Thursdays from 9 p.m. to conclusion, and wrestling Tuesdays at 8:45 p.m.



Mr. Rudnick (seated l) and B. O. Sullivan (seated r) commercial manager of WPIX (TV), complete the negotiations. Standing are Sam Jackson (l), station account executive, and Guy LeBow, quiz master of Sport of Call.

LIBEL SUIT

KTLA (TV), Paramount Mum

FORMAL reply to the $200,000 libel suit brought against Paramount Television Productions and KTLA (TV) Hollywood would come from O'Melveney & Myers, Max Raskoff, member of the Paramount Pictures legal staff, has advised BROADCASTING [BROADCASTING, May 23].

Although Mr. Raskoff declined to comment on the nature of the reply to come, he said that Paramount was formally served with notice of the suit May 20. Di Gorgio Fruit Corp. of Kern County, Calif., has brought the action as result of film presented in May 1948 and paid for by the AFL Film Council and Los Angeles Central Labor Council.

Refusing to be identified by name, a labor leader said that they could prove that all scenes in the picture were "true and accurate." It also was learned that Paramount Television Productions has been asked by letter to retract the alleged libel against the Di Gorgio firm. Neither the station nor Paramount would comment, refusing even to admit the receipt of such a letter.

RCA Victor Home Instrument Dept. has announced new 10-inch direct-view table model TV receiver to retail for $269.50.

Poor Richard Names

JOSEPH L. TINNEY, vice president of WCAU WCAU-TV Philadelphia, was elected second vice president of the Poor Richard Club, same city, advertising club, at the annual elections in May. James J. D. Spillan, executive vice president of the Benjamin Eshleman Co., advertising agency, was elected president. Harry L. Hawkins, assistant business manager of *The Bulletin*, becomes a member of the board of directors. Harold S. Le Duc, vice president of the Bell Telephone Co. of Pennsylvania, was elected first vice president; Samuel Hodges, secretary, and Robert P. Lukens, treasurer. Arthur Joyce, advertising director of the Insurance Co. of North America, was elected a director. Howard C. Story, Arthur J. Adler and Graham Patterson were re-elected directors.

'Videotown' Survey

TELEVISION set ownership in "Videotown" [BROADCASTING, March 7] has increased more than five-fold during the past year, a preliminary tabulation of Newell-Emmett Co.'s second census of its television test community indicates. Field work is now being completed, agency reports, with the results of the study to be available about the middle of June. Like the first study, made a year ago, the current survey comprises a complete census of set installations plus data on the family composition of TV families in the sample city, which Newell-Emmett describes as a town of 40,000-50,000 population, located within 50 miles of New York.

CANADIAN VIDEO

Kinescope Service Envisioned

PLANS FOR Canadian television were outlined by Dr. A. Frigon, CBC general manager, in the CBC staff magazine *Radio*, and include development of "kinescope transcription programs we believe most essential in the public interest." Dr. Frigon points out that when the $4 million loan from the Canadian government is approved by Parliament for the CBC's television development, 5 kw stations will be built at Toronto and Montreal, with provision at Montreal for a second station because of the dual language problem in the area. There also will be production centers to provide programs for local CBC stations at Toronto and Montreal, and to "supply programs to whatever privately-owned stations may be permitted by the government to operate, at points outside Montreal and Toronto." Physical networks will be established by communication companies for CBC in due course, he states, and mobile units will be used for special events telecasting.

Dr. Frigon states that, with TV stations operating regularly only in the United States and at London, England, CBC can consider itself a pioneer in TV when it gets into operation.

3 MARKETS
3 STATIONS
1 TV PROGRAM COST

WLW-T
CINCINNATI

WLW-D
DAYTON

WLW-C
COLUMBUS

Three stations linked by microwave relay—serving an area of 935,000 families, 35,000 television homes—with low-cost, high-interest programs for as little as $1.25 per thousand viewers.

Crosley Broadcasting Corporation
CINCINNATI 2, OHIO

RETAILERS' VIDEO

TV 'Mat Service' Formed

MOST effective use a retailer can make of television is through spots and station breaks. His major problem in doing this is obtaining good commercial pictorial material. "The most practical solution to this problem is to provide the retailer with a service through which he can get his film from one source—ready for use—and free of charge."



Mr. Cuff

Based on this line of reasoning, Retailers Television Film Service Inc. has been organized by Sam Cuff, TV consultant, in cooperation with a number of retailers. Headquarters are at 22 E. 40 St., New York.

Calling his service in effect a television mat service, with the manufacturer providing the copy and illustration while the retailer buys the facilities for their reproduction and distribution to the public, Mr. Cuff outlined its operation as follows:

RTFS has an arrangement with Paramount Pictures for use of Paramount's 35mm sight and sound kinescopic recording equipment in making its films, which are produced in groups to keep costs down. RTFS recommends that a group include 10 commercials, three of 40 seconds each allowing for 10 seconds of retailer identification at each end and seven of 12 seconds each allowing for four seconds of retailer identification at each end.

"The ratio of seven to three has been determined by the fact that more and more retailers are getting into the station break premium evening time schedule," RTFS explained in a letter to manufacturers. "We constantly advise retailers to get into this time segment rather than into minute segments of daytime television since, first, there is relatively little difference in rate and, second, the audience reached in the evening is both large and more 'family' in its make up.

"Another reason for the number, and here again 10 fits into the schedule, is the cost. After rather extensive studies, we have ascertained the fact that with adequate preparation on scripts, merchandise presentation and 'dry run' rehearsals, it is possible to complete 10 commercials in the ratio as mentioned above in a four hour studio and recording period.

"By doing this, it is possible to bring manufacturing costs down substantially. The rate for 10 commercials in a four-hour period is $195 each ($1,950 for the 10) on the three to seven ratio. This rate includes basic flats, narrator, demonstrators, full studio staff of three television cameras, recording, one 35mm sound negative (all recording is done on 35mm film, sight and sound simultaneous) and one 35mm print and negative edited. If the manufacturer chooses a protection 'dupe,' it can be made at only a very slight additional cost. In shooting the commercials, several recordings are made of each so that there is ample protection film in the event of any mishap in developing or editing.

"Still another reason for the 10 films is to avoid retailer complications as far as the Robinson-Patman Act is concerned. With 10 films there will be a sufficient supply in any one market to satisfy the normal demands of all the manufacturers' retail outlets."

Every television station in the country will receive a looseleaf binder listing all RTFS films by subject and advertiser, for their use in soliciting retail purchases of spots and station breaks. One key station in each market will also have a complete set of films available for viewing by any interested retailer in the area. However, any TV station may obtain from RTFS prints of any particular films it may want for showing to clients or prospects, Mr. Cuff said, if the manufacturer authorized making the extra prints at $1.50 each. He explained that the key station setup was created for ease in handling of audition films only and that the service is in no way restricted to those stations.

"Any retailer can use any film for any product he carries on any station," Mr. Cuff declared, "provided only that the particular commercial has not been previously restricted by another retailer in the same market." No retailer may get exclusive use of more than two films for any product, he added, so that with a total of ten films there is little chance of a retailer finding himself unable to promote any product he wishes by video.

RTFS has already made films for E-Z-Do Furniture; Frigidaire freezers, ranges, refrigerators and washing machines, Hudson Nylon Hosiery, Presto Pressure Cookers, Bigelow and Rambletuft rugs and Helena Rubenstein cosmetics. A number of others are in the planning stage. Walt Dennis, radio and television director of Allied Stores, Corp., reports this chain so enthusiastic over the venture that it has taken the unprecedented step of urging manufacturers to go into it, even if the films are used by stores competitive to members of the Allied chain.

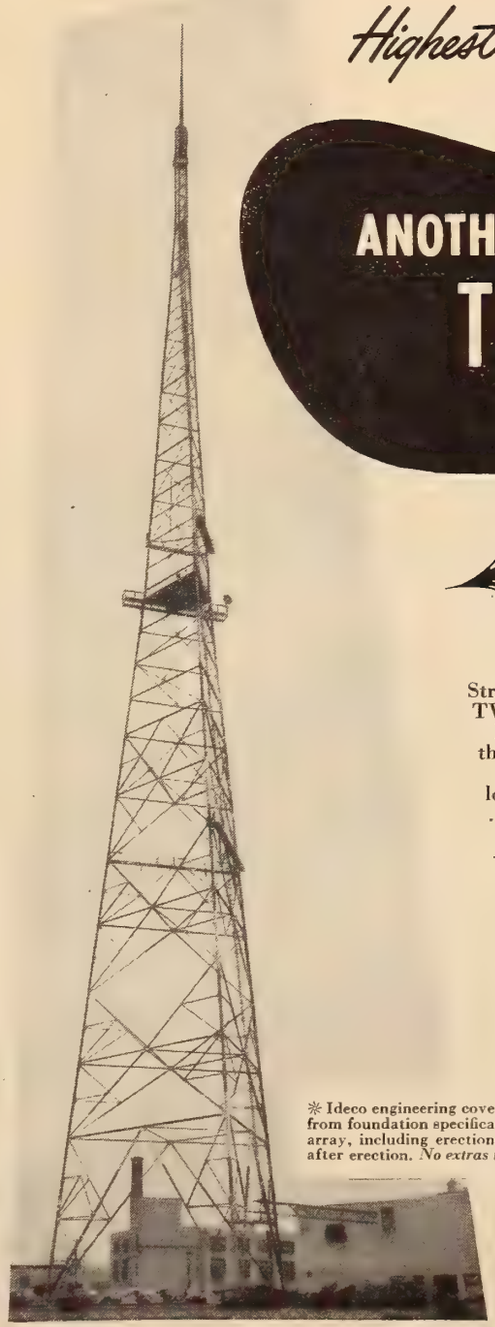
Highest structure in Paul Bunyan land

FOR KSTP·TV

ANOTHER COMPLETELY ENGINEERED*

TV TOWER by ideco





Straddling the city line between St. Paul and Minneapolis, KSTP-TV's new 571-foot tower is the highest structure in the Northwest. KSTP-TV, first NBC affiliate, picked IDECO to design and build the tower, for two important reasons:

Triangular section Safety—IDECO triangular design reduces wind load on tower . . . gives added rigidity and freedom from distortion . . . contributes to the 100% safety record of IDECO radio towers.

Complete engineering—IDECO engineering covers the *whole* job—ladders, platform, transmission line supports, foundation drawings to suit specific soil conditions.

Before you build or buy a tower—for AM, FM, TV or all three—investigate how IDECO can relieve you of problems and responsibilities. Write today for bulletins RT-46 and SSRT-1 or ask for figures on your requirements.

INTERNATIONAL DERRICK AND EQUIPMENT COMPANY
Torrance, California • Columbus 8, Ohio

* Ideco engineering covers the *entire* job, from foundation specifications to antenna array, including erection and inspection after erection. *No extras to buy.*

ideco
TRIANGULAR SECTION
towers
AM • FM • TV

Color TV

(Continued from page 30)

the company concurred in the UHF and color statements on behalf of RMA. Furthermore, Zenith officials were outspoken in warning that the hospital TV demonstration in Philadelphia was in no sense a demonstration of a broadcast service ready for the public despite the fact that Zenith receiving equipment was used.

Resentment was apparent among some TV manufacturers during the week over what they termed excessive press agentry on behalf of a hospital demonstration. The manufacturers felt that over-exploitation of special closed-circuit equipment could cause irreparable damage to the manufacturing and broadcasting industries because the public would figure color TV had actually been developed but was being deliberately withheld.

They conceded, for the most part, that laboratory progress has been made but pointed out that the field testing and development of receiving sets that can be operated by the public pose difficult problems that may require years to solve. They also conceded, however, that things happen fast in the electronic arts and that development of suitable techniques and apparatus in advance of present hopes is entirely possible.

Prior to the Philadelphia medical demonstration, E. F. McDonald Jr., Zenith Radio Corp. president, wrote C. Mahlon Kline, president of Smith, Kline & French Labs., asking the company to make clear "that this does not mean the coming of color television for the public; that this is not being broadcast but is being carried direct from the transmitters to the receivers by telephone wires."

Commdr. McDonald said "the entire radio manufacturing industry will appreciate your cooperation." He said directors of Radio Mfrs. Assn., meeting in Chicago last month, were "very much disturbed for fear inaccurate stories of this demonstration might get on the press wires and do untold injury to the television industry and mislead the public.

Feared Wrong Reports

"In other words, they were fearful that through inaccurate reporting the press might get the impression that color television for broadcasting purposes and for the public is here. This, of course, you know definitely is not the case as this demonstration is merely a closed circuit demonstration and not a broadcast demonstration.

"I feel sure that you do not want any misleading stories to originate because of this demonstration, and, in passing, it might interest you to know that the same type of demonstration of color television over the telephone wires was made by AT&T at (I believe) the Bell Labs. in 1929."

Ted Leitzell, vice president of Zenith Radio Corp., said: "It would be unfortunate if the press were



Watching Dr. Peter Goldmark (center), director of CBS engineering and research laboratories, as he focuses color television camera by remote control are C. Mahlon Kline (l), president and board chairman of Smith, Kline & French Labs, and Dr. Kendall A. Elsom, of the U. of Pennsylvania's Medical School.

to interpret this color television demonsrtation as being the immediate forerunner of broadcasting television in color. These instruments (the sets used in the demonstration) are not broadcast receivers in any sense of the word. They have neither tuning mechanism nor provision for handling radio frequencies. They merely reproduce color pictures transmitted to them over a television wire."

The CBS color television system was demonstrated Monday at the U. of Pennsylvania Hospital, Philadelphia, with a preview audience viewing two operations over a closed circuit. A series of operations will be demonstrated this week at the American Medical Assn. convention in Convention Hall, Atlantic City.

Radio observers who saw the Philadelphia preview described the pictures as sharp, clear, bright and with no flicker. Some claimed they saw color breakup at first but the complaint was not made in many instances. The room was normally lighted.

Pictures were viewed on three receiving sets manufactured and designed by Zenith Radio Corp. and Webster-Chicago Corp., and on a master control. Ten-inch tubes with magnifying lens were used. Images were 441-lines, 75 frames and 150 fields (interlaced) per second. Additional receivers will be set up at the Atlantic City convention. Sequential system was used, with mechanical scanning.

The demonstrations are staged by Smith, Kline & French Labs., Philadelphia pharmaceutical manufacturer and owner of the equipment. The company plans similar demonstrations all over the nation as a contribution to medical teaching.

Dr. Peter Goldmark, CBS director of engineering and research laboratories, who designed the color system, directed the Philadelphia demonstration. At Atlantic City the operations will be performed at the Atlantic City Hospital and beamed by a relay transmitter to the nearby convention auditorium.

Harold E. Stassen, U. of Penn-



sylvania president, declared he was "tremendously impressed" by the demonstration and said he hoped the university's projected $10 million medical center would have color television. Dr. Robin C. Buerki, vice president in charge of medical affairs at the university, said he was "delighted with the extreme mobility and simplicity of the equipment. The teaching hospital of the future," he said, "is almost certain to have color TV equipment as part of its standard facilities."

The CBS-designed camera was focused to produce an image larger than the actual subject. It was attached to a 6½-foot steel cross-arm mounted on an upright standard used for surgical lamps. A small box on the other end of the arm contained scanning equipment and served as a counter-weight. The lens was operated 4½-feet from the operating field.

A 32-52 inch control desk was located in the amphitheatre balcony. The band width was 4 mc. Pickup equipment was operated on 115 v 60 cycles and used 26 amperes current.

Dr. Kendall A. Elsom, assistant professor of clinical medicine at Penn., said the color process permitted teaching of medicine as well as surgery, with reproduction of natural skin color a help in dermatology.

Smith, Kline & French Labs. issued a statement explaining how the retentivity of the human eye is utilized in presenting the three colored images sequentially, with aid of the scanning disc. The other sequential process, it was stated, utilizes a single tube on which three color images are produced, the images being superimposed on a projection screen by three lenses.

Adrian Murphy, CBS vice president, said the camera had been developed by Dr. Goldmark and that CBS had no plans to make additional equipment. He cautioned against accepting the surgical color TV demonstration as a demonstration which could be used for commercial TV broadcasting.



CAMERAS of WBAP-TV Fort Worth, Tex., cover a baseball game as usual despite the million-dollar fire which swept the city's La Grave Field last month. Charred stands in the background testify to the disastrous event. WBAP-TV's remote equipment was on the spot a few hours after the fire to give televiewers a first hand report. Station's camera platform was not harmed and was used later in the day for covering the ball game which went on with temporary bleachers. Two days later, WBAP-TV's mobile unit was called out again to cover the Fort Worth flood.

ROLLER DERBY
TV Introduces Many

SURVEYS conducted among Roller Derby audiences in New York showed that 3,672 fans of the 4,712 who answered the questionnaire were introduced to the sport via television. The derby, which during its last week's run in New York and its Philadelphia appearance sold out, has been telecast on Friday nights since May 6 by WJZ-TV New York, under sponsorship of the Chevrolet Dealers Assn. of New York. Campbell-Ewald, New York, is the agency.

The surveys, conducted on three successive nights, also revealed that of the same 4,712 persons answering, only 212 were lured to the sport by advertisements in the daily press, 346 through sports page publicity, and 112 through interviews on radio sports programs. Jack Burnett, the derby's representative, pointed out that the radio showing, while poor, was probably due to the fact that those who had seen the sport on video, and had also heard it discussed on radio, mentioned only television.

The surveys were conducted both on nights when ABC-TV was telecasting the derby and when it was not, and crowds attending were larger on television nights than on others, the report showed.



As always, the new Charlotte Hooper* shows WBT is the biggest attraction in town. With ratings soaring as high as 20.6 by day and 31.1 at night!

No freak peaks these. *Day and night, all through the week, WBT gets the lion's share of the listeners. A 38.7% bigger average audience than* ALL *other stations combined. Way bigger than the next station by 152.9%!*

(Outside Charlotte, in 94 other Carolina counties, 50,000-watt WBT has virtually NO Charlotte competition!)

Want to make your product the center of attraction in the Carolinas? Sign up with us or Radio Sales.

*Oct. 1948-Feb. 1949

Jefferson Standard WBT
Broadcasting Company

50,000 watts • Charlotte, N. C. • Represented by Radio Sales

Management

JAMES D. SHOUSE, president of Crosley Broadcasting Corp., Cincinnati, received an honorary Doctor of Laws degree at 82d annual commencement of U. of Kentucky on June 3.

LLOYD E. YODER, general manager of KOA Denver, has been re-elected president of Denver Chapter of American Red Cross for 1949-50.

EDWIN K. WHEELER, assistant general manager of WWJ-AM-FM-TV Detroit, was elected one of the five new directors of Detroit's Adcraft Club.

WALTER HAASE, station manager of WDRC Hartford, Conn., has been appointed to publicity committee for "Million Dollar Hartford Days," July 12 and 13.

LIONEL MORIN, formerly of CBJ Chicoutimi, has been appointed manager of CKRL Roberval, Que.

GEORGE N. MILLER has been appointed manager of CHLO St. Thomas, Ont. He was formerly CHLO's London, Ont., sales representative.

KFAR, KENI SIGN

Alaska Outlets With ABC

AFFILIATION of KFAR Fairbanks and KENI Anchorage with ABC was announced last week by Gilbert A. Wellington, national advertising manager of Midnight Sun Broadcasting Co., licensee of both stations. Announcement was made from the Seattle office on behalf of Capt. Austin E. Lathrop, president of Midnight Sun.



Capt. Lathrop

The ABC affiliation became effective June 1 and supplements the stations' affiliation with MBS, which took effect Oct. 1, 1948, and continues.

At the same time announcement was made that tape-recordings are being used for the first time to bring network programs to Alaska. John Keating Recording Studio, Seattle, is tape recording the programs directly off the air. Heretofore, programs have been recorded on discs. Tape recorders also have been installed at KENI and KFAR at a cost of $6,000, Mr. Wellington said. These will be used to record local shows for feed to the network. Most programs fed by ABC and MBS to the stations will be flown from Seattle for broadcast in Alaska one week later, on the same day and time. Programs having specia' time value will be transmitted live via the Alaska Communications System.

AFM STATION

Opposed by Petrillo Due to Cost

JAMES C. PETRILLO, president of the AFM, and Clair Meeder, his assistant in charge of radio, are opposed to the musicians' union owning and operating a radio station.

That will be made known by Mr. Petrillo in his annual report to the 52d annual convention of the American Federation of Musicians at San Francisco starting today (June 6) and lasting through Friday.

He will tell the membership that one AFM local had submitted a resolution that the AFM president and executive board investigate the feasibility of operating one or more stations. The local cited as reasons for so doing that the AFM could thereby obtain reliable information on station operation which would aid it in negotiations with networks and outlets.

Mr. Petrillo said the same sort of request was made in 1947 of the AFM. It was then decided such a project was too expensive for the AFM to undertake. Now costs of station operation are 40% higher, he said, and the AFM for that reason is again "not in a position to undertake the operation of a radio station."

He will cite the report of the committee which acted on the 1947 radio station resolution. That committee found that construction and operation of a 1 kw station over a year's period would be $71,320 with minimum operations and $107,230 if operated in "an average manner."

Minimum operation costs thereafter would be $38,850 annually but $52,500 if operated on an average basis.

The figures did not include any talent costs and provided only for a very small operational force. The committee added that the AFM could only operate, however, "an above average" station and could not resort to use of "canned music." The project, therefore, would be expensive and the committee could not foresee what income could be had from the operations. Mr. Petrillo will indicate that a station project is even less feasible now than then.

Mr. Petrillo also will report that lifting the ban on the making of television film by musicians is being considered by the international executive board. As soon as possible, he will promise, "we will give the members the proper information as to the prices and conditions under which film may be made for television."

His report also contains a survey of radio staff and commercial broadcast employment for 1947 (1948 figures not yet compiled). The survey, conducted by Mr. Petrillo's office, revealed that radio in the U. S. and Canada paid musicians a total of $24,242,584. This compares with figures a year later of about $11 million paid to musicians by theatres and motion picture studios. Radio thus apparently is giving musicians twice the income that theatres and movies do.

The Petrillo report breaks down the radio employment of musicians. Totals of the various classifications:

Staff employment in U. S.	$14,013,431
Staff employment in Canada	769,889
Network commercial employment in U. S.	7,695,699
Local commercial employment in U. S.	1,242,137
Local commercial employment in Canada	521,428
Total	$24,242,584

His report cites that of 422 U. S. stations employing staff musicians, 321 are network affiliates and 101 independents. Staffers totaled 2,675.

Additionally, a total of 5,431 men were used in commercial broadcasts on a single engagement basis by the four major networks. These were sponsored by 370 agencies or companies in 19,186 broadcasts, his figures show.

RADIO SEMINAR

Educators Meet June 27

SEMINAR on educational radio, sponsored by the Rockefeller Foundation, has been scheduled at U. of Illinois for two weeks beginning June 27, it was announced last week by Dr. Wilbur Schramm, director of the university's Institute of Communications Research.

General theme will be "Where does educational broadcasting go from here?"

Some 30 leading radio educators from the U. S. and abroad are expected to attend the seminar. Consultants already announced for the seminar include Charles Siepmann, head of New York U.'s communications department; Lyman Bryson, public affairs director of CBS, and Paul Lazarsfeld, author of *Radio Listening in America, The People Look at Radio.*

U. of Illinois participants will include in addition to Dr. Schramm: Dr. F. S. Siebert, School of Journalism director; J. W. Albig, Sociology and Anthropology Dept. chairman; Dallas Smythe and C. H. Sandage, Institute of Communications Research; J. F. Wright, director of WILL, U. of Illinois station; Frank Schooley, assistant director of WILL.

MICHIGAN AP

Radio Group Formed

FORMATION in Michigan May 23 of a regional organization of Associated Press radio members was announced last week. F. Granger Weil, general manager of WTTH Port Huron, is president. The Michigan group, formed at Kalamazoo, is the 31st such organization, others of which represent 39 states, Alaska and Washington, D. C.

Serving with Mr. Weil in the Michigan group are three vice presidents: Jim Corbett, WFDF Flint; Bob Geerdes, WFUR Grand Rapids, and Les Biederman, WTCM Traverse City.

Radio Barter

ADVERTISEMENT announcing that the owner of a 1 kw station in a midwestern city of 100,000 would trade his radio property valued at $100,000 for a "midwestern farm or other real estate [of] equal value" appeared in the Kansas City *Star* classified ad section's "Business Opportunity" column recently. The ad prompted Verl Bratton, former general manager of WREN (then Lawrence, now Topeka, Kan.), to comment: "Has the industry reached the status of the pool halls and popcorn vending machines which share space in this 'Business Opportunity' column? Or has some forward-looking broadcaster suddenly awakened to the fact that there are such things as subsidies associated with farming?"

ARRL MANAGER

Budlong Is Named to Post

A. L. BUDLONG, for 25 years assistant secretary, American Radio Relay League, was appointed secretary and general manager by the league's board of directors at its annual meeting May 27-28 in Hartford, Conn. Mr. Budlong has been acting secretary of the organization since the death of Secretary K. B. Warner last September.



Mr. Budlong

Mr. Budlong also is editor of the ARRL's monthly publication *QST*. During the war he served as a U. S. Coast Guard communications officer, and was released to inactive duty in 1946 with the rank of lieutenant commander. He has attended several important international radio conferences, including the 1940 and 1945 Inter-American Radio Conferences in Santiago, Chile, and Rio de Janeiro, respectively, the Radio Aids to Navigation Conference in London in 1946, the five-power Moscow Conference in 1946 as the representative of amateur radio in the U. S., and the 1947 International Telecommunications Conference in Atlantic City.

Albuquerque Switch

MBS will switch all co-op and commercial programs in Albuquerque to KVER, effective July 12, William T. Kemp, president and general manager of Westernair Inc., KVER licensee, announced last week. KOB, which formerly carried NBC, ABC and Mutual programs in Albuquerque, gave up MBS sustainers when KVER went on the air in August 1947, Mr. Kemp said. KVER is on 1340 kc with 250 w fulltime.

BROADCASTING

Comparative Network Program Schedule

June 1949



Sure, we can lift a sales curve!

(To watch our helium work, see back page of insert.)



COMPARATIVE NETWORK SCHEDULE

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lee Hats Drew Pearson (226) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (497)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Goodyear Tire Greatest Story Ever Told (213)	Int. Silver Co. Adventures of Ozzie & Harriet (150)	Nick Carter S (463)	Dean Martin Jerry Lewis Show
6:45	"	"	"	"
7:00	Think Fast	Amer. Tob Co. Your Hit Parade on P'de (174) R	Adv. of the Falcon S	Rich. Diamond Private Detective S
7:15	"	"	"	"
7:30	American Oil Co. Carnegie Hall (188)	Lever Bros. Call the Police (150)	Mutual Benefit Mayor of Town (455)	Rexall Co. Faye & Harris (163)
7:45	"	"	Johnny Desmond (441) 7:55-8 *	"
8:00	Old Gold Step the Music (173)	Wildroot Sam Spade (169) R	Co-op A. L. Alexander	Ford Motor Co. Fred Allen (166)
8:15	Eversharp, Inc (173)	"	"	"
8:30	Speidel Corp (171)	Frigidaire Lum 'n' Abner (164) R	Music	NBC Summer Symphony, U S Steel (163)
8:45	Old Gold Cigarettes (173)	"	"	Starts 6–12 "
9:00	Kaiser-Frazer Walter Winchell (272)	TBA	Count of Monte Cristo	"
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	TBA	Col.-Palm.-Peet Our Miss Brooks (152)	Carter Products Jimmy Fidler (57)	Sterling Drug Album Familiar Music (154)
9:45	"	"	Twin Views Of The News S	"
10:00	Carter Products Jimmie Fidler (70)	Life with Luigi	TBA	Eversharp Take It or Leave It (164)
10:15	TBA	"	"	"
10:30	"	It Pays to Be Ignorant S	Don Wright Chorus S	Philip Morris Horace Heidt (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R	Co-op Fulton Lewis jr. (291)	Liggett & Myers Supper Club (162) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (151)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (153)	Noxzema Gabriel Heatter (211)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside of Sports (101)	Pure Oil Co. Kaltenborn (31)
8:00	Assn.Amer.RR. Railroad Hour (270)	Bromo Seltzer Inner Sanctum (154) R	National Biscuit Straight Arrow (272)	duPont & Co. Calvacade of America (152)
8:15	"	"	"	"
8:30	Ella Mae Time	Thos. J. Lipton Godfrey's Talent Scouts (156) R	Peter Salem S	Firestone Voice Firestone (140)
8:45	Henry Taylor General Motors (262)	"	" *	
9:00	Let's Go to the Met.	Lever-Lux Lux Radio Theatre (153)	Murder by Experts S	Bell Telephone Telephone Hour (150) R
9:15	"	"	"	"
9:30	Child's World	"	Secret Missions	Mars Inc. Dr. I. Q. (131)
9:45	String Ensemble	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever-Pep'dent My Friend Irma (153)	Universal Carloading, Am. Forum (12)	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	On Trial S	R. J. Reynolds Bob Hawk (161)	Mutual Newsreel	Radio City Playhouse S
10:45	"	"	Mutual Concert	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (162) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (143)
7:30	Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (153)	Serutan Gabriel Heatter (221)	Dardanelle Trio S
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R. Harkness (26)
8:00	Chesebrough LittleHerman (141)	Sterling Drug Mystery Theater (149) R	Gregery Hood S	Philip Morris This Your Life (145) R
8:15	"	"	"	"
8:30	Co-op Town Meeting (56)	C-P-P'T'th Pwdr Mr. Mrs. North (151) R	Official Detective (139) S	Lewis Howe Co. Alan Young Show (151)
8:45		"	" *	"
9:00	"	Gulf Oil We the People (121)	John Steele, Adventurer	Lever Bros. Swan, Bob Hope (153)
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Strike It Rich S	Mysterious Traveler	Johnson Wax King's Men (165)
9:45	Rex Maupin's Orchestra	"	"	"
10:00	"	DeSoto Plym'th Hit the Jackpot (166)	Korn's-A-Krackin' S	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	CIO It's in the Family	TBA	Mutual Newsreel	Brown & W'mson PeopleAreFunny (163)
10:45	C. of C. Let Freedom Ring	"	Concert Notebook	"

WEDNESDAY

	ABC
6:00 PM	(Not in Service)
6:15	"
6:30	"
6:45	"
7:00	Co-op Headline Edition (53) *
7:15	Co-op Elmer Davis (46)
7:30	General Mills Lone Ranger (175)
7:45	
8:00	Old Gold Orgnl. Amateur Hour (173)
8:15	"
8:30	"
8:45	"
9:00	TBA
9:15	"
9:30	Miller Brewing Lawrence Welk (26)
9:45	"
10:00	TBA
10:15	"
10:30	It's Time for Music
10:45	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Tone Tapestries S	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	Voice of Prophecy, V of P Inc (85)	"	Wings Over Jordan	Cameos of Music S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (265)	Highlights of the Bible S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (266)	Western Auto Circle Arrow (59)
10:45	"	Church of Air S	"	Organist Geo. Crook 10:30-11:00 S
11:00	Fine Arts Quartet S	Bill Costello S *	Christian Ref. Church, Back To God (251)	Starch Time Faultless Starch (48)
11:15	"	Newsmakers S	"	Morning Serenade
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	George F. Putnam S	Invitation to Learning S	Mutual Chamber Music	News with James Fleming 12-12:05
12:15 PM	Foreign Reporter S	"	"	Living—1949 12:05-12:30
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (364)	Eternal Light S
12:45	"	"	"	"
1:00	Almanac S	Charles Collingwood S	Albert Warner News	America United S
1:15	Editor at Home S	Elmo Roper S	Charles Kenten Organist	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (28)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30		"	Bob Poole S	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (196) R	Music For You S	Co-op Cecil Brown (40)	Fred Waring Show (162) *
10:15	"	Lee Pharmacal Arthur Godfrey (167) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (101) R	Gold Seal Arthur Godfrey (166) R	GeorgiaCrackers	P & G Road of Life (156)
10:45		*See Footnote	National Biscuit Arthur Godfrey 166) R	Tom, Dick & Harry	P & G The Brighter Day (154)
11:00	Modern Romances	Liggett & Myers Arthur Godfrey (165) R	Co-op Passing Parade Nesbitt (30)	Dr. Paul S
11:15	"	"	Serutan Victor Lindlahr (99)	Manhattan Soap We Love and Learn (162)
11:30	West.Elec.Corp. Ted Malone (209)	Contin'al Baking Grand Slam (48)	Philip Morris Against the Storm	Prudential Ins. Jack Berch (134)
11:45	Pillsbury Mills Galen Drake	P & G Rosemary (65)	"	B. T Babbitt Lora Lawton (137)
12:00 N	P & G Welcome Trav. (183)	General Foods Wendy Warren (145)	Co-op Kate Smith Speaks (190)	"
12:15 PM		Lever Bros. Aunt Jenny (83)	Kate Smith Sings (219) S	Music
12:30	Out of Service	Whitehall Helen Trent (84)	Lanny Ross	Special Music
12:45	"	Whitehall Our Gal Sunday (84)	Gab. Heatter's Mail Bag	"
1:00	Co-op Backhage (92)	P & G Big Sister (93)	Co-op Cedric Foster (126)	Luncheon with Lopez
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (80)	Co-op Happy Gang	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Coffee in Washington S
9:45	Pulse of the News	Garden Gate S	"	"
10:00	Johnny Olsen's Get Together	Music for You S	Magic Rhythm	TBA
10:15	"	"	"	"
10:30	"	Tell It Again S	News	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News on Parade	"
11:00	Modern Romances	Cream of Wheat Let's Pretend (154) *	"	Adventures of Frank Merriwell S
11:15	"	"	"	"
11:30	Dave Stewart's Fun Fair	Lever Bros. Junior Miss (167)	TBA	Brown Shoe Smilin' Ed McConnell (156)
11:45	"	"	"	"
12:00 N	Hormel & Co. Girls' Corps (208)	Armstrong Cork Theatre of T'day (165)	Smoky Mt. Hayride	Barriault Washington News S
12:15 PM	Servel Co. What's My Name (118)	Pillsbury Mills Grand Cen. Sta. (147)	"	Luncheon with Lopez S
12:30	ABC Concert of American Jazz	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
12:45	"	"	"	"
1:00				
1:15				

SATURDAY

	ABC
1:30	National V... S
1:45	"
2:00	Around World (150)
2:15	"
2:30	Co-op Mr. Presi...
2:45	"
3:00	Fruehauf T... Harrison ... (75)
3:15	J. P. Ritte... Betty Cl... Sings ...
3:30	Speakin... Song...
3:45	"
4:00	Ted Mal...
4:15	Dick Te... S
4:30	Milton C... Opera Al...
4:45	"
5:00	Music of T...
5:15	"
5:30	Curt Ma...
5:45	"

WEDNESDAY MBS	WEDNESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	News Bob Warren S	(Not in Service	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	Honey Dreamers	News Bancroft S	Orchestra S	Bob Warren News Summary S	6:00 PM
"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15 6:20 S	TBA	Memo From UN	"	Art of Living S	6:15
"	Sketches in Melody 6:20-6:45 S	"	No network	"	Sketches in Melody 6:20-6:45 S	"	No network	"	Sketches in Melody 6:20-6:45 S	Harry Wismer S	Saturday Sports Review S	Bands For Bonds	TBA	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	Communism & One World S	News Larry Lesueur S	Mr. Allen	"	6:45
Fulton Lewis jr. (291)	Liggett & Myers Supper Club (162) R	Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R	Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R	Johnny Thompson S	Coca-Cola Spike Jones (167) R	Hawaii Calls S	"	7:00
Dinner Date S	Miles Labs. News of World (151)	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (143)	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (151)	Bert Andrews S	"	"	"	7:15
R. B. Semler Gabriel Heatter (92)	Dardanelle Trio S	Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (153)	Serutan Gabriel Heatter (221)	Echoes from the Tropics S	General Mills Lone Ranger (175)	Campbell Soup Club 15 (153)	R. B. Semler Gabriel Heatter	The UN Is My Beat.	The Eye	R. J. Reynolds Vaughn Monroe (161) R	True or False S	Pet Milk Saturday Night Serenade (145)	7:30
Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (32)	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R. Harkness (27)	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (31)	"	"	"	"	7:45
Can You Top This S	C-P-P Co. Blondie (155)	TBA	P & G FBI in Peace & War (149) R	Air Force Hour	G.F.-Jello Aldrich Family (149)	Norwich Phar. Fat Man (136) R	GF-Sanka Jack Carson (151) R	TBA	Cities Service Bands of Ameri. (81)	Pat Novak For Hire	Wrigley Gene Autry (165)	Ronson Metal 20 Questions (501)	Anacin Hollywood Star Theatre (53)	8:00
"	"	" *	"	" *	"	"	"	"	"	"	"	"	"	8:15
International Airport	Kraft Foods Co. Archie Andrews (151)	U. S. Army Theatre U. S. A	Whitehall Mr. Keen (149) R	Mail Pouch Fishing & Hunting Club	G.F.-Maxwell Burns & Allen (146) R	Equitable Life This Your FBI (221) R	GF-Jello My Favorite Husband (151)R	Gunti Products Yours for a Song (17)	R. J Reynolds Jimmy Durante Show (161)	Famous Jury Trials S	Philip Marlowe S	U. S. Tobacco Take a Number (482)	P & G Truth or Consequences (145)	8:30
" *	"	"	"	"	"	"	"	" *	"	"	"	"	"	8:45
Scattergood Baines	Bristol Myers Duffy's Tavern (159)	Go For The House S	Auto-Lite Suspense (169)	Meet Your Match	Kraft Foods Co. Music Hall (148)	Bristol Myers Break the Bank (183) R	Ford Motor Co. Ford Theatre (169)	Opera Concert	Pabst Sales Co. Eddie Cantor (145)	Quiet Please	General Foods Gangbusters (81) R	Life Begins At 80 S	Am. Tobacco Co. Your Hit Parade (164)	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Family Theatre S	Bristol Myers Dist. Attorney (140)	Revere Camera Name the Movie (58) *	Toni Co. Crime Photog. (149)	Sing for Your Supper	Sealtest Variety Theatre (94)	Pac. C. Borax The Sheriff (191)	"	Enchanted Hour	TBA	Musical Etchings	Liggett & Myers Tales of Fatima (26)	Lombardo USA S	Col.-Palm.-Pee Judy Canova (144)	9:30
"	"	"	"	"	" * Falstaff	Ch. Spark Plug Roll Call (215)	"	" *	"	"		"	"	9:45
Comedy Playhouse S	Am. Cig. & Cig. The Big Story (163)	Personal Autograph S	TBA	This Is Paris	Reynolds Screen Guild Theatre (162)	TBA	Philip Morris Playhouse (149)	Co-op Meet the Press (46)	TBA	Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Col.-Palm.-Peet Dennis Day (144)	10:00
"	"	"	"	"	"	"	"	"	"	"		"	"	10:15
Mutual Newsreel	Mars Candy Curtain Time (145)	We Care S	Campana Sales First Nighter (137)	Mutual Newsreel	General Electric Fred Waring (163)	"	Dance Orchestra	Mutual Newsreel	Col.-Palm.-Peet Sports Newsreel (139)	Hayloft Hoedown (107) S *	"	"	R. J. Reynolds Grand Ole Opry (159)	10:30
Concert Hall	"	Harrison Wood	"	Concert Hall	"	"	"	Concert Hall	Pro & Con S	"		"	"	10:45

SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
...copation Piece S	Micheal O'Duffy	University of Chicago, Round Table S	(Not in Service)	P & G Dr. Malone (82)	Co-op Happy Gang	Co-op Rbt. McCormick S	American Farmer S	Toni Co. Give and Take (149)	Dance Orchestra	R.F.D. America
"	"	"	Co-op Dorothy Dix on the Air	P & G Guiding Light (84)	Ralston Purina Cbd. Jamboree (202)	Easy Listenin	"	"	"	"
...nes-Witt-, Longines ...phonette (84)	Charmer of the Doll	TBA	Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (66)	Ph. Morris (360) Miles Lab. (424) Queen for Day	Campbell Soup Double or Nothing (131)	101 Ranch Boys	Dave Stephen's Orch. S	"	Musicana S
"	"	"	"	P & G Perry Mason (112)	"	"	"	"	"	"
...re There S	Co-op Bill Cunningham (210)	NBC University Theatre S	Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (150)	Say It with Music	General Mills Today's Children (137)	Junior Junction	Columbia Country Journal S	Music	Ed. Tomlinson S
"	Veteran Wants to Know S	"	"	P & G What Makes You Tick (82)	"	General Mills Light of World (67)	"	"	"	Report on Europe S
...ymphony ...hestra S	Micheal O'Duffy	"	Quaker Oats Talk Your Way Out of It	Babbitt David Harum (55)	Bob Poole Show	P & G Life-Beautiful (151)	Treasury Show	Report From Overseas S	Poole's Paradise	Pioneers of Music
"	"	"	*(187) "	Miles Labs. Hilltop House (128)	"	P & G Ma Perkins (147)	"	Adv. in Science S	"	"
"	General Foods Juvenile Jury (218)	One Man's Family S	General Electric House Party (272)	Robt. Q. Lewis Show S	Luncheon At Sardi's	P & G Pepper Young (153)	Fascinating Rhythm	Cross Section U. S. A. S	Sports Parade	"
"	"	"	"	"	"	P & G Right to Happiness (151)	"	"	"	"
"	General Foods House Mystery (478)	Miles Labs. Quiz Kids (150)	Pillsbury Mills Kay Kayser (213)	Beat the Clock S	Miscellaneous Programs	Sterling Drug Backstage Wife (146)	Tom Glazer's Ballad Box	TBA	Bill Harrington Sings	Your Health Today S
"	"	"	"	" *	"	Sterling Drug Stella Dallas (148)	Horse Racing	Horse Racing S	"	Horse Races
TBA	TBA	News with Bob Trout S 4:30-4:35	Co-op Ethel & Albert (51)	Lever. Rayve Winner Take All (167)	Johnson Family	Sterling Drug Lorenzo Jones (146)	Two Billion Strong	Saturday at The Chase S	Horse Race	Contrasts
"	"	Jane Pickens Show 4:35-5:00	Eleanor & Anna	TBA S	Two-ton Baker S	Sterling Drug Y. Widder Brown (146)	"	"	First Church Christ. Scientist (65)	"
...gines-...nauer ...lers (166)	Under Arrest S	TBA	Quaker Oats Challenge of the Yukon (236)	Treasury Bandstands S	National Biscuit Straight Arrow (T-Thu) (342)	General Foods When Girl Mar's (77)	Tea and Crumpets	Treasury Bandstand	Mutual Concert Hall	J. Morrell Lassie Show (163)
"	"	"	" *	"	Superman (M-W-F)	General Foods Portia Faces Life (89)	"	"	"	Wormwood Forest S
...adway ...y Beat S	TBA	Int'l Harvester Harvest of Stars (165)	General Mills Jack Armstrong (192)	Chicagoans S	Wander Co. Capt. Midnight (162)	Whitehall Just Plain Bill (59)		Make Way for Youth S	"	Matinee at the Meadowbrook
"	"	"	Derby Food's Sky King (192) *	Miles Labs. Herb Shriner (140) R	Ralston-Purina Tom Mix (471)	Whitehall Front Page Far' (58)		"		

*EXPLANATORY: LISTINGS IN ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE; S SUSTAINING; R REBROADCAST WEST COAST; TBA TO BE ANNOUNCED. TIME IS EDST.

ABC

9:30-9:55 PM Thurs., Name the Movie sponsored by Revere Camera Co.
9:55-10 PM Thurs., By Hicks, sustaining.
*10:45-11 AM Mon., Wed. & Fri., Earl Wrightson, sustaining.
10:45-11 AM Tues., Club Time sponsored by Club Aluminum Products Co., Thurs., Star Time, sponsored by Drackett Co., 168 stations.
3-3:30 PM Mon., Wed. & Fri., Talk Your Way Out of It sponsored by Quaker Oats. 3-3:30 PM Tues. & Thurs., Ladies Be Seated, sustaining.
5-5:30 PM Tues.-Thur., Green Hornet, sust.
5:30-6 PM General Mills sponsors Jack Armstrong and Derby Foods sponsors Sky King Mon.-Fri., rotating programs.
7-7:05 PM Mon.-Fri. Kelvinator sponsors Edwin C. Hill, Human Side of the News, on 127 stations. Remainder of network takes Headline Edition.
10-10:30 PM Saturday, National Barn Dance, Phillips Petroleum Co. in West.
10-10:30 PM Sat., Earl Godwin, in East.
10:30-10:45 PM Sat., Irving Fields in East.

CBS

11:00-11:05 AM Sat., Seeman Bros., Allan Jackson News, 167 stations; Sun. sustain.
4:25-4:30 PM News.

MBS

7:55-8 PM Sunday, Ronson Art Metal Works Jessica Dragonette Show, 441 stations.
8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 364 stations.
9:55-10 PM Saturday, Sports Thrill of the Week, Frank Gorp., 117 stations.

NBC

10:00-10:30 AM Fred Waring Show sponsored Fri. by Minnesota Valley Canning Co.
8:30-10 PM Thursday, Falstaff Brewing sponsors Music from the Heart of America on 33 stations.
11:15-11:30 PM Tuesday, Thursday and Saturday, Coca-Cola (142)-Morton Downey.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
June 6, 1949
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As a sales-producer
CBS today holds the
high altitude record
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For today you find on
CBS the greatest
aggregation of stars
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lowest cost of any
network in radio.
CBS – where 99 million people gather every week!

WSAZ-TV PLANS

'49 Opening; Rogers Manager

LAWRENCE H. ROGERS 2d, sales promotion manager of WSAZ Huntington, W. Va., has been appointed station manager of WSAZ-TV, Capt. John A. Kennedy, president of WSAZ Inc. and publisher of the San Diego (Calif.) *Daily Journal*, has announced. The television station is expected to be in operation before the end of the year.

Contracts were signed late last month with RCA for the purchase of all equipment for the station, Capt. Kennedy said. Purchase includes a 5 kw transmitter, a super-turnstile antenna, film camera and projection equipment, and a complete two camera chain. Station officials are negotiating for tower facilities, with actual construction to begin as soon as the construction permit, originally granted Sept. 29, 1948, is renewed by the FCC. WSAZ-TV has been assigned Channel 5 (76-82 mc).

Mr. Rogers has been with WSAZ since 1946. Marshall Rosene will continue as manager of the AM operations, Capt. Kennedy said, and Leroy Kilpatrick will serve as chief engineer for both WSAZ and WSAZ-TV.

KGDM RELINQUISHES

Video CP, Power Boost Plea

E. F. PEFFER, licensee of KGDM Stockton, Calif., and permittee for television Channel 8 (180-186 mc) there, last week advised the FCC he was relinquishing his TV construction permit. He also said he was relinquishing his CP for power boost for KGDM.

Stating only that he has decided not to proceed with television or the AM power increase, Mr. Peffer asked the Commission to dismiss pending applications for extensions of completion dates for the AM and TV facilities. Both of the extensions were designated for consolidated hearing by FCC in April and May but no hearing date has been set.

The AM permit was for boost in power from 5 kw to 10 kw. KGDM is assigned fulltime on 1140 kc and is a CBS affiliate.

Polio Telecast

IN CONNECTION with the Michigan State Polio Preparedness Conference held at Hotel Statler, Detroit, WWJ-TV Detroit presented a telecast illustrating the treatment given infantile paralysis victims. Moderator of the show, Fran Harris, introduced a seven-year-old boy who had recovered sufficiently from polio to return home and a physical therapist who treated him. Also on the program were three physicians prominent in the polio fight. Process used to enable the boy to re-educate his chest and limb muscles was demonstrated, and there was a running explanation of efforts of the National Foundation for Infantile Paralysis to conquer polio.



Discussing plans for WSAZ' new television station are (l to r) David S. Newborg, RCA Cleveland district representative; Messrs. Kilpatrick, Rosene and Rogers.

EAGLE BAN

Pro Team's Ruling May Be Precedent

HOME football games of the Philadelphia Eagles, National Professional League champion, will not be telecast during the 1949 season. James P. Clark, new Eagles' president said the board of directors decided to turn down offers of from $8,000 to $10,000 per game for the TV rights. Board was motivated by a desire to boost the sale of season strips of tickets to the public. It was felt that many regular Eagles' supporters elected not to buy season tickets in order to watch the games at home on their TV sets.

Mr. Clark said that 40,000 tickets are on sale for each home game and that the return of $10,000 in the sale of TV rights would be small indeed when stacked up against the disposal of large blocks of tickets. The Eagles' home contests at Shibe Park last season were telecast.

Commissioner Bert Bell, commenting on the decision of the Philadelphia Eagles in banning telecast of its home games next season, said, "It's up to the individual clubs," but that the National Football League itself is not taking any sides.

Mr. Clark stated that "great numbers of season ticket holders didn't renew their orders this year. We wrote them to find out why and they told us they'd rather stay home and watch the games on television. We can't afford that."

A Philadelphia TV station, which preferred to remain anonymous, had been quoted (misquoted, the station claims) in a wire story to the effect that pro football is one of the sports that needs the most selling to the public and that the best selling medium is TV.

While TV officials pondered what effect the Eagles' ban might have on other sports, it is a fact that TV has served to draw large crowds to the Philadelphia arena to witness the roller derby, now in progress.

The Eagles filled its home Shibe Park to near its 35,000 capacity in two of six games last fall, when the contests were televised. It won the championship but, according to Alexis Thompson, then owner, dropped $32,000. Five college games televised from the U. of Pennsylvania's Franklin Field last fall drew about 70,000 spectators apiece and the televised Army-Navy game at Philadelphia's Municipal Stadium drew 102,000.

But H. Jamison Swarts, U. of Pennsylvania athletic director, pointing to a recent survey conducted among Eastern colleges, said: "Television definitely tends to decrease attendance at sports contests. In our opinion, televising of games of national importance will tend to decrease attendance at small stadiums." Penn's 1949 games will be telecast.

Buffington vs. Buffington

COMPETITION is a great American institution and a fine thing until a firm starts competing with itself. That's the problem facing Al Buffington, head of Al Buffington Co., Baltimore and Hollywood producer. Mr. Buffington discovered recently that KLAC-TV Hollywood had scheduled his firm's *Make Me Sing It* show on Monday at 7:45 p.m., right after his *Name the Star* program had moved to the same time on KTLA(TV) Hollywood. With two of his shows in competition with each other, Mr. Buffington thinks his only recourse is to convince one of the stations that the competition is too tough to beat and one show will have to be moved.



LOCAL ADVERTISERS CHOOSE FROM PERSONAL KNOWLEDGE (or Don't Let Hooper* Fool You!)

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** Local buyers don't agree with Mr. Hooper! We invite your inquiry for national availabilities.*

HERE IS THE RECORD:

	aWQUA	bSta. A	cSta. B	WQUA over Sta. A	WQUA over Sta. B
Total Local Advertisers	120	*53	51	126%	135%
Time Purchased by Local Advertisers:					
Announcements	135	154	108	—12%	25%
** Newscasts & Sportcasts	555	615	285	—10%	95%
** Entertainment Programs	1,045	610	545	71%	92%
** Play-by-play Sports	646	None	None	No Competition	
** Total Program Time	2,246	1,225	830	83%	117%

* *Exclusive of 23 advertisers on a 'promotion-deal'.*
** *In Minutes.*
a—Average of weeks of 1/30/49-2/6/49.
b—Week of 1/30/49.
c—Week of 2/6/49.

"The QUAd Cities' Station" ● REPRESENTED BY

WQUA RADIO CENTER MOLINE, ILL. RAMBEAU

Brulf W. Olin, Jr., Pres. & Gen. Mgr.

BIRMINGHAM TV

Two TV Stations Set To Start

JULY 1 has been set as the starting date for WBRC-TV Birmingham, Ala., Eloise Smith Hanna, WBRC president and manager, announced last week.

On the same date WAFM-TV Birmingham will begin operation with experimental programming. Announcement was made last week in a special brochure issued by the Voice of Alabama Inc., owner of WAFM-TV, WAPI and WAFM (FM), all in Birmingham. Full scheduled operation will begin Oct. 1. WAFM-TV will use an RCA six-bay superturnstile antenna located some 1,000 feet above the city atop a four-bay pylon FM antenna. In addition to local programs, WAFM-TV will carry programs of CBS-TV and ABC-TV, according to the brochure. Ed Norton is chairman of the board of Voice of Alabama Inc. and Thad Holt is president and general manager.

WBRC-TV transmitter and studios will be in the new WBRC-FM building atop Red Mountain. A second antenna, which will reach a height of 750 feet above average terrain, is being erected near the building to handle TV.

Plans call for three hours of television operation daily—7-10 p.m., according to G. P. Hamann, manager of WBRC's FM and TV operations. Besides presenting NBC film programs, WBRC-TV will show DuMont programs and will telecast local events, including sports, Mr. Hamann said.

WBRC-TV will be on Channel 4 (66-72 mc). It will operate with 7.25 kw aural and 14.25 kw visual. WAFM-TV will operate on Channel 13 (210-216 mc) with 26 kw visual and 27.2 kw aural.

NEWS INTERNES

Five Schools Send Teachers

FIVE universities are sending journalism instructors to radio stations this summer to serve as internes in news rooms; fifth consecutive year of the interneship program.

Interneships are financed by cash grants made by stations to the Council on Radio Journalism, according to Arthur C. Stringer, NAB staff director. The program was developed in 1945 by NAB and the American Assn. of Schools and Depts. of Journalism "to teach teachers through learning by doing."

The 1949 internes and stations at which they will serve follow: Charles O. Voight Jr., Washington & Lee U., at KCMO Kansas City; Bruce W. Smith, U. of Colorado, at WDUZ Green Bay, Wis.; James R. Young, Ohio State U., at WJOB Hammond, Ind.; Edward C. Jones, Syracuse U., at WLW Cincinnati; Robert M. Pockrass, Pennsylvania State College, at WMAZ Macon, Ga.



FIRST regularly scheduled TV program to go on the air in Detroit, *The Hudson Sketchbook*, celebrated its second birthday May 17. Sponsored by The J. L. Hudson Co., program is telecast on WWJ-TV and produced by Wolfe, Jickling & Conkey advertising agency, Detroit. Enjoying a birthday party are (l to r): Standing—Wally Keip, actor; Ed Hagemeir, staff electrician; Jim Christensen, agency radio-TV director; Ian Harrower, stage manager; seated Cy Anderson, assistant radio-TV director of agency; Gene Holichek, WWJ-TV producer-director; Pat Tobin, moderator, and Dick Beals, actor. Russell Chappell, not shown, is manager of television promotion for Hudson Co.

WDSU-TV EXTENDS

Adds Two Sponsored Shows

REGULAR afternoon program operations were started June 1 by WDSU-TV New Orleans, with all new time segments sponsored, Robert D. Swezey, executive vice president of Stephens Broadcasting Co., WDSU-TV owner, announced last week. Station previously began its seven-day-a-week schedule at 5:15 p.m. New schedule begins at 4 p.m. and will probably be extended to 3:30 p.m. daily about June 15, Mr. Swezey said. WDSU-TV, which operates on Channel 6 (82-88 mc), is now on the air 44 hours weekly.

The new programs are being sponsored by the New Orleans Public Service Inc. (public utilities) and eight local television distributors. Public Service sponsors a half-hour of music, cartoons and features and plans to take a full hour after June 15, according to Mr. Swezey. The dealers' co-op program also is a variety type and is backed by General Electric Supply Co., Industries Sales Corp., Radio Specialty Corp., Southern Music & Television Co., Stratton-Baldwin Co., Walther Bros., Westinghouse Electric Supply Corp. and Woodward Wight Co.

JOINS NBC-TV

WJAR-TV Commenced June 5

WJAR-TV Providence, R. I. has signed as a primary affiliate of NBC-TV it was announced May 27.

Station was to begin operations on Channel 11 June 5 and is 40th affiliate of the NBC television network.

NABET SCHISM

Halts Negotiations at WOR

NEGOTIATIONS at WOR New York between the station and its NABET engineers were halted last week by a schism inside the union.

A group of WOR engineers, claiming to be a majority, broke away from NABET's Hudson chapter and formed an organization called Technical Employes Union.

Reason for the split was said to be dissatisfaction with NABET's failure to stand by original wage demands calling for 15% increases.

The new group, however, could not begin to negotiate for its members until certified by the NLRB. It claimed that through its attorney, Oliver Harper, such certification was in process of being completed.

Clarence Westover, national executive secretary of NABET, discounted the effect of the rupture. He said that to his knowledge the rebellious group had not become an official body through NLRB certification and that he was hopeful NABET would still remain the bargaining agent at WOR.

He defended NABET's record in negotiations with ABC and NBC, where settlements were made with but slight wage increases, and in parleys which led to the WOR deadlock, where the company offer was said to be about 2½%.

Powers to WAAM (TV)

HELEN POWERS, previously in charge of her own production firm, joins WAAM (TV) Baltimore as administrative director effective today (June 6), Samuel Carliner, WAAM executive vice president, announced last Wednesday. Mrs. Powers has been in radio since 1931 when she started in the program department of WCAO Baltimore. She spent four years at WFBR Baltimore, then joined Henry J. Kaufman Adv. Agency, Washington, as radio supervisor, writing and producing *Sally on the Air* and other shows. In 1941 she was named assistant manager of WITH Baltimore, a post she held for six years. Since leaving WITH, she has been in charge of Powers Productions, Baltimore, writing, creating and producing radio and television shows and spot announcements.

Faraway Places

THE EYES of Texas are apparently on WLWT Cincinnati's TV signal these days, and Crosley engineers have their own explanation for the phenomenon—ionized air layers and wave-guide effects. Station received letters from Texans in Gatesville and Hereford, and also from Minnesotans in Murdock and Eden Valley, fully documenting program times, titles and descriptions for telecasts May 15 and 16. Engineers theorize it was probably stratified air which guided station's signal beyond its normal 45-mile range—but also pointed out that the letter-writers must not expect "regular, dependable service from WLWT."

McLEOD NAMED

Succeeds Owen Davis Jr.

VICTOR McLEOD, writer and producer for 10 years for Columbia and Universal pictures and producer of the Bing Crosby, Charlie McCarthy, Jack Carson and Dennis Day radio programs, has been named producer of the *Chevrolet on Broadway* program, NBC-TV, Monday, 8-8:30 p.m. He succeeds Owen Davis Jr. who lost his life in a boating mishap [BROADCASTING, May 30].

At the same time, NBC-TV announced the addition this month of five stations to the 17 already carrying the program. They are WGAL-TV Lancaster, WHAM-TV Rochester, WDEL-TV Wilmington, WJAR-TV Providence, WICU (TV) Erie.

Video Workshop

LAKE GEORGE summer headquarters have been established for New York's Television Workshop. For eight weeks, starting July 5, student television writers, producers and directors will take basic and advanced production training at the resort headquarters. Specially equipped television studio is being set up at Bolton Landing, N. Y.

AMVETS has given special recognition to WTMJ WTMJ-FM Milwaukee series, *They Can Come Back.*

TRUMAN SENDOFF

Given Correspondents

FORMER wartime radio and news correspondents left for London by air last Thursday, and were to take part in memorial services scheduled for this past weekend by the French government. They were accorded a sendoff by President Truman before heading for Normandy where they will view scenes of the Allied landing operation in June 1944.

Among the party of 32 reporters, representing radio networks and stations, newsreels, newspapers, magazines and press associations were the following: Harry Butcher, KIST Santa Barbara, Calif.; Walter L. Cronkite Jr., KMBC Kansas City, Mo. and other stations; George Hicks, NBC; Larry Lesueur, CBS; John MacVane, NBC. They were received by the President at the White House.

FCC Answers Skyway

REPLY to appeal of Skyway Broadcasting Corp. was filed by FCC last week in U. S. Court of Appeals for District of Columbia. Skyway, losing applicant for 1150 kc at Columbus, Ohio, charged FCC had improperly evaluated comparative community needs in granting new station facility to Northwestern Broadcasting Corp. at Lima, Ohio [BROADCASTING, Nov. 15, 1948]. FCC said full hearing had been afforded and case decided on Communications Act regulation requiring equitable distribution of stations. Argument before the court is scheduled Thursday.

'YOUR LIFE'

WMAQ Show Featured

NEWS of *It's Your Life*, authentic tape recorded series on health problems aired over WMAQ Chicago (Sundays 3:30 p.m.) and sponsored by Johnson & Johnson, is spreading rapidly. The program has been featured in national magazines three times in the 29 weeks it has been on the air.

Largest spread on the series appeared in the May 15 issue of *Parade*, Sunday newspaper supplement. Under the heading "A Child's Life Is Saved," *Parade* carried a five-page picture story. Other stories appeared in the Jan. 24 issue of *Time* magazine and the May 2 issue of *Newsweek*.

Series is produced by the Chicago Industrial Health Assn. under the direction of Ben Park. Maraleita Dutton Assoc., Chicago, handles the publicity and promotion for *It's Your Life*.

WLBH (FM) Mattoon, Ill., has announced its 3 kw Gates transmitter has been delivered, and its Collins 8-Ring FM antenna is being mounted on its present AM tower.



TAKE an old transcription, add a touch of ingenuity and the result is a new millinery creation, as shown here by Helen Shenton, musical director of WTOP Washington. Ken Sparnon, musical supervisor and station representative of Broadcast Music Inc., examines the "musical" hat brim which Miss Shenton fashioned from a vinylite 16-inch disc.

Upcoming

June 12-18: Special Libraries Assn. Convention, Biltmore Hotel, Los Angeles.
June 20: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.
June 20-July 29: U. of California-NBC Radio Institute, U. of California, Berkeley.
June 25: First Annual Radio News Editors Conference, Kent State U., Kent, Ohio.
June 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.
June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.
June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.
June 27-July 11: Seminar on Educational Radio, U. of Illinois, Urbana.
July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth, N. H.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Nov. 11-12: NARND Convention, New York.
Nov. 19-20: AWB District 13 convention, Radio House, U. of Texas, Austin, Tex.

FCC Files Reply

BRIEF has been filed by FCC in the U. S. Court of Appeals for the District of Columbia in reply to appeal taken by United Detroit Theatres Corp., Detroit TV applicant, last fall. FCC charged that United Detroit failed to substantiate in its appeal why its new TV station request was entitled as claimed to comparative consideration with request by WXYZ-TV Detroit for extension of completion date. Such comparative consideration was denied by FCC in early 1948 [BROADCASTING, March 1, 1948]. The Commission earlier was denied its motion to dismiss the appeal on jurisdictional grounds [BROADCASTING, Oct. 11, 1948].

'TOWN MEETING'

Trip Fund Grows

RADIO LISTENERS have already contributed more than half of the $60,000 budget of the round-the-world tour which *America's Town Meeting of the Air* is to make this summer, George V. Denny, creator and moderator of the ABC series, reported Tuesday. Speaking at a party celebrating the 14th birthday of the discussion series, Mr. Denny said that appeals made on the weekly *Town Hall* broadcasts since late March, augmented late in May with requests for funds transcribed by prominent personages and broadcast by individual ABC affiliates, had produced more than $33,000 —"Dollars for Democracy." He expressed hope that the tour, on which he will be accompanied by some 25 representatives of major American organizations, may be completely financed "on a people's basis."

Plan calls for 13 *Town Meetings* in as many foreign cities, with two Americans and two representatives of the country being visited debating an important current issue in true town meeting style. These foreign *Town Meetings* will be recorded as they occur and the transcriptions flown back to ABC for delayed broadcast in this country, Mr. Denny said.

WWPA to CBS

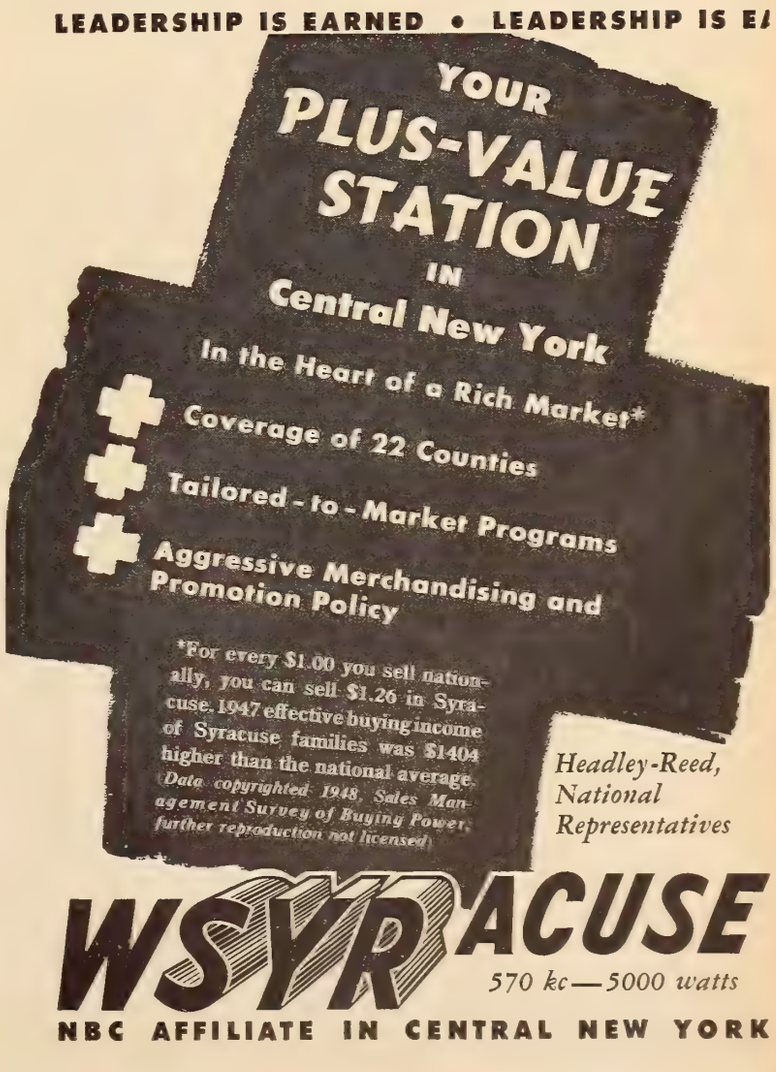
WWPA Williamsport, Pa., new station on 1340 kc fulltime with 250 w, became a CBS affiliate May 22. Owner is Williamsport Radio Broadcasting Assoc., composed of Harry J. W. Kiessling, Carl F. Stroehmann and William P. Wilson. National representative is Burn-Smith Co.

STATE DEPT

New Asst. Secretaries Allowed

A MEASURE to strengthen and improve organization of the State Dept., by adding four new assistant secretaries and delegating certain responsibilities to others, was signed into law by President Truman May 26. George V. Allen, assistant secretary of state for public affairs, will continue in his present capacity, the State Dept. announced.

Mr. Allen, in that post, will concentrate on serving as high-level staff adviser on domestic and foreign public opinion, and as chief of press relations and other media of public relations for the State Dept. He will continue to supervise the foreign information and exchange program, including Voice of America operations.



Mayflower

(Continued from page 23)

'You may speak but only on the prospective conditions that are laid down in our report,'" Comr. Jones wrote. "For my part, I would merely say to the licensee, 'You may speak.'"

The majority summed up its views as follows:

. . . The Commission believes that under the American system of broadcasting the individual licensees of radio stations have the responsibility for determining the specific program material to be broadcast over their stations. This choice, however, must be exercised in a manner consistent with the basic policy of the Congress that radio be maintained as a medium of free speech for the general public as a whole rather than as an outlet for the purely personal or private interests of the licensee.

This requires that licensees devote a reasonable percentage of their broadcasting time to the discussion of public issues of interest in the community served by their stations and that such programs be designed so that the public has a reasonable opportunity to hear different opposing positions on the public issues of interest and importance in the community.

The particular format best suited for the presentation of such programs in a manner consistent with the public interest must be determined by the licensee in the light of the facts of each individual situation. Such presentation may include the identified expression of the licensee's personal viewpoint as part of the more general presentation of views or comments on the various issues, but the opportunity of licensees to present such views as they may have on matters of controversy may not be utilized to achieve a partisan or one-sided presentation of issues.

Licensee editorialization is but one aspect of freedom of expression by means of radio. Only insofar as it is exercised in conformity with the paramount right of the public to hear a reasonably balanced presentation of all responsible viewpoints on particular issues can such editorialization be considered to be consistent with the licensee's duty to operate in the public interest. For the licensee is a trustee impressed with the duty of preserving for the public generally radio as a medium of free expression and fair presentation.

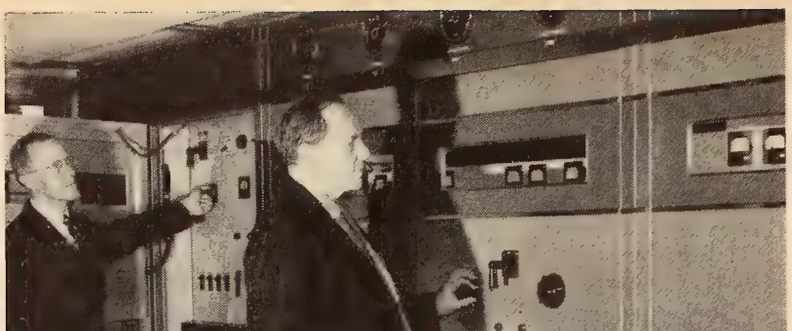
Prestige Considered

FCC conceded that a station's prestige might give additional importance to any cause it espoused. But the majority saw no cause for alarm. The same is true, it pointed out, in the case of "any individual or institution" which has gained prestige. The report continued:

What is against the public interest is for the licensee "to stack the cards" by a deliberate selection of spokesmen for opposing points of view to favor one viewpoint at the expense of the other, whether or not the views of these spokesmen are identified as the views of the licensee or of others.

Assurance of fairness must in the final analysis be achieved, not by the exclusion of particular views because of the source of the views, or the forcefulness with which the view is expressed, but by making the microphone available for the presentation of contrary views without deliberate restrictions designed to impede equally forceful presentation.

The majority said it was "not persuaded that a station's willingness to stand up and be counted on . . . particular issues upon which the licensee has a definite position may not be actually helpful in providing and maintaining a climate of fairness and equal opportunity for the expression of contrary views. Certainly the public has less to fear from the open partisan than from the covert propagandist."



INSTALLATION of new 50 kw General Electric transmitter is completed and tests are now underway at WPTR Albany, Leonard L. Asch, vice president and general manager, has announced. Turning on new transmitter for first time are W. R. Davis (l), vice president in charge of engineering, and Dwelle S. Hoag, station's chief engineer. Equipment is located in Colonie, halfway between Schenectady and Albany. WPTR expects to begin 50 kw operation within several weeks.

But on controversial subjects, the majority cautioned, "news and information" must be presented "in as complete and impartial a manner as possible." Presentations on controversies cannot be "fair or in the public interest where such discussion must take place in a climate of false or misleading information concerning the basic facts of the controversy."

The majority denied that FCC would have to take a stand on the merits of particular issues in event a station's handling were questioned:

The action of the station in carrying or refusing to carry any particular program is of relevance only as the station's actions with respect to such programs fits into its overall pattern of broadcast service, and must be considered in the light of its other program activities. This does not mean, of course, that stations may, with inpunity, engage in a partisan editorial campaign on a particular issue or series of issues provided only that the remainder of its program schedule conforms to the statutory norm of fairness. . . .

No abridgement of the right of free speech comes from requiring fairness, the majority contended. "On the contrary," the report said, "[we believe] that a requirement that broadcast licensees utilize their franchises in a manner in which the listening public may be assured of hearing varying opinions on the paramount issues facing the American people is within both the spirit and letter of the First Amendment."

The report continued:

The most significant meaning of freedom of the radio is the right of the American people to listen to this great medium of communications free from any governmental dictation as to what they can or cannot hear and free alike from similar restraints by private licensees.

Comr. Jones maintained that editorialization by licensees is "in the public interest not on any policy requirement created by the Commission but upon the inviolate terms of the First Amendment."

The majority's failure to discuss the question in terms of the original Mayflower case, he said, indicates either "a reluctance to admit the error of the earlier decision or a desire to perpetuate its evil effect." He said the majority "does not expressly say that [editorialization] is permitted in the public interest," but merely concludes that "overt licensee editorialization, within reasonable limits and subject to the general requirements of fairness, is not contrary to the public interest."

Any condition prohibiting editorializing, he said, imposes "an unreasonable and unconstitutional condition in violation of the First Amendment." This view, he said, is not at all at odds with his contention that FCC has a right to review a station's past operation to determine whether it has been in the public interest.

Even if he thought such conditions permissible, Comr. Jones said, he could not subscribe to any "as vague as the concept of the duty to be fair." Even constitutional limitations "should be stated in such a way as to be clearly ascertainable," he declared. The problems with respect to editorializing, he continued, should be settled on a case-to-case basis after they occur, not before.

Notes Law

In no event did he feel the problems should be treated in a "report" such as this; the law, he noted, requires that general policy be issued "in a separately stated and currently published codified rule." Consequently he saw "serious questions as to the validity of any substantive programming requirements now created by the Commission."

He accused his colleagues of "gagging at a gnat" in their failure to "come to grips with the licensees' standard practice of editorialization through commentators."

Comr. Jones, a target of Commentator Drew Pearson when nominated to the Commission, continued:

The Commission files are literally filled with legitimate complaints of unfairness by [commentators], the alter egos of licensees, who have become identified with them over a period of years as inextricably as the trade name of the station or network. The ambiguous doctrine of fairness has never been attached to them; the Commission has never felt it had the power to demand the kind of practice it now asserts against their principals—the licensees—in this decision. And the majority completely avoids discussing licensee-commentator fairness.

He asserted that "the Commission is not required to renew licenses of persons who permit irresponsible professional editorialists to broadcast false news and to make continued attacks upon person after person without foundation in fact." Networks (as licensees) and their affiliates should be held jointly accountable, he declared.

He also felt FCC should set up rules establishing "standards for the labeling of editorialization," so listeners may easily distinguish between "news" and "comment."

The majority, without going into the question of a station's responsibilities with respect to commentators, acknowledged that editorial expression may take many forms ranging from the overt statement of position by the licensee in person or by his acknowledged spokesmen, to the selection and presentation of news editors and commentators sharing the licensee's general opinions, or the making available of the licensee's facilities . . . to persons or organizations reflecting the licensee's viewpoint. . . ."

Webster Agrees

Comr. Webster, although agreeing with the majority opinion, held that it still left the licensee "in a quandary and a state of confusion" as to "what he can or cannot do." Accordingly he offered his interpretation.

He felt that each licensee is responsible for determining who shall have access to the microphone, but that he must operate "in the interest of the public at large" and that the public must have "reasonable opportunity to hear differing and opposing views on the controversial public issues of interest and importance in the community." When a licensee devotes time to one opinion, he continued, the station must "insure that opposing points of view will also be presented or at least that a reasonable opportunity be afforded for the presentation of such views."

If the licensee airs his views through himself or a spokesman, he continued, "such broadcasts must be handled in the same manner as all other broadcasts of controversial issues and the licensee may not utilize his authority to select the persons to have access to his microphone to advance his own ideas or opinions to the exclusions of others."

Comr. Webster also offered reassurance that "any licensee making a sincere and reasonable effort to serve the needs of his listening audience as a whole in conformity with the precepts set out above should be able to meet his obligation as a licensee of providing service in the public interest, convenience, or necessity."

Comr. Hennock voted against

editorializing because she felt it would be "foolhardy" to permit it in the absence of some method of policing and enforcing the requirement that the public trust granted a licensee be exercised in an impartial manner. She felt that "in the present circumstances, preventing [editorializing] is our only instrument for insuring the proper use of radio in the public interest."

The Mayflower case, dating back to 1941, involved WAAB Boston (now Worcester), which in the past had editorially backed political candidates and ideas indorsed by the licensee, and applicant for WAAB's facilities, Mayflower Broadcasting Corp. FCC renewed WAAB's license, but held that licensees may not air their own views. After industry agitation, FCC set the doctrine down for review last year. The hearings were held in March and April 1948.

FCC's disposition of the problem coincides with the suggestion advanced during the hearing by Morris Novik, public service radio consultant, and to a considerable extent the solutions offered by Cornell U., licensee of WHCU Ithaca, and Ed Craney of the Northwest "XL" stations.



STORM DAMAGE to KTRI Sioux City, Iowa's transmitter line resulted in broadcast operations from a temporary studio in the men's wash room at the transmitter site in Dakota City, Neb. Engineer Larry Jensen (l, kneeling), adjusted the dials while Announcers Win Douglass and Vern Nelson handled narration. The skeptic in the background is Program Director Bob Hansen.

Research Firms

Continued from page 28)

included in scope of the Felix organization, but TV is measured.

Charles C. Flarida Jr.

Specializing in the personal interview method, Charles C. Flarida Jr., 420 Lexington Ave., New York, does depth interviewing to determine product sales related to program rating, pre-tests of programs, tests showing effectiveness of commercials, sponsor identification, limited reports on station coverage, and sets-in-use figures. Covering 24 states, 38 farm counties and 96 urban areas, the sample varies from 2,500 to 10,000, depending upon the requirements of the particular job.

His work on effectiveness of commercials is a continuing process, but the remainder of the measurements are done on contract to individual clients. TV research is likewise done only at special request. The largest TV sample available is 5,000.

From his total sample, there are breakdowns according to area, age group, income, educational levels, occupation, city size and male-female. These samples have been set up using 1948 Bureau of the Census appraisals. No national ratings are made, and all reports are confidential to the clients.

Richard Manville

Richard Manville, 15 W. 45th St., New York, is a leader in radio and TV research. One of the special features of his research program is correlation between users of the product and their viewing of the product's advertising. All of his work is done on contract basis, one is continuous.

The method is a combination of mail ballot, personal interview, and listener panels. It is adaptable to television, providing program rating, sets-in-use and share of audience. Mr. Manville specializes in the correlation of product use with listening or viewing. Some FM work is included. The Manville organization provides breakdowns of its listener information by income levels, product use, male-female, age groups and educational levels.

Market Research Co. of America

Market Research Co. of America, 250 E. 43rd St., New York, has no continuing radio or television measurement service. However, the company has developed a personalized Chronolog recording system, which is sent to a picked sample of 5,000 homes in 250 cities and towns every three months. This sample is carefully selected and projectible to the entire U. S. population. Its principal use is to determine product use by types of families.

Edward J. Noonan

Another in the regional field is Edward J. Noonan, 157 Federal St., Boston. Covering New England and upper New York State, Mr. Noonan's organization will do jobs providing sets-in-use, program ratings, station coverage, sponsor identification, effectiveness of commercials, talent popularity and program preferences. Data is obtained by telephone, personal interview and mail ballots.

Sample size varies from 500 to 20,000, depending upon the job at hand. Naturally there are no national ratings in this regional service. TV research is included in Boston and New Haven, using similar method as in AM jobs. TV reports provide measurement of sets-in-use, share of audience, and program ratings. Noonan has done no FM research, but will do it on contract basis.

The firm also handles market research problems of a general nature.

Alfred L. Politz

Specializing in tailor-made investigations, Alfred L. Politz Research Inc. provides measurements of sets-in-use, program ratings, station coverage, effectiveness of commercials. All work is done by personal interview. Mr. Politz is primarily a consultant on research matters. He says, "We recommend to our clients the use of existing services wherever the information sought justifies this procedure." Mr. Politz will do television research as well as AM, including sets-in-use figures and share of audience.

The probability sample use by the firm is broken down in reporting by age, income, educational level, tenure and rental, and male-female. No national ratings are provided, and all work is tailor-made to the client's needs.

N. C. Rorabaugh Co.

Essentially publishers of reports on TV advertising and AM spot advertising, N. C. Rorabaugh Co. is located at 347 Madison Ave., New York. Reports all TV advertisers by name, product, agency, program, type of announcements, length, type of production, frequency, time and station used. For AM spot advertisers the firm reports about 60% of total spot business, showing product, markets and stations used, number of insertions, frequency and type of spot, general time used. Also does a supplemental report on total TV time expenditures.

Stewart, Dougall & Assoc.

Stewart, Dougall & Assoc., 30 Rockefeller Plaza, New York, specializes in work on marketing and distribution problems. As such it is not primarily concerned with audience measurement, or radio and television research. Primarily its concentration is on new product acceptance, product markets, distribution patterns, and similar material. Each job is done on a special basis for each client.

* * *

In this introduction to the field of available research, BROADCASTING has shown the varied nature of research available, and the kind of work that is being done by the special consulting firms in the business. Some are big, others are small and new. For each, the challenge is to provide more and better facts and figures on which to base advertising plans.

In the next issue, additional firms will be surveyed, with emphasis on specialized TV research.

CALDWELL-CLEMENTS Inc., New York, publisher of *Tele-Tech* and *Radio and Television Retailing*, has mailed out experimental first issues of new magazine, *Television Technician*.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

SIOUX FALLS ONE OF TEN

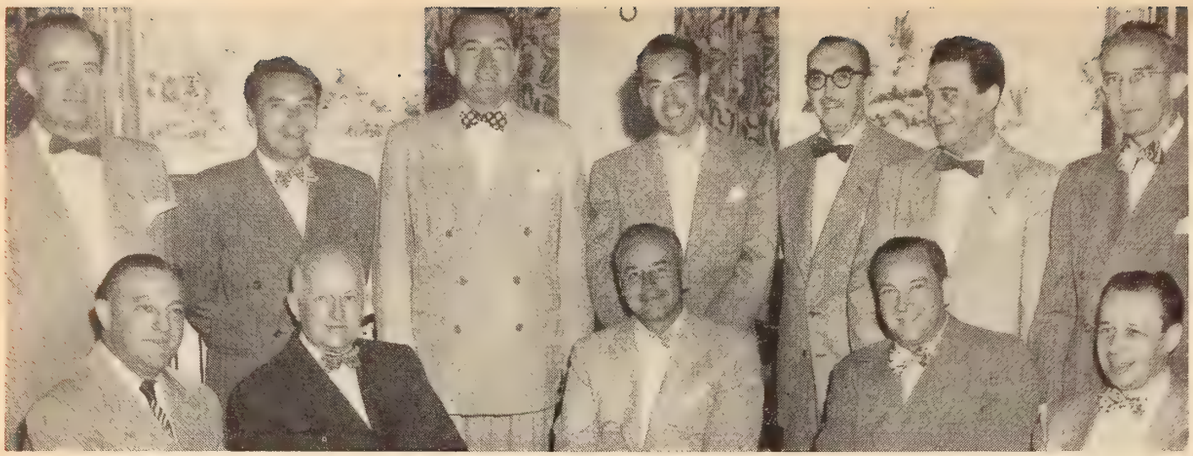
CITIES IN THE NATION SHOWING THE GREATEST BUSINESS GAINS OVER THE PAST MONTH*

TAKE ADVANTAGE OF THE STRONG, STABLE BUSINESS TREND OF THIS MIDWEST MARKET

AND USE THE BEST SALESMAN SERVING AND SELLING THE RICH SIOUX FALLS TRADE TERRITORY

*Forbes—Magazine of Business

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.



EXECUTIVES of Fort Industry Co. and of stations it operates held a three-day business session in Miami Beach recently. Attending meeting were: Seated (l to r)—John D. Montgomery, publisher of *The Florida Sun*, Miami Beach newspaper recently acquired by Fort Industry; J. Harold Ryan, senior vice president and treasurer of Fort Industry; George B. Storer, firm's president; Lee B. Wailes, vice president in charge of Fort Industry operations, and Allen Haid, managing director, WMMN Fairmont, W. Va.; standing—William E. Rine, managing director, WWVA Wheeling, W. Va.; Glenn G. Boundy, Fort Industry chief engineer; Stanton P. Kettler, managing director, WGBS Miami; J. Robert Kerns, managing director, WLOK Lima, Ohio; E. Y. Flanigan, managing director, WSPD WSPD-TV Toledo; Richard E. Jones, managing director, WJBK WJBK-TV Detroit, and James E. Bailey, managing director, WAGA WAGA-TV Atlanta. Attending meeting but not in picture were two other Fort Industry executives, H. A. Steensen, assistant treasurer and comptroller, and John B. Poole, general counsel.

WORL Boston

(Continued from page 28)

tions have gone off the air, they have generally been profitable enterprises and their owners have been willing to accept license extensions until a new licensee took over.

In WORL's case, it had been suffering losses understood to be between $800 and $2,000 weekly since 1947 when the bad publicity resulting from the station's difficulties hit the local papers. Unwilling to continue to underwrite the loss any longer, until a successor was chosen, the ownership terminated operation immediately.

In the final days, the employes, who saw their livelihood disappearing along with the station, took matters into their own hands. They formed an employes' committee consisting of Robert Perry, program director; Miriam Walker, sales staff; Joseph Miller, salesman, and Joe Dineen, Boston *Globe* columnist and WORL contract commentator, chairman.

Appeal Filed

Feeling that they were being punished unfairly for an infraction for which they had not been responsible, the group appealed to the FCC. (In the WOKO revocation of license, the Commission had said, "It cannot reasonably be concluded that any of the WOKO employes need suffer a loss of employment.")

Informed that the FCC must maintain its impartiality, the employes were advised, however, that a solution might be found if the applicants for the station could agree among themselves upon a procedure for underwriting the deficit until the FCC could take action.

With two of the five remaining applicants, Boston Radio Co. and Bunker Hill Broadcasting Co., announcing their intention to withdraw, the employes held lengthy conferences on May 26 and 27 with the three still in the running: Beacon Broadcasting Co., Pilgrim Broadcasting Co., and Joseph Solimene.

Varying proposals whereby the applicants would contribute a certain amount to underwrite the loss for a month were presented. For a time, prospects looked hopeful, with the applicants expressing a willingness to take a loss as a gamble, in order to "keep the pot boiling." Some of the employes offered to contribute money, others agreed to cuts in salary.

Rock upon which the discussions went aground, however, was realization that hearings and legal action could hold up the final award for months and even years. Unwillingness of the applicants to waive their right to protest an award made within the month to one of the others, and consequent inability to assume an indefinite loss for what would be an indefinite period, resulted in complete failure of the negotiations.

Forty-two employes are affected. Known as a "family group," more than half of them had been with WORL from eight to twelve years. Only about three or four had prospects of new jobs.

Not sure just where to place the blame for their predicament, but regarding themselves as "sacrifices" nevertheless, they considered it "someone's responsibility to see that it doesn't happen again to others like us."

Ashley L. Robison, general manager, expressed the opinion that "in case it ever happens again, the employes should be considered. Some provision should be made so that either the employes can carry on the station activities under a temporary license or else the new licensee should be appointed from the competing applicants before the station terminates its activities."

Chief contribution of WORL to the industry was the *920 Club*, the all-recorded, popular music show based on a kilocycle number. On a 10-hour basis, it set the stage for a new type of programming which appealed to listeners and advertisers alike and was copied throughout the country. Idea was originated by George Lasker, general manager of the station from 1938 to the early part of this year when he became vice president of WBMS Boston.

Appropriately enough, the station's final broadcast was the *920 Club* program.

WORL, originally licensed as WBSO to the Babson Statistical Organization, had been on the air since 1926. It was acquired 12 years ago by Broadcasting Service Organization Inc., with principal ownership held by Mr. Lafount and the Cohen brothers. Originally on 920 kc, it had been for many years on 950 kc with 1 kw daytime.

'Tobacco Jamboree'

OVER $10,000 worth of stock in a new McMinn County, Tenn., tobacco warehouse was sold via WLAR Athens in two *Tobacco Jamboree* broadcasts, according to the station. When subscriptions toward the much-needed warehouse began to lag, Otis Parker, WLAR general manager, invited local talent to the studios to stage the radio stock sale. Listeners were asked to phone in requests for musical numbers and entertainment and make pledges for stock subscriptions. Local merchants, along with WLAR, provided the air time. Over $6,000 was raised during the first broadcast and at the request of the Athens Chamber of Commerce a second show was aired, netting an additional $4,000.

FM AUDIENCE

Vital Factor—Ware

ANY DEMANDS by advertisers that their AM time charges be reduced should be met by a showing of FM audience, providing the AM station has FM facilities, William E. Ware, KFMX Council Bluffs, Iowa, FM Assn. president, declared Friday.

"Widespread inroads being made by FM and TV on the nation's radio audience have doomed AM-only stations to a slow but certain death," Mr. Ware said. "And with TV presently mired down by allocation problems and lack of available channels, FM is the only expandable product remaining on the radio market for the next year or so."

Mr. Ware said that where an operator has both AM and FM, "it is FM's opportunity to prove itself a paying proposition. Through an AM station's FM outlet the audience, if anything, is increased. And the station owner should be able to prove to the advertiser's satisfaction that he is getting more for his money than ever before because of the superior characteristics of FM broadcasting." He added that FM coverage "is far beyond that of most AM stations, especially at night."

Concerning the Freeze

As to the FCC's recent announcement concerning the TV freeze, Mr. Ware said: "It is more likely that additional TV channels will not become available until after the first of the year and probably not until March. So far as cornering the advertising dollar, the full impact of TV's threat to AM will not be felt until 1951." He urged AM-FM operators to insist that the networks "keep books" on the extent of the FM audience.

INCOME FIGURES

RCA, Zenith Show Decline

RCA showed a drop in business in the quarter ended March 31 over the previous quarter ending Dec. 31, 1948.

Its gross sales, less discounts, returns and allowances, were $61,872,733 while its operating revenue was $30,141,972. Together, the two total $92,014,705. The latter figure compares with $100,535,090 as shown in its statement ending Dec. 31, 1948, and $87,895,060 in its statement a year ago, ending March 31, 1948. All statements are on file with the SEC.

In other such statements, Zenith Radio Corp. also showed a decline for the quarter ending April 30 over both the previous quarter and the same quarter a year ago. Zenith's gross sales, less discounts returns and allowances, were $20,568,985 for the quarter ending April 30., $23,620,900 for the quarter ending Jan. 31, 1949, and $21,302,268 for the quarter ending April 30, 1948.

Bekins' Best Buy

(Continued from page 26)

weekly guest singers or groups were included.

Program was averaging a Hooper of 7.3 when it shifted to CBS Pacific stations on Oct. 4, 1948, taking the Wednesday, 7-7:30 p.m. time slot. Lud Gluskin became musical director of the 26 piece orchestra. Miss Norman continued her spot on the show. According to latest Hooper, that show today has the highest rating of any light musical program on the Pacific Coast. With daylight savings, program on May 11 last made another shift and is now broadcast on Wednesday, 7:30-8 p.m. (PST).

"Just how many new customers our radio programs have brought to Bekins, we cannot say off hand, but we do know that they have made friends for our firm," Mr. Bekins vows. "This is attested to by much of the unsolicited mail that we have received over the years.

"Some people have told us that they've heard of our services during the program and were writing for details. Others expressed appreciation for the 'excellence of the music,' and assured us that when our various offers are needed, we would be remembered. Many others have just sent a 'thank you' for a pleasant program. All these add up to dollars and cents over the years. We consider our radio advertising dollars well spent."

Bekins had its first taste of TV on Jan. 1 last, when it sponsored the two hour New Year's Day Pasadena (Calif.) Rose Parade telecast on KTTV (TV) Hollywood.

To Merchandise *Bekins Hollywood Music Hall*, Bekins sends regular information bulletins and copies of radio commercials to 48 branch managers and in addition utilizes the firm's house organ *Bekinews* to reach all employes. Individual stations of CBS go along with spot announcements calling attention to the broadcast. In addition some billboard promotion is used.

Promotes FM

FULL-PAGE ads promoting FM broadcasting are being run weekly by WFAH (FM) Alliance, Ohio, in the *Alliance Review*, owner of the station. The attractively designed ads all carry the slogan: "For better listening — FM — the velvet voice of radio." Copy explains the advantages of FM broadcasting and the only mention of WFAH is a line at the bottom of each ad stating the advertisement is published by WFAH "in the interest of furthering FM." WFAH is making available to other stations or interested persons mats for the full-page ads, according to Frank A. Hoiles, manager. A charge of $10 is made by the station to cover the production cost.

FIRST 15 PROGRAM HOOPERS-May 30th Report

Program	No. Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Radio Theatre	149	Lever Bros. (JWT)	21.7	19.3	+2.4	3
Walter Winchell	279	Kaiser-Frazer (Weintraub)	18.7	20.8	—2.1	2
Original broadcast 17.4						
Added by 2nd broadcast 1.3†						
My Friend Irma	153	Pepsodent Div. Lever (FC&B)	18.3	18.1	+0.2	4
Godfrey's Talent Scouts	155	Lipton Div. Lever (Y&R)	16.8	15.8	+1.0	12
Jack Benny	174	American Tobacco (BBDO)	16.6	21.0	—4.4	1
Original broadcast 14.2						
Added by 2nd broadcast 2.4†						
McGee & Molly	165	S. C. Johnson & Co. (NL&B)	16.2	17.9	—1.7	5
Suspense	164	Electric Auto-Lite (Newell-Emmett)	14.2	—	—	—
Bob Hope	151	Lever Bros. (Y&R)	13.9	16.9	—3.0	8
Bob Hawk	161	Reynolds Tobacco (Wm. Esty)	12.9	9.1	+3.8	47
Mr. Keen	149	Whitehall Pharmacal (DFS)	12.7	7.9	+4.8	64
People Are Funny	164	B. & W. Tobacco (Seeds)	12.6	10.5	+2.1	30
Crime Photographer	149	Toni-Div. Gillette (FC&B)	12.4	9.2	+3.2	45
Mr. District Attorney	160	Bristol-Myers (DC&S)	12.3	12.6	—0.3	18
Duffy's Tavern	160	Bristol-Myers (Y&R)	12.1	12.3	—0.2	19
Stop the Music (8-9)				—	—	—
(8-8:15, 8.5)	182	P. Lorillard (L&M)	11.8			
(8:15-8:30, 11.3)	182	Eversharp (Biow)				
(8:30-8:45, 14.0)	187	Speidel (Cecil & Presbrey)				
(8:45-9, 13.4)	182	P. Lorillard (L&M)			-	

† Second broadcast on same day in some cities provides more than one opportunity to hear program.

NEW AM GRANTS

Include Springfield Action

PROPOSED decision to grant application of Lincoln Broadcasting Co. for new AM station at Springfield, Ill., on 970 kc with 1 kw day, 500 w night, fulltime, was announced last Wednesday by FCC. The Commission would deny bid of WMMJ Peoria, Ill., for switch from 1 kw day on 1020 kc to 1 kw fulltime on 970 kc.

FCC would deny the WMMJ request because of increased interference to XEJ Ciudad Jaurez, Mexico, in violation of the interim agreement to the North American Regional Broadcasting Agreement. Comr. Frieda B. Hennock, however, voted in favor of WMMJ over Lincoln.

Separate Grants

The Commission also granted applications of Public Broadcasting Service Inc., for new AM station at Enid, Okla., on 960 kc with 1 kw fulltime, directional, and of KAKC Tulsa, Okla., to switch from 1 kw daytime on 1570 kc to 1 kw day, 500 w night on 970 kc, directional. Both grants are subject to such interference as may be received from the operations proposed by either WMMJ or Lincoln Broadcasting. The Oklahoma actions resulted from FCC's approval of petitions for severance from the 970 kc proceeding and separate consideration.

Comrs. Wayne Coy and Paul A. Walker did not participate in the proposed decision or the action on petitions for severance and grant. Comr. Robert F. Jones favored adoption of the recommended decision of Hearing Examiner Hugh B. Hutchinson, combining all the cases, as FCC's proposed decision.

Ownership details:

Enid, Okla. — Public Broadcasting Service Inc., 960 kc, 1 kw, unlimited, directional. Principals: George Hutchison, lumberman, president 28.57%; George W. Athey, banker, secretary-treasurer 28.57%; George E. Faling, oil drilling equipment maker, vice president 14.29%; Charles P. Cansler, insurance business, director 28.57%. Granted June 1.

Springfield, Ill.—Lincoln Broadcasting Co., 970 kc, 1 kw day, 500 w night, unlimited. Partnership: Alexander Buchan, St. Louis freelance announcer and sportcaster, 33.33%; Gordon Sherman, KMOX St. Louis engineer, 26.68%; Melvin Feldman, WEW St. Louis engineer, 13.33%; Sol Binkin, St. Louis U. radio production unit director, 13.33%; Robert Weiner, Springfield, 13.33%. Proposed grant June 1.

CKRD is call of new 250 w station on 1230 kc at Red Deer, Alta. Gordon S. Henry, formerly manager of CJCA Edmonton, is owner of station. Radio Representatives Ltd., Toronto, is representative in Canada, and Adam J. Young Jr., New York, in U. S.

FCC Revamping

(Continued from page 24)

waning time on the legislative calendar. This was believed especially true with respect to technical aspects of pending bills assigned to the subcommittee, notably one dealing with proposed allocation of a section of the 50 mc band to FM, authored by Rep. William Lemke (R-N. D.). Another would render FCC decisions containing technical or scientific errors appealable to the courts. No action is expected on either. The FM measure is a carryover from the 80th Congress.

Overall, subcommittee members have neither manifested sentiment nor acknowledged "pressure" to "rock the boat" radiowise at this late date. Such measures as the explosive Sheppard bill, authored by Rep. Harry Sheppard (D-Calif.), and one to maintain the power ceiling at 50 kw and break down clear channels, by Rep. Robert L. Ramsay (D-W. Va.), are the most spectacular pending bills. The latter is a companion piece to one introduced by Sen. Johnson last January while Mr. Sheppard's would force roughly $150 million worth of network and independent station properties on the market by prohibiting station ownership by either networks or radio manufacturers.

The new Senate bill is regarded by House interstate communications members as the catchall, with its watered down provisions, which will now eliminate the need for any action on their part.

WOC FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

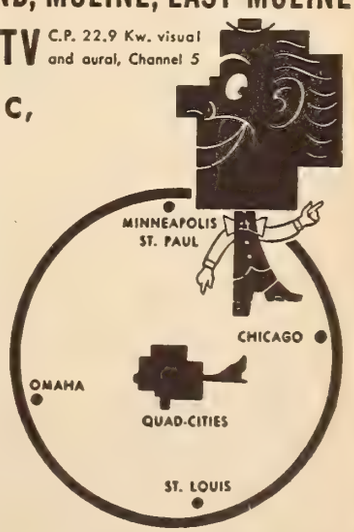
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

'VOICE' FUND

Senate Group Urges Decrease

STATE DEPT.'s hope of retrieving a $2 million House cut for its Voice of America and other information activities appeared destined to fall beneath the axe of an economy-minded Senate last week. In fact, the Appropriations Committee, which reported its own version last Wednesday, recommended a further reduction of $1,656,100.

Final Senate approval of committee recommendations, based on findings of a subcommittee which conducted hearings last month, is expected sometime this week, with little optimism for possible restoration of the decreases.

An increase for Voice activities was considered a certainty only last April when the House passed its version of the combined State, Justice, Commerce budgets. But Senate Appropriations currently is studying resolutions which ask a substantial reduction in government expenditures for the coming fiscal year, beginning July 1. Other appropriations measures were believed to be facing similar cuts in view of growing Congressional sentiment for economy.

House legislation had granted State Dept.'s information and education exchange operations $34 million, or $2 million below budget estimates but $2,900,000 over this year's fiscal allotment [BROADCASTING, April 11]. About $1 million of this boost was contemplated for the Voice, allowing for non-recurring items.

The Senate committee recommended a total of $32,343,900 for information activities, and $260,172,456 for State Dept. overall, compared to $271,405,656 effected by the House. It noted, however, that 1950's sum would, in effect, still exceed last year's by about $3,700,000—or roughly 10%—and added: "We believe that we have provided sufficient funds for a good information and educational exchange program to be undertaken." "Paper" increase is $1,243,900, which does not account for relay bases—non-recurring costs.

The fact that the committee allowed $514,900 for establishment of domestic radio facilities was regarded as little balm to State Dept., for that amount is included in the overall sum, and within the cut. Facilities are described as new curtain-type antennas, originally requested by State in House testimony for its domestic shortwave transmitters.

Noting the House had deleted this item, the Senate committee said it "was impressed with the necessity for this equipment," which department officials testified would help dissolve problems arising from potential Soviet jamming activities.

Total appropriations would include radio activities, acquisition and production of motion pictures and visual materials, purchase or rental of technical equipment and narration and script-writing. For U. S. participation in international activities, $6,378 was allotted for the Inter-American Radio Office, and $146,311 for the International Telecommunication Union.

In addition, the committee makes no allowance for contract authorizations, which totaled $2,900,000 as recommended by the House. For salaries and expenses it allows $76,652,100, same as urged by the House—a total below 1950 budget estimates but above current appropriations.

In testimony before the committee, released last week, the State Dept. sought funds, not only for antennas, but also for production of shows for local broadcasting abroad. The effect of the $200,000 House cut, officials said, would be to eliminate this latter activity entirely. An additional reduction, requested originally by the Senate subcommittee, also would necessitate the elimination of broadcasts in five languages on plans already formulated, they stated. Reduction also would affect administrative travel required for inspection and supervision of radio relay bases overseas.

Speaking for State's package show program and restoration of the House decrease, George V. Allen, assistant secretary of state for public affairs, reminded that last year Congressional committees "emphasized strongly that we should do more, as other countries have been doing in this information activity, to place programs on local radio stations (abroad)."

Also testifying on behalf of the information program and the Voice was Sen. Karl Mundt (R-S. D.), who appealed to the subcommittee not to shave off $2 million "from the only program we have which is trying to publicize and advertise and make permanent the advantages we seek to secure with the $21 billion program to fight Communism . . ." He said the $34 million allotted by the House was small compared to that spent for weapons and food, and "in terms of what Americans consider legitimate percentages for advertising."

Sen. Allen J. Ellender Sr. (D-La.) told Sen. Mundt it was "very unfortunate that more of us did not read and study more carefully the so-called Smith-Mundt Act. When I voted for that measure I thought I was voting to spread the Gospel by way of radio and not all of these additional things that we are called upon now to do."

CBS CLAIMS TOP POSITION

Brochure Says Program Changes Responsible

CBS last week claimed "a revolutionary shift" in the comparative positions of networks via a 22-page promotional piece. It put itself in No. 1 position.

The booklet attributed the shift to CBS program changes of last winter. Most of the data cited on audience were based on Hooper and Nielsen studies.

Besides audience pre-eminence, the brochure claimed CBS leadership in value delivered, power of facilities, program ratings, costs and billings.

Sent out with the brochure to agencies, clients and prospects was a covering letter signed by William C. Gittinger, CBS vice president in charge of sales. His letter said that the audience data are a forecast of what will happen in the fall when Edgar Bergen, Bing Crosby, Burns and Allen, Groucho Marx and Red Skelton are added to the CBS schedule.

Program popularity ratings, based on Hooper sponsored averages from January to April 1949, put CBS in the lead, the booklet declared. It said CBS had the most popular nighttime schedule with an hour-by-hour, nightly average of 11.2 as against 10.6 for NBC. CBS also had eight of the top 15 programs, had the most popular daytime schedule, with an average rating of 5.9 as against 5.1 for NBC, and seven of the "top ten" programs in the daytime, the brochure said.

Nielsen figures gave CBS the biggest nighttime audience, with 13.4 as against 11.7 for NBC; 11 of the "top 20" nighttime programs; the biggest daytime audience; the biggest single audience in all radio, 10,410,000 for *Lux Radio Theatre*, and biggest overall audience, with 26.3 as against NBC's 25.2.

The end result, the booklet concluded, is that CBS delivers the lowest average cost-per-thousand, with $1.67 as against $1.82 for NBC.

CBS advertiser acceptance was indicated, said the booklet, by figures showing that Hooper sponsored minutes over the January-to-April period gave it a nighttime lead of 1,578 sponsored minutes as against 1,552 for NBC and in the daytime of 2,216 against 1,920 for NBC. Publishers Information Bureau data also indicated CBS led in billings for first quarter of 1949, the figures being $17,053,544 as against $17,003,602 for NBC.

CBS claimed 1,555,450 w total power as against NBC's 1,517,350 w and greatest average station power, 9,370 w against 9,309 w for NBC.



HOOD TO KFDX

Is Vice President, Manager

W. P. (Bill) HOOD has been appointed vice president and general manager of KFDX Wichita Falls, Tex., Darrold A. Cannan, president of Wichtex Broadcasting Co., owner of the station, announced last week. At the same time Mr. Cannan announced the resignation of Charles E. Clough as commercial manager. Mr. Clough has joined KWFT Wichita Falls, as general manager.

Mr. Hood for the past five years has been general advertising manager of White's Auto Stores, a statewide chain in Texas. Before that he was general manager of KWFT. From 1933 to 1935 he was manager of KGKO Wichita Falls, since deleted.

Radio Institute

EMPLOYES of 30 radio stations have registered for the eighth annual NBC-Northwestern U. Summer Radio Institute at NBC Chicago, according to Judith Waller, director of public affairs and education at the Central Division. She is co-director of the institute, which this year is offering only graduate level courses. Of the 77 registrants thus far, 63 are men. They come from 27 states and Canada.

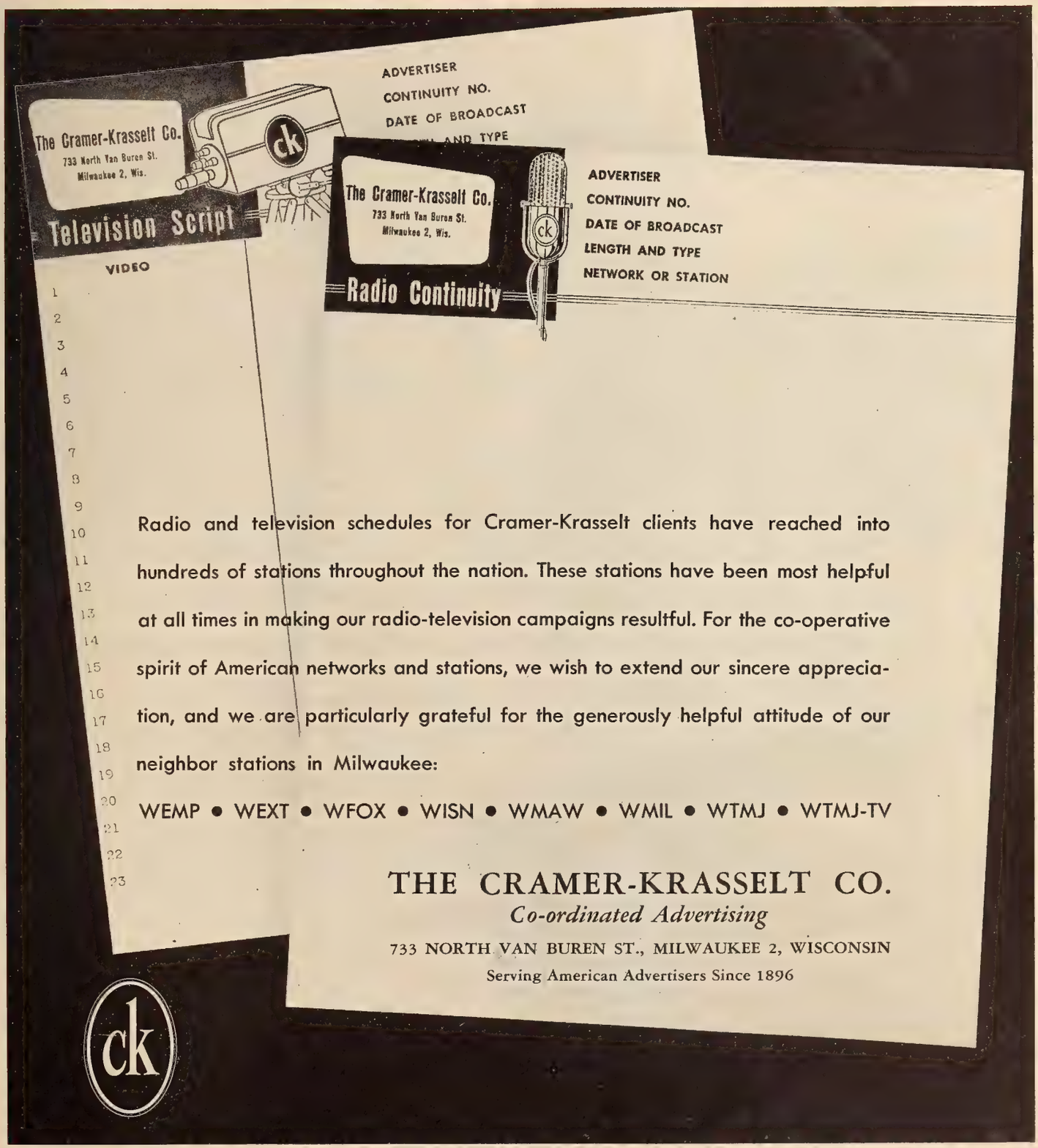
JUNE 6, 1949

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 13

Milwaukee



Radio and television schedules for Cramer-Krasselt clients have reached into hundreds of stations throughout the nation. These stations have been most helpful at all times in making our radio-television campaigns resultful. For the co-operative spirit of American networks and stations, we wish to extend our sincere appreciation, and we are particularly grateful for the generously helpful attitude of our neighbor stations in Milwaukee:

WEMP • WEXT • WFOX • WISN • WMAW • WMIL • WTMJ • WTMJ-TV

THE CRAMER-KRASSELT CO.
Co-ordinated Advertising
733 NORTH VAN BUREN ST., MILWAUKEE 2, WISCONSIN
Serving American Advertisers Since 1896

ck

Thirteenth of a Series

WE'D LAY AN EGG IN EGG HARBOR

When we started this radio station a couple of years ago, we decided to develop a unique program formula that would fit the peculiarities of this unique market, even though it might flop anywhere else. So we threw away the book and went to work.

The result? For the last six months only one station in this vast market has *ever* consistently equalled or exceeded WMIL's* afternoon audiences! And no Milwaukee station has successfully duplicated WMIL's programming!

It seems that there is an old Sales Manager's copy-book maxim that "Milwaukee is tough." But it isn't. It's just different. As a matter of fact, the blue book roster of national and local advertisers who tell their stories over WMIL. . . .week after week, all year long. . . . testifies to the fact that Milwaukee *likes* folks who do things Milwaukee's way. And when they like you, they buy from you!



How are *you* doing in America's Ninth Market? Maybe WMIL's Milwaukee-made programs can help boost your sales.

Jerry Sill

* FORMERLY WMLO



By BILL THOMPSON

AS LONG as there's water in the Great Lakes—and mineral, timber, and agricultural resources in the surrounding area—Milwaukee feels secure.

And as long as there's a purring kilocycle within range, most of Milwaukee's 869,000 citizens and their neighbors for miles around will provide a prosperous and high-buying audience for local and national advertisers.

More centrally located in the economically strong Lake Area of industrial concentration than Buffalo, Cleveland, Duluth and her nearby "rival," Chicago, Milwaukee is the tenth largest industrial city in the nation. Moreover it's one of the top-flight radio cities and has pioneered many important events in electronic history.

Despite her fame as "America's beer capital," Milwaukee is not dependent on the foamy beverage for its prosperity, nor is it dependent on any other single industry. Its seven radio stations provide this versatile community with reliable service and in return the citizenry, mostly of German and Polish origin, loyally support the stations. Few visitors to this "lake gateway to the Northwest" realize it produces much of the machinery that has built the world's highways, dug its canals, harnessed the water power of Niagara, impounded great rivers, mixed the concrete for Hoover Dam, and fabricated millions of motorcycle and automobile frames. But to the Milwaukeean names like Allis-Chalmers, Falk, Bucyrus-Erie, Cutler-Hammer, Evinrude and Harley Davidson mean just as much as Schlitz, Pabst, Blatz, and Miller. And he will tell you that Armour, Cudahy and Plankinton prospered, as meat packers, even earlier than the brewers.

Milwaukee's forebears began arriving in 1848, following defeat of the intellectual liberals in the Fatherland. Hundreds of Germans brought their biergartens, weinstubes and turnvereins to this "American Munich." In later years, the Poles and Italians brought singing societies and operas. Their culture has survived in the Milwaukee Musical Society and in concerts at the magnificent Blatz Temple of Music.

Of greater interest to the student of this market, however, is the fact that these early settlers also were skilled workmen. Today, Milwaukee's labor force is made up essentially of descendants of European racial stocks known for their mechanical skills, efficiency and dependability. With a century of manufacturing experience, the city offers to industry second and third-generation artisans in practically all of the skilled trades.

Wins Recognition

Milwaukee's accomplishments in health conservation, fire prevention and traffic safety have repeatedly won national recognition. Its government has been widely acclaimed as a model of non-partisan efficiency. Its law enforcement policies have kept it orderly, and the city is attractive and neat. Its very appearance gives an insight into the kind of people who make up its citizenry, for Milwaukeeans are conservative and home-loving, with well-kept lawns and gardens. More than half the families in the metropolitan area, which has a population of 869,000, own their homes.

The city boasts the largest vocational school in the United States, which, together with an expertly-supervised state apprenticeship program, provides a pool of trainees to fill the varied demands of manufacturers. Marquette U., the U. of Wisconsin in Milwaukee and Milwaukee State Teachers College also are located there.

Over-the-counter buyers spent $790,500,000 in retail stores and another $56,370,000 in service establishments in Milwaukee County last year, with radio a major influence in this vast spending. The center of a retail area embracing one-third of Wisconsin's population and accounting for one-half of its buying income, it leads all cities of 500,000 or more in department store sales increases since 1939. Dept. of Commerce reports also show Milwaukee leading these big cities in sales gains of independent merchants.

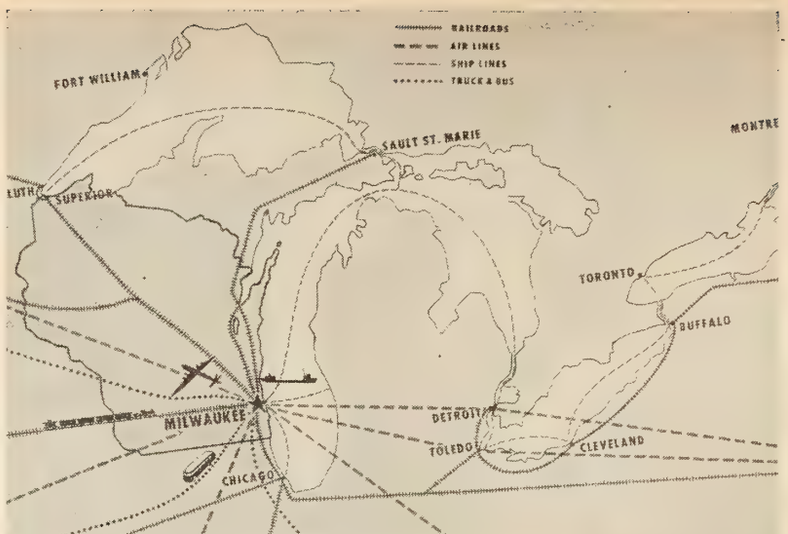
The city has surpassed the national average in factory employment, production and construction of plant facilities since 1939. It has added about a quarter-billion dollars worth of new factories and equipment. By reason of this expansion and more extensive use of existing plants, industrial production in Milwaukee County last year

(Continued on Milwaukee 4)

(Continued from Milwaukee 3)

reached an all-time high of $1,902,000,000, and radio-advertised products were beneficiaries as wage earners enjoyed full pocketbooks. At present, 146,200 production and related workers are earning $8,904,000 per week in wages. Durable-goods production, always predominant, accounted for the employment of more than twice as many workers last year as did the non-durable industries.

Bulk of the manufacturing firms are small to middle-sized (less than 50 workers), and yet about 65% of the factory workers are employed by firms having 500 or more employes, giving Milwaukee an average number of employes per factory of almost 100. With industry widely diversified, almost 150 industrial classifications are represented in the products of 2,000 firms.



Tractor Production

True, Milwaukee has achieved a preeminence in certain fields which tends to dwarf, by comparison, the importance of other segments. For example, production of tractors has grown to such proportions that the number of people employed by these firms constitutes almost a third of the total employed by tractor manufacturers in the entire country. Construction machinery manufacturers employ more than one-sixth of the nation's wage earners in that industry; internal-combustion engine plants employ one-sixth of the workers in that field; the malt industry employs one out of every four Americans who make their livelihood in that business.

For every one of these "giants," however, there are dozens of small and medium-sized firms, many of which are "feeder" facilities producing component parts or performing auxiliary operations—functions which serve the large assembly type of production and at the same time exert a tremendous influence in supporting an industrial economy. Milwaukee, fortunately, has an abundance of small fabricating shops, foundries, forge shops, metal-stamping plants, machine shops, heat-treating firms, tool and die shops, plating and finishing facilities which fall into the general classification of metal trades. It is in this phase of manufacturing that Milwaukee is supreme.

Leading Industries

A glance at the city's leading industries indicates, however, that the metal trades do not completely dominate the field. Near the top of the list, in dollar volume, are malt liquors; food products; meat packing; leather and leather products; printing and publishing; chemicals, paints, and varnishes; and textile mill products.

Milwaukee leads the world in the manufacture of Diesel and gasoline engines, outboard motors, motorcycles, tractors, wheelbarrows and padlocks. The price of veal is established here, and the city leads the nation as a barley market, brewing center, and in the production of hosiery, work shoes, leather gloves, tin and enamelware, sawmill and flour-mill equipment.

The reason for this industrial record is found in a combination of factors. Strategically situated on Lake Michigan, the city is in the very front yard of one of the richest farm regions in the country, which provides excellent agricultural markets and outstanding advantages to those industries dependent on products of the farm for raw materials. Basic raw materials also are readily available.

The annual increase in forest growth in Wisconsin substantially exceeds the amount of timber cut; zinc and lead mines are located in the southeastern part of the state; gravel, sand and limestone are in great abundance throughout the area; and in northern Wisconsin and in adjoining Michigan and Minnesota is the greatest iron ore deposit in the world, producing 85% of all the ore of this type mined in the United States. This ore is converted into steel at several points within 100 miles of Milwaukee, and the cost of transporting the steel to the receiving departments of Milwaukee plants is lower in many instances than in most other industrial cities.

Adequate Transportation

The city has adequate transportation facilities of all types. An active lake port, it also is served by five lines of ocean steamers. Three car-ferry lines link it not only with cities across Lake Michigan, but with the Atlantic Seaboard, and three railroad systems have connections to every important municipality in the country. Four transcontinental airlines provide direct service to the East and West Coasts, as well as Mexico, Alaska and the Orient. Many air routes to the east and south by-pass Chicago. A "feeder" airline serves Milwaukee's trade area, and 70 truck lines radiate to every section of the country. Open docks, cold-storage and merchandise warehouses, grain elevators and extensive freight terminals are available.

The community's enterprises are given financial assistance by 26 banks with combined resources of more than $1 billion.

Milwaukeeans have an indomitable competitive spirit springing from the days, more than 100 years ago, when the present downtown area was divided into three parts —Juneautown, Kilbourntown and Walker's Point. Merchants in each of the three settlements schemed to win patrons from the other.

Each of the towns having been independently planned, none of the streets approached the Milwaukee River at the same places, and today's diagonal bridges and haphazard street patterns are a memorial to the rivalry which preceded incorporation of the three units into Milwaukee in 1846.

Rivalry still runs high among the city's hundreds of business establishments—and broadcasting is no exception.

The Hearst station, WISN, is Milwaukee's oldest, having gone on the air in 1922. Its general manager is Gaston W. Grignon.

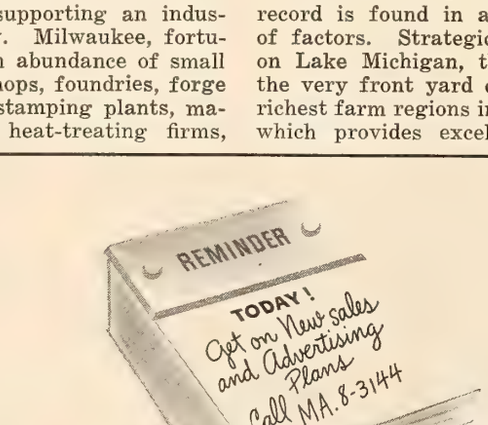
WTMJ, the *Milwaukee Journal* station, has made a name for itself regionally which compares with that of its famous newspaper parent. The one man largely responsible for its success is Walter J. Damm, who was named manager of WTMJ at its inception in 1927. Since that time, his "radio log" reads, in part:

1930, elected president of NAB; 1932, began television experiments with spinning disc; 1933, pioneered first coincidental survey of radio listening habits; 1934, transmitted facsimile; 1939, signed for WTMJ to become basic NBC station and elected to board of Broadcast Music Inc.; 1940, put first FM station west of the Alleghenies on the air; 1941, installed what he claims was first automobile FM set in America in his own car; 1942, elected president of FM Broadcasters Inc., opened *Journal's* new million-dollar Radio City for AM, FM and TV; 1944, announced WTMJ's radio revenue had passed $1 million; 1947, spoke at dedication of WTMJ-TV; 1948, announced WTMJ-TV would affiliate with all four television networks.

Since WTMJ-TV took the air as Wisconsin's only video station, more than 26,000 TV receivers have been sold in the Milwaukee area. A May count shows that 93% are in homes and 7% in public places. The WTMJ-TV operation, which is linked to the east-west coaxial cable in Chicago by microwave relay, has many "firsts" to its credit, including a record 19 remotes in one week. Its telecasts of Milwaukee Brewer games are credited with increasing attendance in 1948 to 364,516, as compared with 296,377 in 1947. It was the first TV station in the state to carry other local and nearby sports contests, and last November sent its mobile unit to Chicago to do its longest remote—the Green Bay Packers-Chicago Bears pro football game.

WTMJ-TV's success and the filing of TV applications by WEMP, WFOX and WISN have stepped up the interest of Milwaukee agencies and film producers in video. One of the most active agencies is Cramer-Krasselt Co., which is in its 53d year, and whose president, Walter Seiler, was a C-K account executive on the Maytag radio program heard on NBC in 1925. Other

(Continued on Milwaukee 8)



MEMBER OF THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



Hooper Up!*

SEE WHAT THE BOYS IN THE BACK SEAT WILL HAVE!

WHY *"Hooper-up"* AT WEMP?

1. Policy of popular music all day long pays off in Milwaukee
2. More play-by-play sports than any other Milwaukee station
3. Programs and personalities that please the people:

- HI-TIME 6-9 AM with Vern Harvey
- CLUB 60 2-4:30 PM with Tom Shanahan
- 1340 CLUB 4:30-7 PM with Tom Mercein
- OLD-TIMERS PARTY 7-8 PM with Bill Bramhall
- WIRE REQUEST 11:30-2:00 AM with Joe Dorsey

Share of Audience

*Hoopereport	WEMP Position Nov. Dec. 1948	WEMP Position Mar. Apr. 1949
10 listed stations (3 Chicago) MORNING	7th	3rd
10 listed stations (3 Chicago) AFTERNOON	7th	4th
7 listed stations (3 Chicago) EVENING	6th	3rd

Based on Hooper Station Listening Index

SPONSORS ARE IN GOOD COMPANY ON WEMP

Gimbels
Household Finance Corp.
Miller Brewing Co.
Colgate-Palmolive Peet
Socony Vacuum
Schusters
Kool Cigarettes
Robert Hall
Hudson Motor Car
F. W. Fitch

WEMP AM-FM

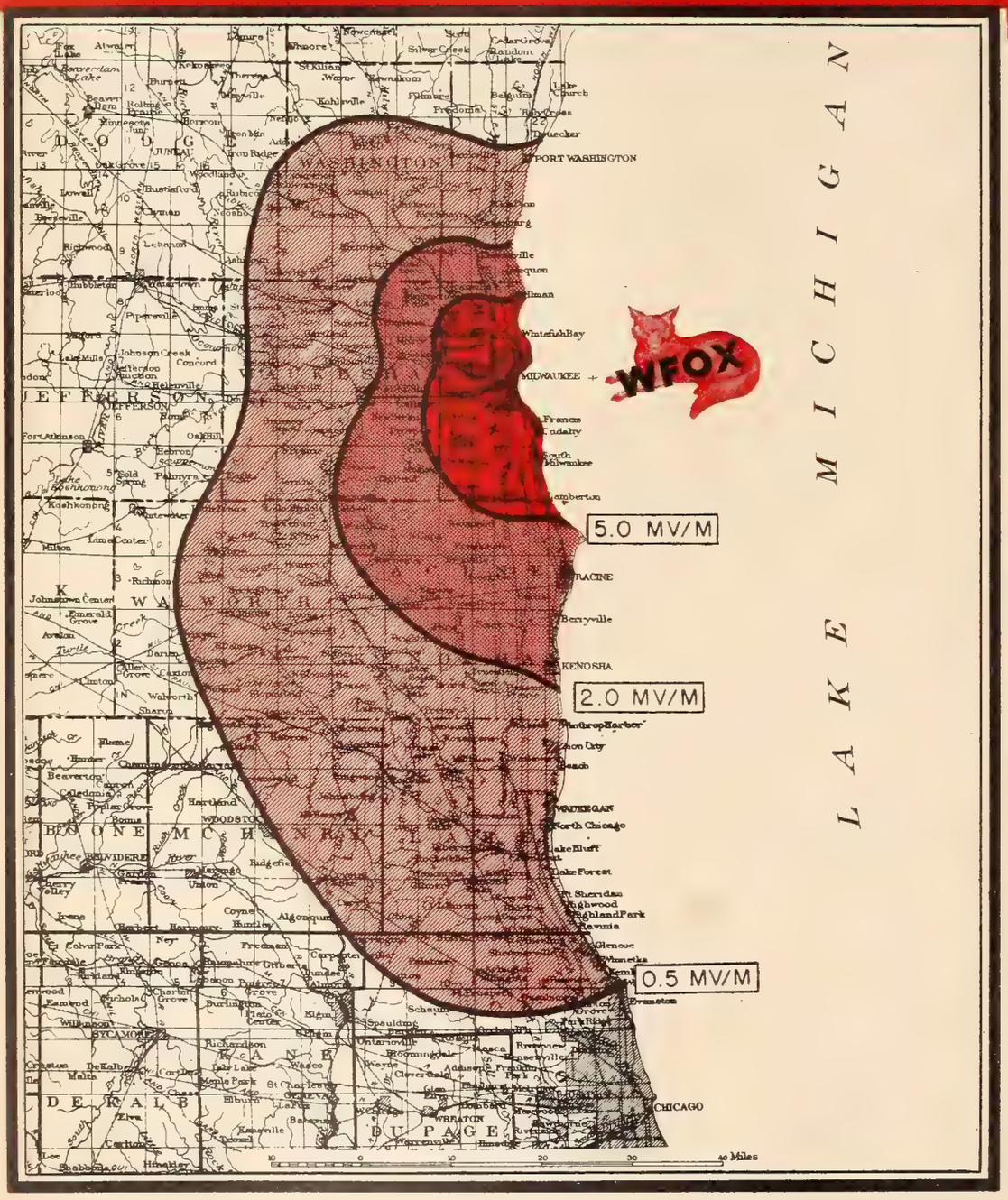
Milwaukee, Wis.

Milwaukee's ONLY Full Time Independent

Hugh Boice . . . General Manager
Headley-Reed Inc. . . . National Representatives

It's Easy to MAP your

BUY MILWAUKEE PLUS!!! REGION



FIELD INTENSITY CONTOURS

WFOX, MILWAUKEE, Based on measurements made by Edward W. Jacker, consulting radio engineer, September, 1948.



W

866

CENTER O

CENTER OF

GREAT

GREAT

IN AND

MILW

RA-TEL NATIONAL REPRESENTATIVES • W

CENTER OF

"Milwaukee Campaign"

L COVERAGE AT LOCAL RATES!!!

ox

KC

THE DIAL

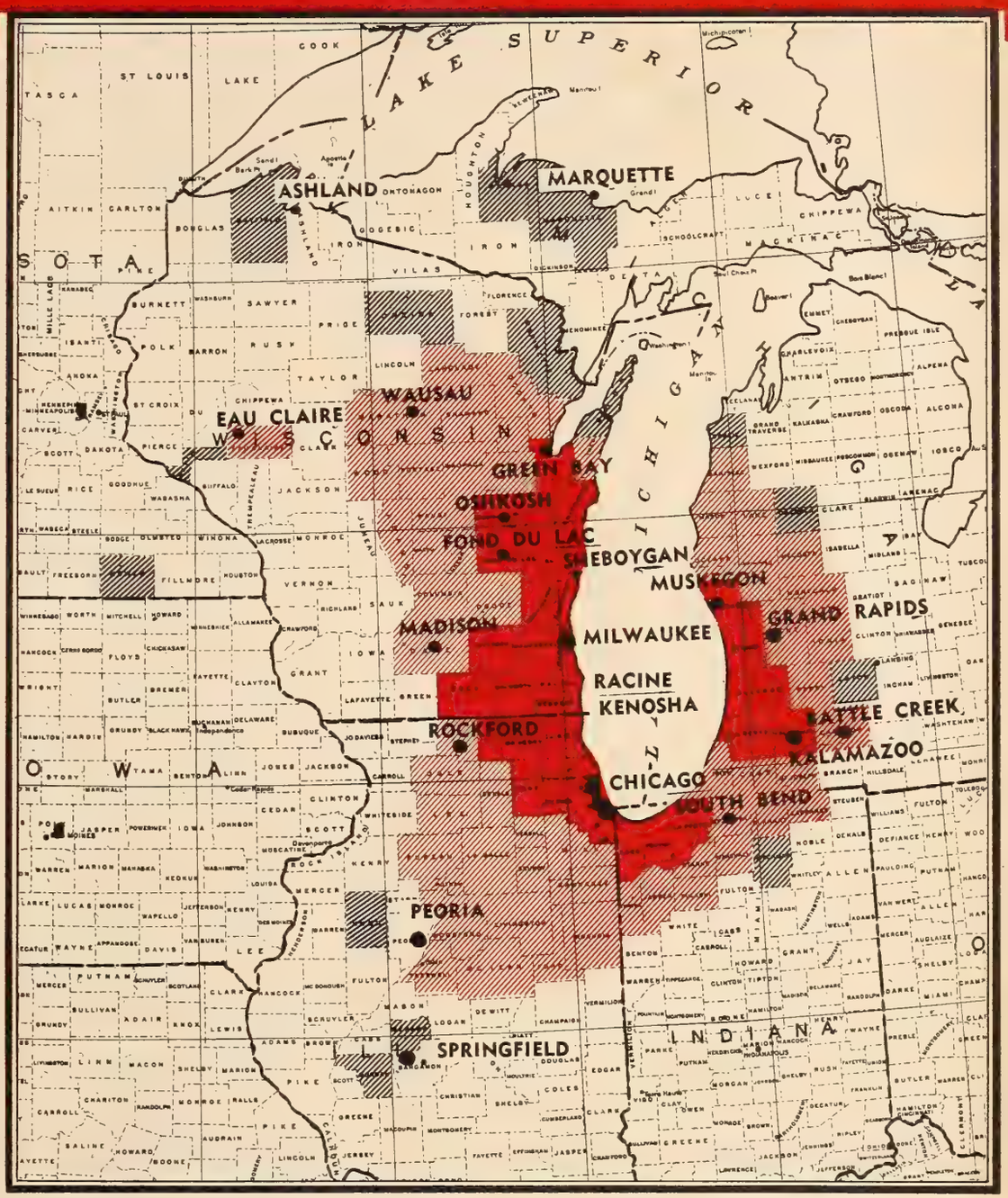
OPULATION

VERAGE

VALUE

ROUND

UKEE



(BASED ON 1948 MAIL COUNT)

MAIL RECEIVED DAILY

MAIL RECEIVED WEEKLY

MAIL RECEIVED OCCASIONALLY

OX • Charles J. Lanphier, *Pres. & General Manager*

DIAL . . . 860

(Continued from Milwaukee 4)

C-K radio accounts over the years have been the *Dr. Caldwell Party Line*, Knapp-Monarch's *Ahead of the Headlines, Maybelline Penthouse Serenade, Norge All-Star Varieties* and the *Massey-Harris* (tractors) *Harvest Brigade.*

In recent months, this agency's TV billings have constituted 25% of the total handled by its radio-television department. Under Jerry S. Stolzoff, director, the department is expected to do business totaling $1 million in 1949. Active TV accounts are Schuster's Department Store, Plankinton Packing Co., first Federal Savings & Loan, Marine National Exchange Bank, Milwaukee Co., Bentley Co. (construction), Pflugradt Co. (GE distributor), Broadway House of Music. Aluminum Goods Manufacturing Co., a national account, is reportedly near the signing stage.

Schuster's story is one of the brightest in the history of radio and TV [BROADCASTING, May 2]. This store has been on TV every week since December 1947. It is currently using sports programs, special five-minute shows and 16 one-minute film announcements per week. It is claimed to be the largest user of radio in any single market in the country and uses WMIL WEMP WEXT WMAW and WTMJ in addition to WTMJ-TV.

The Marine bank TV half-hour, *Salute to Industry*, enjoys wide popularity in Wisconsin as it salutes various industries in the state. C-K also handles Plankinton Packing and First Federal Savings radio programs and, in addition, those of Luick Dairy, Fox Theatres, Bluemound Gas and Oil, Chevrolet Dealers of Milwaukee County, and Patek Bros. (paints). Chevrolet Dealers are formulating TV plans. C-K national radio accounts are Hoberg Paper Mills, Green Bay, Wis.; and The Golden Rule department store, St. Paul, which has started "saturation" radio schedules in its market.

Milwaukee's second-oldest agency, Klau-Van Pietersom-Dunlap Associates, which will round out 42 years next September, lists as its top radio and television accounts Miller Brewing Co., Morton Salt, Holsum Products, Robert A. Johnson Co., Gimbel's Department Store, Oswald Jaeger Baking Co., Borden Co. and Wisconsin Electric Power Co. The agency's first client, Harley Davidson (motorcycles), started advertising in 1907 with an appropriation of $475 and has been with K-VP-D ever since.

The company's original trio of Gustave Klau, Anthony Van Pietersom and Walter F. Dunlap started business in two rooms. K-VP-D presently occupies the entire sixth floor of a large Milwaukee office building. Mr. Dunlap, president and treasurer, is in charge of a staff of 80. The agency ranks third in financial resources among all agencies of its class in the country, according to current 4-A ratings.

Meyerhoff Founded

Arthur Meyerhoff & Co. was founded in Milwaukee and maintains a strong branch office under the direction of George Grabin, who was an account executive on the original staff of nine. Mr. Grabin handles radio for the Chicago, North Shore & Milwaukee Railroad, interurban electric line between Chicago and the city, as well as the local Milwaukee Electric Railroad & Transport Co. and Clark's Super Gas. He finds time to go to Chicago every week to handle accounts he has developed there.

Arthur Meyerhoff, formerly with Hearst's *Wisconsin News*, formed the agency in 1929 with Walter Neiser, local advertising man. The firm captured the Wrigley gum account in 1932 and a year later moved to the flossy Wrigley Bldg. on Chicago's Michigan Boulevard. Mr. Meyerhoff bought out Mr. Neiser in 1938.

Hoffman & York agency handles *That's O'Toole* on ABC television Sundays at 3:45 p.m. (CDT). Originating in Chicago, program is sponsored by Delta Mfg. Division of Rockwell Mfg. Co. Among the company's clients are some of the biggest manufacturers in not only Wisconsin, but Illinois and Michigan. Agency was founded by Harry G. Hoffman and Wilford York in 1933. Howard L. Peck, vice president, who formerly was program director at WISN, is manager of the radio department. Mr. Peck has had considerable theatrical experience, which is proving of great value in creating and directing TV shows. While the agency has no major radio shows at present, virtually all of its clients use spot radio.

Largest radio account handled in Milwaukee is Allis-Chalmers Tractor Division, which sponsors the *National Farm & Home Hour* on NBC. Bert S. Gittins Advertising is the agency. This agency also has Kasco Mills Inc. of Toledo, Ohio, and Waverly, N. Y. (transcribed spots on 54 stations), and Consolidated Products Co., Danville, Ill., a subsidiary of National Dairy Co., which uses 15-minute daytime shows, featuring local talent, to promote milk by-products used as poultry and livestock feeds.

Reminiscing about Allis-Chalmers, Mr. Gittins said: "We started out originally with 44 stations for the first year and one year later, in the fall of 1946, we expanded to the complete NBC network in the continental U. S.

"This is one of the few times the Dept. of Agriculture has cooperated with a sponsored program and the relationship has been very satisfactory.

"Allis-Chalmers Tractor Division was the first farm equipment manufacturer to accept radio as a major medium of advertising. As far back as the winter of 1929-30 it was on several stations with a 30-minute transcribed show.

"In later years we bought spot programs—both transcribed and live at first, and later live shows, on as many as 60 stations at a time. One year we sponsored the national corn husking contest on a special network in competition with NBC and the *National Farm & Home Hour*, which was then sustaining.

"Our first network experience with Allis-Chalmers came in 1938 when we used a combination NBC Red and Blue hookup from Chicago west to the Pacific Coast with a Saturday night show.

"Through our use of transcriptions for Allis-Chalmers back in 1936-37 our extensive purchase of spot radio for them and now with our *National Farm & Home Hour* experience, we feel we have done as much in pioneering the better type of agricultural radio as anybody in the business. I am not referring to the old mail order type of appeal, nor the hillbilly approach used to sell consumer items representing a very small investment. Rather, I refer to the solid type of agricultural radio designed to influence people in major decisions representing a substantial investment, such as the purchase of a tractor."

Mark Newest Agency

Newest agency concentrating on radio and television, especially for retail stores, is Loise Mark & Assoc. Miss Mark, formerly executive vice president of Mark Mautner & Berman and previously promotional coordinator for Milwaukee's Boston Store, formed her own agency last October. She has worked actively with TV since WTMJ-TV took the air, claiming to have handled the writing, directing, and production of live shows before any other agency representative. She gained her initial experience with a series of How-to-do-it programs for the Boston Store, producing one of the first audience participation programs, *Adam vs Eve*, for this client.

Among her present TV shows are the Milwaukee Laundry Assn.'s *Hints for Helen*, Fabric Shops' *Fashions by the Yard* (sewing lessons) and a fur fashion show for Carl A. Laabs Co. Spot TV advertising is handled for Urich's (appliances and hardware), Peterson-Loeffler (carpeting), Boston Store and Home Furniture Co. (women's show). Miss Mark received second place in the national Erma Proetz woman's advertising awards competition for her *Hints for Helen* TV show. She handles two hours of radio daily for the Boston Store and 15 minutes daily for the Bloch-Daneman Co.

Among other agencies working with radio are Gustav Marx Adv. Agency, Scott Inc., Jim Baker Assoc., Barnes Adv. Agency and Keck-Franke Adv. agency.

TV film production is largely divided among three companies. Elliott Cooley handles most of Cramer-Krasselt agency's needs, while Film Arts Corp. is branching out nationally. Television Commercials Inc., new subsidiary of the Frank H. Bercker Studios, is specializing in animation technique for "live action" advertising, with

AM Stations Serving Milwaukee Market

Call	Frequency	Power	Date Founded
WEXT	1430 kc	1 kw daytime	1947
WEMP	1340 kc	250 w fulltime	1935
WFOX	860 kc	250 w daytime	1946
WISN	1150 kc	5 kw fulltime	1922
WMAW	1250 kc	5 kw fulltime	1948
WMIL	1290 kc	1 kw daytime	1947
WTMJ	620 kc	5 kw fulltime	1927

COMPLETE SCRIPT TO SCREEN SERVICE

16mm and 35mm

Television Films

Theatre Shorts

Sound Motion Pictures — Slide Films

FILM ARTS CORPORATION

1032 N. SIXTH ST. MILWAUKEE 3, WISCONSIN DALEY 8-5670

Franklin Cheek, who gained a reputation as a marionette operator before he joined the art studio as an illustrator, making the advertised products "come to life" on the TV screen.

Before the war, Milwaukee had only three radio stations—WISN WTMJ and WEMP, in the order of their appearance. In 1946, WFOX took the air; in 1947, WMIL and WEXT; and, last year, WMAW signed on. Brief histories of all seven stations follow:

BACKGROUND OF MILWAUKEE STATIONS

WEMP
Empire Bldg.
710 N. Plankinton Ave.
Marquette 8-7722
1340 kc 250 w

MILWAUKEE'S third oldest station was established as a 100 w daytime outlet in October 1935 by Glenn D. Roberts, Madison attorney. WEMP's president is Robert M. LaFollette Jr., former Senator from Wisconsin. Other stockholders include Dr. Wellwood Nesbit, Madison physician; John Ernest Roe and Wade Boardman, law partners of Mr. Roberts; Hugh K. Boice Jr. and Mr. Roberts. The latter is vice president, Dr. Nesbit is treasurer and Mr. Roe is secretary.



Mr. Boice

The station went fulltime in 1938, and was upped from 100 to 250 w in 1939. It was affiliated with NBC's Blue Network, and later ABC, from 1940 until last August when it became Milwaukee's only full-time independent. Mr. Boice, general manager and a veteran of 14 years in radio sales, was commercial manager of WMBD Peoria before moving to Milwaukee. He previously was national sales manager of WNEW New York, and for several years was with Free & Peters' New York sales staff.

WEMP is best known as Milwaukee's "Music and Sports Station," using the slogan "20 Hours Daily of Continuous Popular Music, Sports and News." Mickey Heath, former vice president and general manager of the Milwaukee Brewers baseball team, handles exclusive play-by-play at all Brewers' games.

American and National League running scores are announced every half-hour during the afternoon on *Baseball Reports*. WEMP also carries Marquette U. home football and basketball games, all of the U. of Wisconsin basketball games and the Milwaukee Clarks hockey games. Only independent station with FM (35 kw effective radiated power), it claims to give FM listeners the only strictly local programming in Milwaukee. Station boasts more announcers than any local station except WTMJ. Four are featured as disc jockeys, one of them a Negro be-bopper. Most popular daily disc shows are *1340 Club* with Tom Mercein, *Club 60* with Tom Shanahan and Milwaukee's largest night owl show, *Wire Request* with Joe Dorsey. Announcer Bill Bramhall's *Old Timer's Party* features music native to Milwaukee such as polkas, schottisches and old familiar favorites.

Seventy percent of WEMP's accounts are handled direct, with commercials written by station personnel. Between 75% and 80% of all WEMP business is with retail stores, with John Gagliano handling a retail sales force of four people. Mr. Gagliano, retail sales manager, was with the Hearst newspapers before joining the station in 1946.

WEMP's present offices are in the Empire Bldg., but it is expected that all activities soon will be centered at a new $150,000 plant on the outskirts of the business district at 5407 W. Martin Dr., claimed to be the highest point in the city. Station states its 465-foot tower is the highest in the city, and was built with an eye towards television. WEMP-TV application is frozen.

WEXT
2501 S. 43rd St.
Evergreen 3-1430
1430 kc 1 kw D

ESTABLISHED in 1947 by Gerald A. Bartell, former faculty member at U. of Wisconsin and with 15 years' production experience in network and local broadcasting. Mr. Bartell has had outstanding success with programs designed to serve "community markets" within the Milwaukee area. He has tapped such program sources as the various foreign language groups (German, Polish, Slavic elements, and those from the Near East), as well as the Negroes.



Mr. Bartell

His *Playtime for Children* has won an award for children's programs in the 1 kw class. A daily program of music and chit-chat of the colored community is emceed by Larry Saunders, editor of the local Negro newspaper. Programs originating from neighborhood theatres and halls have been especially well received. Much promotional work is carried on through business associations and neighborhood newspapers. Station is known throughout city as "Your Neighbor on the Air."

(Continued on Milwaukee 10)

TO REACH THIS RICH MARKET

(America's 13th)

SMART ADVERTISERS
are
USING THE STATION
with

"5,000 WATTS OF
BETTER
LISTENING"

WMAW

1250 on the dial

- - - the station that is building its leadership on showmanship "know-how", and on its alertness to public preferences.

~/~

. . . the station with the one, the only, the original, "Heinie and his band" . . .

A B C
Network



FREE & PETERS
National Representatives

Studios and Offices:
TOWNE HOTEL—MILWAUKEE 3, WIS.
723 N. Third St. DAly 8-2154

(Continued from Milwaukee 9)

WFOX
739 North Broadway
Broadway 2-1272
860 kc 250 w D

WHEN promotion-wise Charles J. (Chuck) Lanphier took the air with "The Phenomenal Fox" in August 1946, he flooded the offices of local, regional and national advertisers, as well as agencies, with likenesses of the sly, brown creature after which his station was named. Hundreds of executives throughout the country are still using WFOX ash trays, featuring a reclining Reynard. Thousands of mailing pieces, business and rate cards and many advertisements in nationally circulated trade papers have been labeled with pictures of the beast, the original of which is stuffed and mounted in Mr. Lanphier's office.



Mr. Lanphier

Mr. Lanphier, who is president, general manager and controlling stockholder of WFOX, got his baptism of fire in radio under Ralph Atlass and Gene Dyer in Chicago in the early 30's. In October 1936 Mr. Dyer sent him to Milwaukee to manage WEMP. When he left the station 10 years later to establish WFOX, he not only took along "savvy"— he took Chicago in the early '30's. In October he took five of WEMP's personnel. Viola Wilson, WFOX controller, has been with him 13 years as has Charley La Force, Milwaukee's original man-on-the-street. Carl Zimmerman, program director and promotion manager, who was an *Army Hour* conductor in the European Theatre for two years, has been with Mr. Lanphier 12 years; Announcer Paul Bartell, emcee of the *Fox Club* disc show, 10 years; and Wally Behl, music director, 8 years.

Mr. Lanphier also took to WFOX the *Polish Hour* program, founded at WEMP in 1936 by Stanley Nastal, one of Milwaukee's most prominent Poles. When Mr. Nastal died a few years ago, his son, Stanley Jr., not only took over the program but became secretary of WFOX. The *Jewish Hour*, presented Sundays by the *Jewish Daily Forward*, with Yiddish songs by actors from the Jewish Theatre Guild, also is an exclusive WFOX feature. Other popular programs are *Sentimental Journey*, featuring "collectors' item" records; talks by Bernard Hoffman, past president of Milwaukee's Steuben Society; musical interludes by the WFOX Balalaika orchestra and the Fox Foursome, an instrumental combination. In the public service category, WFOX' *Sunshine Hour*, which brings together "misplaced" persons, has wide listenership under the direction of Paul Hoffman. Station has broadcast U. of Wisconsin football games for three years, with Neil Searles at the mike. Cudahy Bros. meat packing company sponsors the games, as well as the man-on-the-street programs. Another regular WFOX client is P. & H. Homes, manufacturer of pre-fabricated houses, which sponsors *Home With Music*, a semi-classical program. Schucks' Department Store recently put an announcement of its removal sale on the tail-end of the *Sunshine Hour* and lined up customers for blocks.

WFOX was the second Milwaukee radio station to apply for a TV channel, dating its application March 16, 1948.

In addition to Mr. Lanphier, other officers of the station are Thad Wasielewski, former Congressman, who is vice president, and Robert E. Tehan, state Senator recently appointed to a Federal judgeship by President Truman, who is treasurer. Mr. Tehan also is chairman of the Wisconsin State Democratic Committee.

WISN
123 W. Michigan St.
Division 2-3000
1150 kc 5 kw

OLDEST station in Milwaukee, WISN's original call letters were WIAO. License was issued to the Milwaukee School of Engineering and station took the air July 22, 1922, on a frequency of 360 meters with 100 w. The Hearst organization, present owners, began programming on part-time basis July 30, 1924, when call letters were changed to WSOE for "School of Engineering." Hearst took over complete programming activities a year later. In June 1927 station's power was increased to 500 w and it was assigned to 1110 kc. The following January, Hearst bought the property and was authorized to change the call letters to WISN, for *Wisconsin News*, one of its papers.



Mr. Grignon

On Nov. 11, 1928, the then new Federal Radio Commission assigned WISN 1120 kc, with 250 w, sharing time with Marquette U.'s WHAD. The Commission stipulated that WISN operate six-sevenths of the time and WHAD one-seventh.

Station affiliated with CBS in January 1929 and has remained with the network since that time with the exception of a brief period in 1935 (Feb. 17 to May 15) when WISN cancelled all CBS programs in protest against inadequate network programming. WISN's power was increased to 1 kw, along with WHAD's, in June 1930, and in December of the same year a new transmitting plant was installed. Station moved into its present studio and offices, in the *Milwaukee Sentinel* Bldg., in April 1932. Two years later Hearst purchased WHAD. Going on fulltime operation, WISN installed a new transmitter and a vertical radiator at Milwaukee's Public Service Bldg. On Christmas Day 1937, station presented Marquette U. with the old WHAD transmitter for laboratory use.

WISN's frequency was changed from 1120 to 1150 kc in the general reallocations of 1941. The same year, an increase to 5 kw was authorized and a new transmitter and radiating system, using a four-element directive array, was installed at suburban Greenfield. Interim FM operation, with 3 kw, was started last July, with a schedule of AM duplication from 3 to 10 p.m. seven days weekly. FM transmitter and antenna are located on the Wisconsin Tower Bldg., which station claims is the tallest building in Milwaukee available for a transmitter location.

Outstanding WISN programs include *Your Question, Please*, panel discussion of youth problems by teen-agers; *Your Common Council*, a discussion of current community problems by a panel of aldermen, and *Worth Listening To*, which for five years has featured dreamy, soothing semi-classical records, blended together, without titles, by Program Director Jack Raymond's homespun philosophy.

WISN has a long list of old accounts. Independent Milwaukee Brewers has been on the air 14 years; Edwards Motors, 12 years; Jaeger Motors, 11; The Grand (clothing), 10; Jaeger Baking and Carpenter Baking, 9 years each.

WISN's general manager for 17 years has been Gaston W. Grignon, also vice president and a member of the board of directors of Hearst Radio Inc. Mr. Grignon is the oldest station manager in point of service in Milwaukee. Fourteen staff members have been with the station 14 or more years.

WMAW
Towne Hotel
723 N. Third St.
Daly 8-2154
1250 kc 5 kw

FOUNDED by the late Herbert E. Uihlein, president of the board of Schlitz Brewing Co., who died four months before the station took the air March 24, 1948, WMAW started as an independent but began carrying ABC programs on part-time basis a month later. It became full-time ABC affiliate in August 1948. Present stockholders are Attorney Clifford A. Randall, president of the board; Wilkie Zimmers, of the law firm of Zimmers, Randall & Zimmers; John Fleissner, Milwaukee postmaster; Ray Borchert, president of Borchert Construction Co; General Manager Jack Bundy and Chief Engineer Ray Host.



Mr. Bundy

First general manager was George E. Ingham, who did WMAW spade work for nearly two years before the inaugural. He resigned shortly after the opening to become sales manager of WISN, Hearst outlet, and was succeeded by Jack (Heinie) Bundy, 20-year radio veteran who formerly was program director of WXYZ Detroit but is best known as the leader of "Heinie and His Band." The Bundy aggregation was featured on WTMJ Milwaukee for 12 years and was on NBC coast-to-coast two years. Its folksy music, comedy and audience participation stunts are heard twice daily.

Known as the "Station With the Personal Touch," WMAW has put heavy accent on live music-documentary type programs, employing a staff orchestra. Such programs include *Parade of Progress*, commercial series, and *Red Cross Salute* and *Scout-O-Rama*, public service salutes to the Red Cross and Boy Scouts.

One of the station's most popular programs is *MAW's Barn Dance*, broadcast Saturday nights from the Circus Room of Hotel Wisconsin.

This is NEW!

HIGH ACTINIC RECORDING

Available August 1949

FOR the first time in the history of sound-on-film recording a precise recording system may be purchased outright at a cost so low that every film producer and TV station can afford top ranking professional sound track quality!

Write for information

ELECTRO SOUND CO.

2215 N. Twelfth Street Milwaukee 5, Wisconsin

WMIL
2625 W. Wisconsin Ave.
West 3-1290
1290 kc 1 kw D

ONE OF the first stations in the country to develop old-time music as the basis of its program policy, WMIL was established in April 1947 by a group of local business and professional men headed by Attorney Gene Posner. First manager was Bill Travis, now of Paramount Pictures, who resigned after three months and was succeeded by Jerome Sill, formerly a CBS executive in New York. Under Mr. Sill's direction station started concentrating on polkas, schottisches and continental waltzes, using live music as well as discs. Regularly scheduled are several of Wisconsin's famous orchestras including Louis Bashell's, whose "Silk Umbrella Polka" is one of Mercury Records' biggest hits. WMIL has departed from the usual independent station formula by plugging its own air-developed personalities, such as Hungry Hank and Fritz the Plumber, who entertains with a burlesqued German accent one hour daily.



Mr. Sill

Station broadcasts six days weekly, 5:45 to 8:30 a.m., from the Mermac Theatre in suburban West Bend, which is almost entirely German.

"There is one thing an independent station can do that a network affiliate never can do," Mr. Sill says. "That is to program in a straight line to the hearts of its listeners."

WTMJ
Milwaukee Radio City
Marquette 8-6000
620 kc 5 kw

THOUGH WTMJ didn't take the air until June 25, 1927, with 1 kw, the station's owner, *Milwaukee Journal*, had been interested in radio since May 1, 1922, when it sponsored a program over WAAK, the Gimbel station, shortly after its inaugural. The *Journal* joined Marquette U. in the joint operation of WHAD in January 1925, and two years later purchased WKAF, owned by the Kessellman-O'Driscoll Co. WKAF equipment was scrapped, new transmitter erected at suburban Brookfield and call letters changed to WTMJ for *The Milwaukee Journal*. Station has been broadcasting U. of Wisconsin football games each year since 1927 and basketball games since 1929. Exclusive broadcasts of Green Bay Packer football games began in 1929 and these games are fed to a selected group of state stations.



Mr. Damm

WTMJ applied for a TV station May 5, 1930, and received a license for an experimental outlet in 1931. Station transmitted facsimile on July 2, 1934, claimed to be the first attempted by a newspaper-owned outlet.

It was one of the first stations in the country to develop participating programs built around personalities who are a part of everyday life of the community. The first participating series was *The Dinner Table of the Air*, which began in 1927. In 1932 it became *The Grenadiers*, which carries on currently as one of the most popular noontime shows in the area.

A new 5 kw transmitter was purchased in 1929 and WTMJ's daytime power was increased to 2.5 kw. In 1930, WTMJ presented the radio industry with the first standard station cost accounting system. Three years later, the station pioneered a coincidental survey of radio listening habits. Daytime power was increased to 5 kw in 1934. Same power at night, using directional antenna, began in 1941.

The Journal's FM station, W9XAO, went on the air April 22, 1940, labeled the first FM station west of the Alleghenies. Later it became WMFM and then WTMJ-FM.

Milwaukee's Radio City was built by *The Journal* in 1942 at a cost of $800,000. It was the first building of its kind designed to house all three types of broadcasting—AM, FM and TV, the station claims. Auditorium studio has 389 seats. Large crowds take daily tours of Radio City, considered one of the showplaces of the city.

WTMJ-TV began commercial television operations Dec. 3, 1947, as the first TV station in Wisconsin.

New 550-foot tower and first 50 kw FM transmitter made by RCA were put into operation in 1948 by WTMJ-FM, making it the "world's first super-power FM station."

Walter J. Damm, general manager of the *Journal's* AM-FM-TV operations, was named manager in 1927 when the station started.

MARKET SURVEYS UPCOMING

- **Detroit**
- **Seattle**
- **Cleveland**
- **Pittsburgh**

Publication Dates to be Announced

T-V | rememberful movies



COPYRIGHT, 1949, TELEVISION COMMERCIALS, INC. PATENT PENDING

We believed that you were interested in television advertising with action, selling impact, good taste and good judgment . . . still designed for a limited budget.

So, we took the combined talents of many, many years' experience in the creation of merchandising and advertising ideas and art, cinematography, and marionette animation to produce TV spot films which are doing more selling per second because they are more "rememberful."

We don't want to or expect to make the most or the biggest TV films—but we do want to and expect to make the best . . . for your limited budget. TV advertising films we've produced for national and local markets for York Automatic Ice Maker, York Air Conditioning, Johnston Candy, Gettelman Beer and Gran'pa Graf's Root Beer will testify to that pledge.

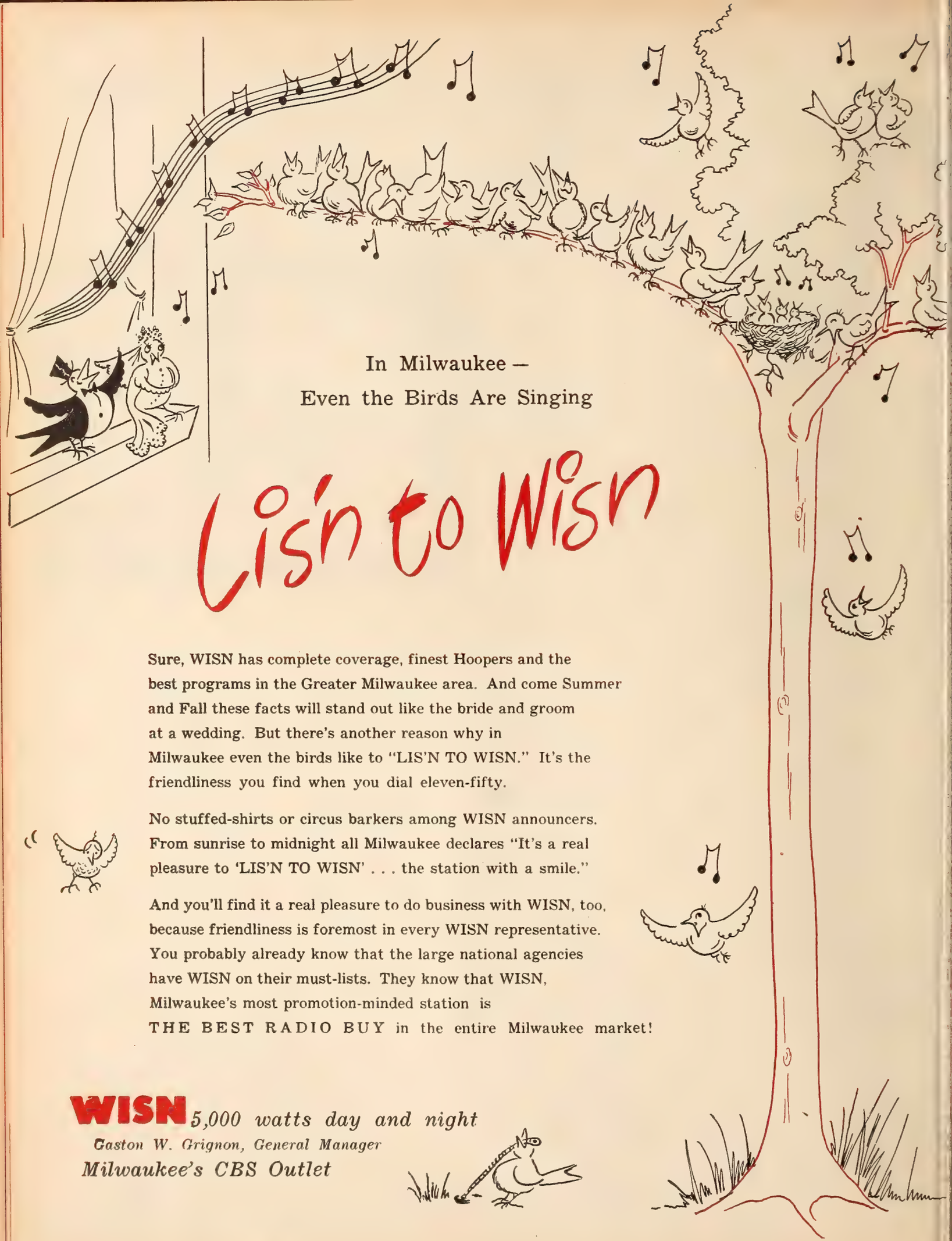
If you're a manufacturer, the TCI plan may provide your distributors with TV film on a cooperative cost basis at little cost to you. If you're an agency, we're anxious to prove how we can help you create rememberful TV spots for your clients.

Telephone Milwaukee, BRoadway 2-6505, write or wire and we'll arrange an audition of our films in your city at your convenience.

television commercials inc.

741 north milwaukee st., **milwaukee 2**

affiliated with frank h. bercker studios



In Milwaukee —
Even the Birds Are Singing

Lis'n to Wisn

Sure, WISN has complete coverage, finest Hoopers and the best programs in the Greater Milwaukee area. And come Summer and Fall these facts will stand out like the bride and groom at a wedding. But there's another reason why in Milwaukee even the birds like to "LIS'N TO WISN." It's the friendliness you find when you dial eleven-fifty.

No stuffed-shirts or circus barkers among WISN announcers. From sunrise to midnight all Milwaukee declares "It's a real pleasure to 'LIS'N TO WISN' . . . the station with a smile."

And you'll find it a real pleasure to do business with WISN, too, because friendliness is foremost in every WISN representative. You probably already know that the large national agencies have WISN on their must-lists. They know that WISN, Milwaukee's most promotion-minded station is THE BEST RADIO BUY in the entire Milwaukee market!

WISN *5,000 watts day and night*

Gaston W. Grignon, General Manager

Milwaukee's CBS Outlet

REPRESENTED BY THE KATZ AGENCY

HOUSEWIFE LISTENING FACTS

Ohio State Finds 31.6% Sets in Use

RADIO sets were in use in 31.6% of the homes in Columbus, Ohio, contacted during a survey of household activities and daytime radio listening.

On the other hand, only 3.8% of the housewives reached were reading newspapers at the time of contact.

The survey was conducted as third in a series by the Ohio State U. Dept. of Speech, under direction of Prof. Harrison B. Summers.

Of the housewives listening to the radio, it was found that 82.5% were engaged in other activities, with 18.5% "resting, just listening." The "other activities" at time of listening were principally of the quiet type such as ironing, dishwashing, sewing and mending, and eating meals in that order.

Extensive data showing just what housewives do during the daytime are included in the study, based on coincidental telephone calls to some 6,000 homes April 25-27. Area covered included Columbus and the adjacent suburbs of Bexley, Grandview and Upper Arlington. Calls were completed in approximately 3,500 homes, spaced from 7:30 a.m. to 6 p.m.

Data cover only activities and radio listening of women, according to the study, the number of men supplying information being too small to justify detailed analysis. The calls were made in the first half of the week, causing "a somewhat heavy loading" of such activities as washing and ironing. One activity missing in the study of daytime activities is telephone conversation, since interviews were secured by that method. Some 9% of the calls made resulted in busy signals.

A definite relationship is shown between types of home activities and the probability of radio listening. For example, 44.9% of women engaged in ironing and sewing also listened to the radio compared to 36.6% engaged in kitchen work; 36.5% in leisure time activities such as resting, talking, reading, etc.; 29.7% in home cleaning; 25.9% in personal care activities and 10.6% in non-living area work such as laundering and gardening. The figures are broken down hour by hour during the day.

Extent of listening was found to vary at different hours of the day, being slightly higher from 1-5 p.m. than 8-12 a.m. The type of activity at specific times also influences the amount of listening. Between 7:30-8:30 a.m., nearly half of all listening reported by women was done while the listener was engaged in work in the kitchen though such work was being carried on by only 28% of the women interviewed during the period.

A detailed study was made on the relationship between type of activity and type of program heard by women. Home activities which preclude close attention to the radio cause the housewife to prefer musical programs, it was found. Activities such as sewing or ironing permit the listener to choose dramatic or participation programs, lessening the preference for music

Table showing radio listening by women engaged in various activities is below (figures are percentages of women engaged in the activity mentioned at the time indicated, who reported they were also listening to the radio).

* * *

Household activities reported	Entire Day	7:30 to 8:30	8:30 to 11:30	11:30 to 1:30	1:30 to 4:30	4:30 to 6:00
Leisure time activities						
Resting, "just listening"	58.1%	68.2%	67.9%	63.6%	50.9%	51.1%
Eating meals, lunches	33.0	50.0	37.9	35.0	18.5	25.0
Witing, study desk work	27.5	*	27.3	*	27.7	25.0
Reading: newspapers	20.8	28.3	17.6	*	14.3	16.7
Reading: books, magazines	19.4	*	13.3	33.3	22.2	9.1
Talking, conversation	18.6	*	20.0	12.5	19.1	19.0
Personal care activities						
Dressing, etc	24.4	21.7	29.8	26.7	20.7	18.2
Care of children	27.1	*	40.3	19.2	22.2	16.7
"Quiet work" activities						
Ironing	47.6	*	47.0	50.0	51.4	18.2
Sewing, mending	40.3	*	36.2	46.6	52.0	6.7
Kitchen work						
Preparing meals	33.5	70.0	34.3	31.4	31.9	26.6
Dishwashing, etc.	41.2	64.6	38.7	48.0	33.3	26.3
Home Cleaning						
Dusting, making beds, etc	30.5	15.4	33.0	41.0	29.3	13.0
Mopping, heavy cleaning	28.2	*	20.0	24.0	36.1	23.5
"Non-living-area" activities						
Washing, laundering	13.1	*	10.2	13.9	17.7	*
Gardening, outdoor work	2.1	*	*	.0	.0	*
Other activities						
Sleeping, taking naps	2.2	.0	.0	10.0	5.9	*
Miscellaneous, no information	16.8	17.6	21.0	22.7	15.7	9.7

* No percentage figure given when number of women reporting the activity was less than ten.

CKCO Changes

CKCO OTTAWA has retained Jack Cooke, president of CKEY Toronto, as consultant to reorganize its sales and technical staffs. Station will institute block programming, used successfully by CKEY, and has applied for call letter change to CKOY. Eddie Guest, CKEY traffic manager, was appointed CKCO manager and Jack Alexander, CKEY newscaster, moved over to CKCO as chief newscaster. In addition, CKCO changed station representative, naming National Broadcast Sales in Canada and Donald Cooke in the U. S.

P. I. SQUELCHER

KGVL Propositions Firm

NEW way to answer a per inquiry proffer is submitted by KGVL Greenville, Tex.

Approached by North American Underwriters, Box 5713, Dallas, Earle Fletcher, KGVL manager, made this proposal, "We will be happy to handle all of your advertising on a per inquiry basis, providing that your company will handle all of our insurance on the same basis."

Amplifying his proposal, Mr. Fletcher wrote the P. I. advertiser, "That is, we take out policies with your company and we pay you nothing unless we have a hail, fire, tornado loss of some kind, at which time we will be happy to pay you. Of course, we don't want to pay for the insurance policy during the period that nothing happens to cause us to need it." Letter adds:

"This sounds asinine, doesn't it. Well, that is just the way your proposition (per inquiry) sounds to us.

"We believe in radio. We believe in it strong enough to spend in the neighborhood of $60,000 to get this station on the air. You evidently believe in insurance, because I am sure you spent several thousand dollars getting your company in operation.

"If you handled insurance on the basis that you want us to handle your advertising you would soon go out of business. The same would happen to us if we took advertising on the some basis that you outline in your letter.

"Now why don't we get together and do business like business concerns. . . . I'll pay you when we buy an insurance policy through your firm and you pay us when we run advertising for your firm."

Commercial

LYNN JOHNSTON, formerly manager of KAGH Pasadena, Calif., has joined KWKW same city as commercial manager.

WBIR Knoxville, Tenn., has announced the appointment of **THE BOLLING Co.,** New York, as its national representative.

JACK DAVIS has been appointed manager of New York office of **W. S. GRANT Co.,** station representative.

HAROLD H. SEGAL, formerly with sales department of WTAO Cambridge, Mass., has joined sales staff of WCOP Boston.

MARIAN E. SANDUSKY has been appointed traffic manager of WICU (TV) Erie, Pa.

JOHN R. DeBOW, formerly with WILS Lansing, Mich., has joined WTAD Quincy, Ill., as account executive.

WALTER TOLLESON, assistant sales manager of KNBC San Francisco, has been elected president of San Francisco Radio Executives Club.

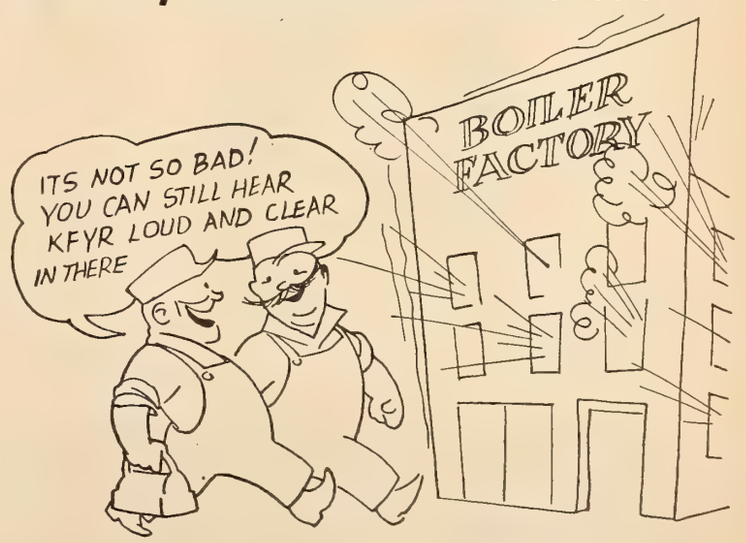
JEFF JEFFRYS of ABC Chicago's sales service staff, and **SHORLEY BOWLIN** of the TV division, plan to be married June 24.

KLZ Denver received an award from National Safety Council for its *Traffickwiz* program devoted to airing traffic safety pointers.

Yes **KFYR**

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*



*ASK ANY JOHN BLAIR MAN TO PROVE IT.

LOG CODE SYMBOLS

Skinnell Devises Systematized Chart

LETTER symbol chart for systematizing code symbols for broadcast operations has been devised by Julian F. Skinnell, operations manager of WLBR Lebanon, Pa. Confronted with the problem of incomplete log information, Mr. Skinnell set up the chart for use at WLBR and states it has "proved to be entirely practical and highly efficient after more than two years of use. The principle is also sufficiently flexible that it may be modified in some degree to fit the particular needs of individual stations."

In log recording the operation is described by no more than four letters, but the position of each letter is of utmost importance. For instance, "C" as the first letter in the symbol indicates that the operation is "chain" or network, whereas in the second position it indicates a commercial operation (see chart).

The most significant point to remember, Mr. Skinnell states, is that the basic information is classified into three different categories with a fourth for miscellaneous. Three to four letters for each symbol are written horizontally and just preceding the operation on the log. These symbols also comprise four vertical columns of letters on the log page. The first column of letters always refers to the technical source of the material; second column indicates the commercial aspects; third describes program types or denotes an announcement and the fourth column is designed for miscellaneous information.

In the first column of the chart, Mr. Skinnell explains, the "wire" classification is included to comply with FCC requirements and signifies material from press wires. The chart greatly simplifies the preparation of FCC reports and renewal applications, but, Mr. Skinnell points out, some revision is required for the first three columns when used for these reports.

In the first column "N" should be included as live and "C" should be reported as network. In the second column all but sustaining should be deemed commercial, with minor exceptions. In program types (third column) all types other than those required by the FCC, such as religious, agricultural, educational, news, panel discussions and speech programs, as a general rule may be classified as entertainment for FCC purposes.

The fourth column serves to clarify and sub-divide some of the classifications in the other columns. The FCC requires that certain announcements for which the station receives no pay be chalked up as commercial, Mr. Skinnell explains. These are all indicated in the second column as sustaining in order to the give the accounting department accurate sales and billing information, but they are precisely described in the fourth column for FCC reports and other purposes. Free announcements as used in the chart are announcements that are commercial in nature but for which no charge is made by the station.

"It is not contended that the use of this chart is a cure-all," Mr Skinnell says, "or that it meets all informational needs, but it can increase operating efficiency . . ."

CODE SYMBOLS FOR BROADCAST OPERATIONS

1ST COLUMN TECHNICAL OR SOURCE	2ND COLUMN COMMERCIAL ASPECTS	3RD COLUMN PROGRAM TYPES	4TH COLUMN MISCELLANEOUS
N—Nemo	N—National Spot	A—Announcement V—Variety Q—Quiz W—Women's	Sustaining Announcement S—Sustaining Program Courtesy P—Public Service Announcements
C—Chain	J—Cooperative	N—News M—Music D—Drama S—Speech	F—Free Announcement C—Commercial Program or Station Courtesy
R—Recorded	P—Participating	R—Religious Service F—Farm E—Educational	Recorded Programs L—Delayed Live C—Delayed Chain N—Delayed Nemo
W—Wire	C—Commercial	P—Panel Discussion	T—Transcription Library R—Phonograph Records P—Package Program Live Programs G—Guest
L—Local Live	S—Sustaining		A—Announcer Only

* * *

CANADA AWARDS

Dominion Shows Cited

FOR THE FIRST time Canadian radio productions, producers and actors were presented with strictly Canadian awards, with awards being divided between Canadian Broadcasting Corp. and independent station personnel. Awards were presented at Toronto May 27 by the Canadian Assn. for Adult Education, with Edward Johnson, general manager of the Metropolitan Opera Co., New York, a Canadian, making the presentations.

In the open class the first award for drama went to Esse Ljungh, CBC Toronto, for his presentation of *Ghosts*. Honorable mentions in the open drama class went to Rupert Caplan, CBC Montreal, and Andrew Allen, CBC Toronto. In the community drama class honorable mentions went to Dick Diespecker, CJOR Vancouver, and Ross McLean, CBC Toronto, for productions.

The variety open class award went to the *Wayne and Shuster Show* (Toni hair preparations), the leading Canadian network production, with stars John Wayne and Frank Shuster, produced by Jack Rae. The open class music award went to Terrence Gibbs, CBC Toronto, for production of *La Boheme* by CBC Opera Co. Honorable mention went to his *Layman's History of Music* production. In community class music award was given to Wallie Peters, CJOR Vancouver, for choir of U. of British Columbia.

Actuality class award was won by Bernard Braden and Andrew Allen, CBC Toronto, for story *Bevin Boy*. Charles Harris, CBC Toronto, won award in special and public issues open class for *Cross Section on Communism*, and in community group Dick Diespecker, CJOR Vancouver, won first award for documentary, *Battle of the Fraser*. In children's program group first award was presented to Mrs. E. L. Holmes, CJRL Kenora, for her program *The Story Lady*.

In the talks group first award was given to Ross McLean, CBC Toronto, with honorable mentions to Monica Mugan, CBC Toronto, and Frank Edwards, CBC International Service, Montreal.

Special awards also were made for outstanding programs to Foster Hewitt, freelance sportscaster, Toronto, for the *Hockey Broadcasts* (Imperial Oil, Toronto); to John Adaskin, freelance producer of *Singing Stars of Tomorrow* (York Knitting Mills, Toronto), and to Marjorie McEnaney and Esse Ljungh for sustaining program *In Search of Citizens*.

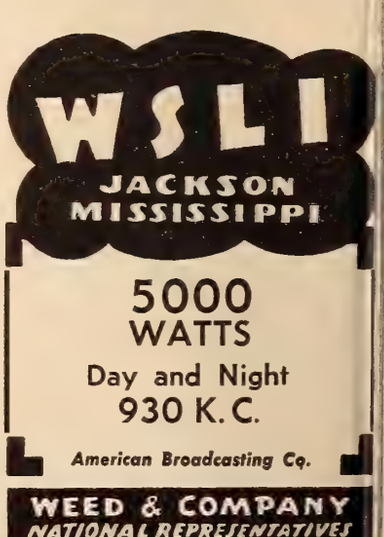
MERCHANDISING

WSAI Shows Meat Cutting

MERCHANDISING plan launched early this year by WSAI Cincinnati with a Training School for Food Retailers has proved successful for the station and the retailers. A meat cutting and merchandising demonstration was held in Cincinnati by WSAI, with the cooperation of the Retail Meat Dealers' Assn. of Greater Cincinnati.

Over 1,200 meat and food retailers attended the sessions, WSAI reports. Purpose was to demonstrate the best way to lower overhead by efficient meat cutting. George R. Dressler, national secretary of the Retail Meat Dealers' Assn., attended one of the sessions and commended WSAI for its training program and for "broadening the understanding between advertisers and radio." Plans for a similar demonstration for produce retailers are being formulated by Harold L. Hand, WSAI director of merchandising, station reports.





Programs

ANIMALS come into their own on WNBQ (TV) Chicago's newest television series. *The Pet Shop*, produced by Louis G. Cowan Inc., New York, features pets of all kinds—from dogs to Japanese fighting fish. Viewers follow 15-year-old George Cooke as he pays his regular visit to "The Pet Shop" after school—looking with him through front window at shop keeper, Gail Compton, seated at desk holding his special pet, a white toy poodle named "Snow White," and surrounded by puppies, a parrot, a monkey, and aquarium of tropical fish—and entering with him to learn about the care of pets. Don Meier is producer of program, and program director is John Lewellen of Cowan organization. Series is produced in cooperation with NBC.

'Holy Hour For Peace'

WNAC-TV Boston was scheduled to telecast "The Holy Hour and Living Rosary for World Peace" Sunday, June 5, from Fenway Park in Boston. Viewers were able to witness this moving religious pageant, attended by 40,000 Holy Name members, from opening procession of 1,000 clergymen to end of Benediction service. Highlight of program was recitation of the Glorious Mysteries of the Rosary by the entire group. Nearly 2,000 Holy Name men from Boston were assembled on field in form of "Living Rosary." As each bead was told 18 flashlights went on, until entire Rosary was illuminated.

Mexican Celebration

SPANISH-speaking people of Ventura County, Calif., joined in celebrating major Mexican holiday of year, Cinco de Mayo, with three broadcasts over KVVC Ventura. Principal program was aired from 6-7:30 a.m. with representatives from every community in county taking part. Program included talks, explanation of historical day (holiday commemorates victory of Mexican troops over French invaders at Puebla), vocal and instrumental Mexican music, and recitation of poems. Recorded greetings from Mexican consul-general at Los Angeles, Salvador Duhart, also were heard. KVVC reports that it is to receive a citation from Mexico's president for its efforts, and that Mexican government has requested full report on its activities on behalf of celebration.

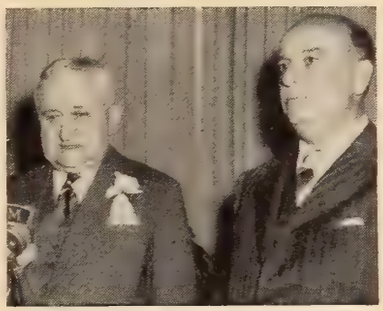
'Magic Island'

JUMPING frogs and kazoo horn prizes are sparking new children's show on KLZ Denver. *Magic Island* is aired each Saturday morning. Every youngster who sends in riddle that show's "Uncle Bob" (Glen Martin) and "Aunt Mary" (Betty Trunk) cannot answer, receives one of the toy prizes. Program is sponsored by Lucerne Milk.



JUD COLLINS (holding mike), WSM Nashville special events man, interviews Sidney N. Berry, coordinator of special events, U. S. State Dept., who was in Nashville during visit of President Eurico Gaspar Dutra of Brazil. Assisting at interview are (l to r) Jack Stapp, WSM program director; Mr. Collins; Mr. Berry; Marge Cooney, WSM woman's director, and Rubenns Ramalha, Brazilian student at Vanderbilt U., who acted as interpreter for WSM's 11 man special events crew.

* * *



BRAZILIAN President Eurico Gaspar Dutra (l) "says a word to the WSM [Nashville] audience" at his news conference in that city May 25. WSM said it was only station to give full coverage to two day event [BROADCASTING, May 30]. With President Dutra is Arthur de Souza Costa, representative for state of Rio Grande do Sul, Brazil.

'Meet the Stars'

NEWEST show on WSM Nashville is station's *Meet the Stars*. Program, aired Saturdays, 4:30-5 p.m. features popular and folk music stars from WSM's talent staff, and incorporates both live and recorded entertainment. Featured artist each week plays record and sings live those discs of his own he prefers. Listeners participate by attempting to choose in advance tunes which each week's guest considers his best. Listeners whose lists of tunes come closest to personal choice of entertainer receive autographed copy of his latest recording, autographed picture of star, and talk with him on air.

Turtle Derby

THEY'RE off! Johns Hopkins Hospital Turtle Derby got under way May 25 under watchful eyes of WMAR-TV Baltimore cameras. This, station reports, was first telecast of live turtle race. Hospital's racing event, annual affair, was telecast on WMAR-TV's *The Sports Parade*. Special race course, six feet in diameter, was erected. Turtles started from starting gate in center of circular course, and first turtle to reach rim of circle was declared winner. When starting bell rang, one turtle ("Doctor," out of "Nurses Home," by "Eight O'Clock") broke fast. Other two entries didn't budge. "Doctor" was declared winner in three minutes flat. "Situation" out of "Hand", by "Golly," and "Orioles," out of "Cellar," by "Tonight," are still waiting at the gate, according to WMAR-TV's latest report.

'You're the Top' Twice

TWO-A-DAY broadcast schedule went into effect May 30 when *You're the Top* returned to air over WTOP Washington. Audience participation, question-answer-prizes show is being broadcast live from 10-10:15 p.m., Mon.-Fri., and few minutes after the live show a second 15-minute segment is being transcribed for 4:45-5 p.m. broadcast the same day. Show was first aired by WTOP during winter of 1947-48. Same format is being used: Each contestant is asked three questions, for letters T, O and P. If he answers all three correctly he becomes a "Topper," and gets an additional merchandise prize. Program also features riddles and stunts.



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RCA VICTOR RECORDS

ACTIONS OF THE FCC

MAY 27 to JUNE 3

CP-construction permit — **ant.-antenna** — **cond.-conditional**
DA-directional antenna — **D-day** — **LS-local sunset**
ERP-effective radiated power — **N-night** — **mod.-modification**
STL-studio-transmitter link — **aur.-aural** — **trans.-transmitter**
synch. amp.-synchronous amplifier — **vis.-visual** — **unl.-unlimited hours**
STA-special temporary authorization — **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

May 27 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Webster

KGIL San Francisco, Calif., and Fayette J. Smalley Jr.—On joint petition accepted late written appearance in proceeding upon applications for transfer of control and renewal of license.

P. G. Paltridge, San Fernando, Calif.—On petition dismissed competing application for transfer of control KGIL.

Lake County Bcstg. Corp., Chicago—On petition hearing continued to Aug. 15 at Chicago.

Cushing Bcstg. Co., Cushing, Okla.—Dismissed as moot petition for continued hearing.

Alaska Bcstg. Co., and Baranoff Enterprises Inc., Sitka, Alaska—On petition amended application to specify 1230 kc in lieu of 1400 kc; removed application from hearing; removed application of Baranoff Enterprises from hearing docket.

Hamtramck Radio Corp., and Atlas Bcstg. Co., Hamtramck, Mich.—Granted joint petition for extension of time to file proposed findings in proceeding upon applications.

KTRH Houston, Tex.—On petition extended time to file exceptions in proceeding upon applications to June 27.

KVAK and Albert Alvin Almada, Atchison,, Kan.—On petition dismissed without prejudice application for consent to assignment of license of KVAK; on Commission's own motion continued indefinitely hearing on remainder of proceeding.

WSBA York, Pa.—Continued hearing to July 5 at Washington.

WSNY Schenectady, N. Y.—Scheduled hearing August 1 in re application for transfer of control.

Wachusett Bcstg. Co., and Radio Fitchburg Inc., Fitchburg, Mass.—On petition amended application to specify 1580 kc 1 kw D in lieu 1280 kc 500 w D; removed application from hearing docket; removed application of Radio Fitchburg, Inc., from hearing docket.

KOA Denver—On petition continued hearing application to Sept. 12 at Washington.

Lake Bcstg. Co. Inc., Gary, Ind.—Continued hearing to June 13.

Dr. Francisco A. Marquez, San Juan, P. R.—Continued hearing to Sept. 19 and changed place from Washington to San Juan, P. R.

WLAQ Rome, Ga.—On petition continued hearing to August 4 at Washington.

Warner Bros. Pictures Inc., Chicago—On petition, dismissed without prejudice application for TV station.

Tar Heel Bcstg. System Inc, Washington, N. C.—On petition granted leave to take depositions June 9 at Washington, N. C.

Surety Bcstg. Co., Charlotte, N. C.—On petition granted leave to take depositions June 7 at Charlotte, N. C.

May 27 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WSFL Springfield, Mass.—Mod. CP new AM station for extension of completion date.

Requests for extension of completion date new FM stations: WBML-FM Macon, Ga.; WBMS-FM Boston; WEPM-FM Martinsburg, W. Va.

APPLICATION RETURNED

KMMO Marshall, Mo.—RETURNED May 25 application for license for CP.

June 1 Decisions . . .

BY COMMISSION EN BANC

Petition Denied

Louise C. Carlson, New Orleans—Denied petition for reconsideration of FCC action of April 6 denying application for SSA to use facilities of WJBW New Orleans pending construction of her regularly authorized WADW in same city.

KA-3372 Los Angeles, Calif.—Granted CP and license for new experimental TV relay station.

KG2XAF Scranton, Pa. — Granted mod. CP to make changes in ant. and trans.

WMAL-TV Washington, D. C. — Granted mod. CP extension completion date to 9-19-49.

WJAR-TV Providence, R. I.—Granted mod. CP extension completion date to 9-15-49.

WHDL-FM Allegany, N. Y.—Granted license new FM station; Chan. 239 (95.7 mc) 43 kw 830 ft.

KVOL-FM Lafayette, La.—Granted license for new FM station; Chan. 241 (96.1 mc) 15 kw 220 ft.

WBBO-FM Forest City, N. C.—Granted license new FM station; Chan. 227 (93.3 mc) 1.5 kw 345 ft.

KM2XAZ Signal Hill, Calif.—Granted license change of trans. location and ant. changes.

KSWW The Southwestern Baptist Theological Seminary, Fort Worth, Tex.—Granted request to cancel CP Class B FM station.

WKNY-FM Kingston, N. Y.—Granted mod. CP which authorized reinstatement new FM station to change type trans.

WHLW Rutland, Vt.—Granted mod. CP to change type trans. and tower.

BY THE SECRETARY

WCAU-TV Philadelphia—Granted license new commercial TV station; ant. 737 ft., ERP 4.41 kw aur.

Following granted mod. CPs for extension of completion dates as shown: KUGN-FM Eugene, Ore. to 1-7-50; KMFM Monroe, La. to 1-1-50; WBOW-FM Terre Haute, Ind. to 9-6-49; WCLC-FM Clarksville, Tenn., to 8-15-49; WHHM-FM Memphis, Tenn. to 11-18-49; KSTP-FM St. Paul, Minn. to 12-1-49; KQV-FM Pittsburgh to 12-28-49; WPAR-FM Parkersburg, W. Va. to 9-12-49; WBLK-FM Clarksburg, W. Va. to 12-9-49; KOCY-FM Oklahoma City to 12-25-49; WSLB-FM Ogdensburg, N. Y. to 9-19-49; WSAY Rochester, N. Y. to 12-15-49; W8XRG Area of Detroit, Mich. to 1-1-50; WWJ-TV Detroit, Mich. to 9-15-49; WICU Erie, Pa. to 10-1-49; WKAX-FM Birmingham to 8-1-49; WLOW-FM Norfolk, Va. to 12-28-49; KREL-FM Goose Creek, Tex. to 8-21-49; WJAR-FM Providence, R. I., to 9-15-49; WCAU-FM Philadelphia to 8-15-49; KVOB-FM Alexandria, La., to 8-15-49; WTOC-FM Savannah, Ga., to 12-18-49; WJZ-FM New York to 12-16-49.

WNEW New York, N. Y.—Granted license changes in DA.

WJAC Johnstown, Pa.—Granted license install new trans.

WJPR-FM Greenville, Miss.—Granted license new FM station Chan. 270 (101.9 mc) 19 kw 425 ft.

WFPG-FM Atlantic City, N. J.—Granted license change type trans. and modulation monitor.

WGIV Charlotte, N. C.—Granted mod. license change name of licensee to Charlotte Radio and Television Corp.

WKAT Miami Beach, Fla.—Granted CP install vertical ant., mount RCA combined TV and FM ant. on top AM tower. Cond.

KOTV Tulsa, Okla.—Granted mod. CP change trans. site; ant. decrease from 625 ft. to 480 ft.

WCON-TV Atlanta, Ga.—Granted mod. CP change ERP from 15.5 kw vis. 8.6 kw aur. to 4.9 kw vis. 2.5 kw aur.; change type ant.; ant. height increased from 560 ft. to 930 ft.

WHNC Henderson, N. C.—Granted mod. CP for extension of completion date to 8-23-49.

WTAR-TV Norfolk, Va.—Granted mod. CP for extension of completion date to 12-27-49.

KPOJ-FM Portland, Ore.—Granted license new FM station Chan. 254 (98.7 mc) 44 kw 1,100 ft.

WBSM New Bedford, Mass.—Granted license new FM station Chan. 247 (97.3 mc) 20 kw 330 ft.

WRHI-FM Rock Hill, S. C.—Granted license new FM station Chan. 248 (97.5 mc) 9.4 kw 310 ft.

KBOA-FM Kennett, Mo.—Granted license new FM station Chan. 255 (98.9 mc) 6.9 kw 320 ft.

WTRR Sanford, Fla.—Granted CP change trans. and studio locations.

WWWF Fayette, Ala.—Granted mod. CP for approval of ant. and trans. location.

June 1 Applications . . .

ACCEPTED FOR FILING

AM—740 kc

Newport Harbor Bcstg. Co., Newport Beach, Calif.—CP new AM station 1210 kc 250 w D AMENDED to request 740 kc 1 kw D.

License for CP

Requests for license for CP new AM station: WKXY Sarasota, Fla.; KNUJ New Ulm, Minn.

Modification of CP

WNAC-FM Boston—Mod. CP new FM station for extension of completion date.

KWK-FM St. Louis—Mod. CP new FM station to change to Channel 251 (98.1 mc), ERP 40 kw, ant. 504 ft.

KISS San Antonio—Mod. CP new FM station to change ERP to 247.5 kw ant. 567 ft.

TENDERED FOR FILING

AM—1450 kc

WATO Oak Ridge, Tenn.—CP change from 1490 kc to 1450 kc.

(Continued on page 72)

BUS RADIO

Survey Shows Topeka Favor

THREE out of every four person surveyed in Topeka, Kan., reported they "liked" bus radio, according to Dr. F. L. Whan, chairman, Committee on Radio, U. of Wichita. At the time of the 13th annual Kansas Radio Audience Survey, a random sample of 28 adults reached in Topeka were asked four questions about radio in busses, Dr. Whan reported.

In answer to the question "Do you like radio in busses?," three out of four, both men and women reported they liked the service. Frequency of riding the bus had no significant effect on the answers according to Dr. Whan. Each regular bus rider also was asked for suggestions for improving the service. More than two-thirds said they could think of no needed improvements. Replies of those who suggested improvements fell into seven general categories, with opposing recommendations made in four. The suggestions, with opposing comments in parenthesis:

Programs are too loud, tune them down, 42.5% (not loud enough to hear above the noise, 19.7%); give us more music, 15.2% (less music and greater variety, 9.2%); give us more news 7.6% (want less news, 3.0%); take radio out of busses, 7.6% (put it on more busses, turn it on in evening 7.6%); it distracts the driver, 9.1% can't hear finish of program when get off, 3%; cut out the commercial announcements, 1.5%; six miscellaneous criticisms of talent, 9.1%.

Bus radio in Topeka is broadcast by WIBW-FM Topeka and is represented nationally by Transit Radio Inc.

MacGregor Expands

EXPANDING firm's scope of operations from transcriptions alone, C. P. MacGregor, Hollywood, has announced plans for a line of phonograph records. Experiment started in 1946 when firm cut four 12-inch records featuring music and calls for the square dance. Results since have led to production of several other such albums as well as single records along the popular line, firm reports.

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Experienced manager for local station under construction in northeast section and one of 100 best markets now understationed. Opportunity to buy interest. Box 309B, BROADCASTING.

Salesmen

Small market New England station requires complete staff. Full details Box 272B, BROADCASTING.

Wanted—Experienced local salesman. Good base salary plus commission. Write full particulars. Box 313B, BROADCASTING.

Salesman, experienced for 250 watt Columbia station in top eastern market. Drawing account and commission. Good opportunity for right man. Reply to Box 317B, BROADCASTING.

Time salesman mid Atlantic. Must be well experienced. Also capable of producing and announcing outstanding, clever morning show. Salary and commission. Reference and photo first letter. Box 356B, BROADCASTING.

Experienced radio advertising salesman wanted. Good salary and commission for producer. Write Radio Station KSPI, Stillwater, Oklahoma, giving experience, references, age and salary expected.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

Announcers

Network affiliate southeastern area desires reliable, dependable announcer with selling voice. Some experience necessary. Immediate opening. Full details, disc, first letter. Box 234B, BROADCASTING.

Staff announcer with good quality voice capable of doing an above average job on news, special events, and straight commercial announcing. Sixty-five dollars to start with top rated southeastern NBC affiliate. Answer Box 300B, BROADCASTING.

Experienced sports man needed immediately for northcentral station. Live and re-created baseball, basketball, football. Must be able to furnish audition disc of all four. Send complete information, salary requirements, photo, first letter. Box 319B, BROADCASTING.

Morning man with excellent voice, plenty of wit and capable of holding good audience. Must have outstanding time selling ability. Salary and commission. Permanent to right man. Eastern station. Reference and photo first letter. Box 357B BROADCASTING.

Wanted—An announcer with first class license, send disc and full details to KXLF, Butte, Montana.

Wanted—Experienced news and disc jockey-announcer. Personal interview required. Contact WELM, Elmira, N.Y.

Combination announcer-engineer. 1st class license. Station within short distance of N.Y.C. Immediate opening. Personal interviews only. WPOE Elizabeth City, N. J.

Wanted—Combination announcer-engineer with emphasis on announcing. Chance to continue college education at Mississippi State College, WSSO, Starkville, Mississippi.

Held Wanted (Cont'd)

Technical

Immediate opening, chief engineer. Do some announcing. Mutual affiliate, small Georgia town. Permanent. Box 315B, BROADCASTING.

Combination engineer-announcer KDZA Pueblo, Colorado. $60.00 weekly.

Production-Programming, others

Program director, all-round man with good background for 250 watt CBS outlet in competitive market. Top salary for the right man. Reply to Box 318B, BROADCASTING.

Situations Wanted

Managerial

Will invest $5,000 with services. Manager independent, major market, past 5 years. Previously salesman, network station. Must have payoff possibilities for know-how. Box 97B, BROAD-

Educated, aggressive, experienced 12 years all aspects radio. Desire problem station. Box 213B, BROADCASTING.

Manager, now holding good job, but prefer western climate. 12 years radio, all phases, net and independent. Accent on local and national sales. College grad, married. Box 137B, BROADCASTING.

Station owners. What's the difference between red and black? Answer: management—in the red? Get a manager who knows how. Available now. 18 years experience. Sober, family man. Top record. References. Will buy interest. Give details. Box 228B, BROADCASTING.

Station losing money? Experienced manager available. Broad radio and newspaper experience. Actively sell. Results guaranteed. Copyrighted programs, sales material now being used station nationally. Sober, dependable, family man. Commission or bonus arrangement required. Box 244B, BROADCASTING.

Manager—Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national timebuyers. Sound knowledge of local sales problems. Practical knowledge of all department operations. Married, hard working, strictly sober and experience wise. Can bring your station community leadership and assure profitable operation. Box 263B, BROADCASTING.

General manager wants opportunity to prove abilities. Here's your chance. Box 303B, BROADCASTING.

Qualified by 14 years experience in radio. At present manager of independent in large metropolitan market. College graduate. Age 35, married with one child. Dependable career man. Excellent references. Opportunity wanted. Box 312B, BROADCASTING.

Manager—Strong sales, good programming, builds sponsors with results. Mature, thoroughly experienced all departments, net or independent. Maintain smooth, economical operation. Fine showmanship. A go-getter. Available immediately. Modest salary or salary and sales commission. Box 324B, BROADCASTING.

As present part owner and general manager of successful station have made money here and would like to show you how I can make money for you as manager of your station. Am at present director of Association of Broadcasters in my state, vice president of local Chamber of Commerce and hold offices in various civic clubs. Experienced in radio station management and operations and have first class engineer's license. Reasons for making change are sound. Box 338B, BROADCASTING.

Situations Wanted (Cont'd)

Salesmen

Salesman, complete experience, ten years sales. Stable, congenial, civic minded, moderate, married. No high pressure. $70,000 sales last year. Can invest. No boomer. Six years here. Four years last job. Box 232B, BROADCASTING.

Successful announcer employed in executive capacity last three years by major network key station interested re-entering sales or advertising agency fields with reputable, above-average organization. Six years experience writing, production, announcing, promotion. Single, twenty-nine, ambitious, university graduate, reliable, full of ideas, would prefer midwest or west. Box 236B, BROADCASTING.

Limited but intensive radio sales experience, knowledge of production and copy, single, have car, east coast preferred. Box 306B, BROADCASTING.

College grad. 29, sells, writes. Like some announcing. Southwest only. Roy Taylor, Embassy, Oberlin, Ohio.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. AM, TV. Top references, travel anywhere. Box 911a, BROADCASTING.

Experienced sportscaster, play-by-play baseball, staff. Box 147B, BROADCASTING.

Dependable announcer. Six years experience including production, news, music, special events. With production staff key network station, network affiliate, and progressive independent. Married, 24 years old. University graduate. Excellent references. I'll travel for audition in response to any offer of permanent employment at an equitable salary. Box 233B, BROADCASTING.

Announcer, play-by-play, experienced all sports, all announcing. Presently employed but desire change as station is located in town with no baseball league. Box 238B, BROADCASTING.

Staff announcer, experienced young married veteran, seeks a position with a progressive organization preferable in the northeast. Disc available. Box 251B, BROADCASTING.

Experienced announcer (3 years). Now employed. Desires change. Married. References, northwest preferred. Two weeks notice required. State salary first letter. Box 265B, BROADCASTING.

Announcer, experienced all phases. Former musical director, sports editor. Available immediately. Box 301B, BROADCASTING.

Announcer, schooling, some experience, versatile, single, young. Will work hard. Willing to travel. Box 304B, BROADCASTING.

Announcer—Five years experience, news, sports. Also experienced in programming. 26, married, references. Box 305B, BROADCASTING.

Experienced announcer (2 years) looking for station that deals fairly. Preferably in the middlewest. Married with family, disc and photo. Box 307B. BROADCASTING.

Single, veteran, versatile announcer, graduate of radio school, one year experience network affiliate and independent station. Box 321B, BROADCASTING.

Well established major market announcer interested in job involving program work or feature announcing. Box 322B, BROADCASTING.

Experienced announcer. Net and independent. Presently employed. Clear, authoritative voice. Prefer midwest. Will consider all offers. Disc, references available. Box 325B, BROADCASTING.

Loyal announcer-copywriter. Two years experience. Crisp style, 24, single, travel. Box 327B, BROADCASTING.

Personable announcer, adlib, videogenic, natural for AM-TV outlet. Box 335B, BROADCASTING.

Announcer—Three years' experience in competitive market. Strong on news, commercial, dignified ad lib. Young, single, college background. Top references. Prefer large midwest market. Salary sixty-five dollars. Box 330B. BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer. Formerly chief two stations. Experienced in theatre quiz night club disc shows and all phases broadcasting. Interested TV or AM. References on request. Box 332B. BROADCASTING.

Announcer, presently net man, desire change to progressive station in northeastern area. Box 333B, BROADCASTING.

Personality dee-jay, mail pull, incentive deal. Personal audition only. Box 334B BROADCASTING.

Sportcaster, looking for the right job. 1½ years experience play-by-play major sports. Experienced general staff announcer to supplement. Box 339B BROADCASTING.

Announcer-engineer. Married, experienced installation, maintenance, capable newscaster, DJ, Want steady job with future. Box 341B, BROADCASTING.

Announcer—Five years experience. Desires opportunity to buy stock and advance on staff, new station. Announcer presently employed. Desires advancement with large northern or midwest station. Box 342B, BROADCASTING

Announcer—Good voice, best training operate console, need initial break. Box 344B, BROADCASTING.

Topflight announcer with television experience. Currently employed in New York, seeks large network affiliation Box 346B, BROADCASTING.

Announcer—Experienced, with references from last employer. Prefer Kentucky or one of the New England states, however, am free to travel anywhere for attractive offer. Have sports background and would like to be given opportunity to use it. Will have disc cut if requested. Box 347B, BROADCASTING, or call Louisville, Ky., Jackson 5381.

Announcing, four years, age 26, single, four station experience, all phases production announcing. Details to interested stations, $95 week minimum. Prefer eastern station, but all inquiries welcome. Box 350 B, BROADCASTING

Announcer—Capable, ambitious for play-by-play sports. Former league ballplayer, sports writer. Education New York University. Box 351B BROADCASTING.

Announcer, experienced. Write continuity, operate board, good on DJ news, adlib, special events, children's programs. Excellent references. Will travel, Box 352B, BROADCASTING.

Announcer, engineer. First phone, two years announcing experience. Married own car. Box 353B, BROADCASTING

I regard announcing as an art to be mastered by constant study and practice. I am looking for a station with quality operation, a station which maintains high professional standards and treats its announcers as professional men, not as a rather contemptible form of unskilled labor. I am 26, about to be married. College degree, one year law school. Two years wide experience. Have sponsored newscast which is integral part of station's highest Hooper-rated hour. Write, produce, present own sponsored classical music show. Strongest on news, interviews, special events and adlib, good on music (classical, westerns, polkas, etc) and voice characterications. Photo, letter, disc, scripts, and excellent references upon request. Box 355B, BROADCASTING.

Announcer-engineer. Experienced. Capable. Versatile. Now employed. Will travel. Write Box 360B, BROADCASTING.

Announcer, 31, single. Graduate two radio schools. Worked on commercial station. Can handle board. Will travel Disc available. John Gregg, 2340 S Drake, Chicago, Ill. Rockwell 2-7170.

Thoroughbred commercial and news man university graduate. Age 26, 2½ years mikeside. Turned out to pasture by combo minded station with economy ideas, but if top news-commercial deliver rates in your race, I'm your best bet. Nobody, but nobody, with more spontaneous style and that ain't hay. Location unlimited. Disc, photo and references. Saddle up sober, industrious workhorse. Rich Hamilton, 1010 Quintard, Anniston, Alabama.

Hold It—Announcer two years experience. Good voice, single, can operate console. Excellent references. Call-write, write Jay Arthur, 783 Sackman Street, Brooklyn 12, N. Y. Dickens 6-3089.

Situations Wanted (Cont'd)

Want to marry, settle down. Got fiancee, 1949 Radio BA, sense, disc, photo. Need job. Anywhere. Know board. Modest salary. Box 6041, Bridgeport 6, Connecticut.

Announcer. Emphasis on news. Newspaper background. Experience airing sports. Journalism degree Missouri University. Year's experience 250 watt station. Desire permanent position. Married. Dale Low. 1606 Bass Avenue, Columbia, Missouri. Phone 2006.

Announcer, four years experience. Versatile, hard working. Can also write continuity. Excellent references. For disc and particulars, write Milton Maltz, 6408 Drexel, Chicago 37, Illinois.

Announcer-engineer. Experienced capable. Will travel. Now employed. Want advancement. Box 359B, BROADCASTING.

Summer replacement announcer. 3 years college, English and speech major. Experienced newscasting, commercial, disc jockey. Charles Reese, 43 Church St., Mt. Pleasant, Pa.

Announcer-engineer, 2½ years experience. One year as chief. Graduate of announcing school, Kansas City. 2607 Amie Court, Chestnut 5736. L. D. Winegardner, Kansas City, Missouri.

Technical

Experienced engineer, installation and maintenance. Employed at present. Have good references and car. Complete details on request. Prefer south. Box 161B, BROADCASTING.

Engineer—16 months experience transmitter and remotes. Presently employed. Require notice. Box 237B, BROADCASTING.

1st class engineer—Single, sober. Four years experience, studio, transmitter, remotes, recording, installation, maintenance. Car. Desires chief engineer at small station or small job at large station. Excellent references. Box 308B, BROADCASTING.

Engineer, vet, 22, ambitious, some combination experience, desires permanent position in northeastern area. Box 314B, BROADCASTING.

First phone, veteran, farmer engineering instructor, announcing, writing, producing, editing, excellent console man. Box 320B, BROADCASTING.

Presently Employed 250 watt station, six months experience, desire technicians job, permanent in south or southeast, veteran, first phone, car, willing to travel. Box 326B, BROADCASTING.

Experienced engineer operating 250 watt transmitter. Presently employed. Desires change. Prefer location in south. Box 336B, BROADCASTING.

Engineer—Twenty years technical radio, broadcast and manufacturing, chief, supervisory experience. Executive ability. Want connection with established station in midwest or midsouth. Permanent. Salary $350-400 mo. Available about July 15. Box 345B, BROADCASTING.

Experienced first phone, second telegraph engineer. 4 years army, 2 broadcast, One kw installation and remotes. Now employed. Wants midwest location with mild winters. Box 349B, BROADCASTING.

Transmitter operator, experienced, active amateur, veteran, married, with car, desires permanent position with progressive station within 200 miles. Frank Daly, 628 Euclid St., Salem, Ohio.

Combination-announcer-engineer. Disc, references, car. Married, no children. Any location. Write or call Elmer Eberhardt, Route 1, Minatone, Nebraska. Phone Scottsbluff Nebraska, 50L12.

Engineer—Experience in FM-AM 1st phone, 2nd telegraph, class A amateur, available now. M. W. Johnson, 436 N. Hazel, Danville, Illinois.

Operator, first license, four years broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

Production-Programming, others

Successful program director now employed midwest network regional, seeks broader opportunity. Know all phases operation. Consider any responsible job. Box 165B, BROADCASTING.

Situations Wanted (Cont'd)

Two girl team—University graduates in radio-speech. One—6 months experience, 5000 watt station, writing continuity, handling women's programs. The other—thorough training in programming, production, writing, practical experience doing University programs. Both type, good air voices, versatile, ambitious workers. Can handle women's children's programs jointly or separately. Box 348B, BROADCASTING.

Hold your present clients with the right kind of service. Obtain new sponsors with planned programming. Get help for both tasks. Hire willing worker with practical experience. Opportunity to work with wide awake management which appreciates results, more important than starting salary, or title. Presently employed. Able to produce and announce saleable shows. Capable of producing results as assistant to manager or sales manager, in programming, or continuity. Box 337B, BROADCASTING.

Idea man and writer for TV and AM seeks effective connection and growth with imaginative (not high pressure) organization looking hopefully, and experimentally to a television future, and which believes that fine programming is as forceful commercially as regular routine types of programming. Wide AM background, and currently on faculty of eastern college. Box 343B, BROADCASTING.

Young man, ambitious, some experience in writing & announcing. Excellent sports background. Will travel. Box 354B, BROADCASTING.

Topnotch news special events reporter-writer broadcaster. Journalism graduate. Six years experience all size stations. Other special skills—weather-farm-radio. Ed Bowman, KWDM, Des Moines, Iowa.

Television

Announcers

Staff announcer, director. Experienced, versatile. Some TV and NYC experience. Will travel. Disc and particulars at your request. Box 331B, BROADCASTING.

Production-Programming, others

Opportunity in TV station or ad agency more important than salary! Check my record. College grad., 8 years theatre experience including 2 years as WAC Special Services officer. 2 years advertising and promotion, 1 year good basic training in TV studio productions and operations. Have trained models, commentated style shows, good organizer, and coordinator. Box 328B, BROADCASTING.

For Sale

Stations

For sale—Eastern metropolitan market. 1 kw daytime. profitable well established. $125,000. Box 239B, BROADCASTING.

Carolina 250 watt fulltime exclusive station in small market. Price, $25,000. Box 310B, BROADCASTING.

1000 watt, fulltime regional station, value $100,000.00. Will trade for midwest or western farm or property. Box 316B, BROADCASTING.

250 watt network affiliate in small Wisconsin m'k't. Profitable operation. Price $55,000. Box 311B BROADCASTING.

Sacrifice daytimer 250 watts east Texas not yet on air. Can furnish equipment if desired. Box 358B, BROADCASTING.

Equipment, etc.

New transmitter—10% off—Brand new 3kw Westinghouse FM transmitter. 2 crystals, 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 182B, BROADCASTING.

RCA, BTF 3 B FM transmitter used 15 months—93.1 mcs. Doolittle FD-11 frequency and modulation monitor. 4-G S 2219 par metal type "C" relay rack cabinets in original crates. 1-15 kw Willys gas engine generator set 4 wire 3 phase 127-220 volt 60 cycle, used 60 days. All above priced for quick sale. Box 242B, BROADCASTING.

Presto model 75A recorder with 1C cutting head. New, never used. $350.-00. KDAL, Duluth.

For Sale (Cont'd)

For sale—Two WE 109 reproducer groups complete with repeat coils, filters and arm rest. Used 200 hrs. $250.00 the pair. KLAS, Box 1510, Las Vegas, Nevada.

For sale—Nine cartons brand new Truscon copper mesh ground screen, 8′ x 24′, six sheets per carton, at $118 per carton. Total $1,062.00 for the nine cartons. Wire or write KTOK, Oklahoma City.

RCA 96AX limiting amplifier complete with power supply and tubes, looks and operates like new, $215. Presto 87B recording amplifier in case with speaker and tubes, very good condition, half price $160. WBBQ, Augusta, Ga.

Western Electric 2-A phase monitor $350. General Radio 731-A modulation monitor $100. WHDH, Boston.

AM modulation monitor, General Radio 731A perfect condition. FCC approved. $150. WHEC, Rochester, N. Y. Chief Engineer.

910 AB Scott noise suppressor. We have an extra, used one year. Make offer. WTAD, Quincy, Illinois.

Wanted to Buy

Have need for three towers 395 feet in height. All three must be of same type and may be either self supporting or guyed. Quote specifications and price. Box 248B, BROADCASTING.

Tower, FM transmitter. Tower 400-500 ft. for AM-FM operation. 10 kw transmitter, or equivalent, by standard manufacturer. Send complete information and lowest cash price. Box 323B, BROADCASTING.

Somewhere in or near the midwest there is a small station owner who wants to step out of the radio business. He has gone on the air without sufficient radio "know how" to insure the success of his station. He may be receptive to an opportunity to retrieve his investment in equipment—and at the same time turn his radio property over to a calloused broadcaster with a proven record of listener loyalty, mass program appeal and commercial results. To this station owner I can offer a reasonable cash payment (maybe enough for full settlement) saved while operating 100 watt community stations to metropolitan stations for their owners. I have the background, know how, and a most satisfactory record of achievement. Who knows—this small advertisement in Sol Taishoff's good magazine may satisfy the ambitions of a station owner and a veteran broadcaster interested in sacrificing an above average salary from a swell employer in favor of owning his own radio property. Box 329B, BROADCASTING.

Wanted—One consolette meeting FM requirements; two turntables, line amplifier and monitor amplifier. Also 700 feet 1⅝" co-ax transmission line with fittings. WBIR, Knoxville, Tennessee.

Wanted—Western 0-10 RF amperes model 743. Write Station WVOM. Brookline, Mass. Giving price.

Help Wanted

Salesman

GOOD JOB AS SALES MANAGER

1 kilowatt southeastern station, metropolitan district 150,000. If you can take a sales job and produce, you can become Sales Manager. Plenty of prospects for a man who knows radio and can sell. Good pay. Immediate opening. Write Box 340B, BROADCASTING.

Situations Wanted

Managerial

General Sales Manager

- 18 years experience, 11 years executive capacity. Married, age 41. A real sales producer, guaranteed results.
- Starting salary immaterial, but must have potential in excess $15,000 per annum. AM or TV.

REPLY BOX 361B
BROADCASTING

For Sale

Equipment, Etc.

FOR SALE

100-250 watt RCA used transmitter, 178 foot IDECO tower and all other transmitting equipment necessary for you to begin operating a 100 or 250 watt station. Control room equipment not included.

Address BOX 170B,
BROADCASTING

FOR SALE—Westinghouse (FM-3) 3 KW transmitter used 5300 hours; General Electric FM monitor; Western Electric 54-A 8-Bay Cloverleaf antenna, never used; REL Model 648 FM broadcast technical purpose receiver (44-50) (88-108 mc), never used; Millen secondary frequency standard type 9051 with frequency multiplier; 220 ft. 1⅝" coaxial transmission line; 6 90° Ells for transmission line.

Contact Radio Station KFAB, Lincoln, Nebraska

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CAB MEET

Sales Problems To Top June 13-16 Slate

REVISED AGENDA for annual convention of Canadian Assn. of Broadcasters, St. Andrews, N. B., June 13-16, emphasizes discussions on selling the medium. This subject will permeate all sessions, the open panel sessions as well as closed meetings for members only.

Advance registrations reported to the CAB office at Ottawa show that over 300 will register at the Algonquin Hotel, St. Andrews, with a large number of guests from the United States. A record listing of exhibitors of equipment also is reported, including the first television transmitter to be displayed in Canada. It is understood that meetings of the CAB and events around the hotel will be picked up by the mobile transmitter and telecast for the CAB delegates.

Exhibitors of equipment who will have displays include Canadian General Electric, Federal Electrical Co., Canadian Marconi, J. R. Longstaffe Ltd., Canadian Bridge Co., Northern Electric, RCA Victor, Kingsway Film Equipment, Ahearn & Soper Ltd. and BMI Canada Ltd.

Agenda starts with open meeting Monday morning under CAB chairman of the board, G. A. R. Rice, CFRN Edmonton. After appointment of committees, there is to be a discussion on Canadian TV development and its possibilities, followed by a report from the Bureau of Broadcast Measurement, under its president, L. E. Phenner, Toronto. Annual meeting of BBM and election of officers is to be held before noon recess.

Campbell Slated

Afternoon meeting June 13 includes talk on "Agency Executive Looks at Broadcasting" by R. M. Campbell, J. Walter Thompson Co., Toronto, and a panel discussion on radio publicity.

Tuesday morning session starts with closed business meeting with reports from CAB executives, and discussion of CAB stand on NARBA led by George Chandler, CJOR Vancouver. Open meeting Tuesday morning will be a slide presentation on "Facts About Canada" by Andy McDermott, H. N. Stovin & Co., Toronoto. Tuesday afternoon open meeting includes a report on how surveys are made by Walter Elliott of Elliott-Haynes Ltd., Toronto, and talk on "New Forms of the Broadcasting Art" by Stewart Finlayson, Canadian Marconi.

Closed Wednesday morning meeting will deal with BMI Canada Ltd. problems, and open meeting with panel discussion on "Selling the Industry" led by Maurice Rosenfeld, MacLaren Adv. Co.; W. D. Byles, Young & Rubicam; Waldo Holden, CFRB Toronto, and Guy Herbert, All-Canada Radio Facilities. There will also be a panel on "Keeping Posted" with Mr. McDermott; T. R. Hart, Spitzer & Mills Ltd., and Gordon Keeble, CFCF Montreal.

Afternoon open meeting June 15 will deal with sales reports under chairmanship of Ralph Snelgrove, CFOS Owen Sound. Panel discussion on "How to Emphasize Selective Radio" will be led by Jack Horler, Baker Adv. Co.; William Wright; Jack Slatter, Radio Representatives Ltd. A panel on "Programs Are Merchandise" includes Pat Freeman, CAB; W. Speers, CKRC Winnipeg; Lee Hart, NAB Washington.

Thursday morning closed meeting will deal with CAB policy on new Royal Commission on Broadcasting and Television, which starts meetings at Ottawa Aug. 1, and the report of which will set Canadian policy on radio for many years to come. There will also be a policy discussion on presentation to Parliamentary Radio Committee. Afternoon closed meeting will deal with performing right fees, unfinished business and election of officers.

Guest speaker at annual dinner June 14 will be B. K. Sandwell, former governor of CBC board of governors and editor of *Saturday Night*, Toronto weekly, whose subject is "Once There Were No Radios." Phil Lalonde, CKAC Montreal and CAB honorary president, will be chairman.

Entertainment will include cocktail parties by Canadian National and Canadian Pacific Telegraph Co., and Canadian Marconi Co., and boat trip to be given by Senator A. N. McLean, St. John, N. B.

AFRS Anniversary

FOUR years after the end of the war, service men stationed throughout the world and those in the 167 Army, Air Force, Navy and veterans hospitals in this country are still receiving 50 hours of radio programming weekly by the Armed Forces Radio Service through its 60 standard broadcasting stations. AFRS was started seven years ago in May to bring information, education and entertainment to American troops overseas. A joint operation of Army, Navy and Air Force since 1943, the group was put under direct control of the Office of the Secretary of Defense May 1 of this year. This was reportedly done because of the importance placed upon its overseas broadcasting operations not only to service men but to foreign listeners. AFRS headquarters are in Los Angeles.

5000 Watt Top Network Facility

$319,000.00

This is a well equipped station that has over $260,000.00 invested in an excellent plant. High monthly gross and comparable high monthly profit. Located in a choice and very substantial midwest market. Priced right for immediate action. Substantial down payment with balance out over twenty four months.

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BLACKBURN-HAMILTON COMPANY, INC.

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Washington Bldg.	S. Akard and Wood Sts.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

WMSL LABOR EDICT

Must Cease Practices

THE NATIONAL Labor Relations Board, acting through a three-man panel, has ordered the Tennessee Valley Broadcasting Co. (WMSL Decatur, Ala.) to "cease and desist" from refusing to bargain collectively, discouraging membership in Radio Broadcast Technicians, and other alleged unfair labor practices.

The panel upheld the findings of NLRB Trial Examiner John H. Eadie that WMSL had engaged in certain unfair labor practices in violation of the National Labor Relations Act. Mr. Eadie's findings, issued as an intermediate report Dec. 29, 1948, grew out of a complaint filed by Radio Broadcast Technicians Local 1564, International Brotherhood of Electrical Workers (AFL).

Besides issuing its "cease and desist" order, NLRB directed WMSL to offer immediate and full reinstatement without prejudice to seniority and other rights and privileges to two discharged announcers and to bargain, upon request, with Local 1564. WMSL is a 250 w MBS outlet on 1400 kc.

RCA Victor, Camden, N. J., has announced availability of four new brochures, describing firm's latest developments in FM broadcast equipment, to those requesting them on broadcast station letterhead addressed to RCA field offices or Engineering Products Dept., RCA Victor, Camden.

COLLINS RADIO

Opens Three New Offices

COLLINS RADIO Co., manufacturer of broadcasting equipment, has opened new offices in Dallas, Knoxville and Dayton, F. J. Pippenger, assistant broadcast sales manager, has announced. The Dallas office, in the M & W Tower, is headed by T. B. Moseley. John Stanbery is in charge of the Knoxville office, located in the Fountain City Bank Bldg. Manager for the Dayton office, at 131 N. Ludlow St., has not been announced. Also announced is the addition of Theil W. Sharpe and F. A. Scott to the sales staff. Mr. Sharpe will headquarter in Dallas and Mr. Scott in Daytona Beach.

Spokesmen for Collins have stated their belief in both AM and FM broadcasting has been sustained by good sales volume over the postwar years and that "sales are at a level and prospects such that the future looks promising... It is apparent that AM and FM broadcasting will remain the leading entertainment and public service medium for some time to come. Television has our open support and is assuming a major role with us, but...the period that will be necessary to bring [TV]...to the country as a whole and the great areas that cannot enjoy television must continue to have the advantage of top-grade equipment source."

ELKHART 'QUIZ KIDS'

Build Good Will for Bank

SUCCESS of a local *Quiz Kids* show in Elkhart, Ind., is the subject of an article in this month's issue of *Bulletin*, official publication of the Financial Public Relations Assn. The article was written by Lloyd Z. Minnix, vice president of Elkhart's First National Bank, which sponsors the show on WTRC Elkhart—6:30-7 p.m., Monday—from the stage of the Elco Theatre. Mr. Minnix comments that "the good will engendered has unquestionably been beneficial." "From a public relations standpoint," he says, "the management feels this activity is a happy choice for any banking institution."

The show is produced under professional guidance of owners of the network program of the same name heard Sunday afternoons over NBC. Children in the network *Quiz Kids* show are mainly Chicagoans, and the show's sponsor, Miles Labs, recently decided to permit NBC stations to "train" out-of-town children for the network program by conducting such shows under local sponsorship.

For the top weekly winners in Elkhart the bank opens savings accounts. Winners also receive gold-plated pins bearing the initials "Q.K." Quarterly winners are sent to Chicago, expenses paid, to perform on the network show. Quizmaster of the Elkhart show is Oliver B. Capelle, a local advertising man.

STERLING DRUG
Elects Hill Chairman

AMES HILL Jr., president of terling Drug Inc., New York, was elected last week to the additional office of chairman of the board, succeeding the late Edward S. Rogers. Appointment was made at a company board meeting.



Mr. Hill

Filling a board vacancy, Dr. J. Mark Hiebert, vice president, was lected a director. The board also lected James F. Thompson as a ice president of the company, in harge of the Hilton-Davis Chem- al Co. Division, Cincinnati.

ADIO CENTER
Opened by WASK WFAM (FM)

EW radio center of WASK La- ayette, Ind., and its FM affiliate, FAM, was formally opened in a hree-hour (7-10 p.m.) program st Tuesday. The center replaces ASK's former studios, from hich programs had originated for even years.

Six air-conditioned studios, in- luding a main studio seating more han 100 persons, and two master ontrol rooms are provided in the enter. The structure also contains reception room, offices and a usic library. Raytheon, RCA and ates speech input equipment is sed.

WASK is a 250 w MBS outlet n 1450 kc. WFAM operates on hanel 236 (95.1 mc).

LBM OFF AIR
Equipment Parts Stolen

HEFT of technical equipment last onth forced KLBM La Grande, re., to suspend operations com- letely May 8, according to ohn G. Jones, station manager. LBM is licensed to Inland Radio c.

The equipment was of a perma- ent nature and replacement parts ad to be rushed in from a consid- able distance. Murray Durham, hief engineer; Chuck Harlan, tech- cal chief for Inland Radio, and her KLBM technicians were re- ired to check and test replace- ents constantly. Loss of equip- ent deprived KLBM listeners of veral Mother's Day programs heduled that Sunday.

Thieves had not yet been appre- ended but city and state police are orking on the case, Mr. Jones re- orts. Conviction for the crime of rcing a station off the air carries vere penalties if tried in federal urts, the station pointed out.

Over-Ambitious

A YOUTH's ambition to sing on the radio has gotten him in trouble with the law—because he allegedly posed as an FBI agent. Robert Palmer, 20, from Springfield, Ohio, was ordered held under $1,000 bond in Cincinnati May 16 after reportedly making several attempts to get time on WLW as an FBI man. In his latest attempt, Mr. Palmer was shown to sing into a dead microphone while the station notified the real agents.

ALASKA RESCUE
KFAR, KENI Air Reports

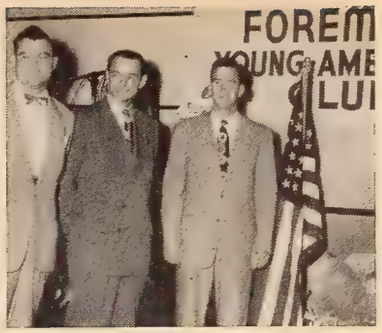
DRAMATIC radio coverage of a rescue mission in the frozen barren wasteland of Alaska has been reported by KFAR Fairbanks and KENI Anchorage, Midnight Sun Broadcasting Co. stations. A U. of Alaska professor, Bert Griffin, had been the object of a widespread aerial search since he failed to arrive at Galena on a flight from Fairbanks.

He was rescued by the U. S. Air Force in one of the few known glider-pickup rescues in aviation history, in which a C-54 transport, towing a CG-15-A hospital glider, was dispatched from Ladd to the crash scene. It was a searching C-47 which located the missing aircraft on a small island, and made possible the rescue.

Station's special events crew of Del Day, Arvid Erickson and Augie Hiebert recorded the 10th Squadron glider rescue, and gave listeners 45-minute reports on both stations. Mr. Griffin told listeners he became lost and was forced to land when fuel ran out. In the past KFAR also covered the Tanana River ice breakup in 1946, and was the first station to send a representative along with the Air Force weather flights over the North Pole, according to Mr. Hiebert, acting KFAR manager.

Mooney Elected

ALICE LYNNE MOONEY, account executive with Lawrence Everling Inc., Philadelphia, was elected president of the Philadelphia Club of Advertising Women at the annual business meeting held at the Poor Richard Club. Miss Mooney succeeds Mrs. Helen Carroll Corothers, retiring president. Other officers elected include Mrs. Jerrie C. Rosenberg, radio director, Lavenson Bureau, first vice president; Ann La Mott, Ford Bros. & Co., second vice president; Marie Kerrigan, A. Pomerantz & Co., recording secretary; Mrs. Mary Beitler Whitmore, Accurate Addressing Co., corresponding secretary, and Gladys N. Mornan, S. E. Roberts Inc., treasurer. New officers will be installed July 6.



AT PREMIERE of *The Young American Club* program, sponsored by Foremost Dairies Inc. on WOAI San Antonio [BROADCASTING, **May 30**], **sponsor and station representatives register happy smiles. L to r: Lou Riklin, WOAI account executive; H. R. Vanderpool, manager, San Antonio plant of Foremost, and Louis E. Smith, WOAI merchandising manager. Foremost plans 32 *Young American Club* programs in all parts of country, where firm's plants are located. WOAI program was fourth to take air. The "parent" show has been aired for past three years on KTBS Shreveport.**

CALIF. TIRE CO.
Lauds Station; Plans Increase

KJBS San Francisco reports getting the kind of fan mail all stations love to receive. It came with a promise of additional business.

Benson M. Sherman, of the San Francisco agency bearing his name, wrote Ned Smith, sales manager of KJBS:

"It's not my practice to write commendatory letters to media—it's their job, I feel, to bring results in proportion to the amount of money spent by the client.

"But when a medium does as unusual and as outstanding job . . . I feel a special pat on the back is in order.

"By close checking with every retail customer of the California Tire Co., we have found that our 15-minute programs — Saturday midnight and Sundays from 9:45 to 10 a.m.—has brought us direct and consistent results week after week. Actually, we have been amazed at the number of people who drive over to the California Tire Company in direct response to our KJBS broadcast offerings.

"Be sure that our KJBS schedule will be expanded within the next 30 days."

HULLINGER
In Hall Post at ABC Western

NED HULLINGER, assistant promotion manager of ABC Western Division, has been named western publicity manager to replace Robert Z. Hall, resigned, according to Frank Samuels, network's western vice president.

Mr. Hullinger joined ABC Hollywood publicity department in November 1945. Last February he was transferred to the promotion department as assistant manager. A native of Urbana, Ohio, he is a graduate of Northwestern U. He also has been advertising manager of General Finance Corp. and has served as a reporter on the staffs of the Evanston *News-Index*, Chicago *Daily News* and the Gary (Ind.) *Post-Tribune*. Mr. Hall had been with ABC since June 1944 and had been manager since early 1946.

Permit Requested

FCC routine was reversed recently when C. L. Cooley of Bradford, Tenn., stated in an application that his station, for which he desired a license, is ready to go on the air as soon as approval can be secured. Mr. Cooley, a 43 year old veteran who is self employed as a radio repair man, had an application returned several months ago when he applied for 18 w—far below the FCC minimum of 100 w. He is now applying for this minimum and stated that he plans to operate eight hours a day, four days a week. The application, written in longhand, states that the transmitter is of Mr. Cooley's own design. Tower location, shown on a rough sketch, is located "Two miles east of the watter tank at Bradford."

MILTON L. GREENEBAUM, president of Saginaw Broadcasting Co., licensee of WSAM WSAM-FM Saginaw, Mich., presented the Arnold Boutell Award to Eric F. Wieneke, senior Saginaw city councilman, for Mr. Wieneke's efforts in making possible city's new water system.

AGENCIES • ADVERTISERS • STATIONS
DESIGNED FOR PLANNING-SELLING
(3 colors - 25" x 35")
1949 RADIO-TV MAP
60c ea. (50c - 10 or more / 40c in lots of 50)
Please include payment with order.
BROADCASTING • TELECASTING
NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

HOLLYWOOD AD CLUB

FC&B's Belt Elected

ERNEST BELT, national advertising manager of *Hollywood Citizen News* and for past year first vice president of Hollywood Advertising Club, has been elected president of the organization. He succeeds C. Burt Oliver, who continues on the board of directors. Mr. Oliver is general manager of Foote, Cone & Belding, Hollywood.

Homer H. Boelter, owner of Homer H. Boelter Lithography Co., and J. Neil Reagan, Hollywood manager of McCann-Erickson, were elected first and second vice president respectively. Esther Mangan, sales executive of Los Angeles Engraving Co., and Sydney B. Gaynor, vice president of Raymond R. Morgan Co., were made secretary and treasurer respectively of the Ad Club. Frank Ford, head of his own advertising agency, was elected to the board of directors on a one year term, succeeding Tom Lane, resigned.

Evaluation Group

SEEKING to raise the program level of radio and television, the Southern California Assn. for Better Radio and Television held its first organizational meeting in Los Angeles May 24. Purpose was explained by one of its co-founders, Mrs. Clara S. Logan, former radio chairman of the 10th District Parents & Teachers Assn. She proposed evaluation of programs by listening and looking, plus subsequent publication of findings.

Milestones



► WBZ-TV Boston marked its first birthday May 29.

► WSUI at State U. of Iowa, Iowa City, is celebrating its 30th anniversary this year. Station originated a regular broadcasting schedule in 1919 when it was known at 9YA. Carl Menzer, present director of the station, was also its first director.

► June 4 marked 100th broadcast of KNBC San Francisco's *Signposts for Young Scientists. Signpost* listeners were invited to an open house and special birthday party.

► To celebrate its second birthday May 18, WPIT Pittsburgh organized a series of birthday parties. Complete "fixings" for a party were sent to all agencies and allied fields in Pittsburgh area. Package included a decorated cake, ice cream, paper plates, spoons and napkins. Enclosed was a card thanking various organizations for the part they played in the growth of WPIT and inviting them to join with the station in celebration of its "cotton" anniversary.

► WISN Milwaukee and the Milwaukee County Pharmacists' Assn. will celebrate the seventh anniversary of public service program *Know Your Druggist Better* June 8 when druggists fete the WISN staff at a dinner-dance.

► Dressed in authentic costumes of 1849, some 1,500 persons—employes of the McClatchy newspapers and stations and their guests—gathered in the Sacramento, Calif., Civic Auditorium to mark 100th anniversary of arrival in Sacramento of James McClatchy, founder of *The Sacramento Bee*, forefather of the present McClatchy station and newspaper chain.

► John Falkner Arndt & Co. Adv., Philadelphia, observed its 25th anniversary in May, marking the occasion with a pamphlet titled, "Achievement."

► Stan Lomax, WOR New York sportscaster, was honored May 30 through June 3 on a variety of the station's programs during "Stan Lomax Week," celebrated in recognition of his 15 years of broadcasting for WOR. Mr. Lomax appeared on five programs throughout week in addition to his regular sportscasts, Mon.-Fri., 6:45-7 p.m.

CBS SUSTAINERS

Hiatus for Hayes, Godfrey

CBS has announced the scheduling of two sustaining summer replacements for commercial shows on hiatus. *Earn Your Vacation*, a quiz series with school teachers competing for prize vacation trips, replaced the Helen Hayes *Electric Theatre*, Sunday, 9-9:30 p.m., starting June 5. On July 31 the *Electric Theatre* sponsor, Electric Companies Advertising Program, will place *Meet Corliss Archer* in the time period. This series will run through Oct. 2 with Miss Hayes returning to the air Oct. 9.

Young Love will fill the spot vacated by Arthur Godfrey and his *Talent Scouts*, starting July 4. A comedy series about a wedded college pair, the program will be a CBS sustainer.

Fairfax Agency Named

DAVID RODES Inc., New York, manufacturer of Inflato Toys, has appointed H. W. Fairfax Advertising Agency Inc., also New York, to handle its advertising. Television campaign for the giant (four feet high) inflated toys will be tested with one-minute spots on WATV (TV) Newark, to be followed with similar spots in the New York and Chicago areas. The filmed commercials will promote mail-order buying of two inflated toys, a "big shmoo" and a sea horse, both at $2.95 each, and a play pond for $7.95. New York and Chicago stations are still not selected.

► J. Walter Thompson Argentina Buenos Aires office of J. Walter Thompson Co., last month celebrated its 20th anniversary with commemoration banquet for company members. Veterans Santiago Bona of the media department, and Gus Balban, production manager both with two decades of service each were presented with gold Parker "51" pens. South America office opened with staff of four and two clients, and numbers 100 staff members today serving 50 clients.

► Dr. J. Arthur Myers, known as "Unseen Advisor," is now in his ninth year of broadcasting on WI Philadelphia.

UN TO BE CITED

NBC to Aid in Observanc

NBC, in cooperation with the American Assn. for the United Nations, will launch a countrywide five-week observance of the accomplishments of the UN Sept. 1. Announcement of the public service project was made by Sterling W. Fisher, NBC manager of public affairs and education.

The observance will start two days before the UN General Assembly convenes and close with Worldwide UN Day Oct. 24. Telecasts from UN, documentary shows and other special programs will mark the occasion, and sponsors of all NBC commercial programs will be asked to keynote UN themes during the period.

Other features will include an afternoon of folk music and dancing in New York's Rockefeller Plaza on Sept. 25, special exhibits and a banquet in the Waldorf-Astoria on Sept. 23, with State Dept. and UN officials participating in the broadcast portion.

Henry Nolan Dies

HENRY J. NOLAN, 40, assistant controller of McCann-Erickson Inc., New York, who had been with the agency 25 years, died May 2 of a heart ailment in his home. Surviving are his wife, Mrs. Helen G. Nolan; a son, James A. Nolan; his mother, Mrs. Jennie Nolan; two brothers and three sisters.

BROADCASTING'S 1949 Marketbook will be published August 15.

Advertising deadline July 15. Reserve space today in your state sections. Regular rates.

17,500 circulation

Up to 42% Savings on your Recording Costs!

By The Sensational New

COLUMBIA

Lp Microgroove Method

See How You Save!

*Substantially Lower Cost Per Record

*More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

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New York: 799 Seventh Avenue, Circle 5-7300
Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

SPOT RADIO THE BEST BUY

Brochure of NBC Spot Sales Plugs Results

'HE ADVERTISER'S best buy is ational spot radio, according to a ew brochure of NBC Spot Sales hich points up the advantages of roadcasting over magazine and ewspaper advertising.

The piece is a plastic-stitched ook, attractively illustrated, and ontains testimonials on the effec- iveness of Spot Sales.

One testimonial, from an un- amed president of an agency, said hat an analysis of 633,000 returns n premium offers, radio had the owest cost per return, 8.7 cents as ompared with 22 cents in Sunday upplements; 36 cents in news- apers, and $1.17 for magazines.

Another testimonial, from an ac- ount executive, showed the cost of btaining orders on a $2.95 sewing ook. The account executive testi- ed that every NBC-owned station lus certain NBC affiliates "paid ut for us extremely well." The gures cited:

tation	Orders Received	Total Cost	Order Cost
VGY Schenectady	1,603	$1,155.00	72¢
VMAQ Chicago	4,109	2,512.50	61¢
VNBC New York	3,850	2,940.00	76¢
VRC Washington	1,045	878.50	84¢
VTAM Cleveland	2,447	1,274.00	52¢
NBC San Francisco	3,543	1,502.00	42¢
KOA Denver	1,450	840.00	58¢

The brochure opened with pic- ures of an easel presentation of adio coverage in the Chicago area ompared with magazines and ewspapers in the same area. VMAQ Chicago was said to reach ,503,870 daytime; the nation's argest magazine had 592,956 cir- ulation in the area, while Chi- ago's largest newspaper had ,010,829 circulation in the area. imilar studies, said the brochure, re available for New York, Cleve- nd, Washington, Schenectady, enver, San Francisco and Chi- ago.

The book closed with a presenta- on of what $50,000 will buy mong media. That sum, it was aid, will purchase three black and hite pages in the nation's largest agazine, or four full pages in ach of the largest newspapers in even major markets, or 24 day- time hours on the leading radio stations in seven markets, or 150 station breaks on the leading radio stations in seven major markets. The major markets listed were New York, Chicago, Cleveland, Wash- ington, Schenectady-Albany-Troy, San Francisco and Denver.

INDEPENDENTS

Offer Opportunity—O'Konski

LISTENERS are looking to the independent station to save them from boredom, Rep. Alvin E. O'Konski (R-Wis.), president of WLIN Mer- rill, Wis., told the graduating class of the National Academy of Broadcasting, Washington, D. C., late last month.



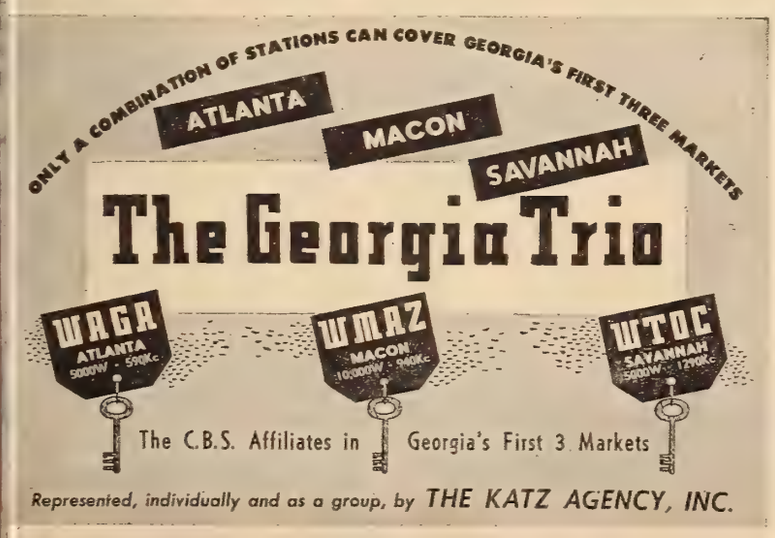
Rep. O'Konski

Rep. O'Konski said he believes "people are tired of soap operas and murder mysteries" and that "we need new pat- terns for entertaining and infor- mational broadcasts."

He urged graduates to avoid imitation of sponsored programs and to be alive to the desires and needs of their communities. He suggested that graduates seek em- ployment with independents in small cities and suburban localities.

On AAAA Committee

WINSLOW H. CASE, of Camp- bell-Ewald Co., New York, and Al- vin H. Kaplan, of Kaplan & Bruck, New York, have been named mem- bers of the American Assn. of Ad- vertising Agencies standing com- mittee on radio and television. Their terms run to April 1950. Chairman of the committee is Carlos Franco of Young & Rubi- cam, New York.



'ELECTRON TUBES'

RCA Editors Compile Papers

ELECTRON TUBES Vol. I, II. Edited by Alfred N. Goldsmith, Arthur F. Van Dyck, Robert S. Burnap, Edward T. Dickey and George M. Baker. Princeton, N. J.: RCA Review, RCA Laboratories Div. Vol. I pp. 475, Vol. II pp. 454.

PAPERS on the general subject of vacuum tubes and thermionics which were originally published during the years 1935-1948 have been compiled into these two vol- umes by RCA authors and editors. The preface states that the books are published "for scientists, en- gineers and others whose work in- volves the design of tubes or their application with the sincere hope that the material here assembled may serve as a useful background text and basic reference source to help speed new tube developments and thus advance the science and art of radio-electronics."

Electron Tubes, Vol. I and II, are the ninth and tenth volumes in the RCA Technical Book series and are the first devoted exclusively to tubes. Vol. I covers the period 1935-1941 and Vol. II carries the series through 1948. Both volumes are presented in four sections: General, transmitting, receiving, and special. As additional sources of reference the appendices contain bibliographies on vacuum tubes, thermionics and related subjects and reference lists.

CBC RADIO TIME

Used by Political Groups

RADIO IS being used to a consid- erable extent by major Canadian political parties during the federal election campaign. All national network broadcasting is handled on a free time basis. Only pro- vincial networks may carry paid political broadcasting under CBC regulations. At mid-May reports at Toronto, where all network booking must be cleared with CBC, radio end of federal election cam- paign show that both the major parties, Liberals and Progressive- Conservatives, will have their party leaders do most of the network broadcasting. Bookings by the Progressive-Conservative party at this date are farthest advanced in eastern Canada, following closely the campaign travels of George Drew, party leader. Bookings are being placed for all Canada by McKim Adv. Ltd., Toronto.

The Liberal party bookings at this date are not as far advanced, and such bookings as have been made follow the campaign travels of Premier Louis St. Laurent. Bookings are being made by Louis Leprohon, Liberal party radio net- work liaison officer at Ottawa. The Co-operative Commonwealth Fed- eration (socialist party) had not yet booked any provincial network time at mid-May, nor had any of the smaller parties. Bookings on local stations are beginning to in- crease for local political talks.

THE SKY IS THE LIMIT



188 RANDOLPH BLDG.—CHICAGO

COMPLETE erection of 5 tons of supporting steel and FM antenna— 600 feet above street level.

ERECTION OF FM AND TV ANTENNAS AND TOWERS

B D N

STEEL ERECTING CO.

82 W. WASHINGTON ST.

Phone: FInancial 6-3496

CHICAGO 2, ILLINOIS

Production



STANLEY HESS has been named program manager of WICU (TV) Erie, Pa.

CHARLES GRADY has joined announcing staff of WIMA Lima, Ohio. He also has been appointed regional news director.

DORSI WINN, formerly with General Amusement Corp., has joined WNYC New York as staff writer.

DON GEHRING, freelance writer, has joined continuity staff of WFDF Flint, Mich. RALPH GILDROY and LEE DRISCOLL have joined station's announcing staff.

DAL GRAY, formerly with CKOV Kelowna, B. C., has joined announcing staff of WBEN Buffalo, N. Y.

JOHN MILLAR, graduate of Hal Bagg School of Broadcasting, New York, has been appointed to staff of WDEV Waterbury, Vt.

STANLEY BURNS, formerly with WINS New York, has joined announcing staff of WTTT Coral Gables, Fla. He is being featured in two morning disc shows.

MAURICE C. DREICER, conductor of *I Challenge You* on WEVD New York, sails June 7 for an extended European trip. He will make recorded interviews via battery tape recorder for program to be called *European Diary*, which he will offer for sale to stations in this country.

BILL HAWORTH, formerly freelance announcer and newscaster, has joined KFI Lon Angeles announcing staff as a vacation relief announcer.

JERRY GROVE, formerly with WSNY Schenectady, N. Y., has joined WIP Philadelphia as summer-relief announcer.

BETTY SCHMIDT, program director at KXLK Great Falls, Mont., is resigning to go to Europe. She will spend the summer in Czechoslovakia as member of the Experiment in International Living.

ROBERT H. FORWARD, assistant program director at KTTV (TV) Los Angeles, is the father of a boy, William Richardson.

VIRGINIA CROSBY of WGN Chicago program staff, and GORDON SEEBERG, vice president of Del-Farm Foods, have announced their engagement.

FRANK DODGE of CBS Arthur Godfrey staff, and JACQUELINE JONES, network receptionist, have announced their marriage.

BILL WHALEN, WCOP Boston announcer, disc jockey and sportscaster, is the father of twins, Kurt and Karen.

Newsmen Meet

RICHARD HARKNESS, commentator, was slated as principal speaker at a meeting of the Carolina Radio News Directors Assn. last Friday and Saturday at the Ocean Forest Hotel, Myrtle Beach, S. C. The association membership comprises radio newsmen from the two Carolinas.

JAMES P. TURNER

Former WINK Manager Dies

JAMES PARKINS TURNER, 47, account executive with WTAN Clearwater, Fla., and former manager of WINK Ft. Myers, Fla., died May 25 at Morton Plant Hospital in Clearwater. His death followed a major operation and five weeks illness.



Mr. Turner

A pioneer in the industry, Mr. Turner was at one time general manager and later part owner of the old WJAY Cleveland. For four years he led his own dance band, playing throughout the Midwest. In 1938 he joined WSIX Nashville where he remained for nearly five years, leaving there to join WING Dayton and WIZE Springfield, Ohio, as program director and promotion manager. He was later sent by the WING-WIZE management to Florida as general manager of WINK.

Mr. Turner is survived by his wife, Mrs. June D. Turner, and a son, Terry, both of Clearwater.

BASIL LOUGHRANE

Producer-Director Dies

BASIL LOUGHRANE, 48, freelance radio director and producer of MBS and NBC shows, died May 29 at his Mamaroneck, L. I., home of a heart attack.

Mr. Loughrane produced and directed *Sherlock Holmes* for Mutual and *Light of the World* for NBC. Previously, for Lord & Thomas agency, Chicago, he had been director of the first *Amos 'n' Andy* series, and later of the *Lum 'n' Abner* programs.

He was an AFRA member, and belonged to the Radio Directors Guild. He is survived by his wife, Mrs. Helen Francess Codd Loughrane, and a son, Barry E. Loughrane.

WLBR Lebanon, Pa., received American Legion's 40 and 8 Club award for outstanding community service.

MAYOR REPORTS

KITE Sets Weekly Broadcas

"FIRESIDE chats" are returnin to the radio scene in San Anton through arrangements made Charles W. Balthrope, owner KITE San Antonio. Newly elect mayor of San Antonio, Jack Whit will broadcast each Sunday begi ning June 12 over a three-stati local hook-up—KITE KMAC a KCOR.

Mayor White, a hotel operato was challenged to run for the offi by an established politician wh was seeking re-election, accordin to KITE. Accepting the challeng Mr. White in his campaign, whi relied heavily on radio appeal promised if elected to make period reports on city governmental a fairs. He was elected by a wi margin, and Mr. Balthrope imm diately offered him free air tin for a series of non-political pro ress reports and discussions civic problems.

The talks will originate at KIT and be fed to KMAC and KCO Ten-minute broadcasts are plann with time extended to 15 minut when necessary. In addition, May White will give KITE listeners personal account of city coun meetings. The latter reports w be recorded from city hall for broadcast on a KITE newscast.

WHAY OPENS

New 5 kw Station on 910 k

WHAY, new fulltime standard st tion at New Britain, Conn., bega operation May 23. Owned by t Central Connecticut Broadcastin Co., the station operates on 910 with 5 kw. Station is programm daily from 6:30 a.m. to midnight.

Laurence C. Edwardson is pres dent of Central Connecticut Broa casting, which is composed of group of New Britain businessme Other officers are George Coyl vice president; Leo V. Gaffne treasurer, and Hillis W. Holt, se retary and general manager of t station. Staff personnel inclu Frederick E. Bieber, assista manager; Mr. Edwardson, sal manager; William T. Walker, pr gram director, and Allan S. Taylo accountant.

Station has been in the pla ning stage for five years, spoke men said. Actual constructi started last October. WHAY studios and offices are located 22 Grove Hill. Its transmitter ar five tower array are in Farmin ton.

PHILCO Corp. has published and making available to its distributo new "Radio Component Handbook for engineers, technicians and servic men.

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ONE YEAR AT $7.00
TWO YEARS AT $12.00

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870 Nat'l Press Bldg., Wash., D. C.

"VIC" DIEHM SAYS:



Get in the "Know-Now!

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact

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or
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521 Fifth Ave.
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AFFILIATED WITH NBC - MBS

WAZL

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 · Hazleton, Pa.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

Feature of Week

(Continued from page 10)

ow. The script, created by Gil awcett, KDAL traffic manager, ho also doubles on the fiddle, rapped up a facetious presentaon, "A Day in Studio A."

The puppeteers, Betty Vanderort, of the KDAL bookkeeping deartment, and Mrs. Richard Piper, e only outsider connected with e project, produced the action.

As the curtain fell at the conusion of each puppet performance DAL stars, in person, began cirlating program schedules comete with pictures of the KDAL aff. Before distribution of the hedules was completed after each ow the puppet stage curtain ent up again, revealing an opal lass screen. During the period tween the puppet shows a rearew projector threw 16 color slides KDAL stars on the screen.

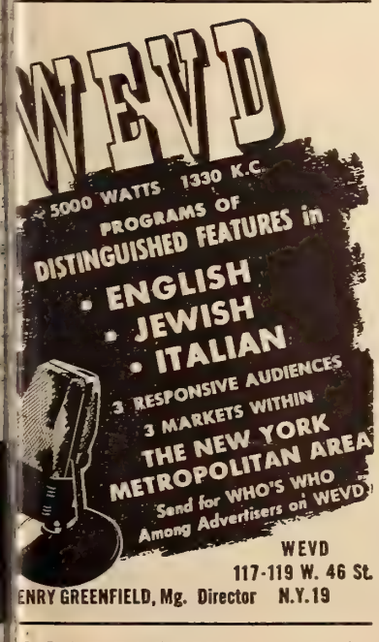
The puppet shows and the slides ere part of KDAL's overall staon promotion plan launched last eptember to sell voices, personalies and programs.

UFFMAN NAMED

Heads Wisconsin Network

ILLIAM F. HUFFMAN, presnt of WFHR Wisconsin Rapids, is., was re-elected president and easurer of the Wisconsin Netork at the annual meeting of ockholders in Fond du Lac. John alter, manager of WJPG Green ay, was renamed vice president nd George T. Frechette, WFHR rogram director, was re-elected ecretary. Mr. Huffman will serve s eighth term as president of the egional network this year.

The Wisconsin Network, organed in 1941, is composed of followg stations in addition to WFHR nd WJPG: WIBU Poynette-Madion, WCLO Janesville, WGEZ Beit, WRJN Racine, WHBL Sheoygan, WHBY Appleton, KFIZ ond du Lac.



WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19



NEW officers and board members for the coming year were elected late last month by the Washington Ad Club. At meeting following elections are (l to r): Front row—Bruce Cleveland, National Transitads Inc.; Alvin Q. Ehrlich, Kal, Ehrlich & Merrick Adv.; Ben Baylor, WMAL WMAL-TV; William F. Sigmund, Henry J. Kaufman & Assoc., new club president; Henry M. Voss, Lansburgh & Bro.; Orin F. Ballou, S. Kann Sons Co.; Matt Meyer, *Washington Daily News;* second row—Ben Strouse, WWDC WWDC-FM, retiring president; Stanley Bell, WRC-NBC, treasurer; J. Conrad Jacobs, *Washington Daily News;* William Janof, *Washington Evening Star* (WMAL); W. Frank Gatewood, *Washington Times Herald;* N. Ward Guthrie, Guthrie Lithograph Co., secretary; James W. Seiler, WRC-NBC; Claude H. Woodward, Better Business Bureau, and Tom Griffin, *Washington Daily News,* first vice president. Five directors elected were Messrs. Ballou, Cleveland, Gatewood, Janof and Seiler. Not shown is John S. Bartlett, Potomac Electric Power Co., second vice president.

On All Accounts

(Continued from page 10)

consumer, the audience preference factor has to be given the utmost consideration," he explained. "We feel that in a major market like Chicago, music lovers constitute a very significant economic unit—large enough to attract sufficient sponsors to sustain the operation. We feel that FM can be developed and carried to its logical place of importance in the radio industry only by offering a highly-specialized service.

"Our best proof, we felt, were the two types of service we were offering. During the day, most other FMers were offering a similar type of music, whereas at night the station was in a class by itself. The choice, then, was obvious."

In addition to the new accounts which Mr. Miller has pocketed, he also is relying on several sponsors, already using the evening shows, who plan to extend schedules.

Bob Miller is another of those young Midwesterners to have served an apprenticeship under Gene Dyer, who developed not only WSBC, but WAIT and WGES Chicago as well. He joined WSBC in 1939 as a 21-year-old announcer, just out of DePaul U.'s Commerce School. He had hoped to study law, but radio proved the greater lure.

Mr. Dyer lost no time harnessing Bob's well-organized mind to sales—and the young man was on his way. When the FCC duopoly ruling made it necessary for Mr. Dyer to dispose of the station, Mr. Miller was the logical one to take it over. He, and a younger brother, Arnold, raised the money.

Arnold Miller is responsible for WXRT's excellent taste in programming. Now only 26, he has studied music at Northwestern, Chicago, DePaul, Columbia U. and the Eastman School of Music at Rochester, N. Y. He wisely recognizes that his brother's business acumen is needed to keep his carefully selected concertos and symphonies on the air.

Both WXRT and WSBC are strictly family affairs. In addition to the two brothers, Bob's wife, the former Gertrude Hillman, helps at the station. And often their 6-year-old daughter, Chellie, and a todler named Drew, are seen on the premises.

WNEW Petition

WNEW New York has petitioned the FCC for action on its long-standing application to increase power from 10 kw to 50 kw on 1130 kc, directional fulltime. WNEW pointed out that the Commission in granting renewal of licenses to WNEW and WOV New York and separating common ownership indicated the record on the power increase request was complete but that separate action would be taken. WOV was granted transfer of control to Victory Broadcasting Co. [BROADCASTING, May 16]. Common owner of both stations has been Arde Bulova.

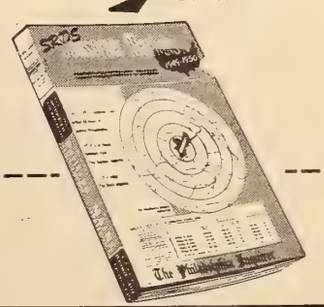
CONSUMER MARKETS is a gold mine of market facts!

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It covers *all* counties, *all* cities and towns with daily newspapers and/or radio stations, *all* incorporated urban areas with populations of 5,000 and over. Its market maps for every state and for every city of 250,000 population and over help to visualize the areas of interest to you.

Besides, in the *Service-Ads** of many individual newspapers, radio stations and other consumer media, you find additional *qualitative* information pertinent to the problem of how to cover marketing areas of specific interest.

Be sure to use SRDS CONSUMER MARKETS whenever you need information on *any* local market in the U. S., the U. S. Possessions, Canada, or the Philippine Islands. The new and further improved 1949-1950 Edition, to be published September 1, will give you, along with 1948 estimates, the most recent data obtainable from the U. S. Government and other reliable sources.



** Service-Ads are informative advertising in CM that sell by helping people buy.*

"One of the most helpful and valuable reference books I've ever had," says advertiser.

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333 North Michigan Avenue, Chicago 1, Illinois
New York • Los Angeles • San Francisco

NEWEST promotion idea of WOAI San Antonio features slogan "Advertising Dollars Do More On WOAI," and endorsements by clients. Back page of bi-monthly program schedule issued by station carries this selling message with picture of sponsor and title of program. Typical endorsement is that by Reagan Houston, president of Alamo National Bank of San Antonio, sponsor of *The Roving Banker*. Mr. Houston states: "We chose WOAI because we felt it offered best possible coverage of our program, at a relative cost that appealed to our banking sense of good judgment." Two issues in series have been mailed out to date to agencies, clients and merchandising lists.

Popularity Contest

THIRD ANNUAL juvenile author popularity contest conducted by *The Hobby Horse Presents* (WMAQ Chicago, Saturdays, 8:45 a.m. CDT) netted more than 53,000 votes from youthful listeners to the book program. Winners among 2,000 authors voted for will appear as guests on show, sponsored by Carson, Pirie, Scott & Co., Chicago department store.

Future Homemakers

TEENAGE girls—more than a thousand of them—competed in the Wisconsin Future Homemakers Assn. demonstration contests during past month for prizes awarded by *Prairie Farmer*-WLS Chicago. Sixty-six winners received prizes ranging from $2 to $10 for original ideas on domesticity as demonstrated before audiences of Wisconsin mothers. Range of activity was from baby-sitting and plain-and-fancy cooking to upholstering and home sewing.

Frank Yahner
Knox Reeves Advertising, Inc.
Minneapolis, Minn.

Dear Frank:

Since you fellers always wants ter deal with th' radio station th' peeple lissens at, you all will like this:



T'other day hunderds of Charleston kids went ter Wash'ton fer a visit and a toor. Nacherly th' parents wuz worried, so jist as soon as th' gang arrived in Wash'ton, one o' th' teachers called WCHS and tole us ter tell th' folks ever'thin' wus all right! When they wanted Charleston ter know sumthin' they asked WCHS ter tell it, 'cause folks around here lissens ter their number one station!

Yessir, in easin' a parent's mind or in sellin' fer you, WCHS is FIRST in Charleston!

Yrs.
Algy

WCHS
Charleston, W. Va.

Promotion

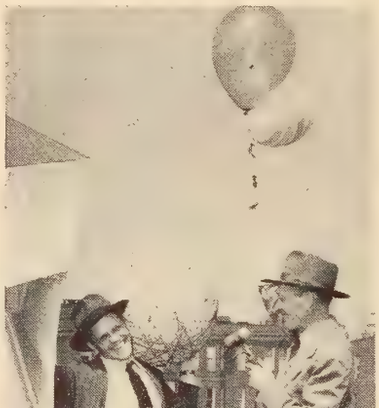


CBS Sales Balloon

PULLING up that sales curve is occupation of man in balloon, pictured on latest CBS promotion folder. Opening folder, reader finds reasons given by CBS as to why its man in the balloon "can lift a sales curve!"

WFBR's String Contest

AT WFBR Baltimore, Jim and Phil Crist—*Morning in Maryland* program—launched a kite and 115 balloons to culminate their string contest. Thirty-eight prizes were offered to people who could return identification tags. Previous to contest listeners sent pieces of string to Phil Crist who wound them on ball. Mystery contest was held inviting listeners to guess what Crist brothers were going to do with ball of string. Mystery word was given out each day with some letter missing; at end of 12 days, audience had answer to final event.



Crist brothers launch their kite and balloons.

* * *

'Behind the Mike'

LATEST promotion activity of WIMA Lima, Ohio, is weekly "Behind the Mike" radio column. Column is carried in the *Lima Penny Saver*, free, weekly shopping guide with rural circulation of 10,300. WIMA and Mutual programs and personalities are highlighted. Column is "cross-plugged" on feature programs of station.

Classical Music Poll

POLL to determine classical music preference of city's listeners has been completed by WBMS Boston. Result of four months' survey conducted with station's monthly program subscribers, poll elected Beethoven as favorite composer by wide margin. First place symphony was Brahms' Symphony #1; Sibelius' "Finlandia" was favorite tone poem, and Bizet's "Carmen" was favorite opera. Several other categories including overture, operetta and musical comedy were included.

Evening's Fun

SPECIAL FM promotion in form of evening's entertainment at studios of WHFB-FM Benton Harbor, Mich., May 21 brought together for first time large group of station's newly formed "FM Club." Three-hour party included gifts of record albums, impromtu mystery show by guests, palm and hand-writing analyses over air, newscasting by guests, awarding of door prizes, and refreshments. Station reports that club now has 200 members. Only requisite for membership is certified ownership of an FM radio.

Salute to WTVN (TV)

ARTISTS conception of LeVeque-Lincoln Tower in Columbus, Ohio, when WTVN (TV) tower is erected atop building is featured in reprint of article in *The Columbus Citizen* being distributed by station. WTVN, which plans to take air by Labor Day is licensed to Picture Waves Inc. Edward Lamb is owner. Article was written by Jo Bradley Reed and features story of Mr. Lamb and his radio and TV interest plus some facts on WTVN's plans. Mr. Lamb also is owner of WICU (TV) Erie, Pa.

By the Shores

FROM the shores of Lake Minnetonka will come five of WCCO Minneapolis' evening programs each week during the summer. Five half-hour programs moved to picnic pavilion at Excelsior Park, Minn. Move of its popular evening shows will enable WCCO to accommodate an audience of 3,000.

Transit Radio Activities

TRANSIT RADIO, Chicago, is sending out 16-page mailing piece outlining its activities, methods and costs. Printed offset with pictures and type, booklet is yellow, black, white and gray. It was designed by Frank Pellegrin, national sales manager.

WIP Campaign

MAMMOTH 16¼ x 12" booklet carrying reproductions of its spring-summer audience promotion campaign has been distributed by WIP Philadelphia. Six ads are reproduced on heavy glossy paper. Ads designate WIP's children's features, sports, personalities, music and news programs.

Personnel

JIMIE SPANOS, publicity and promotion director of WIND Chicago, has resigned to move to New York. He working plans will be announced later.

SARAJANE CHERASHORE has been appointed to WPEN Philadelphia promotion staff to assist **WILLIAM B. CASKEY.**

WQXR APPEALS

Non-Hearing Taunton Grant

NOTICE of appeal in the U. S. Court of Appeals for the District of Columbia was filed May 26 by WQXR New York against FCC's non-hearing grant to Silver City Broadcasting Corp. at Taunton, Mass., last November.

WQXR, assigned 10 kw fulltime on 1560 kc and applicant for 5 kw on that channel as a Class I-B station, opposed the Commission's award of 1 kw daytime on 1560 kc to Silver City. WQXR charged that objectionable interference would be caused to its primary, secondary and intermittent service areas in violation of the Commission's rules and standards. In denying WQXR's petition for reconsideration of the Taunton grant the FCC in early May had ruled that the New York outlet wasn't entitled to such protection.

WQXR told the court that FCC had held a hearing on its request for 50 kw I-B operation even before the Silver City application was filed. It was pointed out that the Commission failed to consider the WQXR application when approving the new Taunton station without hearing. The appeal was filed by WQXR's Washington counsel, Loucks, Zias, Young & Jansky.

Lehrbas to Paris

LLOYD A. LEHRBAS, director of State Dept.'s Office of International Information, has been appointed to the U.S. delegation to the sixth session of the Council of Foreign Ministers which convened in Paris May 23. Mr. Lehrbas, under whose office Voice of America operations are maintained, will serve as public affairs officer to the delegation.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

Respects

(Continued from page 40)

an has difficulty in selling, and
e amount of time all this takes
the expense of family life.

The postwar scramble had a par-
llel in Mr. Cowan's life with his
art in the business of selling
leas back in his native Chicago
1931, when he found having a
achelor of science degree was no
elp in landing a radio job.

In his school days he already had
egun to build the foundations for
radio career. He constructed his
vn radio sets. As president of
s high school sophomore class, he
mulated a radio studio for the
lass dance under the call letters
VBSC, which stood for "World's
est Sophomore Class." In col-
ge, he was circulation manager
the *Daily Maroon*, campus pa-
er, and used electrical transcrip-
ons to sell the paper. In college,
o, he did a research piece under
rof. Harold Lasswell on a com-
arison of selling ideas by oral
nd visual media. The Lasswell
ourse in social psychology got
im intensely interested in ideas
nd how to sell them—a fascina-
on he has never lost.

It was in college, too, that he
id another important chunk of
ie Cowan foundation. As public-
y and promotion manager of the
lack Friars dramatic club, he per-
uaded Wayne King, then near the
eginning of his career, to talk
bout the Black Friars over KYW
-the Westinghouse station which
as since moved to Philadelphia.

But all this didn't add up to a
nance at a radio station job, which
as the Cowan ambition. Nor, in
ose depression days, did it rate
job with an advertising agency
newspaper.

Finally, however, he landed a
nnection at the Aragon and Tri-
non Ballrooms and set up a pub-
city office in the Willoughby
ower. His pay was $25 a week
nd he was aware that he might
ot be worth it.

Anxious to prove otherwise, he
rned to radio to sell the orches-
as at the ballroom. Ted Weems
nd Hal Kemp were among the
nd leaders he publicized. Curi-
sly enough, Wayne King, who aided him in college, now sought his services, too. In fact, he can claim credit for boosting the careers of many orchestra leaders.

One important public service account he got in the early thirties was the Tuberculosis Institute for Chicago and Cook County. In doing publicity for it, he played an important part in getting networks to set up an allocation system for plugging Christmas Seals.

Success in the radio aspects of that job won him the further account of radio consultant for the Methodist Episcopal Church. For this client, he built *Heralds of Destiny*, a transcribed show played over more than 150 stations. The Northern Baptists liked the idea of the show so much that they, too, asked to be included. As a result of these successes he also became consultant for WMBI Chicago, the Moody Bible Institute station, and did another transcribed religious series for it. Young Mr. Cowan was thus learning to be a package man.

Handled Publicity

In the period 1936-40, he began to do publicity for Stevens Hotel, the biggest hostelry in the world, using radio in this job, too. During that time, at the suggestion of Lou Wasserman, now president of Music Corp. of America, he built the *Kay Kyser Kollege* show, bought by Lucky Strike. It was during that time, also, that he developed a show which was to prove his biggest disappointment in two respects: He didn't like it and he sold it at so low a figure as to shake his faith in his own good sense. The show was *Play Broadcast*, which ran two years for Illinois Meat Co. on Mutual. His part of the show was $50 a week—an underpayment he has since chalked up to the costs of learning the facts of life.

In August 1939, one of the most important events in his life took place. He met Pauline "Polly" Spiegel, daughter of the late Modie J. Spiegel, founder of the Spiegel mail order house.

On their first date they saw a play which perhaps was prophetically titled, "I Married an Angel." Six months later, there were Cowan-Spiegel nuptials. Four months later, Mr. Cowan learned he was going to be a father.

It is to be doubted whether such news has ever had the same sort of effect on the history of broadcasting, before or since. Mr. Cowan began to become kid-conscious immediately, began to consider how smart kids are and how they could be used on radio. Three months before his own child was born, he had created the *Quiz Kids*.

The birth of the idea, however, did not result in automatic success. Having the idea, it was necessary to sell it. It was a tough sale. Throughout the country there are 17 or 18 agencies who turned down the *Quiz Kids*. It remained for Wade Advertising Agency, seeking a summer replacement for Miles Lab's *Alec Templeton Show* to buy it, make the show a national hit and the phrase "Quiz Kid" a part of the language.

The sale was an illustration of one of the principal characteristics of the Cowan character—persistence. His faith in what he believes is a good idea doesn't waver in the face of disappointment. That same persistence again was illustrated eight years later when *Stop the Music* took strong peddling before it could be sold.

Meanwhile, with the sale of the *Quiz Kids*, Mr. Cowan was really launched in big time radio package deals. Among shows which he built soon after was one for Pure Oil called *Who Said It?*, not connected in any way with the NBC show *Who Said That?* which was to start about eight years later.

Joined War Dept.

Not long after his early national successes came Pearl Harbor. Mr. Cowan stopped everything, turned over his business to associates and went east for war work. He became a consultant to the radio section, bureau of public relations, War Dept. In that job he worked on *Army Hour*, *Command Performance*, *Hymns from Home*, *Chaplain Jim*, and other shows. Subsequently, he joined the Foreign Information section of the Coordinator of Information and still later went to New York to be chief of the nerve-center office of the Overseas Branch of the Office of War Information.

In September 1945, he resigned the post. By that time, he had become a New Yorker. He decided to abandon publicity and Chicago and to set up an office in New York to package radio shows. Thus, Louis G. Cowan Inc. was born.

Success again was the reward of persistence and ideas. Cowan packages became network fixtures, among them *Herb Shriner Time* (CBS), *Elmo Roper* (CBS), *Stop the Music* (ABC), *R.F.D. America* (NBC) and *Quiz Kids* (NBC). Cowan transcribed shows also found big favor among stations around the country. On the fluctuating hills and curves of station customers, the Cowan peak has mounted to 624 outlets using Cowan shows.

Mr. Cowan believes there is a great future in the package business and that the future is there even for the newcomer. He holds this opinion despite the tough time he himself had in starting up his postwar operation. Although he wouldn't want to do it all over again, he believes that because of television there are even more opportunities now than ever for the program entrepreneur—if he has persistence and ideas.

For himself, however, he feels that he might have been happier if his wife, his children, Paul 8, Geoff 6, and Holly 5, could have seen more of him in the past three and a half years, and if they all could have been more often at his Connecticut farm.

What would he have wanted most to do, instead of fathering the company that packaged *Stop the Music* et al?

His answer reflects the envy of all concerned for the work of the man in the seventh row—the guy who gets in for nothing, then regally scribbles off a judgment on the long labors of his betters. Yes, if he had it to do over again, Mr. Cowan is serious in believing he would like to be—a critic.

This would have been an occupational choice which would have given solace to Fred Allen, once bumped into 38th place by *Stop the Music*, but might have robbed the public of Santa Claus and radio of many exciting shows still to come.

THERE's MANY A SLIP

TWIXT CUP AND LIP, BUT

YOU CAN'T SLIP IN MEMPHIS

when your choice is

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

THE LONG ISLAND STORY

WHLI

daytime listenership now tops 3 network stations in Long Island's Hempstead Town where **drug sales** exceed $27,000-a-day . . .
$9,912,000-a-year . . .
$107-a-family.

Drug sales here are 20% *higher* than the U.S. average.

Data sources: Sales Management 1949 Survey of Buying Power; Conlan, January 1949.

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS L GODOFSKY President

Allied Arts



CHARLES HARRELL, who resigned June 1 from ABC where he had been a video program producer, will announce shortly the formation of new firm in radio and TV package program field.

J. W. HEAD, president and founder of Electronics Institute Inc., Detroit, was to be awarded an honorary Doctor of Laws degree by Piedmont College, Demorest, Ga., at commencement exercises June 5.

IRMA GLEN, organist-composer, has been named musical director of George Ellsworth Productions Inc., Los Angeles.

ROBERT CLARKSON, manager of transcription division of Columbia Recording Corp., and **ELANORE FINCH,** copywriter of Compton Adv., have announced plans to be married June 8.

Equipment

G. W. DeSOUSA has been named manager of sales administration for Tube Division of General Electric Corp., Syracuse, N. Y. Other new appointments in division include: **R. V. BONTECOU** as staff assistant to manager and **L. E. RECORD** as supervisor of development and testing laboratories.

JAMES H. JEWELL, manager of apparatus sales of Westinghouse Electric Corp., and **JOHN M. McKIBBIN,** assistant to vice president and manager of advertising and sales promotion of firm, have been elected vice presidents. Both men headquarter in Pittsburgh. **HERBERT P. MacDONALD,** treasury manager in company's Eastern District office in New York, has been elected assistant treasurer and credit manager with headquarters in Pittsburgh.

EITEL-McCULLOUGH Inc., San Bruno, Calif., has announced it will manufacture metal 16-inch TV picture tubes at its new plant in Salt Lake City.

ALTEC SERVICE Corp., New York, has issued new booklet describing its speech and music reinforcement (P. A.) systems.

WESTINGHOUSE ELECTRIC Corp., has announced series of continuous television service schools for all interested servicemen, at its Home Radio Division, Sunbury, Pa.

FAX RULES
FCC Amendment Sought

RADIO INVENTIONS Inc., New York, facsimile equipment maker, last week petitioned FCC to amend its rules governing commercial facsimile broadcasting to allow full-time FM aural and facsimile multiplex operation. Rules now allow only three hours maximum daily.

Firm told the Commission it has developed equipment which will allow facsimile transmissions simultaneously with FM broadcasting and which will cause no interference to FM sound below 15,000 cycles, FM's top range of fidelity. The present rules which allow part-time multiplexing prohibit any impairment of FM below 10,000 cycles. Radio Inventions also asked that this limit be raised to 15,000 cycles. Petition was filed by Philip G. Loucks, Washington counsel for Radio Inventions.

'Thank You, Neighbor'

PUBLIC service campaign with a unique twist was conducted by KOMO Seattle last month. For seven days—"Thank You, Neighbor, Week"—no appeals for contributions were aired by the NBC affiliate. Instead, listeners were encouraged to pat themselves on the back for their continuing support of worthy community ventures. Timed to follow the major 1949 spring fund-raising campaigns which have recently ended in Seattle, KOMO's drive took the form of special programs and announcements expressing appreciation to listeners for their past cooperation. Attention was called to the services accomplished by such organizations as the March of Dimes, Heart Assn., Red Cross, etc. In addition, one-minute messages were transcribed by civic leaders and aired throughout the week.

ESSO DEALERS
Co-Sponsor News on WMEV

FIRST broadcast of WMEV Marion, Va.'s *Esso Dealer News Reporter,* sponsored thrice daily by 16 area Esso stations on a co-op basis, was highlighted by the appearance of dealers themselves giving interesting short stories of individual service they render customers. First program in the 52-week series ran 25 minutes.

Each dealer's station is mentioned once each day, with commercials mailed out to them for tie-in of merchandise promoted on the air. Commercials are prepared and approved by the Esso district office which urges all dealers to merchandise directly with air promotions. Idea was sold to Bob Wolfenden, WMEV station manager, by Bill Hawkins, Esso district sales director.

WMEV is merchandising the co-op program with continuous air-promotionals and microphone displays in each Esso station sponsoring *News Reporter.* Displays give station call letters, program time, and WMEV frequency (1010 kc), as well as Esso slogan. News reports are aired at 7:30 a.m., 3:55 p.m. and 6:30 p.m.

Technical



WESTINGHOUSE ELECTRIC Corp., Pittsburgh, has announced type 50-HG-2 transmitter, a high-level, amplitude-modulated standard broadcast transmitter with nominal power output of 50 kw.

GENERAL ELECTRIC Corp., Syracuse, N. Y., has announced new miniature triode tube (6AB4) for use as grounded-grid radio-frequency amplifier and local oscillator for television receivers.

SHALLCROSS Mfg. Corp., Collingdale, Pa., has introduced new No. 9079 rhombic antenna terminating resistor, which consists of two non-inductive Ayrton-Perry wound 362.5 ohm resistors enclosed in a glazed ceramic insulating shell and sealed under a dry vacuum method.

WXYZ-TV Detroit has ordered a Zoomar lens with an outside focal length of 36 inches.

JAMES HUNTER LOGAN, broadcast operations manager of WMAL Washington, and Vivian Irene Francis have announced their engagement.

GLADYS BUNIM, engineer in CBS general engineering department, and **DAVID SCHREIBER,** executive at Drake-Nassau Corp., New York, have announced their marriage.

KEN JOHNSON, engineer at WJBK-TV Detroit, is the father of a girl, Judy Lynn, and **PETER WARE,** also a WJBK-TV engineer, is the father of a boy, Marce Frederick.

CARL BENSON of engineering staff of WHFB and WHFB-FM Benton Harbor, Mich., and Alice Sill plan to be married June 11.

WLDM(FM) SIGNS
With Michigan FM Network

FINAL negotiations have been completed and arrangements made whereby WLDM (FM), Detroit's first independently owned and operated FM station, became the Detroit outlet of the Michigan FM Network. First scheduled programs of the network aired in the Detroit area were musical offerings from the U. of Michigan.

The network, an organization of some 20 Michigan stations, also confirmed its renewal of the FM broadcasts of the U. of Michigan football games for 1949. Bob Ufer, sports director for WPAG-FM Ann Arbor, will do the announcing.

DAR DISCRIMINATION
Alleged by Godfrey

ARTHUR GODFREY reported on the air May 26 that he had been denied the use of Constitution Hall in Washington, D. C., owned by the Daughters of the American Revolution, because of the presence of two Negro singers in his quartet.

Mr. Godfrey had been scheduled to take his CBS radio show, at his expense, to perform at a Constitution Hall fund-raising rally June 4 on behalf of Atty. Gen. Tom Clark's juvenile delinquency campaign, but he reported he had been advised the troupe could not appear if the two Negro singers were included.

"Of all the shameful things," Mr. Godfrey said on his CBS 10:15-11:30 a.m. Thursday program "and in our nation's Capital. For heaven's sake, the citadel of democracy."

Mr. Godfrey described the banning of his singers as a Ku Klux Klan action. "Nuts to the D.A.R.," he said, "we're putting it (the show) on in the Armory down there."

WBAL Baltimore received special citation from city's Mayor Thomas D'Alesandro Jr. in recognition of five years of public service through its "Clean City Campaigns."

CBS **KROD** EL PASO, TEXAS

- HIGHEST VALUE PER RADIO DOLLAR
  More listeners, hence lowest cost.
- HIGHEST POWER OUTPUT—DAY & NIGHT
  5,000 watts, at 600 kc, giving greatest coverage of the rich El Paso area.
- CBS REGIONAL OUTLET
  Jack Benny's new address.
- KEY STATION, SOUTHWEST NETWORK

KROD EL PASO, TEXAS
RODERICK BROADCASTING COMPANY
Dorrance D. Roderick, President
Val Lawrence, Vice-Pres. & Gen. Mgr.
Repr sented Nationally by Taylor-Borroff and Company, Inc.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

STATION TAX

Case Nears Highest Court

U. S. SUPREME Court appeal of the Arkansas Supreme Court's decision holding valid a Little Rock occupation tax on radio stations appeared a certainty at the weekend as two Little Rock stations indicated they would carry an appeal to the highest court.

NAB President Justin Miller said Thursday that the association would take part in a Supreme Court appeal, acting as a friend of the court.

Move was developing during the week among stations in the Southwest to raise a kitty to help finance the appeal in view of the possible impact of the Arkansas court's decision. KGHI and KARK Little Rock had suggested that NAB finance cost of the appeal [BROADCASTING, May 30].

Apparently NAB does not plan to take over the entire responsibility of seeing the case through the Supreme Court. It was explained informally at NAB headquarters that a trade association would be in an embarrassing position if it appeared before the highest court as an active party in proceedings involving two appellants.

Another problem, it was suggested, was the possibility that President Miller and NAB General Counsel Don Petty might face disbarment proceedings because of ineligibility of a corporation to practice law. Furthermore, it was stated, NAB's status as a tax-free corporation might be jeopardized.

An occupation tax along the line of that imposed by Little Rock was opposed at Newport News, Va., a few weeks ago, according to Frederic F. Clair, station manager of WHYU. Basis of the tax was a requirement for local licensing, with no other specification.

Mr. Clair appeared at a city council meeting and reviewed the legal history of such taxes as well as the Virginia law banning taxing newspapers at the local level. The council temporarily suspended judgment on the fee ($250 a year). A similar tax is imposed in at least one other Virginia city, it is understood.





SETTING OFF the panel discussion at the afternoon session of the Southern California American Assn. of Advertising Agencies eighth annual spring convention in Los Angeles is Robert Shirey (standing), manager of Los Angeles office, J. Walter Thompson Co. Speakers are (l to r): Leon Benson, television director, J. Walter Thompson Co.; Charles Coleman, Buchanan & Co.; Fred Schreiber, production manager, McCarty Co.; Charles Melvin, director of research, Foote, Cone & Belding; Mr. Shirey; Robert W. Wheeler, art director, Young & Rubicam; Andrew W. Neally, vice president in charge of Los Angeles office, BBDO; Buell Brooks, media and research director, Erwin, Wasey & Co.; Jack Morse, vice president, Dan B. Miner Co. All are Los Angeles agencies.

PULSE RATINGS FOR METROPOLITAN NEW YORK

EVENING

	May	April
Lux Radio Theatre	24.2	19.8
Jack Benny	22.5	21.7
Walter Winchell	19.0	22.3
Godfrey's Talent Scouts	17.7	16.7
My Friend Irma	15.7	14.9
Bob Hope	15.2	14.2
Inner Sanctum	15.0	
Fibber McGee	14.4	16.4
Suspense	14.0	14.9
Amos 'n' Andy	13.0	15.5

* * *

DAYTIME (5 a week)

	May	April
Arthur Godfrey	10.0	9.5
Grand Slam	8.1	8.5
Rosemary	8.0	8.8
Helen Trent	6.8	7.3
Our Gal Sunday	6.7	7.5
Aunt Jenny	6.1	7.1
Big Sister	6.0	7.3
My True Story	5.9	
Wendy Warren	5.8	6.6
Ma Perkins	5.8	6.7

* * *

SAT. & SUN. DAYTIME

	May	April
The Shadow	8.2	10.0
Children's Hour	7.4	5.2
Quick As A Flash	7.2	8.8
Junior Miss	6.2	5.5
Theatre of Today	5.9	
Make Believe Ballroom (Sat AM)	5.2	
Grand Central Station	5.2	
Make Believe Ballroom (Sat. PM)	5.2	
Brooklyn vs. Chicago (Sat.)	5.0	
Let's Pretend	4.9	
Bing Crosby Records (WNEW, Sat. AM)	4.9	

* * *

AVERAGE ¼ HOUR SETS-IN-USE FOR THE WEEK STUDIED
6 AM — 12 Midnight, Entire Week

	Radio & TV Combined	Radio
May 1949	24.9	22.6
April 1949	25.4	
May 1948	26.0	

590 Kc PROTECTION

Cuban Interference Cited

ADDED protection from special Class II Cuban stations was asked last week by WAGA Atlanta in a petition to FCC. The Fort Industry Co. outlet, a Class III station assigned 5 kw fulltime on 590 kc directional, said the special Class II operations on the U. S. regional channels were causing greater-than-predicted interference to regularly assigned U. S. stations.

WAGA asked FCC to instruct the U. S. delegation to the forthcoming revision of the North American Regional Broadcasting Agreement to secure the additional protection. WAGA pointed out that in 1937 when the special assignments were allowed, certain interference values were accepted but that these have proved considerably greater in practice. WAGA said it was receiving interference from CMCY Havana to as much as the 15.0 mv/m contour rather than 5.6 mv/m as expected. Relaxation of protection to the Class II stations also was said to be in order in view of Cuban policy of desiring chiefly high signal coverage only.

Root Beer 'Rhythm'

DAD'S Old Fashioned Root Beer's Calypso Rhythm spots are being aired from 10 to 20 times weekly on stations in 10 national markets. Written and recorded for Dad's through Malcolm-Howard Agency, Chicago, the spots will be expanded into other national markets during the summer.

HOOVER BILL

Conferees Are Stalemated

SENATE and House conferees were still stalemated late last week on the so-called Hoover Bill to reorganize the government, including independent agencies, passed earlier by both houses [BROADCASTING, May 30]. Discussions were held by a conference committee comprising members of both chambers, but no action resulted, it was reported.

Meanwhile, Congress was urged to remain in session beyond July 31, tentative adjournment date, if necessary, to enact some reorganization legislation as a followup to Hoover Commission recommendations. Sen. Alexander Wiley (R-Wis.) made the suggestion in a letter to Sen. John McClellan, chairman of the Senate Executive Expenditures Committee. Any plan submitted by the President must lay before Congress 60 days without disapproval to become effective.

Sharpest differences were believed to revolve around the single-veto plan, advocated by the Senate, and specified exemption of independent agencies as recommended by the House.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Marks

BALLIN' THE JACK

On records: Danny Kaye—Dec. 24401; Sidney de Paris—Blue Note 41; Kid Ory—Exner 4; Eddie Condon—Com. 531; Georgia Gibbs—Mer. 5269; Three Suns—Vic. 20-3399; Miff Mole—Brunswick 80105; Martha Tilton-Hal Derwin—Cap. 57-618; Eddie (Gin) Miller—Rainbow 70066.

On Transcriptions: Jumpin' Jacks—NBC Thesaurus; Three Suns—World; Hal Derwin—Capitol; Four Knights—Lang-Worth; Mindy Carson—Associated; Elm City Four—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

MARISTANY

'Deposed' in Cuba

CARLOS MARISTANY has been "deposed" as Cuban Minister of Communications after a public battle in which he was opposed by Goar Mestre, director general of the Cuban CMQ Network and president of the Inter-American Assn. of Broadcasters, it was learned in Washington last week.

Mr. Maristany, who led the Cuban delegation at the Interim NARBA Conference in Washington in 1947, is now Under Secretary of Communications, a position second in command to his successor as Minister, Arturo Illas. Mr. Illas was described as a youthful member of the Cuban House of Congress, who reportedly has had no prior communications experience.

Mr. Maristany retains his international post of director of the Office of Inter-American Radio (OIR)—a point which U. S. authorities traditionally dislike on grounds that international offices should not be filled by persons on a government payroll.

Cuban observers feel he is sure to be named head of the Cuban delegation to next September's conference in Canada to negotiate a new North American Radio Agreement (NARBA).

Mr. Maristany's demotion from Minister to Under Secretary followed a radio and press campaign in which Mr. Mestre, an outspoken advocate of free radio, and Cuban newspapers questioned his failure to approve a contemplated series of programs on Mr. Mestre's CMQ by political associates of an administration critic.



PARTY given by the Borden New England Div. for members of CBS' *County Fair* after an Albany broadcast brought together station, agency, sponsor and production personnel. Attending are (l to r): Front row—W. W. Carter Jr., station manager, WTRY Albany-Troy; Harold Smith, president, The Borden Co., North-East Div.; George MacGregor, account executive, Kenyon & Eckhardt, which handles Borden account; back row—Ed Schrauth, division sales manager; John Bates, K & E radio supervisor; Henry Schachte, Borden Co.'s national advertising manager; Len Carlton, producer of *County Fair*.



AD AWARDS

Freedom Foundation Formed

FORMATION of a new organization, Freedom Foundation Inc., New York, was announced last week. Purpose of the group, which was chartered on May 3, is to make annual awards for "contributions to the better understanding of our American way of life," according to Kenneth D. Wells, the Foundation's executive vice president.

Awards of $1,000, $750, $500, $250, $100, and ten of $50 each will be made in fifteen categories, which include "the best advertising campaign," "the best radio script," and "the best 35 mm and 16 mm motion picture." A grand award of $10,000 will also be presented annually, as well as ten major prizes outside of the categories mentioned. Funds for the awards have been pledged by "individual citizens," and exceed the more than $40,000 offered annually by the Nobel Peace Foundation awards.

Belding Is Chairman

Officers of the new organization include Don Belding, chairman of the Foote, Cone & Belding executive committee, as president; Lewis H. Brown, chairman of the board of Johns-Manville Corp., as vice chairman; Guy M. Rush, president of his own company in Ohio and California, as vice chairman, and Kenneth Akers, president, Griswald Eshleman Co., Cleveland and E. F. Hutton & Co., New York.

Mr. Wells, executive vice president and acting treasurer of Freedom Foundation Inc., is now director of operations of the joint committee of ANA and AAAA for better understanding of our economic system, which is said by Mr. Wells to have inspired organization of the new group.

Funds for the foundation will be solicited via a highly publicized campaign for membership.

FCC Actions

(Continued from page 58)

June 2 Decisions . . .

BY THE COMMISSION EN BANC

STA Granted

WSM-TV Nashville, Tenn.—Granted STA, subject to cond., for 60 days to operate two composite pulse trans.; for side and operational testing; modified outstanding CP to specify commencement of construction within two mos. and completion within eight mos. from June 1.

Modification of CP

KBTV Dallas, Tex.—Granted mod. CP to change ERP from vis. 21 kw and aur. 15 kw to vis. 27 kw and aur. 13.5 kw, to change trans. and studio locations, and to make ant. changes; eng. cond.

Hearing Designated

WJAX-TV Jacksonville, Fla.—On request set aside action of May 4 denying application for additional time to complete construction, designated same for hearing, at time and place to be designated later, on issues relating to diligence.

KGCX Sidney, Mont.—Designated for hearing application for mod. CP to increase N power from 1 kw to 5 kw, install DA-DN; made KGLU Safford, Ariz., and WISC Madison, Wis., parties to proceeding.

KIOA Des Moines—Designated for hearing application for CP to make changes in DA-D; made KFNF and KMA Shenandoah, Iowa, parties to proceeding.

Reinstatement of CP

Governor Dongan Bcstg. Corp., Albany, N. Y.—Granted application to reinstate expired CP; extended time for completion six months; eng. cond.

Modification of License

KFRM Kansas City—Granted mod. license to increase radiation tolerance in direction of KFYR Bismarck, N. D.

Hearing Designated

New Rochelle Bcstg. Service Inc New Rochelle, N. Y.—Designated fo hearing application new station 1460 k 500 w D in consolidation with hearin on application Suburban Bcstg. Corp New Rochelle, N. Y.; made WNA Bridgeport, Conn., party to proceedin amended order designating for hearin Suburban to include application Ne Rochelle and add issue to determine o comparative basis which, if either should be granted. Granted reque New Rochelle to operate test trans. vicinity of New Rochelle to determin relationship of 2 mv/m and 25 mv/ contours of WHOM Jersey City, N. J and those proposed by New Rochelle authority is for 10 days.

June 2 Applications. . .

ACCEPTED FOR FILING

Modification of License

WNAR Norristown, Pa.—Mod. licens to change hours from D to unl.

KCNY San Marcos, Tex.—Mod. l cense change from 1470 kc 250 w D t 1470 kc 250 w-D 100 w-N unl.

SSA—1030 kc

KWBU Corpus Christi—Extension o SSA to operate 1030 kc 50 kw non-D from local sunrise Boston to local sun set Corpus Christi.

License Renewal

Request for license renewal AM sta tion: WJBY Gadsden, Ala.; KWA Stuttgart, Ark.; WINK Fort Myer Fla.; WDEC Americus, Ga.; WSF Somerset, Ky.; WGCM Gulfport, Miss WSSV Petersburg, Va.

Modification of CP

Request for extension of completio date new FM station: WMIN-FM S Paul; KOIL-FM Omaha; KYFM Sa Antonio; KOPP-FM Ogden, Utah.

WTRT Toledo, Ohio—Mod. CP ne FM station to change ERP to 8.7 kv ant. to 156 ft.

WEVR Troy, N. Y.—Mod. CP ne noncommercial educational FM sta tion to change ERP to 460 w.

License for CP

WNNJ Paterson, N. J.—License fo CP new FM station.

KTOY Tacoma, Wash.—License fo CP new noncommercial educationa FM station.

Modification of CP

Request for extension of completio date new TV station: WBRC-TV Bi mingham, Ala., to Sept. 1; WAFM-T Birmingham, Ala., to Sept. 30; KFME TV San Diego to Nov. 1; KGO-TV Sa Francisco to Dec. 30; WJZ-TV Ne York to Dec. 30.

TENDERED FOR FILING

AM—1230 kc

KGFJ Los Angeles—Mod. of licens to change from 1230 kc 250 w, share time KPPC, to 1230 kc 250 w unl.

AM—1050 kc

WGAY Silver Spring, Md.—CP change from 1050 kc 1 kw D to 1050 k 1 kw-D 500 w-N unl.

APPLICATION DISMISSED

KWK St. Louis, Mo.—DISMISSE May 19 request for transfer of contr of Thomas Patrick Inc. from Robert Convey to Robert T. Convey as truste

C. L. Cooley, Bradford, Tenn.—DIS MISSED June 2 application for CP ne AM station 1180 kc 100 w limited hour Incorrectly carried as Bradford, Va in BROADCASTING, May 30.

Construction Contracts

CONTRACTS for the construction of two 250 w fulltime stations—in Cumberland, Md., and Dover, Ohio—have been accepted by Charles E. Dewey Jr., Battle Creek, Mich., construction engineer. Contracts were awarded by R. A. Raese and Mrs. H. C. Greer, with both stations owned by related interests, according to Mr. Dewey. Since the war Mr. Dewey has designed and supervised the installation of WGFG Kalamazoo, Mich., 1 kw four-tower outlet, and WBCK Battle Creek, Mich., 1 kw three-tower station. He formerly was with KWOS Jefferson City, Mo., KMOX St. Louis and Raytheon Mfg. Co.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

Docket Actions . . .

FINAL DECISIONS

Enid, Okla.—Public Broadcasting Service Inc., and KAKC Tulsa, Okla., granted petitions for severance of applications from hearing and grant. Public Service awarded new station facilities of 1 kw fulltime on 960 kc directional; KAKC awarded switch from 1 kw day on 1570 kc to 1 kw day, 500 w night on 970 kc fulltime, directional. Comrs. Coy and Walker not participating. Granted June 1. See story page 53.

WAAB Worcester, Mass., WMTW Portland, Me.—Final decision denying application of Yankee Network Inc. for consent to assignment of licenses of WAAB and WMTW to Radio Enterprises Inc. Comrs. Coy and Walker not participating. Story BROADCASTING, May 30, page 66. Decision May 27.

KICD Spencer, Iowa—Decision and order rescinding order of revocation of license of Iowa Great Lakes Broadcasting Co. Inc. and closing case. Comrs. Coy, Walker and Hennock not participating. Story BROADCASTING, May 30, page 66. Decisions May 27.

PROPOSED DECISION

Springfield, Ill.—Lincoln Broadcasting Co., proposed decision to grant bid for new station on 970 kc, 1 kw day, 500 w night, unlimited. Proposed decision would deny WMMJ Peoria, Ill., switch from 1 kw day on 1020 kc to 1 kw fulltime on 970 kc. See story page 53.

MEMORANDUM OPINION

Atlantic City, N. J.—Atlantic City Broadcasting Corp. denied petition requesting reconsideration of Commission action of Jan. 14 denying Atlantic's application for CP for new station. Petition requested waiver of provisions of standards requiring 25 mv/m signal over business district of city, permission to file modified application specifying transmitter site from which proposed station would operate without its 25 mv/m contour overlapping 2 mv/m contour of WCAU Philadelphia. Comrs. Coy and Walker not participating. Decision May 27.

Non-Docket Actions . . .

AM GRANTS

Marion, Ill. — Marion Broadcasting Co., granted 1150 kc, 500 w daytime. Estimated cost: $16,321. Principals: Hartley L. Grisham, employe Silas-Mason Co. of Carbondale, Ill., and George W. Dodds, radio sales and service, self employed, equal partners. Granted June 2.

Scriba, N. Y.—Palladium-Times Inc., granted 1220 kc, 1 kw daytime. Applicant is licensee of WOPT (FM) Oswego, N. Y. Granted June 2.

Rio Piedras, P. R.—Master Broadcasting Corp., granted 1140 kc, 1 kw daytime, 500 w night. Principals: Isidro Quinones Vidal, owner of ladies dress shop, 33.3%; Margarita Quinones Borras, secretary, 23.52%; Rafael Diaz, 23.84%; Jose Aponte Costes, 7.84%; Emilina S. de Quinones, 5.88%; Raimundo Faura, 3.92%; Julio Morales Ortiz, 3.92%; Carlos Olmo, 3.92%; Euclides Quinones Vidae, 3.92%. There are three minor stockholders. Granted June 2.

WNCA Aiken, S. C.—Aiken-Augusta Broadcasting Co. Inc. granted switch in frequency from 1300 kc to 740 kc. Granted June 2.

FM GRANTS

Silver Spring, Md.—United Broadcasting Co. Inc., granted CP new Class A station, Channel 240 (95.9 mc), ERP 500 w, antenna 340 ft. Estimated cost $11,750. Applicant is licensee of WOOK Silver Spring. Granted June 1.

Boone, Iowa—Boone Biblical College granted CP new Class A station, Channel 257 (99.3 mc) ERP 340 w, antenna 200 ft. Estimated cost $7,835 exclusive of land and buildings. Applicant is licensee of KFGQ Boone. Granted June 1.

Blue Island, Ill.—South Suburban Broadcasting Co., granted CP new Class A station. Channel 232 (94.3 mc), ERP 1 kw, antenna 250 ft. Estimated cost $26,670. Principals in South Suburban: Linnie N. McKeever 20%; Thomas Mannos, 10%; John C. Svejda, 20%; John Wollner, 20%; Michael H. Dike, 20%; Felice F. Barbon, 10%. Corporation was formed for express purpose of promoting FM station. Each of the principals was previously in the Air Force. Granted June 1.

TRANFER GRANTS

KIYI Shelby, Mont.—Granted transfer of control in Tri-County Radio Corp., from Jack C. Toole to John J. Hurley. Mr. Toole sells 2,100 shares of his stock to Mr. Hurley for $1 per share. Mr. Hurley now owns 52.9% of the stock. C. B. Aronow another partner owns 46.6% and Mr. Toole retains .5%. KIYI is assigned 1230 kc 250 unlimited. Granted June 2.

WSID Essex, Md.—Granted assignment of license from Sidney H. Tinley Jr. to United Broadcasting Co. Inc. for a consideration of $65,000. United Broadcasting Co., is licensee of WOOK Silver Spring, Md. WSID is assigned 1570 kc 1 kw daytime. Granted June 2.

WAPF McComb, Miss.—Granted assignment of license from Southwestern Broadcasting Co. of Mississippi to a new partnership of same name and composed of same partners but one. Louis Alford, local attorney acquires 25% holding of Kenneth Hinton Quin through assumption of obligations totaling some $5,600. Albert Mack Smith, Phillip Dean Brady and J. P. Melvin each retain 25% interest. WAPF is assigned 250 w day on 1010 kc. Granted June 2.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE 2

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,993	1,950	218	...	419	242
FM Stations	729	348	539	18*	63	30
TV Stations	64	10	109	..	332	182

* 6 on air

CALL ASSIGNMENTS: (AM)—KDON Monterey, Calif., changed to KMBY (Monterey Radio Broadcasting Co.); KRUZ Santa Cruz, Calif., changed to KDON (Central Coast Counties Radio Inc.); KTXC Big Spring, Tex. (Leonard R. Lyon, 1400 kc, 100 w, unlimited); KVAI Amarillo, Tex., changed to KLYN (Plains Empire Broadcasting Co.); KZYZ Redlands, Calif. (Orange Empire Broadcasting Co., 990 kc, 1 kw, daytime); WCBA Corning, N. Y. (John S. Booth, 1350 kc, 1 kw, daytime); WCEN Mt. Pleasant, Mich. (Paul A. Brandt, 1150 kc, 500 w, daytime); WCOR Lebanon, Tenn. (The Lebanon Broadcasting Co. Inc., 900 kc, 250 w, daytime); WDYK Cumberland, Md. (Richard A. Raese, 1230 kc, 250 w, unlimited); WGRO Bay City, Mich. (Griner-Dillon Broadcasting Co., 1260 kc, 500 w, daytime); WHLW Rutland, Vt., changed to WHWB (Herbert L. Wilson); WJFR Caguas, P. R. (Jorama-Fer Radio Corp., 1240 kc, 250 w, unlimited); WNAT Natchez, Miss. (Old South Broadcasting Co., 1450 kc, 250 w, unlimited); WNOC Norwich, Conn., changed to WICH (Eastern Connecticut Broadcasting Co.); WNWW North Adams, Mass. (Neal W. Welch, 860 kc, 250 w, daytime); WOSC Fulton, N. Y. (Don J. Kesterke, 1300 kc, 1 kw, daytime); WTAQ Green Bay, Wis., changed to WBAY (WHBY Inc.); WTWN St. Johnsbury Vt. (Twin States Broadcasters Inc., 1340 kc, 250 w, unlimited).

(FM)—KAYL-FM Storm Lake, Iowa (Cornbelt Broadcasting Co., Channel 268, 101.5 mc); KDON-FM Salinas, Calif., changed to KFML (FM) (Monterey Peninsula Broadcasting Co.); KWBR-FM San Francisco changed to KGSF (FM) (Warner Bros.); WFMB (FM) Mayodan, N. C. (Mayo Broadcasting Corp., Channel 228, 93.5 mc); WNNJ (FM) Paterson, N. J., changed to WPAT-FM (North Jersey Broadcasting Co. Inc.); WTAQ-FM Green Bay, Wis., changed to WBAY-FM (WHBY Inc.); WXRA-FM Kenmore, N. Y., changed to WXRC (FM) (Western New York Broadcasting Co.)

(TV)—WBT-TV Charlotte, N. C., changed to WBTV (TV) (Jefferson Standard Broadcasting Co.); WTLE (TV) Greensboro, N. C., changed to WFMY-TV (Greensboro News Co.).

FM Deletions . . .

THREE more FM authorizations have been deleted by FCC, bringing total dropouts since first of year to 99 [BROADCASTING, May 30].

FM deletions by FCC, with reasons and effective dates include:

KSWW Fort Worth, Tex.—Southwestern Baptist Theological Seminary, CP May 23. Applicant will file for low power 10 w noncommercial station in the near future, it states in letter requesting withdrawal.

WAGC-FM Chattanooga, Tenn.—Tennessee Valley Broadcasting Co., CP June 1. Failure to prosecute.

KTRN-FM Wichita Falls, Tex. — Texoma Broadcasting Co., license June 2. Licensee states that after two years of constant losses it is faced with serious financial problem and cannot foresee any improvement.

New Applications . . .

TV APPLICATION

Winston-Salem, N. C. — Piedmont Pub. Co., Channel 6 (82-88 mc), ERP 28.4 kw visual, 14.2 kw aural, antenna height above average terrain 356 ft. Estimated cost $228,317, first year operating cost $100,000. Applicant owns WSJS-AM-FM at Winston-Salem and plans to use present staff to extent feasible in operation of proposed TV station. Filed June 1.

AM APPLICATION

Charlotte Amalie, St. Thomas, Virgin Islands—Radio American West Indies, 1260 kc 250 w unlimited. Estimated cost: $13,350. Principals: Edward Moore Vickers, chief engineer WVCG Coral Gables, Fla., 65%; Raymond Earl Higdon, WVCG employe, 20%; Hazel Vickers, general manager Purdy Hotel Coffee Shop, Coral Gables, 15%. Filed June 2.

Goldsboro, S. C.—Tildon M. Adcock and Starlon S. Adcock, 570 kc 1 kw daytime. Estimated cost: $20,372. Partners: Mr. Adcock is salesman for Swift & Co., fertilizer division, 60%; Starlon S. Adcock, owner WFVG Fuquay Springs, 40%. Filed June 2.

TRANSFER REQUESTS

KRIC-AM-FM Beaumont, Tex.—Assignment of license from KRIC Inc. to The Enterprise Co. Stockholders, directors and officers remain the same: First National Bank of Beaumont, independent executor and trustee of estate of Mrs. J. L. Mapes, 73%; E. C. Davies, vice president, 6%; Eva H. DuJay, secretary, 6%; W. W. Ward, 3%; R. W. Akers, 2%; L. C. Lau, 2%; Estate of Alfred Jones, 6%. KRIC is assigned 1450 kc 250 w unlimited. Filed May 18.

WGRV Greenville, Tenn.—Transfer of 50% of stock in Radio Greenville Inc. from Robert W. Rounsaville to Paul O. Metcalfe, already 50% owner, for $25,000. Mr. Rounsaville is to remain with WGRV as general manager at a salary. WGRV operates on 1340 kc 250 w unlimited. Filed May 16.

WIHL Hammond, La.—Assignment of license from Joseph A. Sims and Henry A. Mentz d/b as Superior Enterprises to Joseph A. Sims. Mr. Sims and Mr. Mentz dissolve partnership, Mr. Mentz selling his 1/6 interest to Mr. Sims for $2,750. WIHL is assigned 730 kc 250 w daytime.

WALA Mobile, Ala.—Assignment of license from W. O. Pape t/r as Pape Broadcasting Co. to new corporation composed of Mr. Pape who retains 98% interest; H. K. Martin, station manager WALA, 1%; Etta V. Flinn, bookkeeper WALA, 1%. WALA is assigned 1410 kc, 5 kw, unlimited. Filed May 23.

WMTR Morristown, N. J.—Assignment of license from Morristown Broadcasting Co., partnership, to new corporation of same people who each have 25% interest. Principals in newly formed Morristown Broadcasting Corp. are Kenneth A. Croy, George S. Croy, James R. Croy and Olive S. Croy. All are stockholders in Consumers Coal Co. WMTR is assigned 1250 kc, 500 w daytime. Filed May 23.

WAVU Albertville, Ala.—Assignment of license from Pat Murphy Courington to Pat Murphy Courington and Ivo H. Sparkman d/b as Sand Mountain Bcstg. Co. Mr. Sparkman, a congressional secretary, buys 49% interest for $15,752.55. WAVU is assigned 630 kc, 500 w daytime. Filed May 19.

KRSC-FM-TV Seattle, Wash.—Assignment of license for KRSC-FM and permit for KRSC-TV from Radio Sales Corp. to King Broadcasting Co. for $375,000. President and chief owner of Radio Sales is Palmer K. Leberman. King Broadcasting, owner KING-AM-FM Seattle, is principally owned by Dorothy Scott Bullitt. TV application of KING and KING-FM would be dropped. KRSC-TV is assigned Channel 5 (76-82 mc) and began operation last November. Story BROADCASTING, May 16. Filed June 2.

EARLY RISERS

Serenaded on WOC Program

"EAGER Beavers" (early risers) are serenaded on WOC Davenport, Iowa's *Wake Up With Music*, 6:30-8 a.m. Motto of program is "Please Most of the People Most of the Time."

The show's "Eager Beaver" club was built to give recognition to those who rise before 7 a.m., according to Ernie Sanders, WOC manager. Members receive an "Eager Beaver" club card which entitles them ". . . to wake up before 6:30 each weekday morning to listen to *Wake Up With Music*." Another feature of show is its "Pet Peeve" department, which gives listeners a chance to get some things "off their chests."

Time and temperature reports and weather forecasts are important features of the all-request program. Show is sponsored by Petersen Harned von Maur, Davenport department store.

RECONSIDERATION

Asked in WNEW WOV Cases

PETITION for reconsideration of renewals granted WNEW and WOV New York and sale of WOV was filed with FCC last week by Mariannina C. deRaczynski, daughter of John Iraci, deceased, one-time owner of WOV. Her earlier petition to intervene in the case had been denied by the Commission [BROADCASTING, May 16].

Mrs. deRaczynski, who had filed complaints against the Arde Bulova interests and opposed the renewals and transfer of WOV, charged the Commission's grants were unjust and unfair because she had not been given opportunity to be heard. The petition stated that the Commission's staff investigation of the Bulova interests was an *ex parte* investigation in which she did not have opportunity or right to rebut any unfavorable evidence prior to the Commission's consideration of the report.

The dissenting opinion of Comrs. Wayne Coy and Robert F. Jones on adoption of the report, characterizing its issuance as unfair and undesirable to administrative procedure, also was cited.

At Deadline...

HEARING PROCEDURE REVISED BY FCC

SPEED-UP PLAN reorganizing FCC's hearing procedures, including creation of five-man separate staff responsible directly to Commission, was announced by FCC Friday. It is effective immediately.

New procedure is substantially same as proposed last August [BROADCASTING, Aug. 16, 1948], and has had backing of industry legal authorities. FCC has been severly criticized in Congress and by members of communications bar for failure to enact it earlier, on grounds it's required by Administrative Procedure Act. Principal changes from current procedure were reported as:

1. Separate staff set up to advise and assist Commission on hearing matters. Thus such hearing and opinion work is taken out from under supervision of officials having prosecutory or investigatory functions. General Counsel may in effect be "party" to hearings, filing proposed findings, exceptions, etc. as other participants do.
2. Unless otherwise ordered, hearing officer's recommended decision stands as Commission's initial decision (in lieu of proposed decisions), which authorities feel will result in time-saving ranging from weeks to months. Procedure thereafter will be substantially same as now, except that General Counsel may participate on same basis as regular parties.
3. Many motions now handled by Motions Commissioner may be handled by hearing examiner.

Separate staff to work on hearing matters under Commission supervision will be: Parker D. Hancock, chief of Review Branch of Law Bureau's Broadcast Division; Robert H. Alford and Frederick W. Ford, also of Review Branch; Horace E. Sloan, engineer; and Charles S. Borum, accountant.

STA REVISION URGED

IMMEDIATE action on their six-month-old petition for relaxation of ban on after-hours operations [BROADCASTING, Nov. 29, 1948] was urged in request to FCC Friday by five part-time stations. "Intelligent scheduling of and planning for fall and winter public service programming requires some indication now as to what hours these stations will be permitted to operate," FCC was told. Group contends ban invoked last summer should be revised so parttime stations can again get STA's for after-hours operations to carry special local-interest programs. Group is composed of WOI Ames, Iowa; WKAR East Lansing, Mich.; WNAD Norman, Okla.; WNYC New York, and WHCU Ithaca. Petition was filed by Cohn & Marks, Washington law firm.

SOLE GETS KVMV CONTROL

J. H. SOLE, KNGS Hanford, Calif., associate manager-chief engineer, buys 62% control (subject to FCC approval) KVMV Twin Falls, Idaho, for $23,500. Franklin V. Cox, majority stockholder, disposing of holdings in KVMV (250 w, 1450 kc). E. W. Roberts and Murray Doerr retain minority interest. Blackburn-Hamilton Co. handled transaction.

DAVID BALABAN FUNERAL

FUNERAL services for David Balaban, 50, founder of Balaban & Katz theatre chain which owns WBKB (TV) Chicago, were to be held yesterday (Sunday). Mr. Balaban died Wednesday in Highland Park, Ill., after heart attack. He is brother of John Balaban, general manager of WBKB, and Barney Balaban, president of Paramount Pictures. Other survivors are his wife, two daughters, a son, and three brothers.

NAB COMMITTEES PLAN JOINT MEETING

INTERLOCKING meetings to be held late in June by NAB's Broadcast Advertising Bureau Policy Committee and Sales Managers Executive Committee. BAB policy group meets June 22-23 at NAB Washington headquarters to lay plans for operation of new bureau. SMEC meeting to be held June 23-24, permitting joint session on 23d.

Chairman of SMEC, John J. Gillin Jr., WOW Omaha, also serves on BAB policy group. First meeting of policy-framing body held May 11 [BROADCASTING, May 16], when decision was made to move headquarters to New York. Maurice B. Mitchell, BAB director, already operating in BMB executive offices at 270 Park Ave., New York, though decision has not been made whether this will be permanent headquarters. BAB formally replaced NAB Dept. of Broadcast Advertising on June 1.

WHAM-TV TO MAKE DEBUT AT C. OF C. LUNCHEON

FIRST TV station in Rochester, WHAM-TV, opens formally June 11 in connection with television luncheon of Rochester Chamber of Commerce. Justin Miller, NAB president, will be principal speaker. Other speakers include Robert C. Tait, Stromberg-Carlson president, and Samuel B. Dicker, Rochester mayor, according to William Fay, Stromberg-Carlson broadcasting vice president.

Electrical Assn. of Rochester at same time will open eight-day TV exhibition in local civic center, with retailers sponsoring a second exhibition the following week.

WHAM-TV will operate on Channel 6 as basic NBC affiliate. Transmitter and tower are on Pinnacle Hill, in suburban Brighton. Station has built own microwave relay near LeRoy, N. Y., to take programs from WBEN-TV Buffalo. AT&T relay scheduled for October.

NABET-IATSE DISPUTE

FORMAL NLRB hearing expected in dispute between NABET and IATSE over about 30 projectionists and kinescopic cameramen at ABC and NBC, it was learned Friday. NABET petitioned NLRB for clarification of its certification as bargaining agent to include the projectionists and kinescopers. IATSE's New York Local 306 of Motion Picture Machine Projectionists contested NABET's claim. Networks said to be neutral. Parties failed to reach an agreement at informal NLRB hearing in New York.

NAB CLINIC TO STUDY NEWS

USE of wire services to increase station sales through better news and feature programming to be explored by newsmen of press associations and program directors at first nationwide NAB Program Directors' Clinic in Chicago June 27-29. E. R. Vadeboncoeur, vice president and general manager, WSYR Syracuse, N. Y.; Tom O'Neil, AP radio news editor; John M. Cooper, INS radio dept. director, and Phil Newsom, UP radio news manager, will discuss methods by which local stations can capitalize on special feature wire service material.

WTPS-TV HEARING AUG. 2

REQUEST of WTPS-TV New Orleans for additional time to complete construction set for hearing Aug. 2 by FCC Friday.

MULLEN ACQUIRES 15% OF KMPC FROM RICHARDS

FRANK E. MULLEN, president of G. A. Richards stations, has acquired 15% of Mr. Richards' KMPC Los Angeles for $54,787, FCC was notified Friday. Stock was new issue which reduced Mr. Richards' interest to 54.9%. He also controls WGAR Cleveland and WJR Detroit, which Mr. Mullen, former NBC executive vice president, also heads.

FCC was given contract, dated May 19 covering stock transaction. With it was May 1948 "writing" between Messrs. Richards and Mullen specifying salary ($75,000) Mr. Mullen should get as president of three stations; giving Mr. Mullen option to buy 20% of KMPC for $64,800 and providing that cost of this stock would be cut in half if NBC affiliated KMPC before August 1952; and containing resignation procedure and other provisions.

Mr. Richards and Los Angeles counsel told FCC this "writing" was not "definitive contract" and therefore was not filed originally. It was signed, they said, with understanding it be followed by "definitive agreement." FCC was given undated agreement—which attorneys said was signed by Messrs. Mullen and Richards on same day as 1948 "writing"—providing for "certain modifications" to be made later. Mr. Richards and counsel said May 19 contract was this modified agreement and that no stock transfer occurred before it was executed.

FCC meanwhile still has pending its probe of Mr. Richards' news policies, and subsequent application for approval of arrangement whereby control of three stations would be put in hands of trustees. FCC has not indicated when it may decide cases. General Counsel Benedict P. Cottone, who had been slated to head FCC counsel at hearing before it was postponed indefinitely, left Friday for Paris to join U. S. delegation to International Telephone and Telegraph Conference. Delegation not expected to return before mid-August.

GETS CBS CAPITAL POST

LEWIS SHOLLENBERGER, reporter for CBS since 1942 broadcasting under name of Bob Lewis, appointed network's Washington's director of special events.

Closed Circuit

(Continued from page 4)

Washington expect FCC Chairman Wayne Coy to return to U.S. between June 15 and July 1 to report on Paris Telephone and Telegraph Conference. After fortnight, it is expected he will retrace steps to Paris, and thence to London for windup of Bermuda Telecommunications Treaty. He's making side trip to Geneva to check on activities of Provisional Frequency Board, headed by former Commissioner Ray C. Wakefield, who recently returned to U.S. because of ill health.

IS FRANK H. LEE (Lee Hat) ardor for Drew Pearson cooling? Reports current that Lee's sponsorship of Pearson will terminate sometime soon but that number of prospective replacements have been aligned by Wm. H. Weintraub agency, which has Pearson exclusive. Pearson contract reportedly has two years to go but reportedly can be dropped at commentator's option. Mr. Lee, devout Catholic layman, is understood to have disagreed with Pearson comments on Catholic clergy.

WM. WRIGLEY Jr. Co. looking over *Larry on Location*, new WBKB (TV) Chicago puppet show which replaces *Kukla, Fran and Ollie* after latter leaves WNBQ June 13. Station conducted live and teletranscribed client auditions last week.

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — Trade Paper Edition

KMBC-KFRM First In New Survey

"The Team" Ranks First in Public Service Programs in Conlan Study

Again, The KMBC-KFRM Team has won top honors in a big, important survey; this time a personal interview survey of the "aided recall" type.

Final report of the Conlan Study was issued in April, 1949. The survey was made at the Kansas State Fair, and the American Royal Livestock and Horse Show last fall, and was limited to residents on the farm and in small towns of less than 2,500 population. It included 1,223 interviews from 150 counties within The KMBC-KFRM Team's primary coverage area.

Interview results from each county were weighted to give each county its true relative importance according to its number of radio families.

Experienced interviewers asked six major questions: First, "What Radio Stations do you listen to regularly?" Response showed The Team far out in front among all broadcasters in the huge Kansas City Primary Trade area.

Second: "What Radio Farm editors and Market reporters do you listen to regularly?" The Team's Phil Evans and Bob Riley were far in the lead. Ken Parsons, although then a relatively new air name, ranked fifth.

Third: "What Radio Stations do you listen to for News?" The KMBC-KFRM Team led all Kansas City broadcasters!

Fourth: "What Radio Stations do you listen to for Market reports?" The Team led in number of mentions to this question by 60 per cent over the second-place station.

Fifth: "What Radio Stations do you listen to for other Farm programs?" The Team had four times more mentions than the second ranking station.

Sixth: "What Radio Stations do you listen to for Women's homemaking programs?" The Team received twice as many mentions as the second place station.

The KMBC-KFRM Team not only has top listener preference in the area it serves, but provides advertisers with the most economical circulation in the $4,739,317,000 Kansas City Primary Trade territory.

Only The Team provides "one broadcaster" coverage of this huge area which encompasses western Missouri, all of Kansas, and portions of adjacent states —3,970,100 people within The Team's half-millivolt contours! This wide coverage, also the remarkably wide-spread sampling in this survey, are dramatically shown in the map on this page.

Interested parties are invited to study this and other KMBC-KFRM surveys. Simply call any Free & Peters "Colonel" or KMBC-KFRM man!

KMBC-KFRM FEATURES SKILLED AND VETERAN NEWS STAFF

"To keep in touch with the times—keep tuned to KMBC" became a news by-word many years ago in the minds of radio listeners in the Kansas City area, when KMBC pioneered newscasting.

The KMBC-KFRM Team's News staff, greatest among Kansas City broadcasters, has a combined total of 76 years news experience. The six full-time veteran journalists are experts in compiling, editing and writing newscasts that are tailored to Heart of America listeners.

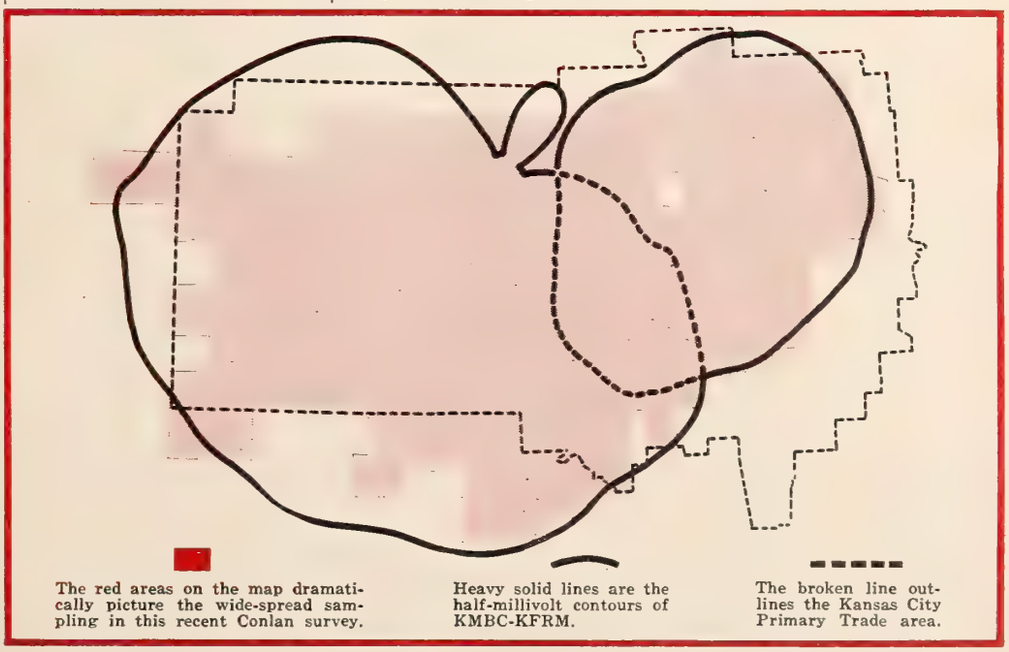


ERLE SMITH
News Director

Under the direction of Erle Smith, 14 years as managing editor at KMBC, the staff presents 19 daily newscasts on the two stations, all specially prepared and up-to-the-minute on local, regional, national and world happenings. Supplementing the battery of teletypes, members of the staff cover regular news runs, in addition to their broadcasts. Special correspondents in many communities throughout the Kansas City Trade area provide local coverage for "hometown headlines."

In addition, The Team is the only Kansas City broadcaster with a Washington correspondent. He is Walter Cronkite, famous United Press European correspondent who covered the Nuremberg trials and last year returned from Moscow. Cronkite daily telephones material of interest and importance to the Kansas City Trade area, also records three weekly quarter-hour reports — including interviews with Senators and Congressmen and "VIP" from the Kansas City Trade area.

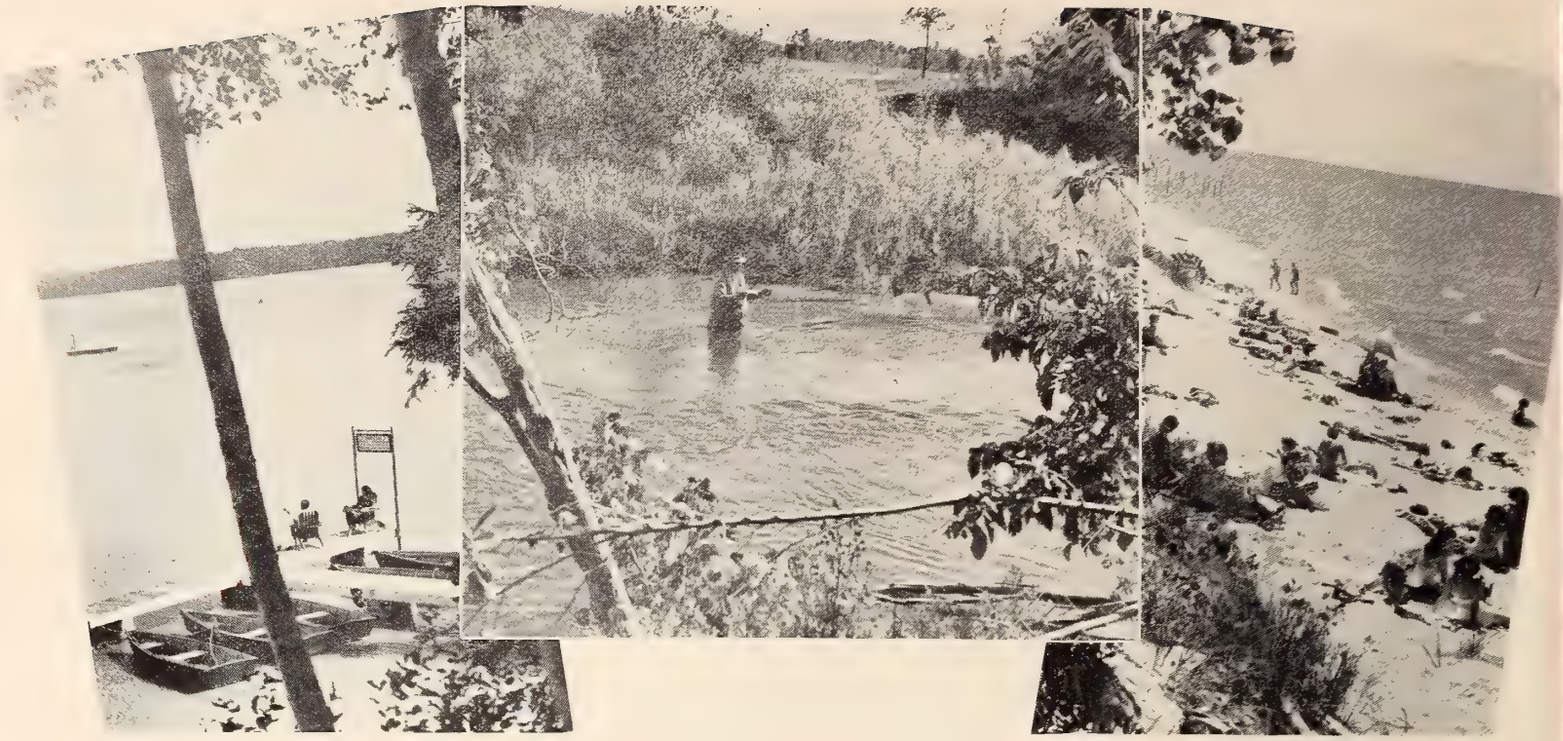
Oldest continuous sponsor of KMBC newscasts (also on KFRM) is Phillips Petroleum. Other nationally known news sponsors include Studebaker, Metropolitan Life, Procter & Gamble, National Biscuit, Mid-Continent Petroleum, Peter Paul confections and others.



The red areas on the map dramatically picture the wide-spread sampling in this recent Conlan survey.

Heavy solid lines are the half-millivolt contours of KMBC-KFRM.

The broken line outlines the Kansas City Primary Trade area.



VACATIONTIME IN WJR LAND

W J R—*Michigan's greatest advertising medium*—covers a great summer resort land. Hundreds of thousands come here to rest and swim and fish, and they listen to W J R. This "vacation audience" is a *plus* that's worth remembering when you make your summer schedules.

Call or write your nearest PETRY office

WJR

CBS

50,000 WATTS



FREE SPEECH MIKE

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the Pres.

JUNE 13, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

WHICH IS YOUR MOST IMMEDIATE NEED

1. To get actual facts on your product's present sales activity in the retail grocery stores of Chicago and territory?

2. To get a NEW product off to a flying start through the grocery stores of Chicago and territory?

3. To STEP UP sales of an ESTABLISHED grocery store product in Chicago and territory?

"MARTHA AND HELEN" are answering these three needs for such participating sponsors as "Old Dutch Cleanser," "Rapinwax," "Creamettes," "Chase and Sanborn," and others, with their daily Feature Foods program on WLS—

Chicago's only combination of powerful radio selling and powerful in-grocery-store merchandising the year around.

CALL or WIRE Sales Manager, WLS, Chicago 7, Ill., phone MOnroe 6-9700, for facts on how Martha and Helen can work for you, their radio broadcast, the informational and merchandising service, territory served, accomplishments for advertisers during 14 successful years. Call today.

A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

FULL TEXTS FCC EDITORIALIZING OPINIONS — PAGE 76

WINS 50KW NEW YORK leads all new new york stations in audience increase from the hours of 10 am to 12 noon

88% increase ON SATURDAYS

40% increase ON WEEKDAYS

The Pulse Inc.: November 1948 + April 1949

WITH **the CHARLIE STARKE MUSIC SHOPPE**



CROSLEY BROADCASTING CORPORATION

WINS 50KW NEW YORK



JUNE 12, 19
Fritz Reiner



JUNE 26
JULY 3, 10
Arthur Fiedler



JULY 17
Sigmund Romberg



JULY 24, 31
Wilfred Pelletier

Every Sunday Evening
June 12 through September 4

UNITED STATES STEEL

presents the

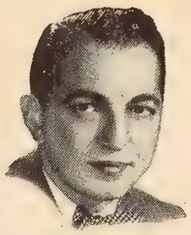
NBC SYMPHONY ORCHESTRA

Summer Concerts

WORLD-FAMED CONDUCTORS
DISTINGUISHED SOLOISTS

...and GEORGE HICKS
speaking for U. S. STEEL





AUGUST 7
Percy Faith



AUGUST 14, 21
Dimitri Mitropoulos



AUGUST 28
Antal Dorati



SEPTEMBER 4
Harold Levey

U. S. STEEL HOUR • SUNDAYS 8:30 P.M. (EDT) • NBC NETWORK

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

UPON transfer of control of G. A. Richards' stations to three trustees, now awaiting FCC approval, it's expected trustees will entertain proposals looking toward possible sale of both KMPC Los Angeles and WGAR Cleveland. WJR Detroit, first Richards' station, said not to be for sale under any conditions. NBC in past has discussed acquisition of KMPC. If WGAR is sold, it is presumed that purchasing company will be built around John F. Patt, its veteran vice president and general manager.

FRANK E. MULLEN, whose contract as president of G. A. Richards' stations was cancelled as of July 1 after one year (see page 28) has acquired minority interest in Coca-Cola bottling works in San Jose, Calif., with Sidney N. Strotz, NBC administrative vice president in charge of West Coast activities. Mr. Mullen hasn't announced future plans but is expected to return to active radio management.

OUTPOURING of FCC decisions on major policy questions indicates Comr. Rosel H. Hyde is bent on settling all possible issues during his tenure as acting chairman. In month since Chairman Wayne Coy and Vice Chairman Paul A. Walker left for tel & tel conference in Paris, they've come at rate of one per week, including television prospectus, Mayflower repealer, procedural realignment, and Avco Rule demise.

SALE OF WEAT Lake Worth, Fla., by C. L. Menser, former program v.p. of NBC, to Robert W. Rounsaville, owner of WQXI Atlanta and other southern stations, for $60,000 consummated last week, subject to customary FCC approval. Station, established last year, is NBC outlet and operates on 1490 kc with 250 w. Mr. Menser will return to New York but has not announced plans. Transaction through Blackburn-Hamilton.

THERE'S growing speculation that FCC may decide to review whole question of programs carrying horse race information. In last approach, in early 1948, FCC sanctioned programs so long as they're part of balanced fare and if not designed to aid gambling. Now it has testimony of acknowledged bookies who specified "favorite" stations for such programs and said they paid off on basis of such broadcasts.

WHETHER or not CBS volunteers, FCC is determined to get latest data on 6 mc color TV transmission using Goldmark sequential system. FCC subpoena powers may be invoked, if CBS doesn't come forward at hearings tentatively scheduled for late August. Complexion of Commission, it's pointed out, has changed since FCC two years ago over-ruled color TV when 16 mc channel appeared needed, as against present 6 mc band.

IF COLOR TV never gets anywhere as mass medium, it certainly can expect prompt acceptance by medical profession for medical teaching. Since demonstrations before American Medical Assn. Convention in Atlantic City

(Continuea on page 90)

Upcoming

June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N.B.

June 15: Foreign Language Broadcasting Clinic, Hotel Roosevelt, N. Y.

June 16-17: Senate Communications subcommittee hearing on McFarland Bill, Washington.

June 20: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.

(Other Upcomings on page 67)

Bulletins

COLGATE-PALMOLIVE-PEET to sponsor *Vic and Sade* on NBC live from Chicago in fall. Day and time not yet set. Frederic W. Ziv Co. acted as agent in selling to C-P-P and its agency, William Esty, N. Y. *Vic and Sade* to be put on kinescope by WBKB (TV) Chicago and films shown July 11, 18 and 25 in place of *Colgate Playhouse* (Monday, 7:30-8 p.m.), which contract ends July 25. C-P-P renewing *Mr. and Mrs. North* (Tuesday, 8:30-9 p.m., CBS) effective July 5 for 52 weeks. Agency, Sherman & Marquette, Chicago. Firm drops *Blondie* and 8-8:30 p.m. period Wednesday on NBC June 29.

MADISON SQUARE Garden and Boxing Managers Guild, N. Y., reported "some progress" in meeting late Friday to end their dispute over cut of radio and television fees. Guild to meet today to talk over Friday's developments. Meanwhile, strike of Guild continues (see page 32).

TV AUTHORITY PLAN GAINING MOMENTUM

PROPOSED establishment of 4A's Television Authority as talent union for video gaining momentum (see early story page 37). Whole matter will come up Friday (June 17) before international board of 4As (Associated Actors and Artistes of America). Approval is regarded as certain.

Following AGVA's (American Guild of Variety Artists) okay of authority at Chicago convention last week, New York's big AFRA local unanimously voted for it. AFRA national board in East Coast, West Coast and Midwest sectional meetings authorized collaboration in founding Authority. Similar approval also given by Chorus Equity and Actors Equity.

Screen Actors Guild representatives also called in. SAG representatives expected to fly from Hollywood to New York today for first session with other unions' representatives.

Overall command over television talent expected to be vested in new authority, with some jurisdicitional responsibility for films delegated to SAG.

SCHUSTER TO COMPTON

FRED W. SCHUSTER, formerly with Griswold-Eshleman Co., Cleveland, joined account group, Compton Adv., New York.

Business Briefly

WATCH ACCOUNT ● Bruner-Ritter, Bridgport and New York (Bretton watch attachments), names Raymond Spector Co., New York, as agency. Firm has budgeted $750,00 for participation program on 187 ABC stations, Sun., 9:30-10 p.m., starting Sept. 4. I past few years company has spent $500,00 annually for white space.

KRAFT DAYTIMER ● Kraft Foods star Oct. 3 five-weekly daytime program, 9:30-9: a.m. (CST) on full NBC network. Sponsor ha renewed NBC *Kraft Music Hall*, Thur., 8-8: p.m. (CDT) for 11 weeks from July 21. Agenc J. Walter Thompson.

DEL MONTE RETURNS ● California Pacl ing Corp., San Francisco (Del Monte foods Aug. 7 returns to network radio for first tin in 12 years with sponsorship of CBS *Rock Jordan* on 11 Columbia Pacific Network st tions. Program will be heard Sunday (5:30 p.m. PST) until Oct. 2 when it changes 5:30-6 p.m. Contract is 52 weeks. Agenc McCann-Erickson, San Francisco.

COSMETIC DRIVE ● Artra Cosmetic Bloomfield, N. J., started $100,000 ad campaig on behalf of Sutra sun lotion and cream, usin radio spots in Boston, New York, Chicago, L Angeles, San Francisco. Other media to used. Agency, Kelly-Nason, N. Y.

MAXWELL HOUSE PACT ● General Food New York (Maxwell House coffee), signed sponsor *I Remember Mama* on CBS-TV star ing Aug. 5. Firm known to be dickering withdrawal of half-hour of its hour-long Su day night period on NBC-TV. Agency, Bento & Bowles.

MARS RENEWS ● Mars Inc., Chicago, r newing *Curtain Time* on NBC (Wednesda 10:30-11 p.m.) for 52 weeks. Agency, Gra Adv., Chicago.

BORDEN TIME SHIFT ● Borden Co., N. Y renewing *County Fair* for 52 weeks on CB starting July 9. Program shifts that day fro current spot, Wednesday, 9-9:30 p.m., to Sa urday, 2-2:30 p.m. Agency, Kenyon & Ec hardt.

P & G RENEWS ● Procter & Gamble, Ci cinnati, renewing *FBI in Peace and W* (Thursday, 8-8:30 p.m., CBS) effective Ju 7 for 52 weeks. Agency, Biow Co., N. Y.

FURNITURE SERIES ● Barcalo Mfg. C Buffalo (summer furniture), sponsoring *Par dise Island* film on WBEN-TV Buffalo, We 10-10:15 p.m. Agency, BBDO, N. Y.

CAMPANA MOVES ● Campana Sales C Chicago, sponsor of CBS *First Nighter* Thur day, 10:30-11 p.m., has moved to 10-10:30 p. in spot vacated by *Hallmark Playhouse* (Ha Bros.). Program returns to original time Se 8 when *Hallmark Playhouse* returns to a Wallace-Ferry-Hanly Co., Chicago, is Ca pana agency.

WSJS

AM WINSTON-SALEM FM

The Station that Delivers the

PLUS AUDIENCE!

The Proof:

WSJS delivers higher than national average Hooperating for 57 out of 61 NBC Commercial programs!*

A PLUS AVERAGE of 6.1 Points Per Program!

WSJS share of audience for 5 month period:

- MORNING — 45.2
- AFTERNOON — 50.6
- EVENING — 50.0

** City Hooperating, Fall and Winter, 1948-49*

Affiliated with NBC

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

Represented by Headley-Reed Company

NOW ON THE AIR!

WFBM-TV

INDIANAPOLIS, INDIANA

☆

WFBM-TV is now on the air commercially, furnishing the best in locally produced shows and top net work entertainment in *television* to the dollar-loaded Hoosier market which comprises the heart of the great state of Indiana.

☆

REPRESENTED NATIONALLY
BY THE KATZ AGENCY

BROADCASTING
TELECASTING

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IN THIS ISSUE . . .

Avco Rule Repealed by FCC 23
How's Business?—Selling Punch Now 23
New ABC Sales $2 Million 24
Baltimore 'Gag' Lifted 25
FCC Reshuffle? 25
Guideposts for Stations Out to Get Business By Frank Silvernail 26
Agencies Told to Invest More at ANA Meet 27
Petrillo Objects to Royalty Plan 27
Research Firms Are Active 28
Mullen Leaves Richards' Stations 28
SCOTUS Reverses WJR Case 29
Engineering Board to Advise FCC Suggested 30
PIB Issues TV Figures 36
'Sporting News' TV Figures Don't Hold Up 36
Pro Gridders Lockout Video 37
Color TV Hailed at AMA Meet 37

DEPARTMENTS

Agencies	8	News	54D
Allied Arts	86	On All Accounts	15
Commercial	52	Open Mike	12
Editorial	48	Our Respects to	48
FCC Actions	54A	Production	74
Feature of Week	15	Programs	72
Film Report	38	Promotion	58
Management	50	Radiorama	18
Milestones	82	Technical	86
Network Accounts	20	Telestatus	40
New Business	20	Upcoming	67

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

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250 Park Ave., Zone 17, PLaza 5-8355

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOPS

KFH IS TOPS IN LOCALLY PRODUCED PROGRAMS. Over $50,000 was spent for this purpose last year and the listening habits of the KFH area have been materially influenced by the uniform excellence of the broadcasts. For example, the sports programs scheduled for this fall include play by play broadcasts of 10 games voted most desirable in the KFH area. A KFH crew of 4 will travel 5500 miles through six states to bring out-of-town games to KFH and KFH-FM listeners. This is only one of the enterprises that make a station great.

All sports events of listener interest are adequately covered by sports editor Larry Stanley and chief announcer, Dave Wilson. These men have a long record of popularity on KFH and KFH-FM; their following is tremendous and their record of achievement for commercial sponsors is an enviable one. Ask any Petry man for evidence.





KFH went direct to the listeners to find out which games they wanted.

KFH FOOTBALL SCHEDULE FOR 1949

Sept. 24 — Kansas University vs. Colorado University at Boulder, Colo.

Oct. 1 — Wichita University vs. Houston University at Houston, Texas

Oct. 8 — Bradley University vs. Wichita University at Wichita, Kans.

Oct. 15 — Kansas University vs. Oklahoma University at Norman, Okla.

Oct. 22 — Kansas University vs. Oklahoma A&M Univ. at Stillwater, Okla.

Oct. 29 — Kansas State College vs. Kansas University at Lawrence, Kan.

Nov. 5 — Kansas University vs. Nebraska University at Lincoln, Neb.

Nov. 12 — Oklahoma University vs. Missouri University at Columbia, Mo.

Nov. 19 — Missouri University vs. Kansas University at Lawrence, Kans.

*Nov. 24 — Detroit University vs. Wichita University at Wichita, Kans.

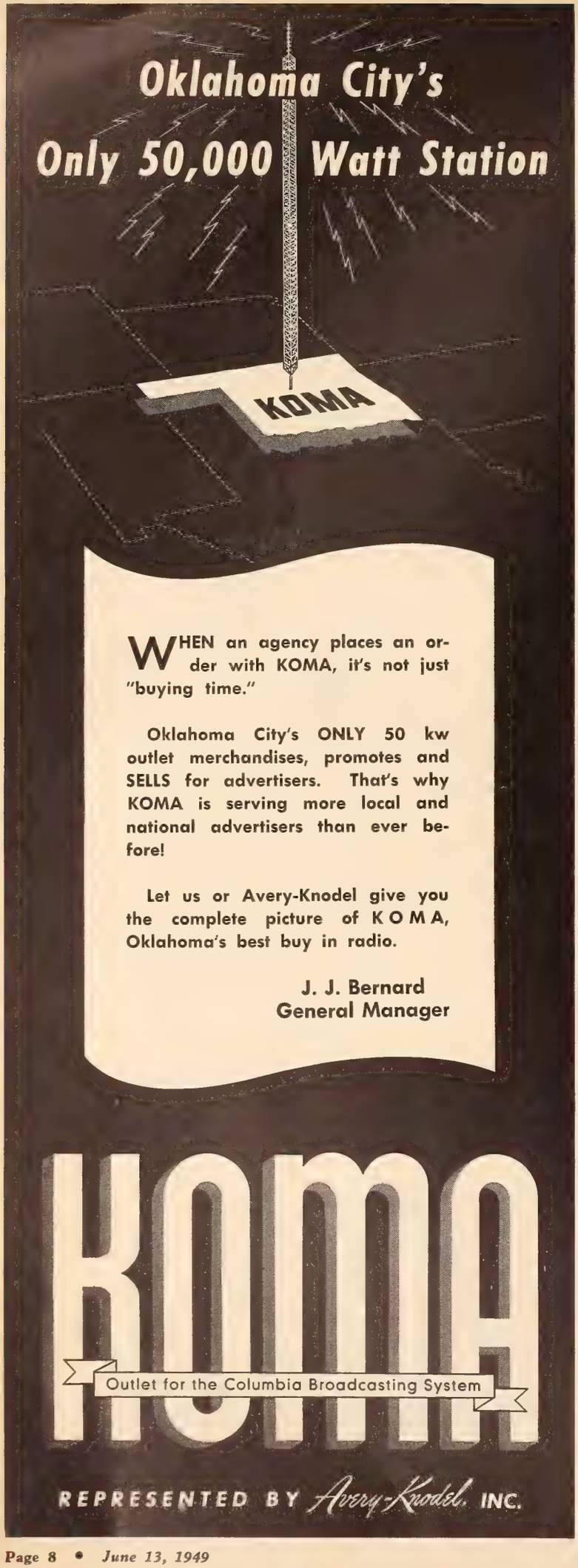
**Thanksgiving Day*

5000 Watts - ALL the time

KFH KFH-FM CBS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WICHITA, KANSAS



Agencies



HUTCHINSON K. FAIRMAN, in charge of Sun Oil Co. account, elected vice president of Hewitt, Oglivy, Benson & Mather Inc., New York.

JAMES W. SYKES, vice president and manager of Sawyer-Ferguson-Walk Co., San Francisco, and manager of firm's western operations, resigns June to become classified-display advertising manager of New York *Herald Tribu* Mr. Sykes will be succeeded as manager of San Francisco office by **ROBE R. KINSLEY** of agency's New York office. No successor as western operatio manager has been named.

JIM CHRISTENSEN, radio-television director of Wolfe-Jickling-Conke Detroit, appointed to radio and television committee of American Assn. Advertising Agencies.

WILL PASCOE, formerly with Lunke-Maudsley & Assoc., Seattle, joins Pea son & Morgan Agency, same city, as principal. He will handle production a serve as account executive.

ROBERT H. CADDO Jr., formerly with McCann-Erickson, New York, joi Lennen & Mitchell, same city, as assistant director of research.

JAMES N. MANILLA, formerly television director of Robert F. Branch Ir and manager of television department of Compton Adv., joins video staff Newell-Emmett Co., New York.

FRANCIS X. BRADY, account research executive with McCann-Erickson, Ne York, transfers to agency's Chicago office as research director.

ATHOL STEWART appointed radio director of Montreal office of Walsh Ad He formerly was with McConnell, Eastman & Co., Montreal, and with CB International Service, Montreal.

HAROLD M. GARDNER resigns as partner of Ross, Gardner & White Ad Los Angeles, to open own agency. His interest was absorbed by two remainir partners, **EDWARD B. ROSS** and **WILLIAM W. SCHWEIT.** Mr. Gardner r tains Given Mfg. Co. (garbage disposal) account which he handled for th agency. Agency will continue to operate under same name.

BOB WILLIAMS, formerly advertising director for Hamel Food Inc., Dalla joins Ross Sawyer Adv., Los Angeles, as account executive. Before joinir food company, Mr. Williams was with Lord & Thomas (now Foote, Cone Belding), Chicago, as account executive.

HARRISON DAVIS of Fielder, Sorensen & Davis, San Francisco, elected two-year term as director of National Assn. of Transportation Advertising.

CARL D. DENNIS Jr. joins McKim Adv., Montreal, as vice president. H formerly was managing director of Erwin, Wasey of Canada and prior to th assistant to president of Cockfield, Brown & Co., Toronto agency.

KEITH BABCOCK resigns as plans director for the Biow Co., San Francisc No future plans announced.

EDWARD F. RACZYNSKI, formerly with Blight-Palmer & Co., Chicago, joi Phil Van Slyck Adv., San Francisco, as account executive.

THELMA BERESIN, head of public relations department of Gray & Roge Adv., Philadelphia, named chairman of public relations committee of Philade phia Chamber of Commerce's Consumer's Advisory Council for one year.

RICHARD SLEIGHT, formerly with Theo. H. Segall Adv., San Francisco, joi Knox Reeves Adv., same city, as copy director. He succeeds **HAROLD OHLEYER,** recently named manager of agency's West Coast office.

PHIL WASSERMAN, formerly with Yolen, Ross & Salzman Inc., New Yor joins General Promotions, subsidiary of Emil Mogul Adv., New York, a general manager. He will direct publicity and public relations services fc agency's clients.

NAT WEINSTEIN, formerly with Paul Service Stores, Montreal, and now d funct National Cloak & Suit Co., New York, appointed radio director of I W. Hauptman Co., New York.

ROBERT A. POTTS, formerly in advertising department of Royal Societ Inc., joins copy department of Fred Gardner Co., New York.

DON FRANCISCO, vice president and director of J. Walter Thompson Cc was given honorary Doctor of Science degree June 5 by his alma mate Michigan State College.

For just eighty-four cents WCBS nighttime station breaks will carry your message into a thousand tuned-in homes!

2,668,180 DIFFERENT FAMILIES listen, *at least* once every two weeks, to the commercials of a seven-nights-a-week WCBS station break advertiser!* That's only 84¢ per thousand actual *listening* families.†

YOU CAN DO AS WELL! WCBS' policy of rotating station breaks gives *every* advertiser an equal chance to reach the greatest number of listeners. (And with WCBS and CBS programs attracting ever-increasing audiences, WCBS station breaks become an even better buy.)

FIRST-COME, FIRST-SERVED. Get in touch with WCBS or Radio Sales right now... and get more information about one of the biggest bargains in all radio.



---

*Based on Nielsen Radio Index, January 1949.
†Class A Rate for 1-25 weeks.

New York key station for the Columbia Broadcasting System

EVERYBODY PERFORMS BMI-LICENSED MUSIC



OVER 14 MILLION BROADCAST PERFORMANCES IN 1948

EVERYWHERE

BMI-LICENSED MUSIC
IS USED BY
EVERY PERFORMING ARTIST
ON EVERY PROGRAM
OVER EVERY NETWORK,
EVERY LOCAL STATION AND
CAFE, NIGHT CLUB AND HOTEL
IN THE U.S. AND CANADA
and performed by
EVERY CONCERT ARTIST,
EVERY OPERA COMPANY and
EVERY SYMPHONY ORCHESTRA
IN THE WORLD

The Patroon of the week

FRANK MORIARTY
Time Buyer,
DANCER-FITZGERALD-SAMPLE, INC.

A 15-year advertising veteran, Frank buys spots and network time for such top accounts as: BAYER ASPIRIN, DR. LYON'S TOOTH POWDER, PHILLIPS' MILK OF MAGNESIA, HALEY'S M-O, ENERGINE SHOE WHITE and several other STERLING DRUG products. Frank received today from the William G. Rambeau rep a hearty welcome into the Patroons, a certificate of membership and the deed to a tract of land in the heart of the Patroon country.





*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

WPTR is truly an Albany-Schenectady-Troy station, with the same strong signal in all three cities; equal mail pull from all and a transmitter located in the geographical center of the three-city triangle. No wonder WPTR gives more listeners per dollar in all three.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Re: Spot Rate Finder

EDITOR, BROADCASTING:

. . . Congratulations upon your initiative and thoughtfulness which prompted this excellent idea [Spot Rate Finder in the 1949 MARKETBOOK] which should be invaluable to spot radio.

Guy E. Yeldell
Sales Mgr.
KSD St. Louis

* * *

EDITOR, BROADCASTING:

Congratulations on your new project, the *Spot Rate Finder!*

As usual you are undertaking something that is going to be of great benefit to the industry, both from the viewpoint of the stations and the advertisers.

M. Robert Rogers
Gen. Mgr.
WQQW Washington, D. C.

* * *

Sound View of NAB

EDITOR, BROADCASTING:

May I express congratulations on your editorial entitled "NAB's Dropped Stitches."

I confess to a feeling of depression, not at the record of NAB but at the thinking of many men who are operating heads of broadcasting stations. I have read of resignations because "the little station was getting all the breaks in NAB service"; and of others "because NAB was functioning only for the benefit of the big and powerful station"; and because NAB was performing no worthwhile service for anybody.

None of these reasons is valid nor based on facts. In the many years of NAB operation, the record shows it has done a creditable job, and is now doing a good job in many fields of the broadcasting picture. Certainly not a perfect job —but in my opinion, after five years on the [NAB] board, a better than average job in the trade association field.

In every growing industry, particularly in every field where change and progress is as fast as it is in the broadcasting industry, there are periodical cycles of change, and adjustment to conform function and administration to the changing conditions.

It is inevitable that there be a lag in accomplishing such a task because trade associations do not operate like private business. The administration and the board have too many diverse interests, and too much unorganized thinking to take into account. It has to be sensitive to the crystallization of this thinking, which takes time.

No other industry I have e heard of needs a strong, uni trade association to guard its v life more than does broadcasti

The way to get such a stro and potent organization is to s within its membership and u every influence one has through t at-large and district directors help achieve this result—not quit. Too many influential stati operators have done that lately.

It is the best way I know effectually sabotage broadcasting the very time NAB needs suppor a time of change, and reorganiz tion of functional aims and op ations which can't be accomplish overnight.

There are two ways to meet t immediate problem of trade ass ciation future. Scuttle NAB a spawn a flock of little groups bas on immediate class interests, co peting with one another for i fluence and efficiency, and openi the lines wide for inimical int ests to move in with restricti actions; or to readjust our prese NAB as a going concern—tailor to meet changing conditions.

Quitting is the way to bri about the first way. Staying there and pitching is the seco way and I think far the best.

Campbell Arnoux
President
WTAR Norfolk, Va.

* * *

'Business' Praised

EDITOR, BROADCASTING:

. . . The "Business of Broadca ing" series . . . will do much towa augmenting the training and exp rience of our sales staff.

I shall look forward with a gre deal of interest to the remainder this outstanding series. . . .

Bill Simpson
Commercial Manager
KTMS Santa Barbara
KCOY Santa Maria, Calif

* * *

'Business' Series

EDITOR, BROADCASTING:

I have just finished reading article by Jan Gilbert, radio-tele sion director of Harold Cabot Co., Boston, in your series entitl "Business of Broadcasting [BROADCASTING, May 23.]

I wish to commend both you a Miss Gilbert on the wonderful ca she presents in this article . . the "Public Utilities Case" mo certainly will play a big part bringing about closer relationsh and understanding between publ utilities and the public as a whol "Business of Broadcasting" w

(Continued on page 68)



Only 18 days left — to save $131.50* on this famous Turntable

TYPE 70-D
RCA HIGH-FIDELITY
TRANSCRIPTION TURNTABLE

● This moderately priced transcription turntable has no superior—either in mechanical simplicity or in high-fidelity reproduction.

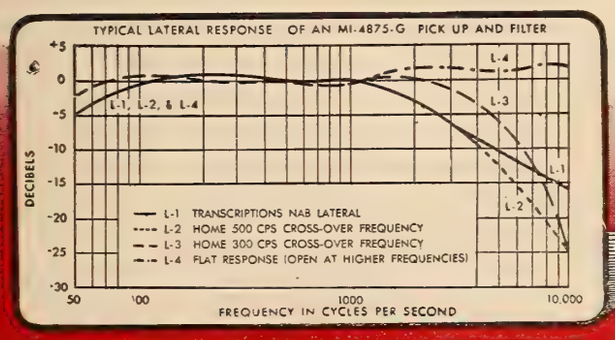
One heavy-duty synchronous motor provides the drive required for playback *and recording.* Mechanical filters and spring-clutch assembly completely isolate the platter and the fly-wheel from the motor—and assure even running and smooth starts and stops. A high-quality universal lightweight pick-up, with a diamond-point stylus, provides true reproduction—for either vertical or lateral recordings.

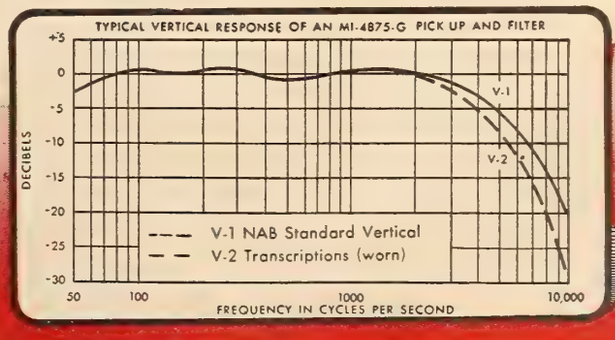
A hinged door on the metal cabinet makes everything easy to get at. There is ample space inside to house booster amplifiers and record-cueing amplifiers. There is also accommodation on top for an RCA 72-D (or 72-DX) Recording Attachment. *And you will be able to handle the new records designed to play at 45 rpm—by means of a simple modification kit soon to be made available.*

• • •

Save $131.50 on your new 70-D by ordering it under RCA's 90-day "Spot" Plan—before June 30, 1949. Call your RCA Broadcast Sales Engineer for immediate delivery. Or write Department 19FB, RCA Engineering Products, Camden, New Jersey.

*** Reduced price of RCA 70-D Turntable is $498.50, April 1 to June 30, 1949. (Price does not apply outside continental U. S. A.)**





BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

In Canada, RCA VICTOR Company Limited, Montreal

out Aug. 15

IOWA RADIO MARKET DATA BY COUNTIES

1949 BROADCASTING MARKETBOOK

County	Per Cent Radio	1949 Radio Families	Retail Sales 1948, 1,000's	Employment Mid-March 1947	Taxable payrolls—Jan. to Mar. '47, in 1,000's	Mfg. Value Added 1947, 1,000's
Adair	00.0	0,000	0,000	000	000	0,000
Adam	00.0	0,000	0,000	000	000	0,000
Allamakee			0,000	000	000	0,000
Appanoose		0,000	0,000	000	000	0,000
Audubon		0,000	0,000	000	000	0,000
Benton		0,000	0,000	000	000	0,000
Black Hawk		0,000	0,000	000	000	0,000
Boone		0,000	0,000	000	000	0,000
Bremer		0,000	0,000	000	000	0,000
Buchanan		0,000	0,000	000	000	0,000
Buena Vista		0,000	0,000	000	000	0,000

(Specimen)

IOWA (Contd.)

CEDAR RAPIDS, Linn, 23,000 Fam., 97.9% Radio, 22,517 Radio Fam.

KCRG, 5kw, 1600 kc, MBS, Pearson, BMB

	Sta.Break	1Min.	5Min.	15Min.	30Min.	1Hr
D	6.00	10.00	13.00	26.00	39.00	65.00
N	10.00	15.00	25.00	50.00	75.00	125.00

WMT, 5 kw, 600 kc., CBS, Katz, Hooper, Conlan, BMB

D	13.00	19.50	24.00	48.00	72.00	120.00
N	20.00	30.00	37.50	75.00	140.00	250.00

2 AM affiliates, aver. 1 time day rate:

9.50	14.75	18.50	37.00	55.50	92.50

2 AM affiliates, aver. 1 time night rate:

15.00	22.50	26.25	62.50	107.50	187.50

CLINTON, Clinton, 9,700 fam., 97.9% Radio, 9,497 Radio Fam.

KROS, 250w., 1340kc, MBS, Everett-McKinney, Conlon

D	5.50	6.60	9.90	19.80	33.00	55.00
N	6.82	8.25	15.84	31.68	52.80	88.00

KROS-FM, Chan. 241, 96.1 mc, 14kw, Bonus.

COUNCIL BLUFFS, Pottawattamie, 14,000 Fam., 96.6% Radio

KSWI, 500 w D, 1560 kc, Everett-McKinney, Webber

D	6.00	7.00	12.00	24.00	56.00	60.00

CRESTON, Union, 2,590 Fam., 96.1% Radio, 2,489 Radio Fam.

KSIB, 1 kw D, 1520 kc, Everett-McKinney, Conlan

D	7.00	8.00	16.00	28.00	48.00	80.00

with

SPOT RATE FINDER

FOR EVERY COMMERCIAL STATION

A new, easy way to compute the cost of a spot campaign in your market. In one minute, the buyer will get facts he formerly spent days to uncover.

The Spot Rate Finder, devised by Broadcasting in cooperation with the National Assn. of Radio Station Representatives and leading radio buyers, will show: (1) One-time day and night rates for every station (2) Average rates for each market for network stations and for independent stations (3) Average rates by class of market, regions and other geographical divisions.

For the first time the radio buyer will have at his immediate disposal all essential market facts and spot rate figures in one comprehensive volume. The 1949 MARKETBOOK will have a guaranteed circulation of 17,500, with complete coverage of national advertisers and agencies assured. Regular rates and frequency discounts prevail. Advertising deadline is July 15.

"RADIO BUYERS SAY . . ."

"Your 1949 Marketbook with the Spot Rate Finder should surpass your excellent 1948 Marketbook which I still am using."

Jack Purves
N. W. Ayer & Son

"What the doctor ordered . . . the basic facts that any advertiser needs to select markets."

Burns Lee
Rexall Co.

"A genuine service that will be widely used and constantly referred to . . ."

Lillian Selb
Foote, Cone & Belding

"Highly useful and a great time saver for arriving at estimated costs. It is something I have personally advocated for several years."

Signed,
Richard Grahl
William Esty Co.

RESERVE SPACE NOW. GUARANTEED CIRCULATION 17,500. DEADLINE JULY 15.

IN HOUSTON it's TEXAS
K-NUZ
PROGRAMMING



Buy
A NUMBER 1
HOUSTON HOOPER*
"Collie's Corral"
12:45 to 1:00 p. m.

The products or service you're aimin' to tell the folks about down Houston way will hit a new high with the boost of this rootin', tootin' Collie's Corral segment.

* 5.4 top Hooper (Monday thru Friday).
Source: Winter-Spring report Dec. 1948-Apr. 1949.

NATIONAL REPRESENTATIVE
FORJOE & COMPANY

DAVE MORRIS
GENERAL MANAGER

k-nuz
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

Feature of the Week



Tracing route of the KSTP manhunt flight are (l to r) Pilot John Becker, Patrolman Senn, Mr. Ulmer, and Stanley E. Hubbard, KSTP president and general manager.

* * *

RADIO won citations from law enforcement officials last week for its leading role in a five state manhunt following the killing of a Minneapolis policeman and violations of the Lindbergh Law by three St. Paul men. Culling the honors for the industry was KSTP Minneapolis-St. Paul, 50 kw NBC affiliate, which was directly credited for the surrender of one of the fugitives.

Congratulations from the FBI, sheriffs offices, police and competing stations have been extended to the news departments of KSTP and KSTP-TV for coverage and aid rendered during the search.

The fugitives, Arthur E. Bistrom, his brother Carl, and Allen C. Hartman, all of St. Paul, killed a policeman when interrupted in a burglary of a suburban National Food Co. store June 3. Fourth member of the gang, Gustav Johnson of St. Paul, was seized near the scene.

As the three gunmen eluded police and headed toward North Dakota, KSTP's special events director, Roch Ulmer, picked up the Minneapolis inspector of detectives and flew him to the scene of the search. KSTP reports it also flew a reporter from the *Minneapolis Star & Tribune* to the scene and

(Continued on page 86)

On All Accounts

"MY FATHER was a railroad man and I guess I fell in love with the express stops," said Lloyd (Bucky) Harris, vice president and international director for Grant Adv., as he recounted a radio career that has taken him the equivalent of twice around the world to most of the capitals of the Orient and Latin America.



BUCKY

Born in Thayer, Miss., and educated in several states before entering the U. of Missouri, Mr. Harris had served in that time as newsboy, call boy on a railroad and member of a touring vaudeville team.

After a sedentary interlude at the midwestern college, Mr. Harris muttered his apologies and got off his thesis to follow the main line back to Mississippi as a reporter on the Laurel *Daily Leader*. From there he moved to the Memphis *Commercial Appeal* to work on the city desk, later joining the paper's radio station, WMC, as an announcer. He emerged from that operation as manager of the station.

Striking north in 1928, he travelled to Chicago and WIBO, now WJJD. There, functioning out of the station's experimental television outlet, he put on one of the earliest known television shows on June 13, 1933.

When the station left the air, Mr. Harris accepted the invitation of NBC in Chicago to join that network as a producer. His list of credits there include such shows as *The National Farm and Home Hour*, *The Singing Lady*, *Club Matinee* and the original Horace Heidt program.

In 1941 he joined Grant Adv. to launch the international phase of his career as head of the agency's

(Continued on page 86)

THESE 5 Stations Build Sales for You . . .

WORK
York, Pa.
Established 1932

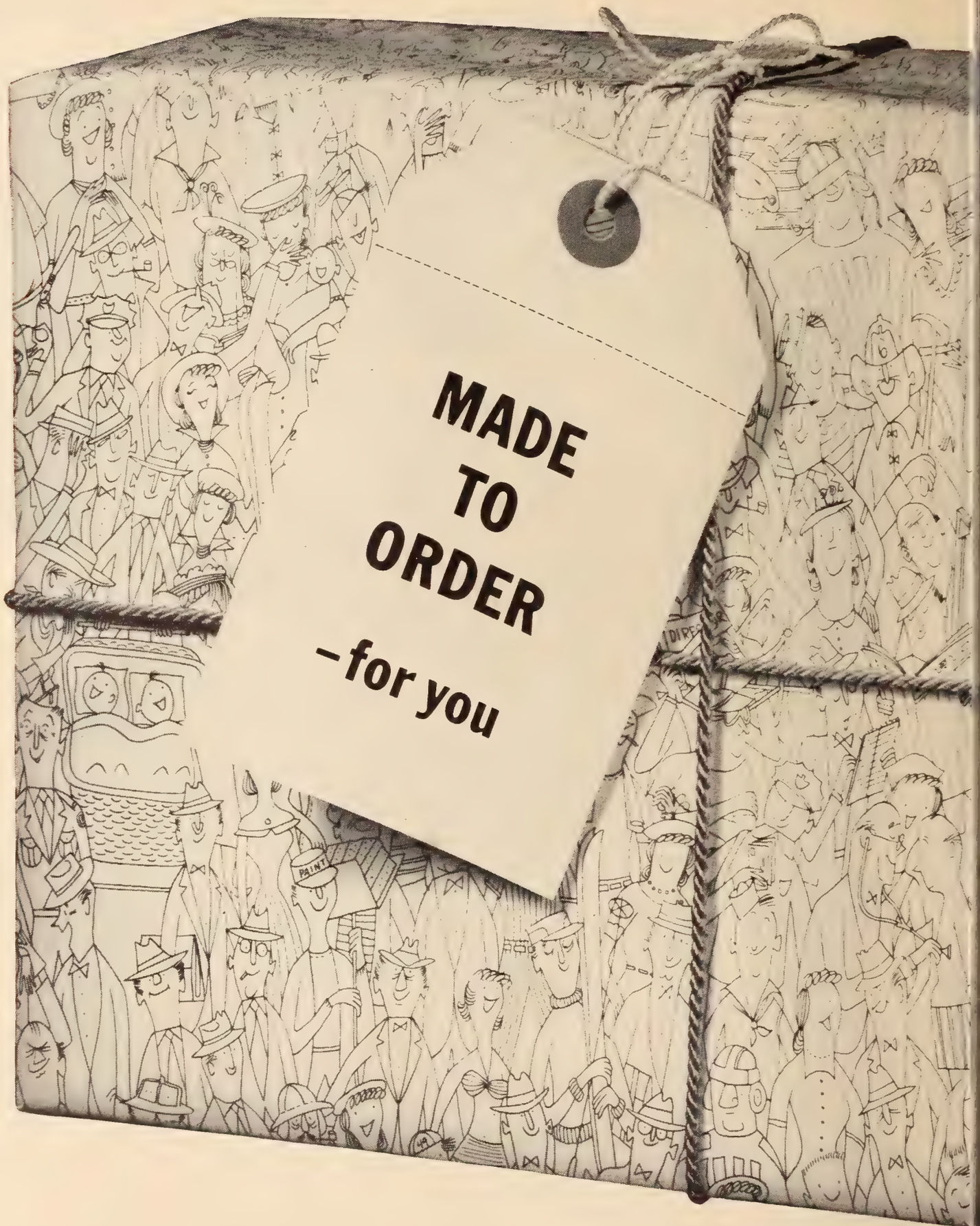
WGAL
Lancaster, Pa.
Established 1922

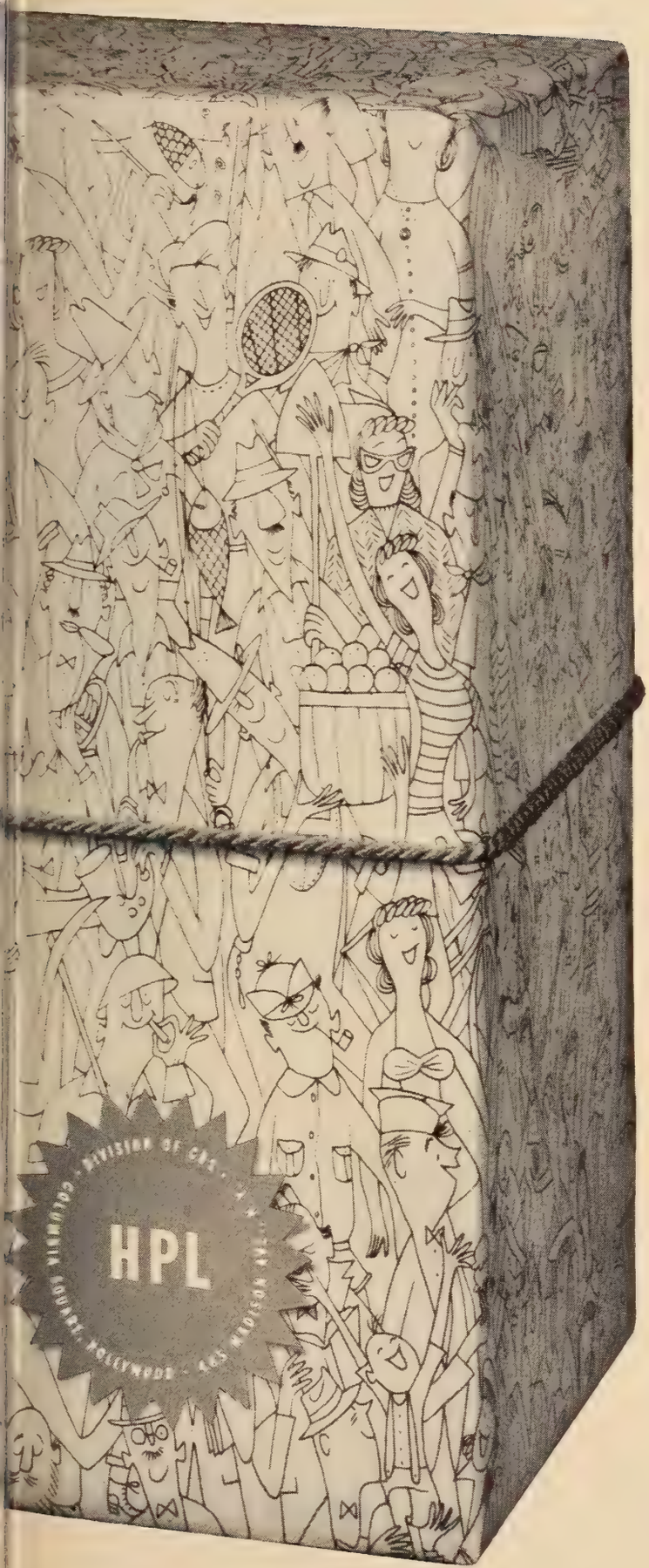
WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles
NBC AFFILIATES
STEINMAN STATIONS


MADE
TO
ORDER
–for you



Knox Manning — one of radio's most successful salesmen—is the new director of KNX's "Housewives' Protective League—Sunrise Salute" ...Southern California's most sales-effective participating program.

Manning is made for the HPL.
For a dozen years, Manning has starred in Los Angeles radio...as an actor, announcer, newsman and story-teller. And *result-getting* salesman! (Manning sold 128 cars in nine days...increased a shoe manufacturer's business 50% in one year ...was tagged by a big soap company as "the best salesman we ever had on the air.")

The HPL is made for Manning.
For more than fourteen years, KNX's "Housewives' Protective League—Sunrise Salute" has been ringing up huge sales for advertisers. Because listeners know every word said about HPL-advertised products is true...backed by KNX's "HPL Testers' Bureau" (a select panel of Los Angeles housewives who give a tough try-out to every product submitted for HPL approval). And now the program will be even more effective. Because listeners *know* and *respect* Manning.

This package is made to order to deliver orders for you. Now more than ever!

The Housewives' Protective League

The Program that Sponsors the Product

Radiorama



ATTENDING WBBM-CBS Chicago party are (l to r) Irene Small, Ruthrauff & Ryan; Henry Webster, Wm. Wrigley Jr. Co.; Gene Autry, western stations owner; Holly Shively, R&R; Frank B. Falknor, WBBM mgr.

TELEVISION scholarship from WOW Omaha is presented to Thomas Smith (l), Creighton U student, by Navy Secretary Francis P. Matthews, who also is an offical of WOW WOW TV and Creighton.



NEWLY elected officers of the Cleveland section of the Institute of Radio Engineers take time out for coffee and donuts as guests of WTAM Cleveland. Participating in the refreshments are (l to r) J. F. Dobosy, radio consulting engineer and new chairman of the Cleveland IRE section; Tom Friedman, chief engineer at WXEL (TV) Cleveland, secretary-treasurer; S. E. Leonard, engineer in charge, WTAM-NBC; J. B. Epperson, chief engineer of WEWS (TV) Cleveland, vice chairman, and F. B. Schramm, patent attorney, retiring chairman of the group.



GATHERED at Richmond, Va., during PGA golf tourney are (l to r) Joe Novak, PGA pres.; Harry Wismer, ABC sports dir.; Jacob Brown of Pepsi-Cola Bottling Co., Richmond, sponsor of Mr. Wismer's ABC show on WRNL Richmond.



FOOTBALL games of Mississippi State College for 1949 will be sponsored on WMPS Memphis by Davis Motors, distributor of Jeeps and Jeepsters in the Memphis area. Completing the transaction are (l to r): seated—H. R. Krelstein, vice president and general manager of WMPS, and Walter L. Davis, president of Davis Motors; standing—William Rudner, WMPS merchandising director, and George Faulder, program director of the station. This is first year WMPS has carried entire Miss. State schedule.



BUYING TV spots to sell radios is Charles Kierulff (center), pres. of Kierulff & Co., Los Angeles set dealer, who contracts with Kevin Sweeney (l) and Eugene Overton of KFI-TV Los Angeles for nine participations weekly on KFI-TV.



INDULGING in a bit of serious conversation during National Restaurant Assn. Atlantic City Convention are Monroe Mendelsohn (l), general manager, WBAB Atlantic City, and Edward R. Murrow, CBS commentator sponsored by Campbell Soups.



LONG TERM affiliation of KVNI Coeur d'Alene, Idaho, with Don Lee Network is arranged by Chet. E. Rodell (l), general manager of KVNI, and Pat Campbell, vice president in charge of station relations for Don Lee Network.



A HAPPY event as A. B. Crampton (seated), Stahl-Meyer Inc. adv. mgr., contracts for firm's participating sponsorship of *Market Melodies* on WJZ-TV New York. Approving are Murray Grabhorn (l), WJZ-TV mgr.; Harold Tuers, Blaker Adv.



INSPECTING General Electric's "Daylight" television picture tube plant at Buffalo, N. Y., is Charles E. Wilson, president of the company. General Electric is working "round-the-clock" six days a week at the Buffalo picture tube factory.

$1,000 for "MIKE MYSTERIES"

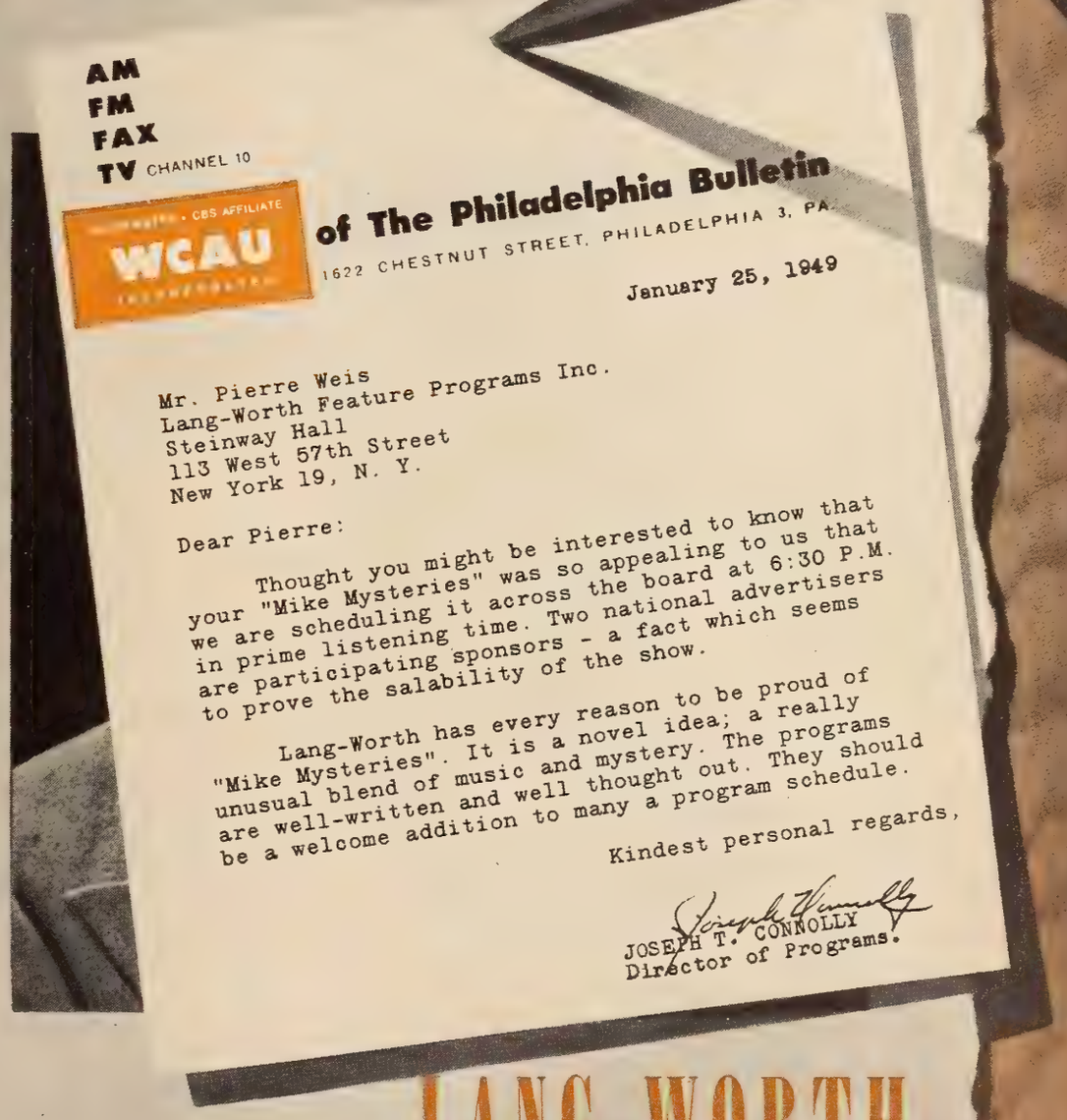
Convicted of Stealing Audiences, Killing Competition and Beating High Costs

"Mike Mysteries" is a 15-minute "Network Calibre" show (5 times weekly) worth a minimum of $1,000 per program. Yet, it is available to local and regional sponsors at station time plus a small service fee. What a reward for sleuthing sponsors!

DESCRIPTION

"Mike Mysteries" combines murder, mystery and music. Each show includes a 2-minute "Whodunit?" written by Hollywood's ace mystery writer, John Evans. Listeners are held in suspense awaiting the solution until end.

"Mike Mysteries" is a member of the fabulous Lang-Worth gang, including "The Cavalcade of Music," "Emile Cote Glee Club," "Through the Listening Glass" and 14 other programs equally guilty of stealing audiences for over 1,200 advertisers.



AM
FM
FAX
TV CHANNEL 10

CBS AFFILIATE
WCAU

of The Philadelphia Bulletin

1622 CHESTNUT STREET, PHILADELPHIA 3, PA.

January 25, 1949

Mr. Pierre Weis
Lang-Worth Feature Programs Inc.
Steinway Hall
113 West 57th Street
New York 19, N. Y.

Dear Pierre:

Thought you might be interested to know that your "Mike Mysteries" was so appealing to us that we are scheduling it across the board at 6:30 P.M. in prime listening time. Two national advertisers are participating sponsors - a fact which seems to prove the salability of the show.

Lang-Worth has every reason to be proud of "Mike Mysteries". It is a novel idea; a really unusual blend of music and mystery. The programs are well-written and well thought out. They should be a welcome addition to many a program schedule.

Kindest personal regards,

JOSEPH T. CONNOLLY
Director of Programs.

Information leading to the capture of "Mike Mysteries" may be had from your local Lang-Worth subscribing station or its representative.

LANG-WORTH
feature programs, inc.

STEINWAY HALL, 113 WEST 57TH ST.
NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

IN INDIANAPOLIS

sales BEGIN

"at home with CATHERINE DANIELS"



Chatting informally each day with staff announcer Gene Allison

Another important WISH "personality" featured in our long string of successful shows programmed locally

Local and national advertisers alike can vouch for Catherine Daniels' terrific following . . . for the amazing sales job she does. Just completing her fourth year, she's become Indianapolis' authority on "things of interest to women." Her loyal audience literally jumps at her suggestions. She produces the kind of advertiser results every radio station dreams of.

WISH

1310 kc INDIANAPOLIS • A-B-C NETWORK

FREE & PETERS, *National Representatives*

George J. Higgins, General Manager

New Business



GROVE LABS., St. Louis, appoints Harry B. Cohen Co., New York, to hand advertising of its newly acquired Fitch toiletries [BROADCASTING, May 30 Agency already handles following Grove products: 4-Way Cold Tablet Pazo Ointment and Suppositories, Grove's Chill tonic, Dr. Porter's Antisept Oil, Fitch Ideal Hair tonic and Fitch's dandruff remover shampoo.

CELCO Corp., Los Angeles (Crayoffs, crayons that wash off), June 20 startin two week test campaign on three Portland, Ore., stations. Firm will sponsc half-hour daily *Newspaper of the Air Show* plus one daily chainbreak on KOIN and daily spots on KGW and KXL. If successful campaign will be extende nationally. Agency: Mayers Co., Los Angeles.

MITCHELL MANUFACTURING Co., Chicago, for its room air conditione names Jones Frankel Co., same city, to handle its TV advertising. **IRA MORTON** is account executive. After test spot campaign with films on tw Chicago video stations, agency will contemplate national TV.

WILDROOT Co., Buffalo, begins television spot announcement campaign t promote their special bargain offer of Wildroot Cream Oil in combinatio with Wildroot Liquid Cream Shampoo. Twenty second and one minute spo were placed on following stations: WPTZ WFIL-TV WCAU-TV, all in Phila delphia and WNBT WCBS-TV WABD WJZ-TV, all New York. BBDO, Ne York, is agency.

NESTLE FORM Co., Baltimore (brassieres), appoints Robinson Adv. Agenc Baltimore, to handle its advertising. Radio will be used. **ZALMEN J. BIRN BAUM** is account executive.

SCATENA YORK Co., San Francisco distributor for York refrigerator equip ment, appoints Hoefer, Dieterich & Brown, San Francisco, for campaign tha includes TV. **JOHN HOEFER** is account executive.

COMMONWEALTH SHOE & LEATHER Co., New York, (Bostonian and Man field shoes for men and Bostonian Jrs. for boys) appoints Young & Rubicar New York, to handle advertising. Media plans not set yet.

JOHN IRVING SHOE Corp., Boston, Mass., appoints J. Walter Thompson Co New York, to handle advertising.

Network Accounts • • •

KRAFT FOODS Co., Chicago, through J. Walter Thompson, New York, pu chased 10:30-45 a.m. across the board time on NBC effective Oct. 3. Compan plans to place a daytime serial in that period but property has not been de cided upon yet.

WILDROOT Co., Buffalo, through BBDO, New York, is moving its *Adventure of Sam Spade* from its present time Sundays 8-8:30 p.m. on CBS to same tim and date on NBC, effective Sept. 25. Thus making the Sunday nite, 8-8:3 period available to the Edgar Bergen show on CBS. In effect two shows hav switched networks.

CAMPBELL SOUP Co., Camden, N. J., through Ward Wheelock Co., Philade phia, renews sponsorship of *Club 15* and *Edward R. Murrow with the News* o CBS. Renewals effective June 27. *Club 15* is aired Mon.-Fri., 7:30-7:45 p.m. an Mr. Murrow is heard on same days, 7:45-8 p.m. News commentator will tak eight-week summer hiatus starting July 4, returning Aug. 19.

FRUEHAUF TRAILER Co., Detroit, renews *This Changing World* on 97 AB stations effective June 19. Program, aired Sunday 3-3:15 p.m., renewed throug Zimmer-Keller Inc., Detroit.

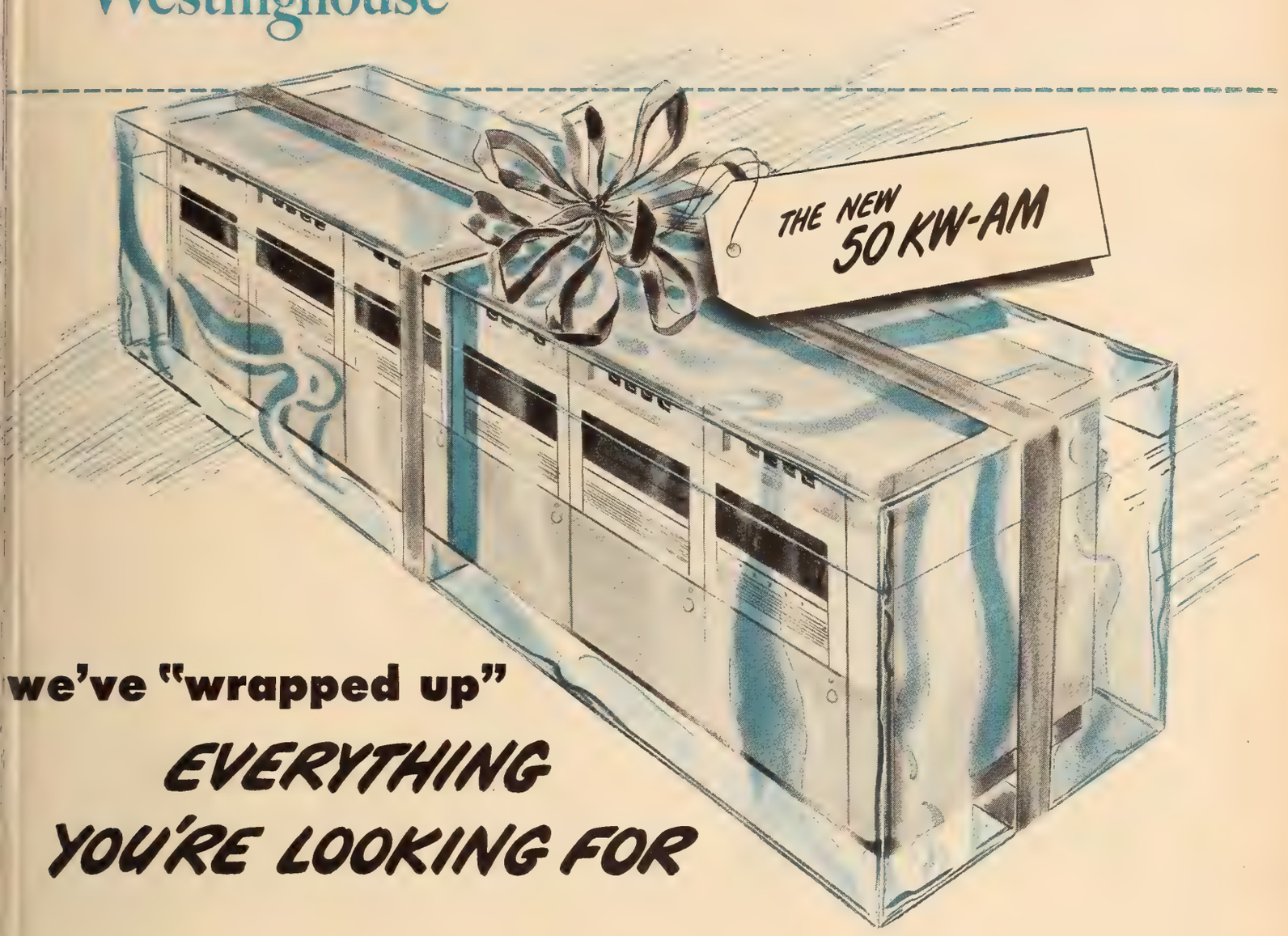
RONSON ART METAL WORKS Inc., Newark, renews *Twenty Questions* fc fourth year on MBS through Grey Adv., New York. Program aired Saturda 8-8:30 p.m.

Adpeople • • •

JACK MELVIN joins Hunt Foods Inc., Los Angeles, as director of public rela tions. Prior to this affiliation Mr. Melvin was publicity director for Foot Cone & Belding, Hollywood, and before that operated his own public relation firm in that city. New department of food company will be in its executiv offices at 3055 Wilshire Blvd.

YOU CAN BE SURE.. IF IT'S

Westinghouse



we've "wrapped up"

EVERYTHING YOU'RE LOOKING FOR

Of completely new design, the 50-HG-2 50-kw AM transmitter combines every aspect of reliability and convenience the present state of the art affords.

Here are its outstanding features:

1. **Only seven tube types**—only twenty tubes total.

2. **All-metal rectifiers, even in the output stages**—no warm-up, no flashover, virtually unlimited life.

3. **Supervisory control** — more complete than any other transmitter.

4. **Minimum floor space** — by using only 6 cubicles in transmitter proper.

5. **Centralized control**—all controls on front panel—motor-driven where necessary.

6. **Built-in spares** — crystal oscillator, blower and motor unit, and each power amplifier and modulation tube.

Call your local Westinghouse representative today, for full details. Or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

J-02173

Westinghouse

FIRST IN BROADCASTING



IT'S EASY, IF YOU KNOW HOW!



IN radio as in riding-acts, there are two kinds of dare-devils—the ones who plunge unthinkingly into hazards (and graveyards), and the ones who survive and succeed through practice, experience and Know-How.

In our 23 years of broadcasting to Deep Dixie, we of KWKH have learned more about what it takes to get the audience *and advertising results* in this region than any station, *anywhere.* For example, *during the nursery season just ended, KWKH sold 14,000 orders of rose bushes at $2.95 per order.* KWKH airs its *experienced progamming* with 50,000 watts . . . gets top Shreveport Hoopers and the greatest BMB audience throughout this four-state area.

Let us send you the proof of what KWKH's experience can do for *you.* Now?

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 36, No. 24 WASHINGTON, D. C., JUNE 13, 1949 $7.00 A YEAR—25c A COPY

AVCO REPEAL

Sudden Move Wipes Out Competitive Bidding

By RUFUS CRATER

FCC'S MUCH PROTESTED Avco Rule on station sales was repealed outright by the Commission last Thursday with a frank concession that it had failed its purpose and often inflicts "severe economic and other hardships" on buyers and sellers.

The repeal, wiping out the auction plan which for almost four years has required that stations up for sale be advertised for competing bids, was made effective immediately. It affects pending as well as future applications. Advertisements already commenced may be discontinued, and if any competing bids are received they will be returned. There are no competing bids on file.

The move had not been expected generally, although the Commission had formally proposed to do away with the competing-bid procedure. Since that proposal was linked with a planned revision of procedure on the handling of virtually all major broadcast applications [BROADCASTING, Feb. 28], FCC had not been expected to act on the repeal separately.

The proposed changes in general procedure include a provision to require public advertising of most applications, including sales. Hearing on the overall proposal is slated June 27. If the advertising feature is then put into effect it presumably will apply also to transfers, but will not provide for the submission of competing bids. The overall advertising plan is designed only to put listeners on notice of proposed changes in their local broadcasting field.

New Rule Shorter

In place of the long and involved Avco Rule (Sec. 1.321 of FCC Rules and Regulations) the Commission adopted a brief one merely specifying the forms on which applications must be filed and stipulating that they be submitted at least 60 days before the proposed sale is to take effect. The forms are the same ones used heretofore.

The Avco Rule was conceived in —and named for—FCC's 1945 decision approving Avco Mfg. Corp.'s acquisition of the WLW Cincinnati properties from Crosley Broadcasting Corp. Its announced purpose was to give FCC the widest possible choice among prospective purchasers of stations.

This was to be achieved by the requirement that transfer and assignment applications be advertised locally so that other interested persons might file competing applications offering to match the original bid "on the same terms and conditions." FCC would then approve transfer to the applicant it considered most fit. The plan was put into effect in principle in October 1945 and was formalized with rules the following year.

But it didn't work out as FCC had expected, though broadcasters who fought against its adoption had predicted it would not succeed. FCC conceded as much in its repeal order.

Only a relative handful of applications elicited competing bids; some authorities estimated the total at 30 to 40 out of hundreds of transfer cases handled while the rule was in force. In several cases the competing bidders withdrew before the cases came up for decision.

The number of competing bidders who won Commission approval over the original applicants was few. The most noted of these cases was the "transfer" of KMED Medford, Ore.:

KMED 'Sale' History

Mrs. W. J. Virgin "sold" KMED to Luther E. Gibson, owner of KHUB Watsonville and KSLI (FM) Salinas, Calif., for $250,000 plus. A group of Medford businessmen filed a competing bid and won FCC approval. But Mrs. Virgin refused to sell, claiming the Medford group's offer was not on the "same terms and conditions" as Mr. Gibson's.

The Medford group ultimately withdrew and FCC granted reinstatement of the original Virgin-Gibson application—on condition that it go through the advertising procedure again. Meanwhile their contract expired and they were unable to come to new terms. Mr. Gibson told FCC that all the 2½ years of proceedings had brought him was an out-of-pocket expense of some $40,000 [BROADCASTING, Jan. 31].

Repeal of the rule should speed FCC action on transfers materially, in the opinion of observers, since heretofore all such applications had to be held for 60 days after filing to await possible competing applications. Additionally, hearings have been mandatory in cases where there were competing bidders and the Commission was unable to conclude that the original purchaser should be approved.

The Commission's order repealing the rule reflected the arguments advanced by the Federal

(Continued on page 88)

How's Business? Time Ripe for Sales Punch

By ROBERT LUCE

MANY AMERICAN businessmen have been holding their fingers in ther ears waiting for a crash that hasn't yet been heard. The prevailing sentiment in Washington and elsewhere is that the current downturn in business may get worse, it won't be bad, and it won't last long. Best advice is to take your fingers out of your ears because there isn't going to be a loud crash.

No one would deny a definite change in the business weather, even though the first six months of 1949 have been good months by any previous standard. Economists have settled on "gradual readjustment" as the best words to describe what is happening. Instead of one all-inclusive 1929-type crash, this readjustment is a series of small, soft bumps as the economy moves from an extremely high level to a new plateau.

The earmarks of this readjustment are, in brief: Change from a scarcity to availability of goods; definite reduction in price level; change from maximum employment to a more normal level of employment; a switch in business and consumer spending psychology from free-spending to cautious shopping.

All our recent experience has been with sudden economic shifts —boom or bust. This kind of *gradual* change is new and most businessmen still fear that it will snowball into serious depression. This could happen. For instance:



One of a Series

If business expenditures for expansion, modernization, inventory and construction were cut to the bone overnight, unemployment would rise instantly, basic industries like steel and railroads would be operating in a depression climate, and the rest of the economy would soon follow. The same applies to consumer spending. Once buyers decide to eliminate all but necessity buying, demand would shrivel in another quarter with equally disastrous results.

Neither of these things has happened. Business expenditures are going ahead, at slightly reduced rate, but even with this small reduction, investment is still at high level. Same is true of consumers. Every analysis of the consumer's position in 1949 shows it to be superior to any previous period in this century. Savings and reserves of bonds are high. Debt is low. Income is high, even though it has dropped off from the peak of December 1948. And if worse comes to worst the NEW Deal, like it or not, has provided the economy with unemployment insurance, price supports, deposit insurance and other safeguards which serve to protect economy from a bust.

Construction activity is still at a high level. Backlog of demand for inexpensive housing is not nearly filled. Industrial and public construction projects are urgently needed to replace or expand facilities that could not be replaced or expanded during war period. (See chart, page 24.)

What kind of climate is this for broadcasters, agency men and their clients? For our money, its a good, challenging climate. The challenge is one of distribution. Radio and its companion media are essential to that distribution of goods and services which are so

(Continued on page 24)

How's Business?

(Continued from page 23)

vital in our economy. And now, the effective use of our best advertising and promotion brains can be a tremendous boost to the economy.

Here's why. Buyers and sellers are now on equal terms. We have a market, neither buyer's nor seller's, just a normal market of exchange of goods, services and dollars. Buyers are now showing that same uncertainty, choosiness and care that is the right of any purchaser in his dealings with his retailer. In this kind of situation, the public will read or listen to advertising—will compare prices, services, quality, durability—and then buy. He will get his information from advertising and from salesmen.

Advertising is the catalyst in the transaction. It provides the spark between the need or desire and the final decision to buy.

If the position of the consumer in the United States were different, if he didn't have an income, adequate savings, no amount of advertising could help. But that is not the case. For the first four months of 1949 personal income was at an annual rate of $216.1 billion. This is 4% *above* $207.5 billion annual rate for the same period last year and 1½% below the high of $219.6 billion in the fourth quarter of 1948.

A broadcasting time salesman should keep this market in front of his clients at every turn. One recent survey shows, for instance, that 2½ million refrigerators will be sold this year, 850,000 homes, 1,750,000 washing machines. These are the market facts that media men should emphasize in 1949. Wise advertisers will listen.

Element of Timing Vital

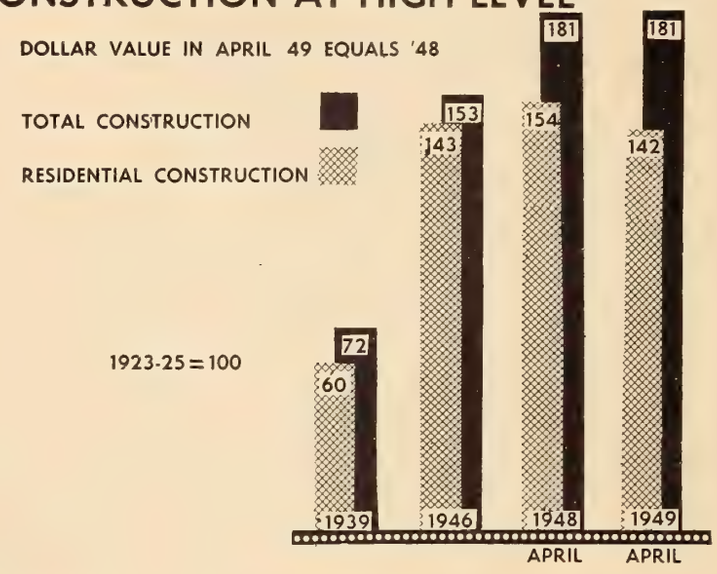
Timing is important. Right now, when demand is weakening here and there in the economy, is the time to move into a selling campaign, full force. Later on, if incomes are down, unemployment higher and business conditions generally less favorable, twice as much advertising will be needed to sell half the goods that can be sold now. At this moment our economic readjustment is slow enough to permit swift remedial measures—there's a chance to provide a high powered shot in the arm.

Business psychology has an effect on business conditions. A confident approach to this minor readjustment is needed. It has often been said that businessmen, through fear, can produce the very depression they are afraid of. This has been true in past economic crises. By trimming sails, businessmen accomplish a net reduction in employment, purchasing power and eventually prosperity.

This does not mean that complacency is warranted. Vergil Reed, associate director of research of J. Walter Thompson, New York, said in a recent speech: "Don't fall into the complacent error of assuming that you can capture the market of the '50's with 1939 or 1945 model of advertising and selling. The job is bigger. The needed impact is greater. Measure the task to be done, figure the cost of doing it, and then do it agressively."

From the beginning of the war to this moment, advertising has been used, and used well, in a scarcity economy—a pronounced sellers market. Today it can return to its original climate—the climate of normal trade between buyer and seller. It can again address itself to its primary task, *moving the products of our factories into the hands of customers.* By so doing it will have made a contribution to continued high prosperity.

CONSTRUCTION AT HIGH LEVEL



ZIV, LOMBARDO

Sign Long-Term Contract

FREDERIC W. ZIV Co., New York and Cincinnati, transcription package producer, last Wednesday announced the signing of Guy Lombardo to a long-term contract.

A new series of shows will follow the format of the *Guy Lombardo Show* now aired on 273 stations with over 125 sponsors across the country. Production of the open end transcriptions will commence June 21.

The contract, to extend at least through 1952, with options to follow, involves more than a half million dollars, a Ziv spokesman said. The price includes production cost, as well as Mr. Lombardo's share, and covers the year 1952. The money represents a substantial increase over Mr. Lombardo's previous contract, and Ziv was said to be planning an additional television deal with Mr. Lombardo.

CBS Signs BMB Waiver

CBS last week sent BMB waivers of the 90-day cancellation privileges on its contracts covering the nationwide CBS network, the Columbia Pacific Network and the six CBS O&O stations. BMB now has waivers from 410 stations, three regional and three national networks.

ABC SALES

New Contracts Total $2 Million

WITH the signing of three contracts representing $2 million worth of gross time charges, ABC last week noted a sharp increase in sponsored radio activity.

Two new advertisers, Bruner-Ritter Co., New York (Bretton watch bands), and the Serutan Co., Newark (cathartic), have signed 52-week contracts with the network covering five quarter-hours weekly of nighttime radio programming, to start early in September.

In addition, Sterling Drug Inc., New York, sponsor of the ABC *Bride and Groom* series (Mon.-Fri., 2:30-3 p.m.) has signed an added 52-week contract effective June 7, to sponsor the Tuesday and Thursday broadcasts of the network's *My True Story* program, 10-10:25 a.m. That show is sponsored on Monday, Wednesday and Friday by Libby, McNeill & Libby, Chicago, through J. Walter Thompson of that city. The Sterling Drug agency for the contract is Dancer-Fitzgerald-Sample Inc., New York.

The Bretton watch band program, details of which will be announced at a later date, will be a half-hour audience participation show, to start Sunday, Sept. 4, and to be presented weekly at 9:30 p.m. over 187 ABC stations.

Features Lindlahr

The Serutan program will present Victor Lindlahr, nutrition expert, in a quarter hour series every Monday, Wednesday and Friday, 10:45-11 p.m. starting Sept. 5. Roy S. Durstine is the agency and the program will be heard over an initial group of 57 ABC stations.

ABC also reported gains in advertisers for its cooperatively sponsored programs together with an 11% increase in national spot billings on WJZ New York, the network's key outlet, for the first four months of this year as compared with a year ago. The station also showed a 69% increase in new business in April over April 1948.

At the close of May 1949, the greatest gains in ABC cooperatives were shown by *Headline Edition* up 7%; *Americas Town Meeting* up 5%, and Elmer Davis and Martin Agronsky, up 2% and 1% respectively.

Breakdown by industrial classification for the co-op shows showed that dairies gained 272%, household appliances 165%, building supplies 85%, newspaper advertisers 33%.

KATE SMITH

Signs $5 Million Pact With ABC

CONTRACT for an undisclosed length of time was signed last week by ABC and Ted Collins, Songstress Kate Smith's manager, covering what the network claims is "the greatest talent cost and network time package for prime evening hours in radio's history."

The talent cost, it was understood, would amount to $5 million should the pact run its length. The two-hour program, to start July 4, is scheduled for Monday, 9-11 p.m., and time costs are in addition to the talent figure.



Miss Smith

The program, *Kate Smith's Music Room*, will follow the disc jockey format, with Miss Smith and Mr. Collins supplying commentary on music, the times and current news.

The show will originate for several weeks from Miss Smith's summer home "Camp Sunshine," Lake Placid, N. Y., and will move to New York in the fall.

To Continue Present Shows

Miss Smith's two Mutual Shows, *Kate Smith Speaks* and *Kate Smith Sings*, heard Mon.-Fri., 12 noon to 12:15 p.m., and 12:15 p.m. to 12:30 p.m., respectively, will continue to be heard on that network.

BALTIMORE 'GAG' LIFTED

Court Affirms Free Speech

THE STATE of Maryland last week joined the other 47 states in granting basic rights of free speech to radio stations and newspapers.

Reversal by the Maryland Court of Appeals of a lower court ruling which had upheld the notorious "Baltimore Gag" [BROADCASTING, Jan. 31] served to dispel the pall of censorship which has hung over the state's broadcasting and press for nearly a decade.

Removal of the gag brought comments of approval from Baltimore broadcasters, who were cited last July for contempt of court after they had broadcast factual matter about an indicted criminal on the basis of statements by police officials. The reversal also was hailed by NAB as another victory in its battle to protect radio's rights of free speech and by newspaper interests which had joined broadcasters in fighting the gag.

Chance of Appeal

Chance of an appeal by the state to the U. S. Supreme Court still remained at the weekend, with officials stating they had not yet made up their minds about taking the ruling to the highest tribunal.

The appellate court's action reversed contempt citations against WCBM, WITH and WFBR Baltimore, along with James P. Connolly, former news editor of WITH. WBAL Baltimore had filed a separate appeal after a separate trial, but Judge Charles Markell, in dissenting from the appellate court's 5-1 decision, pointed out that the majority decision applies also to WBAL. WSID, in suburban Essex, had been cited originally but had been freed of the contempt charge in the lower court decision by Judge John B. Gray Jr. Judge Gray had handed down the decision supporting the contempt citations of the Supreme Bench of Baltimore.

In deciding the case, the majority supported the claim of broadcasters that the Baltimore court's gag, Rule 904, violates the U. S. Supreme Court's position on constitutional guarantees of free speech. It held these guarantees apply to radio just as they apply to newspapers.

Judge William L. Henderson, who wrote the majority opinion, held that the lower court improperly supported the old English common law doctrine of contempt (reasonable tendency) in the face of the U. S. Supreme Court test that a clear and present danger must exist. In this case, he wrote, the broadcasts did not create a clear and present danger.

Proof Not Made

The lower court had held that the defendant was prevented from obtaining an impartial jury because of the broadcasts. The appellate court pointed out that the state had not proved this, and that testimony of the defendant's lawyer about inability to obtain an impartial jury amounted only "to conclusions of the witness and not statements of fact."

Claim of broadcasters and others who took part in the legal proceedings that the Baltimore court's Rule 904, and its enforcement, amounted to censorship was upheld. The appellate court pointed to a practice "whereby judges sitting in the Criminal Court have undertaken to advise the press as to whether statements would or would not be contemptuous." The appellants had claimed this runs counter to the accepted Maryland principle that the courts are not at liberty to give advisory opinions except through the medium of declaratory judgments in contested cases. This position was upheld by the court, which also noted that no party in the proceeding had denied the inherent power of a court to punish by contempt.

In citing U. S. Supreme Court precedents, the court ruled that Federal Constitution provisions are supreme as against laws of the state. It added that First Amendment guarantees of free speech and free press are implicit in the contempt of due process contained in and made applicable to the states in the Fourteenth Amendment. Then the court wrote, "We assume that those guarantees extend to radio broadcasts."

The rule of exclusion prior to verdict, which affects covering previous behavior of a plaintiff as well as confessions and similar matter, "remains a rule of evidence, not a constitutional right," the court held.

"Trials cannot be held in a vacuum, hermetically sealed against rumor and report," the court held. "If a mere disclosure of the general nature of the evidence relied upon would vitiate a subsequent trial, few verdicts could stand. . . . We find no direct evidence of prejudice in the community because of the broadcast information."

The court wound up with this statement, "We are well aware of the high motives of the Maryland Bench and Bar in attempting to keep the stream of justice undefiled by sensationalism, and the dramatization of crime, so prevalent in this country and so roundly condemned in England.

"We do not suggest that the courts lack the traditional power to discipline officials who are a part of the administration of justice. The question whether they can now deal with the radio stations or the press in cases where the statements are inflammatory, false or designed to intimidate is not before us. We simply hold that upon this record the broadcasts did not create such a clear and present danger as to meet the constitutional test."

Court's Position

The court took the position that a rule "that would condemn the publication of statements made by responsible officials, but condone the publication of similar statements from other sources, would be illogical, if not fatally discriminatory."

Judge Gray had held in the lower court that one section (E) of Rule 904 was so broad as to violate constitutional safeguards of freedom of the press. It covered "the publication of any matter which may prevent a fair trial, improperly influence the court or jury, or tend in any matter to interfere with

(Continued on page 69)

FCC RESHUFFLE?

McFarland Opposition Slim

OPPOSITION to the McFarland Bill to reorganize FCC and revise its hearing and appellate procedures [BROADCASTING, June 6] appeared virtually nonexistent last week as preparations were made for hearings Thursday and Friday (June 16-17) before the Senate Communications Subcommittee.

The lineup of witnesses will not be completed until this week, but spokesmen for the subcommittee said FCC, NAB, the Federal Communications Bar Assn. and CBS had indicated plans to offer testimony. Representatives of at least some of the other networks also are expected to appear.

It was conceded that objections probably would be raised on some points and that revisions of parts would be proposed. But no overall opposition was evident in industry circles, and the major portions of the bill were reported also to have the approval of FCC.

Congressional observers saw lack of opposition as the measure's only chance of passage at this session, in view of the backlog of urgent legislation in both House and Senate.

Sen. Ernest W. McFarland (D-Ariz.), author of the bill (S 1973) and chairman of the Senate Interstate Commerce subcommittee holding hearings on it, emphasized that it is designed to correct administrative, appellate and procedural practices that have long been a Congressional target, and to speed FCC action on broadcast cases. It contains nothing on such policy questions as clear channels, power above 50 kw and program regulation which have produced so much controversy in past legislation.

"The Committee hopes to have the cooperation of the industry and the Commission in keeping hearings brief with the objective of getting this legislation enacted in this session of Congress," Sen. McFarland said.

"There is unanimous agreement in all quarters that improvement in the internal functioning of the Commission is urgently necessary. Many Commissioners approve an internal reorganization, but differences of opinion have made it difficult for the Commission itself to work out a reorganization."

He made clear that his subcommittee also intends to keep "an eagle eye" on FCC's general broadcasting, television and other licensing practices.

He also served notice that he felt government agencies "have no more right to frequencies without an impartial examination and justfication of their need than does a private licensee." In this view he was sure to have the support of broadcasters as well as other privately owned communications interests who have complained frequently against "commandeering" of channels by government. Sen. McFarland noted that each of the armed services would like to have its own communications system but said that for peacetime he favored a single system for all three.

Sen. McFarland's subcommittee is composed of Sens. Edwin C. Johnson (D-Col.), chairman of the full Interstate & Foreign Commerce Committee; Estes Kefauver (D-Tenn.), Charles W. Tobey (R-N.H.) and Homer E. Capehart (R-Ind.)

FCC Comr. Rosel H. Hyde, as acting chairman is expected to represent the Commission at the McFarland Bill hearings. The views of NAB, which regards the measure as a great improvement and which has advocated many of the ideas it expresses, are to be presented by Don Petty, general counsel, and perhaps other officials. Executive Vice President Joseph H. Ream is slated to appear for CBS.

The Federal Communications Bar Assn.'s representative had not been designated, but it was assumed that President Guilford S. Jameson or a member of the FCBA legislative committee would appear. Bar members have been active in advancing many of the provisions contained in the bill.

Several independently owned stations are known to have written the commerce committee endorsing the measure, but it was not known whether any would send a representative to testify.

Legislative authorities felt that letters from private broadcasters to their Congressional delegations,

(Continued on page 70)

GUIDEPOSTS

For Stations Out To Get Business

By FRANK SILVERNAIL
CHIEF TIMEBUYER
Batten, Barton, Durstine & Osborn, New York

WHAT DATA do agencies and advertisers need from stations to get business? How can stations get more local or national business? How does the future of spot look?

There are no pat answers. We can supply guideposts only. To try to do any forecasting, or to be optimistic about the future of all stations and their chances of getting a lot of business just by following a few simple rules laid down by any one person is a responsibility I do not care to take on.

I don't know, and nobody can guess, what the future of spot will be. Our overall spot business is as big as ever, and we see no indication of it slipping off.

We hear complaints from some older station managers that business isn't what it was a year or two ago, and some newer station managers seem to feel that the national advertiser is somehow betraying them by not adding them immediately to his schedule. But just the same, a chart in the May 13 copy of *Tide* shows that overall expenditures for spot went up steadily from January 1941 to September 1948, and in February 1949 were ahead of either February 1947 or February 1948.



One of a Series

I believe that almost all of the older stations have just as good business as before the war. During the war there was a tremendous shortage of newsprint that forced many advertisers to put more money into radio than they ever had before, and now their budgets are being realigned. During the war, too, a certain amount of otherwise tax money was put into radio by advertisers who had nothing to sell to the public but who wanted to keep their names alive until afterward. Now we have to go to work again. The extra money is gone.

I believe, too, that none of us are really aware of the extent to which new stations have been popping into existence since the war.

Oh, we realize vaguely that from 1922 to January 1945, only 935 U.S. stations had been established, and that now, only four years later the number has more than doubled. But we forget to look at it in terms of smaller areas.

Some station people who have called on us—at least some of the new ones—seem to think that an advertising budget is a horn of plenty poured out by caprice. Even though AM stations have more than doubled and FM stations are springing up right and left, they think all the miserly timebuyer has to do is to tip the horn up a little more and shower out enough dollars to go around to everybody who has a station available.

Industry Expansion Rapid

Believe me, that isn't true. Budgets can't possibly grow as fast as the industry is expanding. We have to have a good sound reason for recommending any new station, and only too often we have to indicate at the same time what station we recommend cancelling or cutting back to pay for that addition.

We have to sell just as hard as you do. Maybe harder. Because all you have to sell us is an idea, but we have to convince the man who actually has the money, and we must look to you to give us material to help us. It may be a surprise to some of you to learn that we don't have carte blanche to scatter the advertiser's money. We have to work from formal estimates and have to show why we believe our recommendations are right.

My next point deals with what the advertiser and the agency need to know about the station, and what the station needs to do to gain acceptance.

First of all, we buy on a basis of cost per thousand listeners, just as a newspaper or magazine is bought on a cost per thousand readers, or an outdoor panel is bought on a basis of viewers. So we have to know how many radio homes are in your coverage area—how many listeners you can deliver.

1. We need maps—maps that tell where people do listen, not where they could if they wanted to. Best of all is a BMB type map, and next best is a mail map, that shows county by county what proportion of radio homes actually listen at some time or other. We don't want them made from replies to special giveaways either—we want maps that we can supply to the advertiser, with confidence that no local dealer is going to jeer at them.

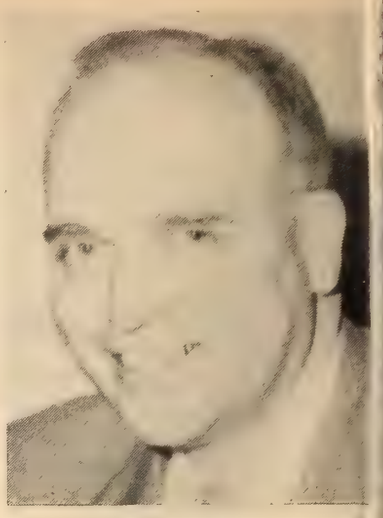
Don't try to exaggerate your coverage, for two reasons. For one thing, the local dealers and distributors always snitch, and for the other thing how do you know that we're not trying to avoid waste circulation, and looking for conservative urban coverage? Maybe you fit your local trading area better than you think.

2. We need listening information. We want evidence that a station has built its own audience, and is not being overwhelmed by some big outside powerhouse. Maybe you can prove it merely by the list of local or national accounts you are already carrying.

3. One of the best pieces of evidence you can produce to show that you do a good job is your list of local advertisers. In some ways, it is more important than your national list, because the local advertiser has to get immediate business from his radio advertising or he can't keep going with it.

4. We want to know what kind of programming you do to build a local audience—what you do about local news as compared with national—what special farm, or home economics, or other special programs you build. And do you use live talent, or program with records, or library services? And what kind of talent shows do you have that might be sponsored?

5. We want to know, too, what kind of promotion you will do for our clients. How do you publicize the programs you carry? Do you use car cards, newspapers, posters, movie trailers, direct mail or similar devices? Do you keep your local retailers posted on the products you are carrying? Do you give the druggists lists of your drug products, and the grocers lists of your food advertisers? Do you encourage them to put up store displays of products for which you are carrying special campaigns? Can you hold out the bait of getting local distribution for products that use your station?



Mr. SILVERNAIL

* * *

In brief, we want any information you can give us— and you'd better see that your station representative has it available too—that will help the advertiser or the timebuyer make an intelligent breakdown of the advantage of a particular station, or program, or time spot for a particular client. We love BMB and Hooper, and Conlan, and The Pulse, and *Sales Management* market ratings, and experience stories. We use every source of information we can get hold of on coverage, circulation per cent of audience and sets in use; we use any available percentages by age, sex or income levels for specific programs or times of day, to help to tailor-make a campaign to the client's needs.

I'm self-conscious about my comment about stations increasing faster than national budgets have.

BROADCASTING tells me that in 1948, 4 AM stations folded, 4 gave back their construction permits, and 132 FM stations quit. So far in 1949, only 15 AM stations have folded or given back their permits, and 96 FM stations have quit.

Need Proper Management

Probably, with proper management, that never needed to happen. Maybe they were counting too heavily on national advertisers and not being aggressive or intelligent enough about local clients. That is foolish, for it is axiomatic that no station is safe unless at least 35% of its income comes from local business. Actually, in 1948 BROADCASTING estimates that $16 million, or 40% of all time sales was local, and only $99 million, or 24.7% was national and regional non-network.

The average national campaign seldom reaches down through more than the top 60 or 70 markets, except when a saturation campaign is being put on (which can only last for a few weeks at most), or when a network show or a dealer drive needs special coverage reinforcement. It is tough business for a 250 watter to

Continued on page 66)

"WHAT data do agencies and advertisers need to place more national and local business on stations?" That was the question tossed at Frank Silvernail, chief timebuyer of Batten, Barton, Durstine & Osborn, New York, by the Kentucky Broadcasters Assn. which he addressed in Louisville June 3. So complete and down to earth was Mr. Silvernail's explanation that BROADCASTING asked permission to publish an abstract of his address, local color deleted. Some of the spot accounts placed by BBDO: American Tobacco, Bon Ami, Chamberlain Sales, Curtis Publishing Co., De Soto, duPont de Nemours, Emerson Drug, First National Bank of Boston, Fort Pitt Brewing Co., Gamble Stores, General Baking, Minnesota Mining, Murine, Nehi, Pacific Telephone & Telegraph, Penick & Ford, Rexall Drug, Roosevelt Raceways, F. & M. Schaefer, Standard Oil of California, TWA, United Fruit, U.S. Steel and Waitt & Bond.

ANA

Agencies Should Invest More—Hughes

AGENCIES should assume a greater financial interest in the advertising research of their clients, Gordon A. Hughes, manager of market analysis of General Mills, believes.

Addressing an Assn. of National Advertisers regional meeting Wednesday in Chicago, Mr. Hughes revealed that General Mills "constantly is urging more financial investment on the part of our agencies in pre-testing radio commercials, printed word copy, special merchandising promotions, and premiums." He noted, however, that GM does not require the agency to assume financial responsibility of post-checking these activities.

Calling for closer coordination between the agency and the marketing activities of the advertiser, through research, Mr. Hughes declared that the agency, in General Mills operations, is "a partner in the business."

"Its job is to know the operations of the company so well that its recommendations for advertising will fit perfectly into our overall merchandising and promotion plans," he said.

In General Mills advertising research department, the agency "has an important place in much of the work," he asserted. The department follows two simple rules with respect to agencies: (1) It encourages agency research only in fields directly affecting the creation of advertising; (2) It discourages agency research which concerns evaluation of its own efforts.

Generally, the department classifies research projects in two categories insofar as their relation to agencies is concerned, he explained. The first type, such as radio commercials, copy testing, media and duplication studies and premium tests, is related to the basic function of the agency and, as such, represents agency responsibilities.

Advertiser Responsibility

A second type, concerning the product itself, its market position and sales volume, involves research which is the responsibility of the advertiser. It usually does not relate to the job of creating advertising and would involve the agency in the evaluation of its own efforts.

In the delegation of responsibility for the first type of work, the department follows this procedure: Regardless of where the problem originates, it comes first to the attention of the market analysis department, where it is studied and library files are searched to check any previous research findings that may have a bearing on the subject. The assignment then is released to the agency, possibly with observations concerning the areas of information that should be covered, extent of sampling etc. The agency is requested to submit a plan for the research along with a schedule and estimate of costs. When the agency plan is received, the department makes sure that all of the interests of the General Mills are covered insofar as the particular problem is concerned, and that the plan conforms with accepted research procedures and techniques.

If approved, the plan is returned to the agency for completion, but the final report must clear through General Mills market analysis department before reaching the operating department for which the work was done. This assures each department that the research findings submitted to it are accurate in all matters of procedure and interpretation, Mr. Hughes explained.

Study of Agency Research

Mr. Hughes disclosed that a study of 315 agencies shows 225 with research operations of one kind or another. A total of 142 charge a fee for their research function. He noted that while 62 of the 92 agencies doing less than $250,000 billing each year charge a fee for their research activities, only three of the 12 agencies doing more than $3 million a year charge a fee, implying that billings over $3 million tend to support a broader agency service program.

He cited another study showing that 60% of the companies with marketing research departments spend less than 10% of their appropriations through their advertising agencies.

Another speaker was George Brown, sales promotion manager of the Arvey Corp., manufacturer of point-of-sale merchandising aids. He emphasized the importance of repetition of trade names in advertising. While referring chiefly to store displays, his remarks caused spot radio advertisers to nod aproval. Less than 20% of the people hearing a name repeated five times can remember it, he said. After ten repeats, 40% will remember it, but not until it is repeated 87 times will 97% of the people remember it. He added that after seven days, 90% will have forgotten the name.

Walter H. Lowy, advertising manager of the Formfit Co., urged use of one advertising theme "instead of scattering several themes around." He listed as basic factors of good advertising "continuity, timing, coordination, repetition."

Co-op Ads Supported

Vigorously supporting cooperative advertising, he pointed to a sharp increase in the number of its converts in the past two and a half years.

"Cooperative advertising should be the spearhead of your selling program," he said. "It provides a measure of impact that sales figures alone do not give."



AFFILIATION of KXOC Chico, Calif., with CBS is set by Lincoln Dellar (r), president of Sacramento Broadcasters Inc., KXOC owner. Participating is E. W. Buckalew, Western Division manager of CBS station relations.

HOT SPRINGS TAX

On Stations Proposed

COUNCIL of Hot Springs, Ark., has voted to assess an occupation tax of $250 a year on radio stations. The ordinance was drawn up by City Attorney A. D. Shelton and took cognizance of the Arkansas Supreme Court decision upholding such a levy in Little Rock [BROADCASTING, May 30].

Two Little Rock stations plan to appeal the Arkansas decision to the U. S. Supreme Court. NAB has indicated it will enter the case.

PETRILLO

Objects to Rosenbaum Royalty Proposal

ROYALTY PAYMENTS to the American Federation of Musicians by broadcasters were ruled out by none other than James C. Petrillo, the union's president, at the 52nd Annual Convention of the union in San Francisco last week. The fiery little president admitted that his union "had neither the economic nor legal power" to enforce such a demand.

The proposal to which Mr. Petrillo objected was introduced at the convention and also included demands for royalties from the movie and juke box industries, but Mr. Petrillo discouraged any such action. He said, "I could pull the musicians out of Hollywood studios today, if you say so, but the studios have so much canned music stored up that they wouldn't care if we ever went back. It would just mean the loss of another 600 jobs for musicians."

Further he said he knows of no legal way to force royalty payments from the radio or juke box industries unless new and helpful legislation was passed by Congress.

His remarks were in answer to a proposal by Samuel R. Rosenbaum, New York lawyer and independent trustee of the union's transcription and recording fund.

Mr. Rosenbaum told the convention he believed the AFM should demand royalty payments from the movie, radio and juke box industries to help support the fund.

The fund is designed to keep union musicians employed through production of free public concerts.

At present, Mr. Rosenbaum said, fund receives $1,500,000 annually from royalty payments on record sales and that amount is "wholly insufficient" to care for musicians unemployed as a result of competition from "mechanized music."

Expansion Possibilities

The fund could be greately expanded, he said, if radio, movies and juke boxes were forced to pay more for the canned music they use.

Mr. Petrillo said he agreed with intent and purpose of the proposal but believed it was impractical.

Radio unions were mentioned briefly by Mr. Petrillo in his opening day speech. He accused AFRA, along with the American Guild of Variety Artists, Screen Actors Guild and the American Guild of Musical Artists, of wanting "to muscle in on the AFM."

"And believe me, brother," he said, "if they know what's good for them they'd better back up."

But other than these brief mentions, the broadcasting industry was the forgotten segment of the musical industry at the convention.

Asked about AFM's attitude toward TV at a news conference on his arrival in the Bay City, Mr. Petrillo remarked only that "relations were fine." His union, he said, is interested in seeing TV develop both as a new American industry and as a new source of employment for musicians.

It was this interest, he said, that caused the AFM to allow contracts calling for a sub-standard wage scale for musicians engaged in TV work. "We're interested in helping the medium grow," he said. "But when television begins to make money we will demand the same wages as are demanded of other industries."

When queried on the subject other union leaders at the convention said an even higher wage scale may be demanded of television when the industry becomes established. They indicated that the

(Continued on page 88)

RESEARCH

Further Report on Current Services

BROADCASTING'S many-sided research problems are in the capable hands of numerous research organizations, operating privately, and doing the factual spade work so necessary to modern advertising. BROADCASTING's Research Department reports, in the second of a series, on the work of the specialized research firms.

In this second article, the Canadian research organizations, the television research organizations, and more of the consulting research firms are discussed. (See BROADCASTING, June 6, for first article.) The details on the work of each firm are supplied by that firm.

Advertest Research

Both AM and TV measurements are prominent in the work of Advertest Research Inc., 133 Albany St., New Brunswick, N. J. AM measurements include sets-in-use, station coverage, total audience, sponsor identification, audience flow, effectiveness of commercials, program preferences.

There are no program ratings, and all measurements are done on a contractual basis with clients. AM service includes only New Jersey and Eastern Pennsylvania. Work is done through telephone with control by personal interview. Work is based on a 6% sample, 5% telephone, 1% personal interview. Breakdowns of the sample are made as follows: Male-female, age, income, regular and non-regular listeners.

The organization publishes a regular TV report monthly—*The Television Audience of Today*. This applies to New York only. It is based on 500 monthly personal interviews of the depth type, intended to measure qualitative factors in viewing. Weekly panel reports on TV also are prepared for contracting parties, and area served includes New York, Philadelphia and Baltimore.

These panel reports are based on 300 to 500 personal interviews a week.

Monthly report on the New York TV audience is available at $240 per year. The organization will contract for special surveys in connection with New York TV report, and will do FM surveys. A market research section in Newark does shopping pattern studies and research for retail outlets. Seymour Smith is in charge of radio research, Richard Bruskin in charge of TV. A branch office is located at 605 Broad St., Newark, N. J.

C. C. Chappelle Co.

No TV research is included in the work of C. C. Chappelle Co., 188 W. Randolph St., Chicago, but AM work has been done in the midwestern states of Illinois, Indiana, Michigan and Wisconsin, in addition to a considerable amount of experimental work on FM measurements. The AM measurements provided to clients include sets-in-use, program ratings, station coverage, homes-per-dollar, total audience, sponsor identification, talent popularity, program preference and pre-testing of programs.

The program rating is defined: "The percent of sets-in-use at a given time in a representative sample of homes, to provide a rating for each program and each station that can be heard in a given city. Therefore it shows the proportionate shares of audience."

Chappelle method uses a random sample of telephone homes, and a stratified sample of personal interviews to achieve its results. On the personal interview sample, breakdowns by income group, size of family and age groupings are available.

The scope of the organization's work is broader than radio, however, and includes many additional surveys of markets, sales potentials, selling and advertising methods.

Cornelius DuBois & Co.

The newest service of Cornelius DuBois & Co., 551 Fifth Ave., New York, N. Y., is the DuBois Brand Rating Service, an urban consumer research project which includes 2,500 male heads of households and 2,500 female heads of households. However, the scope of the firm's work includes radio and television research and opinion polling.

For radio clients the DuBois firm measures station coverage, sponsor identification, effectiveness of commercials, talent popularity, program preferences, program popularity and experience ratings, station and network preference, and program popularity and experience ratings related to opinions of advertised brands and competitive brands.

The data collecting technique is varied, including telephone and personal interviews, mail surveys, listener diaries and variations of panel technique. Samples vary with job at hand. Breakdowns include sex, age, income, education, region, city-size, occupational class, plane-of-living scale, sensitivity to advertising, experience with radio programs or advertised products. Urban sample includes 140 cities, 99 counties.

Brand Ratings will be issued quarterly. They will be extended to cover rural farm and rural nonfarm populations.

Television research done by the DuBois organization includes station coverage, program experience and popularity rating, sponsor identification for any desired TV city. FM measurements also are provided on contract.

Company's consulting services include advice on sample construction, time-trend analysis and broad analysis of sales or sales potential by territories.

Industrial Surveys

The diary method is used by Industrial Surveys, 425 N. Michigan Blvd., Chicago, to obtain measurements of AM program ratings, homes per dollar, total audience, audience flow, product sales related to program rating. The program rating is measured in terms of families listening to the individual program, measured the first week in each month.

Sample covers 765 counties, 4,700 families, with breakdowns into male-female, ages, income, educational level and other general categories. Firm also provides national ratings on all listings. The measurements are continuous. Reports on audience are issued quarterly, and the breakdown of product sales related to audience is an annual report. Harper Boyd is in charge of radio research, and a branch office is maintained in New York under the direction of Donald Cobell, 292 Madison Ave.

Jay & Graham Research Organization

A new television research firm, Jay & Graham Research Organization, 64 E. Jackson Blvd., Chicago, now issues reports for New York, Chicago and Los Angeles, and plans to extend to Boston, Baltimore, Washington, Detroit, St. Louis, Cleveland, Toledo, Pittsburgh and Philadelphia by Oct. 1.

Measurements include program ratings, sets-in-use, share of audience, average viewers per set, audience composition by sex and age, clarity of reception, rating of commercial presentation and content, program content, purchase experience with sponsoring product (recency and frequency), and flow of audience from TV to AM and vice versa. These reports are issued monthly.

Jay & Graham use the diary technique in panels of TV set owning homes. The sample is 450 in Chicago, 600 in New York, 500 in

(Continued on page 64)

FCC ACTIONS

GRANTS for three new AM stations plus a proposed decision looking toward another new AM station were issued by FCC last week. Authorizations also were announced to grant seven station transfers, including WGL Fort Wayne, Ind.; KVIC Victoria, Tex., and WKTY LaCrosse, Wis. Authorizations for two commercial FM stations were announced, and deletions of seven FM authorizations were reported. Details of these Commission actions are carried in FCC Roundup, page 62.

MULLEN

Contract With Richards' Stations Cancelled

FRANK E. MULLEN'S contract as president of the G. A. Richards' stations—WJR Detroit, WGAR Cleveland, and KMPC Los Angeles—has been cancelled effective July 1, FCC was notified last Friday.

Under the agreements filed with the Commission, he will be paid a year's salary of $75,000 for the ensuing 12 months, and an additional $75,000 if NBC affiliates KMPC before Aug. 1, 1952, and if control of the station is still in the hands of Mr. Richards, his trustees, or executors. Earle C. Anthony's KFI now has the NBC affiliation in Los Angeles.



Mr. Mullen

Mr. Mullen, former executive vice president of NBC, will retain the 15% interest in KMPC which he acquired for $54,787 a few weeks ago [BROADCASTING, June 6], it was understood. He was reported undecided on future plans, but will move his family from his present home in Los Angeles to his home in Westport, Conn., for the summer.

There was no indication as to his successor as head of the Richards' stations, a post he has held for the past year. There was some speculation that none might be named, at least for the present. This view stemmed partially from the fact that Mr. Richards, whose radio news policies are under FCC investigation, has pending an application to transfer control of all three stations to a group of three trustees.

Two agreements were filed with FCC, through the Washington law office of former Sen. Burton K. Wheeler. One was a contract between Messrs. Mullen and Richards cancelling the agreement under which Mr. Mullen became president of the stations. Each of the three outlets is to pay Mr. Mullen $12,500 on July 1 and an additional $12,500 on Jan. 1, 1950.

KMPC Contract

The second paper, relating to affiliation of KMPC, is in the form of a letter from Mr. Mullen to KMPC and signed as a contract by Robert O. Reynolds, KMPC general manager. It provides for payment to Mr. Mullen of $75,000 in three installments if the station is affiliated with NBC before August 1952 and if the Richards' interests or trustees still control the station.

WJR REVERSAL

FCC Discretion Upheld

FCC's RIGHT to use its discretion in granting or denying oral argument on the legal sufficiency of a licensee's claim of potential interference from pending applications was affirmed last week on an 8-0 vote by the U. S. Supreme Court.

The decision, handed down Monday in the so-called WJR daytime-skywave case, reversed a lower court's ruling which threatened to revolutionize the hearing procedures not only of the Commission but of other government agencies as well [BROADCASTING, Oct. 11, 1948].

The opinion also ran counter to that portion of the lower court's earlier opinion in the Wilson case which held that FCC must hear argument on the sufficiency of any allegations made before denying or dismissing the pleading in which they are contained [BROADCASTING, April 19, 1948]. The Wilson case, however, differed from the WJR proceeding in that the interference occurred inside rather than outside the protected contour. The Wilson case decision was not appealed by FCC.

In the WJR case the Supreme Court held:

. . . the right of oral argument as a matter of procedural due process varies from case to case in accordance with differing circumstances, as do other procedural regulations. Certainly the Constitution does not require oral argument in all cases where only insubstantial or frivolous questions of law, or indeed even substantial ones, are raised . . .

The case turned on WJR Detroit's claim that harmful interference, outside its normally protected contour, would be inflicted by FCC's 1946 non-hearing grant for WCPS Tarboro, N. C., which authorized 1 kw daytime use of WJR's 760 kc 1-A clear channel. The Court of Appeals for the District of Columbia had taken FCC to task, ruling in effect that Constitutional due process entitles the protesting station to oral argument on virtually any question of law that may be raised.

The Supreme Court reversed this ruling in a 19-page opinion by Justice Wiley Rutledge. It did not, however, undertake to say whether the interference to WJR, occurring outside WJR's protected contour, is actually "objectionable" and in effect results in indirect modification of WJR's license. This question was sent back to the appeals court for a decision. Upon this decision will depend (1) WJR's status as a "party" and (2) its right to appeal.

The Court held:

Congress, we think, has committed to the Commission's discretion, by the terms of Secs. 312(b) and 154(j) of the Communications Act, the questions whether and under what circumstances it will allow or require oral argument, except where the Act itself expressly requires it.

. . . . Congress has required oral argument expressly in proceedings heard initially before an examiner under Sec. 409(a). But no such requirement was made by Sec. 312(b). While that section requires notice and statement of grounds for any proposed order of modification before such order "shall become final," it does not specify that further proceedings shall include the right to oral argument; it requires only that the holder of the outstanding license to be modified "shall have been given reasonable opportunity to show cause why such an order of modification should not issue" before the order becomes final.

In view of the contrast between this language and that of Sec. 409(a), it is hardly to be taken that Congress intended the "reasonable opportunity to show cause" always to include opportunity for oral argument . . .

. . . Congress was mindful not only of the ends of justice but also of the proper dispatch of the Commission's business, a matter not unrelated to achieving the ends of justice, and left largely to its judgment the determination of the manner of conducting its business which would most fairly and reasonably accommodate these ends. . .

It was sufficient, the Court held, that FCC considered WJR's views on the basis of its written petition.

Upholds Lower Court

The decision, in which Justice Frank Murphy (of Michigan) did not participate, upheld the lower court's ruling that FCC properly refused WJR's alternative request that the WCPS application be held up pending decision on the clear-channel case. WJR had claimed a grant might prejudice its ultimate use of power above 50 kw, in event higher power were approved.

The Court said its decision was not influenced by the fact that courts as well as administrative agencies would be widely affected if the lower court's philosophy on hearing rights were allowed to stand. Rather, the Court said, "it is enough to say that the due process of law, as conceived by the Fifth Amendment, has never been cast in so rigid and all-inclusive confinement."

'PUBLIC SERVICE'

Ad Proposal Hit in Calif.

PROTEST has been made to Atty. Gen. Fred N. Howser of California over a proposal to buy newspaper space to advertise a public service transcription series he has submitted to California stations.

The series is titled *The Attorney General Speaks*. Mr. Howser would underwrite the cost of newspaper advertising, to consist of three-inch one-column space, to be run just prior to the programs.

In a typical reply to the Attorney General, Jack R. Wagner, manager of KSYC Yreka, Calif., termed it "paradoxical that the same people and organizations who take advantage of radio's public service policy look to newspapers whenever there is money to be spent."

WIP'S GRAY

Heads New All-Radio Presentation Unit

GORDON GRAY, vice president of WIP Philadelphia, was elected president of the newly incorporated All-Radio Presentation Committee Inc., at an organizational meeting Wednesday in New York.

The meeting was called after the committee reportedly had received informal assurances from the government that it would not be considered a taxable corporation.



Mr. Gray

New officers of the committee, which has been incorporated in New York state, are Mr. Gray, president; Victor Ratner, vice president of CBS, vice president; Maurice Mitchell, director of Broadcast Advertising Bureau, secretary; Herbert L. Kreuger, commercial manager of WTAG Worcester, Mass., treasurer, and Eugene Thomas, manager of WOIC (TV) Washington, assistant treasurer.

Nine directors to serve varying terms also were elected. Messrs. Gray, Ratner and Mitchell were elected to three-year terms. Mr. Kreuger, Lewis H. Avery of Avery-Knodel, station representative, and Ralph Weil, general manager of WOV New York, were elected to two-year terms. Ivor Kenway, ABC vice president; George W. Wallace, NBC television and network sales promotion manager, and Frank Pellegrin of Transit Radio were named to one-year terms.

Other members of the presentation committee are E. P. H. James, vice president of Mutual; W. B. McGill, Westinghouse Stations, and F. E. Spencer Jr., George P. Hollingberry Co., representing the National Assn. of Radio Station Representatives.

After Wednesday's meeting, Mr. Gray reported that the committee would meet again June 14 to put the finishing touches on the script. It is anticipated that film producers will be asked within a fortnight to submit estimates on the job.

Present plans of the committee, Mr. Gray said, contemplate a total expenditure of approximately $125,000 for production of the film. Part of that money has already been spent in script preparation, he pointed out.

Enough subscribers have already committed themselves to assure the committee of adequate funds to see the project through, Mr. Gray said. He made it clear that the $125,000 would cover only production costs. It will take more money to distribute the picture.



Mr. GRAY

* * *

GORDON GRAY

Appointed Army Secretary

GORDON GRAY, president and publisher of the Piedmont Publishing Co., Winston-Salem, N. C., which owns and operates WSJS Winston-Salem, the *Winston-Salem Journal* and *Twin City Sentinel*, and owner of WMIT (FM) Winston-Salem, was appointed Secretary of the Army last Tuesday by President Truman. His appointment was unanimously approved by the Senate Armed Services Committee and was sent to the Senate Thursday for confirmation, which was believed to be assured.

Mr. Gray, who was appointed Assistant Secretary of the Army in 1947 and Undersecretary last month (May 25), succeeds Kenneth C. Royall, who resigned several weeks ago. Mr. Gray has served as acting secretary since Mr. Royall's resignation.

The 40-year-old broadcaster-publisher enlisted in the Army in 1942 as a private and was demobilized in 1945 as a captain. He served overseas as a junior officer at Gen. Omar Bradley's 12th Army Group Headquarters.

Mr. Gray was born in Baltimore although his family has long been established in North Carolina. His father, the late Bowman Gray, was president and chairman of the board of R. J. Reynolds Tobacco Co. Young Mr. Gray was graduated from the U. of North Carolina in 1930 and received his law degree at Yale.

After a few years practicing law in New York and Winston-Salem, Mr. Gray took over the Piedmont Publishing Co. in 1937. He was elected to the North Carolina State Senate in 1939 and served until he joined the Army in '42. He has been active in industry affairs, serving on NAB committees.

Former Secretary Royall, who is part owner of WGBR and WEQR (FM) Goldsboro, N. C., has returned to private law practice.

NEW L&M SHOW

Starts Sept. 8; Stars Como

EFFECTIVE Sept. 8, Liggett & Myers (Chesterfield cigarettes), New York, will sponsor a musical show on Thursday, 10-10:30 p.m., on NBC. The advertiser will drop its five-time weekly *Chesterfield Supper Club*, 7-7:15 p.m., which currently features Perry Como three times weekly and Jo Stafford and Peggy Lee on the other nights.

It is known that the new half-hour show will be built around Perry Como. Actual format has not yet been conceived. Newell-Emmett Co., New York, is the agency.

Meanwhile, the five quarter-hours weekly on NBC dropped by Chesterfield are being considered by American Tobacco Co. (Lucky Strike cigarettes) through its agency BBDO, New York. No show has yet been decided upon.

Chesterfield, however, will continue to sponsor its video presentation of the *Supper Club* with Mr. Como on NBC-TV next fall.

MacDONALD, STANTON

Named To AMA Posts

JOHN H. MacDONALD, NBC administrative vice president in charge of finance, has been elected a vice president and director of the American Management Assn. Mr. MacDonald, a member of the association for more than 20 years, will be in charge of finance and personnel division. His activities in the association are in addition to his NBC duties.



Mr. MacDonald

Also elected were: Frank Stanton, CBS president, named to the board of directors for a term ending in 1952; Don G. Mitchell, president, Sylvania Electric Products Inc., New York, chairman of the AMA executive committe; Russell B. Gallagher, manager, insurance department, Philco Corp., vice president of the AMA insurance division. Keith S. McHugh, vice president of AT&T, was re-elected vice president at large of the management association.

Richard Elected

MELVIN J. RICHARD, commentator on WINZ Miami Beach, Fla., last week was elected to a four-year term on the Miami Beach City Council. Mr. Richard conducted his campaign almost exclusively with radio, according to Jonas Weiland, president of WINZ. The newly elected councilman broadcast a 15-minute program on WINZ every night for 30 days before the election. He received 5,409 votes, putting him within 250 votes of the top man in the council race, Mr. Weiland said.



Drawn for BROADCASTING by Sid Hix

". . . and the way I see Commissioner Chandler's ruling, you got to stop your broadcasts because they're hurting the home attendance of the Euclid Ave. Tigers!"

ENGINEERING BOARD

To Advise FCC Suggested

ESTABLISHMENT of a board of engineers to advise FCC on the adequacy and objectivity of engineering evidence presented to the Commission was urged last week by Raymond M. Wilmotte, Washington radio consulting engineer.

Such a board would be composed of private engineers. Its duties would not involve matters of policy or the direction of the search for engineering evidence. Rather, he said:

[It] would review such evidence to give its opinion or recommendation on whether all engineering factors were properly presented and summarized; whether engineering opinion was backed by sufficient objective evidence or was merely a form of wishful thinking; whether the accuracy claimed for estimates or measurements is reasonable. In other words, it would fill in the gaps between the whole truth as known today, and merely some of the truth to which the presentations are often limited.

Work on Committee

Mr. Wilmotte's recommendation grew out of his experiences on the so-called Ad Hoc Committee which prepared the technical reports on television that were released last week (see story page 38). Work on the committee was "a real pleasure," he declared, adding: "It would be a wonderful achievement if engineering presentations at FCC hearings could attain the objectivity that existed within the Ad Hoc Committee." He continued:

There is no doubt that much administrative time and operators' money is expended at hearings and associated activities which are centered on details and the analysis of engineering quantities, the effect of which to the operator and to the public is absolutely negligible.

It is also clear that the government regulates the operation of radio stations down to many minute details. The degree to which details of operation are written out makes one wonder whether the Commission views the industry as slightly infantile or on the borderline of mild insanity. But, of course, that is the not the Commission's point of view. The Commission distrusts the industry and that distrust has been reflected in over-strict and over-detailed rules.

There would be considerable saving in administrative cost if those rules were simplified, and if a proper sense of balance were injected in the accuracy of the engineering factors used.

He said the work of an engineering board such as he proposed "would not infringe on the work of the Engineering Division of the FCC, which has not only to evaluate engineering testimony but also present evidence, make rules, and make recommendations on policy." Mr. Wilmotte continued:

There are in this country many good and unbiased engineers who could act conscientiously on such a board. And I believe that they would be willing to serve, for they need not all be full-time. All they would be required to do would be to consider important cases, and cases that are particularly bad and need special attention.

In such a board, the near-ideal engineering atmosphere that was present in the Ad Hoc Committee could be maintained and the Commission could there find a source of engineering truth and a protection against untruths or partial truths. The recommendations of the board would inevitably seep through to the detailed hearings and bearings on rules so that its thinking, substantially free from undesirable pressures, would gradually be reflected in careful and more responsible engineering testimonies and practices.

JOSEPH SILL

Dies in Sailing Accident

JOSEPH SILL, 43, account executive of Erwin, Wasey & Co., Los Angeles, on the Albers Milling Co. account, died June 4 following a sailing accident at Newport Beach, Calif. Funeral services were held June 8.

In advertising for the past 18 years, Mr. Sill was with the former Brisacher, Davis & Co., Los Angeles, and Botsford, Constantine & Gardner, San Francisco, prior to joining Erwin, Wasey & Co.

He is survived by his wife and three daughters.

COMPLAINTS

Against Hoover Discs

A BURST of protests and a public demand for "equal time" in which to reply was fired last week by Democratic party leaders who charged Repulican members of Congress with recording "fake radio interviews" with former President Herbert Hoover for broadcast over stations in their home districts.

The recordings were based on scripts prepared by the Republican National Committee utilizing quotations from a recorded interview in which Mr. Hoover discussed the work of the Hoover Commission to Reorganize the Executive Branch of the Government. The scripts outlined questions to be asked by the Congressmen, and Mr. Hoover's replies were dubbed in from the original interview, conducted by Lyman Bryson, CBS counsellor on public affairs.

GOP leaders maintained that the questions in the scripts were the same as those originally posed, except condensed and consolidated in order to save broadcast time. They also reported that they were used by Democratic as well as Republican members of Congress. Robert Coar, chief of the joint House-Senate recording rooms, estimated that 40 to 50 members had made recordings and said others are still being made.

Political Use

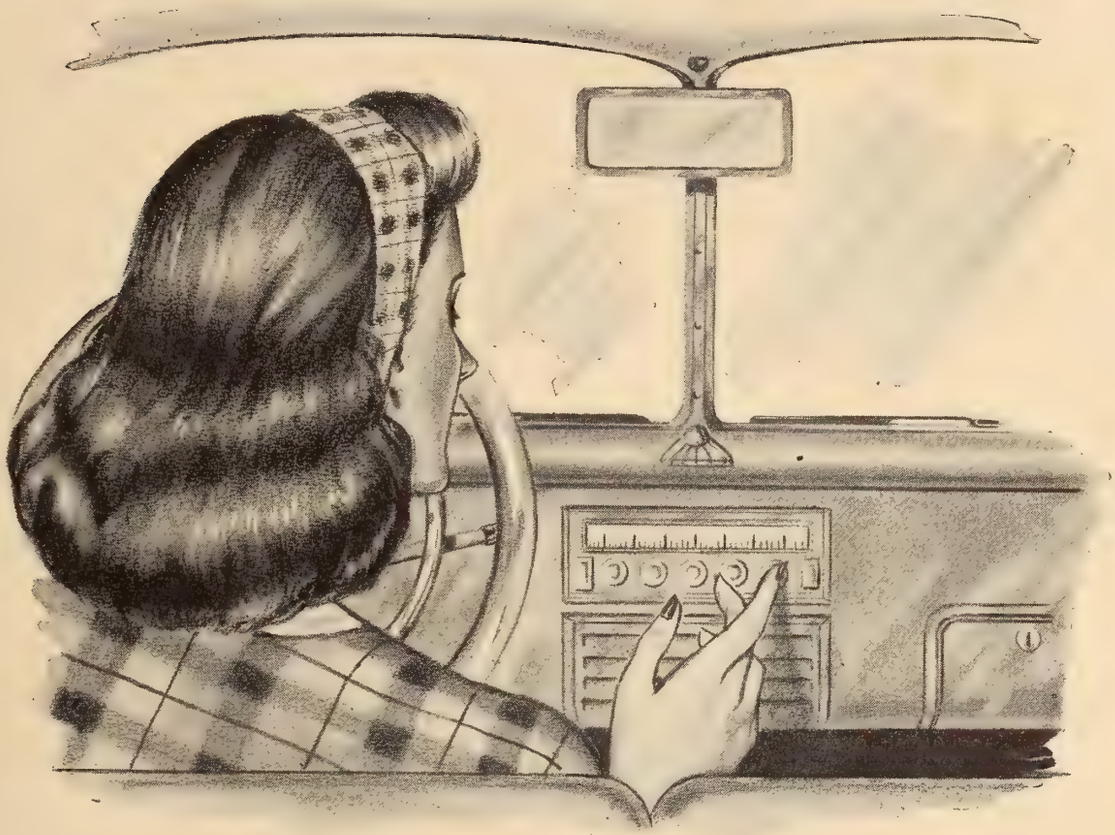
Sen. J. Howard McGrath (D-R.I.) contended that the scripts make political use of the former President's factual discussion of the Hoover Commission's activities. The program is concluded, he declared, with "a violent, partisan attack upon the Democratic party" by the member making the recording. He said "there is no indication" that Mr. Hoover "sanctioned" such use of his remarks.

The former President himself was quoted in New York saying that "no one has the moral right to rebroadcast [the remarks] in part with additions of their own. That would distort their objectivity and non-partisanship."

Sen. McGrath publicly asked the GOP whether it intended to "abandon this program," recall records already shipped, and reveal the names of members "who have made such records and the stations which have carried them so that the radio industry will be given the opportunity, which I am sure it desires, of making equal time available to Democrats to make it clear that governmental reorganization is a non-partisan project and not, as these transcriptions seek to imply, an exclusively Republican project."

A spokesman for the Republican National Committee said it had no intention of recalling such recordings or of saying where they had been used. FCC authorities meanwhile said they knew of no complaints having been lodged there.

SUMMERTIME MEANS ADDED LISTENING IN IOWA!



THE fact that 41% of Iowa car owners have radios in their cars* is *especially* significant in the summer.

On long trips, 60.1% of all Iowa car radios are in use "almost all the time" or "quite a bit of the time." On short trips, the remarkably high percentage of 36.6 are in use "almost all the time" or "quite a bit of the time."

These extra ("non-Hooper"!) listeners provide a substantial, year-'round bonus audience in Iowa. *In summertime, this bonus audience may very well increase the total number of listeners, even as compared with wintertime figures. . . .*

Up-to-date, factual information on use of car radios is only one of many extremely interesting subjects covered in Iowa Radio Audience Surveys. They confirm the Survey's 11-year policy of modernizing your old data —"*bringing to light new information not previously gathered.*" Write for your copy today, or ask Free & Peters.

* The 1948 Iowa Radio Audience Survey is a "*must*" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from cities, towns, villages and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



DAVIES Motors, San Diego, is one of the first Nash dealers to take advantage of the Nash Motor Co. cooperative arrangement whereby manufacturer and dealer share, fifty-fifty, costs of radio advertising. Here Edgar G. Davies (l), founder; Fred E. Davies (c) president of the motor firm, and Thomas E. Sharp, president of KFSD San Diego, complete arrangements for broadcasting the Frederic W. Ziv Co. produced program *Philo Vance*. KFSD is San Diego's oldest station, Davies Motors is the oldest automobile firm and Barnes-Chase Co., which handled the account, is the city's oldest advertising agency.

GARDEN VS. GUILD

Boxing Managers Still Balk

BOXING Managers Guild was still punching last week for more television and radio money in its strike against Madison Square Garden.

At a stormy meeting Wednesday at the Capitol Hotel, New York, the managers heard a new offer from the Garden—and promptly turned it down.

The new offer from Ned Irish, executive vice president of the Garden, would give each main eventer at the Garden $1,000 and each main eventer at its St. Nicholas Arena $350. Previously the managers were offered a sliding scale between $500 and $1,000, depending on the gate. The Guild wants 50% of the television and radio money.

Although the managers met behind closed doors, it became known that considerable heat developed. Some wanted money for preliminary fighters as well as main-go boys. It was also said there was some counsel to accept the latest offer.

But there was talk that since the Garden had yielded once, increasing its offer, the managers had won a round.

"Now let's go ahead and win the whole fight," was the cry.

Meanwhile, BROADCASTING learned that the nub of the controversy is the desire of the Guild to learn in advance how much the Garden is going to make on the television and radio rights. The Guild is not satisfied with flat payments, as offered, unless it knows what percentage of the take they represent.

Last year, from figures which the Garden is required to file with the New York State Athletic Commission, the managers know they got about 25% of the TV and radio take.

But the managers are not satisfied to have this information after a fight. They insist that the Garden and 20th Century Sporting Club in their contracts with Gillette Razor through Maxon Inc. knew last year they would receive about $400,000 for their TV and radio package. Such information can be divulged in advance this year, they argue.

The Garden is said to reply that it is in no position to bargain with Gillette through Maxon until it has the Guild matter straightened out. Therefore, it doesn't know what the final talent figure will be.

According to the Maxon agency, no negotiations for a new radio and television contract to supplant the one which expired May 31 are in progress. It was said at the agency that such talks would not be held until the Guild-Garden battle is fought to its own decision.

A Garden spokesman, however, said it anticipated no difficulty in closing a deal with the sponsor.

The Garden organization has no plans for fights this summer inside its four walls, but if the Guild matter is settled, probably it will organize outdoor bouts.

ARRL Field Day

SEVERAL thousand U.S. amateur radio operators will put their radios and skills through a dress rehearsal for actual communications emergencies as part of the American Radio Relay League's 30th Annual Field Day observance next weekend (June 18-19). Some stations to be set up in country fields, city parks and other locations will have but a single operator, others will be elaborate installations with as many as a dozen transmitters in simultaneous operation, F. E. Handy, ARRL communications manager, said. Still other stations will be mobile units in cars and trucks.

FM IMPACT

Surveys Suggested By NAB Group

SURVEYS to show the impact of FM were suggested last week at meeting of the NAB FM Executive Committee, held Monday and Tuesda in Washington.

In the belief that FM's influence is developing swiftly and that it importance is not realized in the industry or elsewhere, the committee favored studies in New York, Alliance (Ohio) and Kansas City, to be conducted by the NAB Research Dept.

Chairman Cecil D. Mastin, WNBF-FM Binghamton, N. Y., raised the point that FM is not receiving the recognition justified by its recent growth.

The committee went into a large number of FM problems, including its own status as an advisory organization. Everett L. Dillard, WASH (FM) Washington, an NAB board member for Class B FM stations, submitted a statement critical of the association's activities on behalf of FM and questioning the value of committee meetings if recommendations are ignored. The committee has suggested many FM activities at past meetings, he said, but little has been done in many cases.

Mr. Dillard is a member of the NAB Structure Committee, which last April submitted a reorganization plan for the association. The board deferred action. The structure group meets in Washington June 24. The FM committee generally opposes the plan to set up a two-way division in NAB—aural and video, wanting seperate status for FM.

Committee members were critical of the reception qualities of some FM sets now being manufactured and called on set makers to improve their product, especially to eliminate drift.

In the regulatory field, the committee discussed the danger of congestion in the FM band as new FM licenses are granted. Revision of FCC procedure to permit simultaneous filing of AM-FM renewal applications was favored. It opposed shortening of operating hours by FM stations.

The committee urged manufacturers to include FM circuits in television sets. Radio Mfrs. Assn. disclosed last week that 28% of TV sets produced in April had the 88-108 mc FM band (see story page 37).

Other projects favored by the committee, with emphasis on development of revenue sources, include: FM listings and data in BMB's reports; combined AM-FM listings in publications carrying rate information; booklets on transit radio and storecasting; program and promotion idea exchange among FM stations; FM management studies; collection of FM success stories. The committee voiced concern over statements attributed to Chairman Wayne Coy of the FCC that the Commission should require FM stations associated with AM stations to duplicate the full AM schedules.

Attending the meeting, besides Chairman Mastin, were Matthew H. Bonebrake, KOCY-FM Oklahoma City; Edward A. Wheeler, WEAW (FM) Evanston, Ill.; Mr. Dillard and Henr W. Slavick, NAB board member NAB President Justin Miller; C. Arney Jr., NAB secretary-treasure and Arthur C. Stringer, director, NA FM Dept.

PRIVATE 'VOICE'

State Tactics Criticize

CREATION of a privately ope ated corporation to take over U. international broadcasting, su ported by government funds, wa proposed last week at a meeting the NAB Advisory Committee International Broadcasting.

The committee met at NA headquarters Tuesday; Wednesda sessions with the U. S. Advisor Commission on Information a State Dept. took place.

NAB's committee voiced concer over the fact that the Unit States is the only nation who foreign office is in the broadcastir business. Sharp criticism was e pressed on the way the State Dep is presenting the American syste to the rest of the world. The co mittee urged removal of the Voi of America from State Dept.

Jamming of Voice of Ameri broadcasts by iron curtain cou tries was discussed by the commi tee, with suggestions on how th can be overcome.

The NAB committee endorsed proposed inspection trip, with fe ing expressed that the inspecti should cover installations abro since there has been little enginee ing research on "Voice" coverag Names of those who would ma the trip, are:

A. James Ebell, WMBD Peoria, N Engineering Executive Committ chairman; Calvin J. Smith, KFAC I Angeles, an NAB director; John DeWitt, WSM Nashville, engineeri committee member, along with Forn A. Rankin, advisor to NAB Preside Justin Miller, and Royal V. Howa NAB engineering director and cha man of the group.

Members of the NAB committ included John J. Gillin Jr., WO Omaha, chairman; Walter Le mon, World Wide Broadcasti Corp.; Marcus Cohn and Leona Marks, World Wide, advisor John Steen, Westinghouse Ra Stations Inc.; Robert Peare, Ge eral Electric Co.; A. A. Schecht MBS; Earl Gammons, CBS; W liam Brooks, NBC; Wesley Dumm, George E. Hughes (ad sory), Associated Broadcasters.

Members of the U. S. inform tion group are Erwin D. Canha *Christian Science Monitor*, acti chairman; Philip D. Reed, Gene Electric Co.; Mark A. May, Y U.; Justin Miller, NAB. Cha man Mark Ethridge, *Louisvi Courier-Journal*, was absent. is serving on the UN Conciliati Commission for Palestine.

Judge Miller participated, as Messrs. Rankin and Howard.



PROBLEM SOLVED

This little lion cub got deserted by its mother in the zoo. So the female boxer is playing foster mother, and solving all the baby lion's problems.

Advertisers are facing some pretty tough problems these days as the competition gets stiffer in the rich markets. There's an easy way to solve them in Baltimore—you just buy W·I·T·H, the big independent with the big audience.

W·I·T·H regularly delivers more listeners-per-dollar than any other station in town. That means you can get big results with little money on W·I·T·H.

So if you're looking for low-cost results from radio in Baltimore, call in your Headley-Reed man and get the whole W·I·T·H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* **HEADLEY-REED**

now, listen, Blakelee... let's



face the issue squarely!

THE TIMEBUYER SAID, "Now, look here . . ."

The lady client said, "Well, really!"

WOR's research department said, "But, honestly, it's so."

A man named Blakelee—nobody told us who *he* was—said, "I don't believe it."

We don't like Blakelee.

Was all this turmoil based on the fact that Bus 54 did not arrive on time at Clover Street? No!

Was all this turmoil based on the fact that Harriet Fryhall forgot to mail her letter to Hortense Bland in Burlington? No!

It was simply this . . .

Our research people, who work in a practical and reasonably furnished cave in a tall building in mid-New York, happened to uncover these facts:

1. Almost 90% of all sponsored network programs aired in New York get lower ratings in this city than they do throughout the country.

2. Their New York Hooper ratings, in fact, average 24% less than their network Hooper ratings.

3. Daytime network shows fall further below the network average than do nighttime network shows.

These things are not told to upset you terribly. But, Gentlemen—and this includes Blakelee—let's face the issue squarely:

Your network program is not doing a job in greater New York if you're not using WOR.

Fact? Listen . . .

A network client clocked 11.9% of the total radio homes three months after coming on WOR. A percentage, incidentally, which almost equalled that of the 12.3% audience he was rolling up on a local network station!

Then there's the case of the big network show that added 5.7% of greater New York's total radio homes to a network total of 7.4% by getting WOR to jump in and roll up that additional audience!

The story could go on and on—in fact, it does go on and on in a very factual presentation called "The Story of Plus-Programming on WOR." You can have a copy if you'd care to ask for it.

You can have that additional audience if you'd care to have WOR get it for you—for cash, for less than you'd pay for any high-powered station anywhere.

WOR

— heard by the most people where the most people are

mutual

A Service of Broadcasting Newsweekly

JUNE 13, 1949

TELECASTING

TV AND THE GATE

'Sporting News' Figures Don't Hold Up

By ED JAMES

THE SPORTING NEWS, a publication dedicated to the belief that Happy Chandler is a greater savior of his country than George Washington, last week saw an ogre rising over the country's baseball parks.

Television, said *The Sporting News*, is cutting the gate. "Television," the publication reported, "which major league magnates said two years ago would prove a bonanza to attendance, has become a hot potato instead and now faces serious curtailment if not complete abolishment by the owners during the winter meetings."

Quoting no one by name, *The Sporting News* said some owners claimed telecasts were keeping fans at home. The situation was serious enough to warrant speculation that next season TV might be excluded.

The prediction of *The Sporting News* that television was destined, unless its ravages were checked, to make wastelands of the nation's stadiums did not seem founded on irrevocable proof. Attendance figures quoted elsewhere in the same issue of the publication show that paid admissions in the major leagues are 178,767 bigger in the 1949 season to date than they were in the same period last year.

Team by team, the attendance reflects no influence of television whatever, an analysis by BROADCASTING shows.

In New York, for example, where games of all three major league teams are telecast, the Yankees are 114,208 paid admissions ahead of last year. The Giants are 63,575 behind. The Brooklyn Dodgers are 43,112 over last year.

There seems to be more correlation between the quality of the team and its popularity at the gate than between television and stadium admissions. The Yankees are leading the American League. The Dodgers and Giants are promising contenders for National League honors. Baseball experts are unable to explain why the Giants attendance is off, although several possible factors, not including television, are cited.

The following tables show the gains or losses in attendance of the various teams in 1949 as compared with a similar period in 1948. All teams are being telecast save Pittsburgh. The attendance and standings are as of Memorial Day and are the estimates of *The Sporting News*.

Team	Attendance Difference Between 1948-1949		League Standing	No. of TV Sets in City
AMERICAN LEAGUE				
N. Y.	P	114,208	1	600,000
Chi.	P	80,804	6	129,602
Wash.	P	36,493	2 (tie)	44,500
Det.	P	23,624	3	60,000
Bos.	P	22,692	2 (tie)	81,39
St. Louis	M	7,475	7	28,85
Phila.	M	42,189	4	165,00
Cleve.	M	152,152	5	52,38
NATIONAL LEAGUE				
St. Louis	P	82,575	3	28,85
Pitts.	P	68,454	6	Not on TV
Brook.	P	43,112	2 (tie)	600,00
Bos.	P	23,014	1	81,39
Chi.	M	13,646	5	129,60
Phila.	M	15,593	4 (tie)	165,00
Cin.	M	21,576	4 (tie)	24,00
N. Y.	M	63,575	2 (tie)	600,00

Note: P—Plus M—Minus

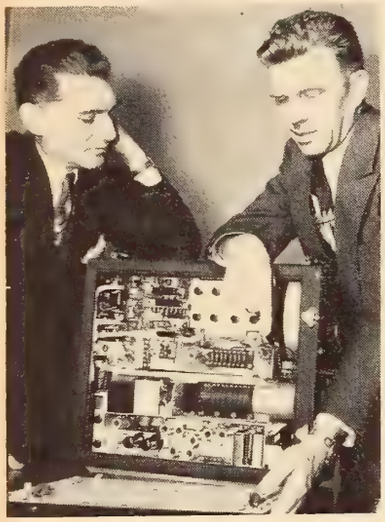
Even less influence was shown by television on the gate in New York in previous years. Attendance records of New York's three teams in 1946, 1947 and 1948 when television was expanding rapidly fluctuated with individual team successes.

In 1946, it must be kept in mind baseball telecasts even in New York were irregularly scheduled. In 1947 and 1948 all three teams were telecast regularly.

The Yankees in 1946 had approximately 2,309,000 admissions in 1947, when they won the American League pennant and the World Series, had a total gate of 2,200,000, and in 1948, although they finished out of the money, attracted 2,370,000.

The Dodgers in 1946 had a gate

(Continued on page 66)



C. RICHARD EVANS (r), KSL-AM-TV general manager, shows Gerald Maulsby, CBS New York, intricacies of television monitor amplifier. KSL-TV made its debut June 1. General Electric and DuMont engineers, working with KSL-TV engineers, recently completed installation. Station is on Channel 5 (76-82 mc) and uses CBS, ABC and DuMont network shows.



RALPH HARDY (l), KSL assistant general manager, explains function of one of KSL-TV's film projectors to Hack Miller, sports editor of *Deseret News*, Salt Lake City. Mr. Miller conducts a weekly show on KSL-TV.

TV AD OUTLAY

PIB Issues 4-Month Figures

GROSS expenditures by advertisers for time on the TV networks during the first four months of 1949 totaled $2,561,438, according to Publishers Information Bureau, whose initial TV report, covering the first third of the year, has just been published. Compilation and publication of video network data by PIB follows the pattern long used by this organization in collecting similar figures on time purchases on the four AM networks. The report shows the advertiser, product, number of stations, time period and gross billings, figured on a one-time basis.

PIB's monthly breakdown of video network time billing shows: January, $423,285; February, $576,805; March, $773,209, and April, $788,139.

Receipt of these figures from PIB evoked some bewilderment on the part of TV statisticians who were unable immediately to explain the differences between the PIB gross TV network billings and those previously released by N. C. Rorabaugh Co., which since Jan. 1 has been estimating advertising expenditures for video time.

Rorabaugh has reported combined TV network gross time sales as $349,859 in January, $568,837 in February, $845,958 in March, and $1,139,798 in April for a four-month total of $2,904,452.

Base Rates Different

Subsequently the differences were found due to the use of different base rates by PIB and Rorabaugh. PIB obtained from the video networks the "account rates" applicable to each commercial network telecast in addition to the details of time, number of broadcasts and number of stations used during each month. Rorabaugh has used current rate cards for his dollar calculations each month, although his other information was obtained from the networks in the same way as PIB. This means that station rate increases have been immediately reflected in the Rorabaugh dollar figures, whereas the PIB figures have followed the rate actually called for in the individual contract.

If an advertiser contracted in December for a six-month campaign, for example, PIB would report his expenditures on the basis of the rates at the time the contract was signed; Rorabaugh would report them as including any station rate increases occurring since the contract date. The wide divergence in the April totals reported by the two statistical organizations apparently stems from this difference in method of rate calculation, as many video stations raised their rates on April 1, those increases being reflected in the Rorabaugh reports whereas PIB figures take into account the protection against such increases given by the networks to current advertisers.

FOOTBALL BAN

Only Redskins Plan Video

By HERMAN BRANDSCHAIN

THE NEW YORK Giants' football team's ban against television will be lifted for any telecaster guaranteeing to pay for empty seats, John V. Mara, president of that National League club, told BROADCASTING this week.

That disclosure followed the public announcement Monday by Giants' business manager, George Rohrs, that the team would not permit telecasting of either home or road games this fall, as it did in four previous seasons.

BROADCASTING also learned that none of the American League football teams would permit telecasts this fall, although several of the teams are actually friendly to television and its interests.

With that development the professional gridiron video picture appeared to narrow down to a 1949 hiatus—except for the Washington Redskins (National League) which expects to telecast their home contests. The Philadelphia Eagles (National League) last week turned down offers of from $8,000 to $10,000 a game for TV rights [BROADCASTING, June 6].

Mr. Mara, however, explained that the television door at the Giants was not closed to the sponsor or telecaster willing to underwrite the empty seats.

Polo Grounds Capacity

The Polo Grounds, where the Giants perform, holds about 60,000 when 10,000 temporary seats are put down. Average attendance has been 51,000 in 1946, 34,000 in 1947 and 23,000 in 1948.

Although the decline in attendance has become progressively worse as the television audience in the area rose, Giants' top executives do not attribute the heavy gate loss primarily to television. In fact, they freely admit they do not know exactly what television has to do with it.

They do believe, however, that the gate decline is primarily due to "bad show." The New York audience likes to see a winner and a colorful attraction with big stars.

This year, the Giants expect to mobilize a powerful combination so that a guarantee of paying for empty seats might not be as forlorn a prospect as last year's figures might indicate.

Mr. Rohrs, as well as Mr. Mara, emphasized that television was not condemned for all time by the Giants. In fact, said Mr. Rohrs, the Giants were planning to sell this fall through a midweek television show, mixing interviews and exclusive films of Giants' games with inside information on the team. The Giants are also exploring use of TV to build up the gate, he said.

A spokesman at the Brooklyn-Yankees, New York's American Football League team, acknowledged that his eleven would not permit telecasts of its games.

Although this news broke Wednesday in a New York newspaper, the Yankees' spokesman emphasized that the club had made no official announcement because it did not want to get into the position of taking a stand against video.

He told BROADCASTING that the Yankees club took the stand it did as a result of a meeting of American League club owners. A few of them, feeling television might hurt them locally and in their competition with the rival National League, asked for support of a ban against telecasts. It is understood that no formal agreement to take such a concerted stand was reached among the American teams.

The American League stand was described as "a temporary expedient."

It was also understood that some of the American League club owners were well-disposed toward television but were puzzled as to its ultimate place in their business. Having this viewpoint, they decided to wait this year out in the hope the picture in the box office will become at least as clear as that on the viewing tube.

TV SET RISE

Output At New High in April

TELEVISION receiver production rose to the highest weekly rate in history—41,634 sets—in April, Radio Mfrs. Assn. announced last week. The figure covers RMA member output, about 90% of the industry total.

Total TV output in April was 166,536 sets, compared to the record 182,361 in the five-week month of March.

For the first time RMA broke down its production figures to show the number of television sets containing the FM band. Twenty-eight per cent of the April TV output, or 47,264 sets, contained FM reception facilities.

Production of FM-AM sets dropped from 147,733 in January and 71,216 in five-week March to 37,563 in April. This followed the trend in AM only sets, where production dropped from 607,570 in March to 468,906 in April.

Including TV sets with FM, the total number of April sets providing FM reception was 84,827.

RMA pointed out that radio set output in April was at a new low level, with manufacturers turning more attention to television. The FM and FM-AM output in April was about 62% under the weekly average for the first quarter of 1949.

Production of all sets (TV, FM-AM and AM only) was 673,005 in April compared to 861,147 in March (five weeks). RMA's figures were late because of delay in submission of reports by one or two manufacturers. They normally are made available about three weeks following the end of a calendar month.

Four-month totals for set producers follows: TV, 589,073 sets; FM-AM, 355,481 sets; AM only, 2,137,007 sets; all sets, 3,081,561.

COLOR TV

Hailed as Boon to Surgery At AMA Demonstrations

COLOR TV stole the show at the American Medical Assn. convention in Atlantic City last week. It was hailed—even at its present stage of development—as the greatest boon to surgery in many generations. But no predictions were ventured, either by CBS or by AMA spokesmen as to its future as a broadcast medium.

While sessions of AMA generally were sparsely attended, the television transmissions played to capacity houses Monday through Thursday, with long lines of doctors and technicians waiting their turn for each "performance." Dr. Peter Goldmark, CBS director of engineering, research and development, and inventor of the color TV system, estimated that upwards of 25,000 delegates and visitors witnessed the demonstrations. The gross attendance at the convention was about 15,000.

Operations were performed at the Atlantic City Hospital and transmitted by microwave relay to Atlantic City's Convention Hall over a four megacycle video channel. The overall channel width, including sound, was about six megacycles.

So vivid were the color transmissions that a number of the viewers —including practitioners—became ill and had to leave the viewing rooms. There were several who fainted; others who simply couldn't stomach the scenes.

Dr. Goldmark made no claims for public acceptance of his system. CBS maintained its rigid silence, resting on its color TV fight of two years ago in which it lost out to black and white.

The demonstration, however, obviously gave impetus to the FCC's "time-table" on TV which makes provision for use of six megacycle color if it can be done satisfactorily and without rendering obsolete present black and white receivers.

Dr. Goldmark, who directed the demonstration by telephone from one of the two auditorium viewing rooms, said that relatively inexpensive converters can be used for the full-color reception. This view also is held by Comr. Robert F. Jones of the FCC, and presumably also by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee.

Dr. Goldmark said that not a single adjustment on the 20 color receivers, manufactured by Zenith and Webster-Chicago to his specifications, was required during the demonstrations. Frequently during the transmissions, the color filter was cut and pick-up was in black and white. The contrast was significant. Several medical observers said black and white television for surgery teaching would not be nearly as satisfactory as color TV. Color video, they added, is far more effective than color motion pictures.

Spokesmen for Smith, Kline & French Labs, sponsoring the dem-

(Continued on page 67)

TV AUTHORITY

4A's Okays Single Control

FORMATION of a single Television Authority to control TV work of performers in the Assn. of Actors and Artistes of America was okayed by delegates to the national convention of the American Guild of Variety Artists in Chicago last week.

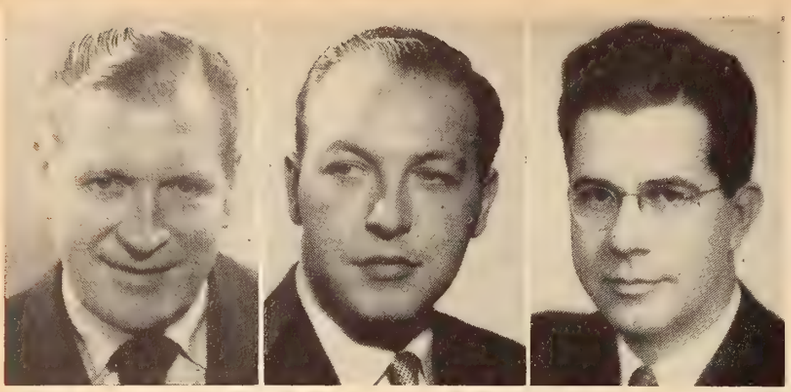
The proposal calls for centralization of TV jurisdiction in the authority, to be comprised of cardholders in all 13 of the 4A guilds. Major factions in the 4A's are AGVA, American Federation of Radio Artists, Actors Equity and the Screen Actors Guild.

Each participating guild will be represented equally with 10 members on the Authority board. One man will be chosen board chief, serving as coordinator. Guilds will retain their independence and complete jurisdiction in their respective fields of talent. Talent fees and conditions of employment were not outlined during the four-day convention, and will be decided on later after the Authority machinery is set up, according to Georgie Price. He is a veteran vaudeville actor and chairman of AGVA's television committee.

He, with AGVA President Gus Van and three other persons, has been working on details of the proposed centralization for five months. The last elements in the 4A's to sanction the parent group were AGVA and the central division of AFRA, which gave its consent Tuesday night. A unanimous vote of approval from the more than 40 AGVA delegates (representing 15,000 paid and active members) was tabbed Tuesday afternoon after Mr. Price backgrounded the suggested move and explained its provisions.

An estimated quarter million dollars will be subscribed by participating unions to establish a sinking fund for the Authority.

Background leading up to amalgamation of the 4A's into a single Television Authority last week was outlined by Mr. Price and Ray Jones of AFRA, at the regular luncheon meeting of the Chicago Television Council Wednesday.



Mr. PRINCE Mr. SARNOFF Mr. SHAWN

* * *

NBC-TV

Program Department Revised In Expansion Move

FOUR NEW subdivisions have been created in the NBC television program department, and several other executive appointments made in a reorganization which NBC said is required by expansion of television activities.

Heads of three of the new subdivisions have been appointed, and the fourth will be picked soon. Robert W. Sarnoff, former assistant to Norman Blackburn, national program director, has been made production manager; Charles Prince, also a former assistant to Mr. Blackburn, has been appointed manager of talent and program procurement, and Fred Shawn, former operations manager of WMAL-TV Washington, becomes manager of operations. A manger of new program development is yet to be selected.

It was also announced that Warren Wade, former national production manager, had been relieved of administrative duties and appointed executive producer to permit him to take personal charge of many of the network's programs.

J. Robert Myers, former administrative assistant to Carleton D. Smith, director of NBC television operations, has been appointed business manager of the network's television department.

In his new job Mr. Sarnoff will be coordinator of producers, directors, writers, assistant directors and program assistants. Mr. Prince will be responsible for the talent department and for sports, music, public affairs and education departments affecting television. Mr. Shawn will supervise production facilities, program and studio schedules and operations of master control.

According to Mr. Blackburn, the new subdivision chiefs will be delegated many jobs now handled by him.

Mr. Sarnoff, who has been assistant to Mr. Blackburn since November 1948, joined NBC in January 1948 after service as assistant to the publisher of *Look* magazine and before that in a similar capacity at the Des Moines *Register* and *Tribune*.

Mr. Prince came to NBC last February after practicing law in Hollywood, specializing in talent aspects. He is a past vice president of the Hollywood Bar Assn.

Mr. Shawn returned to NBC recently, coming from WMAL-TV Washington. He had previously been administrative assistant to the NBC vice president in charge of programs since March 1945. Mr. Shawn started his radio career in 1932 as an announcer at WLW Cincinnati. In 1933 he became assistant manager of WRC-WMAL Washington and later became program manager of WRC.

Film Report

DuMONT TV Network has new weekly audience participation show entitled *Cut*. Designed exclusively for home viewer, participants are asked by telephone to identify series of dramatic skits and sketches. Merchandise prizes range upwards from $2,000. Package produced by **William Stark-Jerry Layton Inc.**, New York. . . . **Robert M. Paskow**, director of films for WATV (TV) Newark, N. J., has negotiated contract with **Edward Sherman**, president of **Motion Picture Management**, Hollywood, for 36 English-made films. Program scheduled for 5:50 p.m. Wednesdays will run through Jan. 1950, and stars such celebrities as Edward Everett Horton and Vivian Leigh. . . . **Telemount Productions Inc.**, Los Angeles, producing second series of 13 *Magic Lady* television films. Reels are 8½ minute open-end.

Caston Productions, Los Angeles, preparing series of one minute commercial comedy film spots for **Signal Oil Co.**, same city, to promote **Lee Tires**. . . . Feature races from Chicago's Arlington and Washington Park tracks will be telecast nightly except Sundays from June 20 to Labor Day over WBKB (TV) Chicago. Two top races of each day will be filmed by **Alexander & Assoc.**, processed at tracks and ready to be televised from 7:45 to 8 p.m. CDT **Jack Drees**, turf expert will handl commentary.

Lynn Knight, supervisor of stu dent affairs for past year at Ne York's **Television Workshop**, ha joined **Van Car Productions**, Ne York package video firm, to specia ize in program development. . . **Five Star Productions**, Hollywoo will make test "animatic" comme cial for **Sunkist**, if successful Su kist plans series. **Foote, Cone Belding** is agency. . . . **Phillip Brooks Nichols**, manager RK Pathe's commercial film and televi sion department, resigned fro company, effective June 10.

Telenews INS to be introduce over two more TV stations thi month. WEWS Cleveland an WRGB Schenectady, N. Y., hav contracted for daily reels. Sponsor ship of weekly review over WHIO TV Dayton also has been announce with RCA Victor dealers lined u to pick up tab effective next week Contracting for low-budget **Pro jectall** equipment to augment new programming facilities in thre major TV markets are: KTLA (TV Los Angeles, WXYZ-TV Detroi and KRON-TV San Francisc NBC-TV New York has also or dered installation of Projectall bal opticon on experimental basis.

ZENITH ANSWERS

Million Dolla Damage Suit

ZENITH Radio Corp., in answer to a million dollar damage suit, ha reiterated its claim that it is building the only television set on th market which will not be obsolete if UHF is opened up.

It claimed that its sets are the only ones on the market speciall designed with a built-in turret tuner with provision for receiving broadcasts on present channels and on proposed UHF channels without the use of a "converter."

It made the answer in an action brought against it and its New York area distributor, Zenith Ra dio Corp. of New York, in N. Y Supreme Court. The plaintiff charged that Zenith's ads, claimin other manufacturers' sets woul be rendered obsolete, were fals and misleading and were inserte for the purpose of hurting sale by other manufacturers [BROAD CASTING, March 28].

Zenith made a general denial o the charges of falsity. It the set forth the steps which motivate its drafting and placing the ads which became something of *cause celebre* back in March

Zenith explained that it with held from the market any set o its own making until it could pro duce one which would not be ren dered obsolete by the proposed new UHF channels.

This, the answer stated, finally was accomplished and marketed— but Zenith did not at once advertise that only its sets would not be rendered obsolete under UHF.

It was not until exchanges of correspondence between Sen. Edwin C. Johnson (D-Col.), chairman of

(Continued on page 69)

TV PROPAGATION

Ad Hoc Report Issued

By LARRY CHRISTOPHER

TECHNICAL findings on VHF propagation—key tools in FCC's proposed reallocation of the present commercial television band—were announced by the Commission last Wednesday. The reports were made by the special Ad Hoc Committee of the television engineering conference held Nov. 30-Dec. 3, 1948 [BROADCASTING, Dec. 6, 1948].

The highly technical data, presented without interpretation by the committee, will be used by the Commission in forming its reallocation policy. Chief problem in the reallocation is the separation of co-channel and adjacent channel stations. The extent of separation depends, among other things, on consideration of the effects which troposphere and terrain factors have upon TV transmissions. This information, dealt with at length in the technical reports, had been omitted in the original TV channel allocation and was the cause of the reallocation proceeding and the resultant television "freeze."

FCC engineers already are working on the new allocation plan, indicating that the Commission is endeavoring to abide by its television timetable reported in late May [BROADCASTING, May 30]. The timetable calls for hearings in August on the VHF reallocation plus proposed utilization of part of the new UHF frequencies and provisions for optional use of color TV.

The revised VHF allocation table and the issues for the August hearing are to be made public in early July. About 30 days would be allowed for submission of comments.

July 1 was set by FCC as deadline for comments on the Ad Hoc Committee reports. No further sessions of the engineering conference would be held unless there were specific petitions to do so.

The committee report, considering and summarizing several "reference" studies which accompanied it, was declared to be final except

(Continued on page 87)



This Picture of a portion of the 56,000 baseball fans jamming Briggs' Stadium serves a dual purpose. It gives you an idea of the number of television sets in the Detroit market* . . . and also serves as first-hand evidence of the immense popularity of baseball in sports-minded Detroit.

WWJ-TV, first television station in Michigan, is televising 35 Detroit Tiger home games this season to an audience unconfined by the seating capacity of a ball park. This again demonstrates the leadership of WWJ-TV in Detroit. With over two years of experience, WWJ-TV has the know-how that has resulted in outstanding programming and clearer pictures. It's easy to understand why surveys show WWJ-TV consistently has the largest audience . . and gets the best results for its advertisers.

**approx. 55,000 on May 1st and increasing by leaps and bounds*

FIRST IN MICHIGAN — Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

Telestatus



Offset Carriers Reduce Interference
(Report 63)

By J. FRANK BEATTY

CLOSER spacing of television stations on the same channel, or at least a reduction in co-channel interference, may develop from the displaced carrier or off-frequency technique, judging by results of experiments at FCC's Laurel, Md., laboratory.

In a demonstration of the off-frequency method, the laboratory last Monday showed how interference is reduced. It demonstrated again its use of a frequency-modulated picture in comparison with the present AM picture [BROADCASTING, Jan. 31].

Of special interest to many of the industry engineers who saw the tests was the fact that both AM and FM pictures were of excellent quality when the desired-to-undesired signal ratio was 20-1, though much of the past thinking has been based on the need of at least a 100-1 ratio.

The FCC's tests of offset carrier technique to reduce co-channel interference supported findings of RCA [BROADCASTING, May 23], in the opinion of a number of engineers who watched the Laurel demonstration.

Edward W. Chapin, chief of the FCC Laboratories Division, directed Monday's tests. He explained that the Commission is going further into the interference question. It hopes to conduct experiments using lay observers to watch television programs into which different types of interference are injected on a controlled basis, as was done last Monday for industry engineers. One of the objects will be to determine the true interference ratio the average viewer can tolerate.

With TV allocation hearings coming up later in the summer, the laboratory expects to develop new data on the separation of TV stations on the same channel (now 150 miles).

The demonstrations last Monday were conducted by Willmar K. Roberts, assistant chief of the Laboratories Division, and Frank D. Craig, engineer.

Mr. Roberts first demonstrated ghost effects on two adjoining receivers, one responding to AM and the other to FM. The two receivers were DuMont Chatham 12-inch models, one modified for FM video reception. A 10-inch Bendix receiver supplied the external video signal for both the ghost and interference tests. The WOIC (TV) Washington test pattern was used for the external picture signal. An Indian Head monoscope picture from FCC's own equipment was the interfering picture.

Creating ghosts artificially by use of a 3,000-foot cable (equivalent to about a mile airline), the merits of FM and AM were shown in a 1-1 signal-to-noise ratio. The FM set was equipped with limiter and discriminator, which was not the case in similar January tests.

At 1-1, AM showed one sharp ghost, with some loss of horizontal sync depending on phasing. The FM picture was described by observers as "junk" and "garbage", being strictly unusable and having brilliant halos around the distorted elements of the picture.

At 4-1, AM showed a faint black or white ghost depending on phasing. Here FM was about as good as AM other than for some loss of definition. At 8-1, AM and FM were about equal, with perhaps a slight superiority for AM in the opinion of observers.

Further ghost experiments were made with 470 feet of cable (600 or 700 feet airline). At 1-1, the AM picture was usable though there was a prominent ghost. The FM picture had a brilliant and disturbing halo, with mottled image. AM was still superior at 4-1.

Mr. Roberts next demonstrated co-channel interference. At 1-1 both AM and FM pictures were unusable. At 4-1, a regular beat appeared on AM which caused bouncing of the picture but FM was superior since it had a distributed beat and no bounce. At 10-1 FM was better, AM still having moving bars. At 20-1 there was a slight beat in AM but none whatever was discernible in FM.

Up to this point, AM showed up better than FM when ghosts were injected into the signal, but FM was better than AM in the case of co-channel interference.

In further testing effects of co-channel interference, FM showed better definition than offset AM in desired-to-undesired ratios from 1-1 to 10-1 but many observers commented that AM seemed easier to watch. FM was characterized by considerable flicker, herringbone and a moving image of the interfering station, yet its definition was better than AM.

At 20-1, both the FM and the offset AM signals were excellent.

When normal AM video and offset AM were compared, with the same ratio of desired-to-undesired signal, the offset or displaced technique revealed a vastly better signal. Most observers said the improvement was at least 5-to-1.

The laboratory experiments were based on the WOIC test pattern. Near the end of the demonstration some of the tests were repeated when a live program was telecast by WMAR-TV Baltimore. The AM picture made a better showing than FM at 1-1, where AM had a prominent ghost displaced about a half inch and FM was completely distorted. At 2-1, AM appeared better, FM having a prominent halo outlining the images. At 4-1 both AM and FM pictures were usable.

Attending the FCC's demonstration for the industry were Lester A. Looney, NBC; George C. Sziklai, A. V. Bedford, Donald W. Peterson, Gordon L. Fridendall, RCA Labs; J. P. Veatch, Raymond E. Simonds RCA Frequency Bureau; Royal V. Howard and Neal McNaughten NAB; Jay W. Wright, CBS; R. Morris Pierce, WGAR Cleveland; G. F. Leydorf, WJR Detroit; M. E. Floegel, of the FCC land transportation office.

BERLE AGAIN NO. 1

Ohio Adv. Surveys 3,000 Cleveland Viewers

MILTON BERLE garnered more television honors last week as the Ohio Advertising Agency, Cleveland, released results of its third video survey.

NBC-TV's *Texaco Star Theatre* (Tues. 8-9 p.m.) starring Comedian Berle and sponsored by the Texas Co., took 91.82% "of all possible votes for any one show" in the survey.

This survey is the largest ever attempted by the agency, according to Melvin Tenenbaum, firm's radio and television director. Over 3,000 questionnaires were mailed to televiewers in the northeastern Ohio area served by Cleveland television stations.

The popularity poll was based upon the simple request: "Please list the 10 favorite television shows in your home." No specific question was included for local popularity choices, but this information was compiled from voluntary comment offered in response to the question: "Do you have other television programs you like?"

Of the top 10 shows, three were sporting events—baseball, boxing and wrestling, in that order. Baseball was second only to Milton Berle in the popularity poll. These sporting events took 32.3% of the votes for the top 10 shows.

In estimating the status of films in popularity, the survey analysis notes: "A total of votes for 'western films,' which was in 14th place, feature films in 25th place, and Korda films, in 32nd place would give us a general category of 'films' in ninth place. . . . Almost three times as many people voted for the three top dramatic shows . . . as cast votes for the general category of 'films'."

The three top dramatic programs were *Suspense* (Electric Auto Lite), CBS, Tues. 9:30-10 p.m.; *Philco Playhouse* (Philco Corp.), NBC, Sun. 9-10 p.m. (discontinued April 10), and *Kraft TV Theatre* (Kraft Foods Co.), NBC, Wed. 9-10 p.m.

Second in network popularity was Arthur Godfrey, who is featured on *Talent Scouts* (Lipton Tea) on CBS, Mon. 8:30-9 p.m., and *Godfrey and His Friends* (Liggett & Myers Tobacco Co.) on CBS, Wed. 8-9 p.m.

In answer to the question: "From what television stations do you receive a good, clear, useful picture?", televiewers listed, in addition to WEWS (TV) and WNBK (TV) Cleveland, WSPD-TV Toledo and WXYZ-TV Detroit.

As an aid to stations in scheduling programs, the survey also asked televiewers when they had their evening meal. Largest percentage (40.20%) rating any one time listed 6 p.m. as their dinner hour. Several viewers suggested that "good programs" should not be scheduled at this time as they find it difficult to get the children away from the television set to eat.

'MIRACLE OF TV'

Explained for the Layman

THE MIRACLE OF TELEVISION. By Luther S. H. Gable, Ph. D. Chicago Wilcox & Follett Co. 151 pp. $2.50.

IN LANGUAGE understandable to the layman, Dr. Gable reviews "the miracle of television." He tells the story behind TV, then goes into the technical aspects and explains, for example, the meaning of frequencies. Using photographs and charts, he tells how television works, and in two final chapters reviews its future possibilities.

"Already it is foreseen," he says "that coast-to-coast television can easily employ as many people as our magnificent telephone system does today." And, he adds: "Television is here. Those young men and women who best recognize that fact will make great strides toward a successful career in the electronic industry in our Atomic Age."

Regarding color television, Dr. Gable comments: "Color television would indeed be a miracle; would indeed be that impossible achievement of which the broadcasting executive smilingly says, 'It will take a little longer to achieve.' . . . Many of the thousands of young men now studying television engineering as a career will contribute to this final achievement."



In Maryland, it's WMAR-TV for family programming

The usual limits of a gamut are from A to Z. WMAR-TV's local programs are designed for the whole family from moppet to grandparent.

That the youngsters in Baltimore like WMAR-TV's "Television Playground" is attested by the fact that more than three thousand of them have joined the *Playground Club*.

Those who have reached the hobby age (do any outgrow it?) are regular viewers of "Let's Take A Picture" and "What's Your Hobby?"

Mother takes pride in her housework and her cooking. So naturally she eagerly watches the kitchen doings on "Homemakers Roundup" and the fashion hints of "The Woman's Page."



Of course, Dad and Junior like sports. So it's channel two in Baltimore for them when WMAR-TV is carrying the daily "Sports Parade," or the races from Pimlico, or the Orioles baseball games.

Grandad loves to sit back and reminisce with "Remember Yesterday's Newsreels" and he approves of the traffic wisdom of the "Court of Common Sense" and the health advice of "Your Family Doctor."

The whole family enjoys guessing the answers to "Tune Title Time" and "Do you Know Baltimore?" They root for their favorites on the Sunday Amateur Parade. And whether they take the groaners seriously or not, Tuesday night wrestling on WMAR-TV is a family "must" in most Baltimore television homes.

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TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TV OPEN HOUSE
WHEN (TV) Dedicated June 6

WHEN (TV) Syracuse, N. Y., held open house and dedication ceremonies last week, beginning Monday (June 6). Dedication took place in an hour-long telecast from the studios, with government officials and guests participating, according to Paul Adanti, WHEN station manager.

Business leaders, agency personnel and television dealers in the Syracuse area were invited to the open house three succeeding nights, after which the station was open to the public. Highlight of tours was the inspection of the new 537-foot transmitting tower which went into operation May 18.

WHEN aired its first program Dec. 1, just 16 days after the first equipment arrived, Mr. Adanti said. Station now programs 5-6:15 p.m. and 7:15-10:30 p.m. Monday through Saturday and 6-10:30 p.m. Sundays. In addition to studio and remote programs, WHEN carries 16 network shows each week. Station is affiliated with CBS, ABC and DuMont.

Owned and operated by the Meredith Syracuse Television Corp., WHEN operates on Channel 8 (180-186 mc). Ed Meredith, vice president and general manager of the Meredith Publishing Co., Des Moines, is president of WHEN.

WTTG (TV) Washington has added to hours of its Saturday programming schedule.

A GREAT TV FILM BUY!

CUSTOM MADE ONE MINUTE TELEVISION FILM FOR ONLY $150.00

35 MM 16 MM

Additional prints at low cost!

Price Includes

* Artful production
* Animated tricky titles
* Effective illustrations
* Sound on film (consists of off-screen voice and music)

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Quickest service from America's leading producer of spot message Motion Pictures for over 30 years

Save Time - Save Money

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PEEP HOLE PROMOTION on construction progress of WTAR-TV Norfolk, Va., is peered at by its perspicacious progenitor, John C. Peffer, chief engineer of WTAR-AM-FM-TV. Sidewalk foreman watch building activity through opening of TV screen. WTAR-TV expects to be on the air about April 1, 1950.

WKY-TV BEGINS
First Oklahoma Outlet Is on Channel 4

WKY-TV Oklahoma City, Oklahoma's first television station, began regular telecasting June 6—just one year and four days after the FCC granted its construction permit, according to P. A. Sugg, WKY-AM-TV manager.

Participating in the opening telecast Monday night were Oklahoma's Gov. Roy J. Turner; E. K. Gaylord, president of the Oklahoma Publishing Co., owner of the station; Dr. H. G. Bennett, president of Oklahoma A&M College, and other notables.

Operating on Channel 4 (66-72 mc), WKY-TV is programming six nights a week, Sunday through Friday, 7 to 9:45 p.m. Schedule is to be extended later, according to station officials. A wide variety of local programming is planned by the station including coverage of sporting events. Network programs also will be carried. WKY-TV has signed conrtacts with NBC, ABC, CBS and DuMont television networks.

Studios for the new television station are in the Little Theatre of the Municipal Auditorium [BROADCASTING, May 9]. For remote telecasts, the station has a $75,000 custom-built bus, made by Flexible. WKY-TV has been airing test patterns since April.

In honor of WKY-TV's opening, the June 5 issue of the *Daily Oklahoman* published two special sections totaling 38 pages of television information and details on the station. A two-color cover page headed "Television Is Here," displayed pictures of the mobile unit, 968-foot tower and studio views.

Also contained in the special sections were byline pieces by William S. Paley, CBS board chairman; Frank Stanton, president of CBS; Niles Trammell, NBC president; Dr. Allen B. DuMont, president of DuMont Labs; Dr. W. R. G. Baker, General Electric vice president; William Balderston, president of Philco Corp.; J. R. Poppele, vice president and chief engineer of WOR New York and president of Television Broadcasters Assn.; Jerry Fairbanks, head of Jerry Fairbanks Productions, Hollywood; Edward Sobol, production manager of NBC-TV; Dick Smith, NBC makeup director, and George J. Stoelzel, CBS lighting consultant.

Television Fund

FIRST semi-annual report to stockholders of Television Fund, Chicago, shows an increase of net assets from $274,983 to $2,061,760 in six months. Largest common stock holdings, based on April 30 market values, are in Admiral Corp., DuMont Labs, Eastman Kodak, Emerson Radio, General Electric, Paramount Pictures, RCA, Sylvania Electric Products and Westinghouse. Marketable security investments as of April 30 totaled $1,754,425, of which $501,500 was in government securities. Shares were first sold to the public last September.

BECK RECOVERING
Injured in Auto Accident

JOSEPH H. BECK, president of Beck Studios Inc. and executive director of Twin City Television Lab, Minneapolis, was reported to be recovering last week following an automobile accident in which he was critically injured, according to Mel Jass, TCTL public relations man. Mr. Beck and his wife, who was killed in the accident, were returning from a business trip in the southern part of Minnesota when their car collided with a truck.

William Gage, vice president of Beck Studios, has assumed duties as executive head during Mr. Beck's absence, Mr. Jass reported.

SET OWNER STUDY
RCA Tops in N. Y. TV Survey

MORE than 60% of the television sets in use in the New York metropolitan area were made by RCA, Philco and DuMont, a survey by Advertest Research, New Brunswick, N. J., revealed. RCA led with 29.7%, Philco was second with 16.9% and DuMont third with 14.2%.

The analysis, based on 2,100 personal interviews conducted in the three-month period ending June 1, was drawn from appendix material in Advertest's monthly research reports, "The Television Audience of Today."

Percentages of ownership of other sets by New York area residents were: General Electric, 5.5; Crosley, 4.7; Emerson, 3.8; Motorola, 3.5; Transvision, 3.2; Admiral, 2.6; Fada, 2.4; Teletone, 2.3; Magnavox, 2.0; Andrea, 1.7; Olympic, 1.5; Zenith, 1.2; Stromberg-Carlson, 1.0, and DeWald, 1.0. An additional 2.7% was divided among Hallicrafter, Sightmaster, Tele-King, Stewart-Warner, Garod, Westinghouse and others.

Advertest said DuMont led in percentage of set owners who were satisfied with the performance of their sets, with 98% reporting satisfaction.

Breakdown of set ownership according to income groups showed RCA leading three out of four classifications. Advertest said RCA led in the over $7,500 a year group with 41.2%, in the $5,000-$7,500 classification with 31.7% and in the $3,500-$5,000 group with 22.5%. Philco was a close second with 22.2% in the $3,500-$5,000 group and led in the under $3,500 a year group with 24.3%.

BERLE RATES TOP
With Capital TV Viewers

MILTON BERLE and his *Texaco Star Theatre* show, NBC-TV, Tuesday, 8-9 p.m. (EDT), rate No. 1 with the Washington area television audience. This was revealed in an American Research Bureau survey covering the week of May 11-18 for the Capital's four TV stations, WMAL-TV WNBW WOIC and WTTG.

Ratings were based on information taken from television viewer diaries placed in 455 TV homes selected at random. Of the 455 diaries, 364, or 80%, "were recovered and usable," the research firm reported.

Close behind the Berle program, which had a rating of 68, were three CBS shows, all with ratings above 60. *Toast of the Town* (Lincoln-Mercury), Sunday, 8-9 p.m., was second with 66.4. Third and fourth, respectively, with ratings of 63 and 61.9 were Arthur Godfrey's shows, *Talent Scouts* (Lipton's Tea), Monday, 8:30-9 p.m., and *Godfrey and His Friends* (Liggett & Myers Tobacco Co.), Wednesday, 8-9 p.m.

GUENTHER ON TV

Speaks to Tea, Coffee Group

"Here at last is the perfect home demonstration, combining the better elements of pictorial advertising with sound advertising along with person-to-person selling." This description of television was given by Wilfred Guenther, director of radio and television at Haehnle Advertising Agency, Cincinnati, in an address June 9 before the National Retail Tea and Coffee Merchants Assn. convention in Cleveland. Mr. Guenther was with WLW Cincinnati for 11 years prior to joining WMAQ Miami two years ago. He recently returned to Cincinnati and joined Haehnle.



Mr. Guenther

In emphasizing the importance of television to such groups as the tea and coffee merchants, Mr. Guenther reminded that house-to-house salesmen, which are the principle sales tools of the group, cost more than $4 per new customer. "Now, suppose you could find a salesman who is congenial, has a sense of humor and who is not only welcome into the homes of your community but also one upon whom large sums of money have been spent by your potential customers to bring him right into their living room . . . who could bring you new customers at less than $4 each . . ." and who "would call on not hundreds of customers a week, but thousands. Such a salesman is available. That salesman is television."

NEW TV FIRM

Media Productions Formed

NEWEST among the ever-increasing number of television package producers on the East Coast is the New York firm of Media Productions, with offices at 4 W. 58 St. in that city. Formed to produce for radio and the theatre as well as video, the firm is presently concentrating on the latter medium.

President of the new organization is John Houseman, screen, theatre and radio producer. Vice presidents are Howard Teichmann, radio writer, editor and producer who has been associated with the *Texaco Star Theatre*, *Helen Hays Theatre* and others, and who will head the writing department; Herbert Scheftel and Alfred Burger, television newsreel producers who head the independent producing firm of Telenews. James B. Cahoon, film editor for 12 years in Hollywood will head that activity, and production will be supervised by Palmer Williams, former production supervisor for Pare Lorentz and production manager for Film Assoc.

T. Edward Hambleton and Alfred R. Stern, Broadway theatrical partners, will act as secretary and treasurer.

WPIX PREVIEWS

Promote Station's Shows

WPIX (TV) New York is using its own facilities to promote its program features in a series of *Pix Program Previews* broadcast at the opening and close of each day's operations, augmented by audio-video spots throughout the day. Basis of the sight-and-sound program promotion, is a library of still slides from photos of the station's programs taken while they were on the air. Several different scenes are used for each program.

Copy is written to fit the time available and the slides are cued to the spoken announcements, achieving easy synchronization of pictures and words.

The sign-on period plugs that day's programs. The sign-off invites viewers to return to WPIX for the next day's features. Other promotional spots may advertise programs to be broadcast later in that day, or outstanding attractions coming up on later dates or institutional plugs for the station. Where trailers are available, they are used in place of stills for motion pictures to be telecast on WPIX.

Number of slides and plugs used between programs is dictated by the time available, with three slides considered right for a 45-second break. A period of that length, on Monday, following *Six Gun Playhouse* and preceding the 7 p.m. *News of the Hour*, for example, plugs the *Jimmy Powers Sports Show* at 7:15, *The Benny Rubin Program* at 8 and the boxing remote at 8:30.

OFFICIAL HEADQUARTERS for TV, radio and newspaper correspondents during American Legion national convention in Philadelphia beginning Aug. 29 will be situated in Pen and Pencil Club.

TILLSTROM

Signs 5-Year NBC Contract

BURR TILLSTROM, creator of the video puppet show, *Kukla, Fran and Ollie*, signed a five-year talent contract with NBC in Chicago last week. The network acquired all TV, AM and FM rights, with Mr. Tillstrom retaining rights to films and recordings. Radio Corp. of America will continue as sponsor.

The show was sold as a package, which includes the continued services of Fran Allison, the single live character, who is also Aunt Fanny on ABC's *Breakfast Club*. Mr. Tillstrom and his puppets marked their 10th year of performing last week as the program moved from WBKB (TV) Chicago. It will be aired five times weekly from WNBQ on NBC-TV starting Aug. 8 after an eight-week hiatus. Beulah Zachary of J. Walter Thompson is producer. Lou Gomevitz moves to NBC as director.



WBKB (TV) ANNIVERSARY

Special Telecast To Observe Eighth Year

MILTON BERLE has been asked to lead-off the array of talent which will appear Thursday night in a special premiere telecast of the Chicago Theatre stage show during WBKB (TV)'s eighth anniversary this week. The theatre is the flagship of the Balaban and Katz chain, which owns WBKB.

An expensive line-up of stars from all fields of entertainment was planned late last week as B&K officials readied their staffs for five hours of TV programming Thursday. The event also will mark the premiere of theatre screen TV in the Midwest, with the station's remote crews going across the street to the theatre for shots of patrons and guests. Interviews are expected to be teletranscribed and films will be edited for a 15-minute presentation on the screen.

At the same time, a documentary film on the teletranscription process, with details of the mechanics, will be telecast to home viewers.

Station officials have been working several weeks to telecast live that evening the boxing bout of Jersey Joe Walcott and Ezzard Charles from the Chicago Stadium. Plans called for this to be picked up live for theatre showing also.

More than 100 guests, including civic leaders and representatives of advertising agencies, sponsoring firms and the press, will attend the premiere, scheduled to start at 9 p.m., according to plans made by WBKB program director, E. Jonny Graff, who is supervising the entire production.

WBKB has been attempting to clear time with CBS-TV, with which it becomes officially affiliated in October, for a network feed of the stage show.

KMO'S VIDEO PLANS

Investment To Be $300,000

TELEVISION plans of KMO Tacoma, Wash., were announced last week by Carl E. Haymond, licensee, following the filing of KMO's application at FCC for a television permit on Channel 13 (210-216 mc) (Details in FCC Roundup).

"We intend to be in the forefront of television, just as we have been throughout our years of standard broadcasting," Mr. Haymond said. Television investment will be about $300,000, he said, and the station would be on the 15-acre tract owned by KMO atop a bluff at Dash Point on Puget Sound near Tacoma.

There now are three applications pending for the three channels allocated to Tacoma, the other two being Television Tacoma Inc. (KTBI and Scripps Newspapers) and Bing Crosby.



CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

ERNEST RICCA

Heads N. Y. RTDG Local

ERNEST RICCA, freelance director, was elected last Monday to the presidency of the New York local of Radio and Television Directors Guild, succeeding Robert Lewis Shayon, CBS.

Others elected: Ralph Warren of ABC-TV, vice president; Betty Todd of CBS, secretary; Paul Harrison of NBC, treasurer. Council members chosen were: Leonard Blair, ABC; Joseph Bell, freelance, and Fred Carr, ABC-TV. Reelected by the local as nationl board members: Ted Corday, freelance; Earle McGill, freelance; Lester O'Keefe, freelance, and George Zachary, CBS-TV.

STANFORD COURSE

Video Included in Agenda

TEN KNBC San Francisco executives and staff members have been selected to instruct classes at this year's Summer Radio Institute, June 20-July 29, presented jointly by NBC and Stanford U. on the Stanford campus.

John Elwood, general manager, will teach a course in radio program planning and scheduling. George Greaves, assistant general manager, will teach television. Paul Speegle, program director, will teach a course in broadcasting in the U.S. and in radio program planning and scheduling. John Thompson, director of news and special events, will teach radio news writing and special events.

Others include: Alfred Crapsey, radio selling; John Grover, radio drama and announcing; Tony Freeman, musical direction; Budd Hyde, announcing; Bill Minette, administration, and Hal Wolf, announcing.

DuMONT NETWORK

Adds WGAL-TV, WBRC-TV

ANNOUNCEMENT of the signing of two more affiliates of the DuMont Television Network was made last week by Mortimer W. Loewi, network director. They are WGAL-TV Lancaster, Pa., which is also a primary NBC affiliate and an affiliate of CBS, and WBRC-TV Birmingham, primary NBC affiliate.

WGAL-TV, owned by WGAL Inc., started commercial operation last Tuesday, while WBRC-TV, owned by the Birmingham Broadcasting Co. Inc., is to begin commercial operation July 1.

ANDREA RADIO Corp., Long Island City, N. Y., has announced new combination console model, including TV, AM, FM and three-speed record player.

WBTV (TV) DINNER

Video Outlet Starts Soon

GEORGE MOSKOVICS, CBS television sales development manager, was featured speaker at a TV preview dinner given by WBT Charlotte, N. C., last Monday at Hotel Charlotte.

The dinner, attended by distributors, dealers, agency representatives, business executives and newsmen, heralded the forthcoming opening of WBTV (TV), scheduled for July 15. WBTV, owned and operated by Jefferson Standard Broadcasting Co., a subsidiary of the Jefferson Standard Life Insurance Co., will be on Channel 3 (60-66 mc).

The station will carry programs on film from all four TV networks (NBC, CBS, ABC, DuMont), Charles H. Crutchfield, WBT general manager, said.

Super-Long Record

SUPER slow-speed long-playing record which lasts one year has been introduced by Fred Bennett, WPTZ (TV) Philadelphia disc m.c., on WPTZ's *Life of the Party*, Saturday evening teen-age show sponsored by Philadelphia Dairy Products Co. The record, more than five feet in diameter and bearing *Life of the Party* label, turns at one revolution per day, according to Mr. Bennett. He hastily adds that the record cannot be played "on your regular phonograph" but requires an attachment (still in the design stage) that "plays through your radio."

N.J. CAR VIDEO

Weak Anti-Use Bill Vetoed

BECAUSE he felt the bill was not strong enough, Gov. Driscoll of New Jersey May 31 vetoed a measure prohibiting the operation of a motor vehicle equipped with a TV set "so placed that the viewing screen is visible to the driver."

"Public safety will best be served by prohibiting television equipment in private motor vehicles," Gov. Driscoll said. "Television will unquestionably prove a distracting influence to the driver whether the viewing screen is directly visible to him or not."

Observe FCC, U.S. TV

CAPT. C. F. BOOTH, head of the radio developmental section, British Post Office Dept., and W. J. Bray, an engineer in that section, are visiting in the U. S. to observe communication procedures and operations, especially television. Here for several weeks, the British representatives have been at FCC in Washington to study various phases of radio regulation and administration. They also are making a trip to the Midwest.



WCAU's *Umbrella Coverage* gives the Philadelphia businessman an advantage against competition. . . . Local businessmen "who know Philadelphia best" spend more advertising dollars on WCAU than on any other Philadelphia station. . . . It's WCAU, the Philadelphia Bulletin station—affiliate of CBS—complete with TV, AM, FM.

WCAU | **TV AM FM**

CBS AFFILIATE

The Philadelphia Bulletin Stations


Associated
PRESENTS
"Candlelight and Silver"

Dinnertime in America — if there is a central point for family affections, it focuses upon the American dinner table. Be it humble or proud, whatever the situation, here is the meeting place for home-loving Americans. No wonder "Candlelight and Silver"*, complementing the quiet harmony of strong family ties, has become "America's favorite dinner music program."

No words interrupt the even flow of carefully programmed music. The selections are familiar favorites and light classics which blend readily to form a quiet background during America's mealtime — the family meeting time. Whether the tablecloth happens to be snowy imported linen or red checked gingham, this program can bring to the tables of the families in your community the richness and warmth of a dinner hour served with "Candlelight and Silver."

This quietly-paced half-hour program of dinner music gives your sponsor a ready welcome in the homes of your listeners . . . six days a week.

This is Associated...

Completely diversified library of more than 5000 selections • *More selections by more performers*
Two full program-hours of new music each month • *Talent selection with a "sixth sense"*
Sixteen hours of planned programming each week • *Specially arranged themes for artists*
Vertically cut on quality-controlled, cherry-red Vinylite • *Wide variety of production aids*
Modern, stream-lined steel cabinet and rapid index system • *Across-the-board programming without repetition* • Complete promotion aids.

THE BASIC RADIO LIBRARY

Associated program service

A DIVISION OF MUZAK CORPORATION

151 West 46th Street, New York 19, N.Y.

**Another in the profit-building "Shows That Sell" series.*

Editorial

etaoin shrdlu

AFTER EIGHT years of gestation, the FCC has brought into the radio world its editorializing offspring. Obviously, because it labored so long, it has dropped a monstrosity of confused parentage—one that can become a Frankenstein monster to turn against those who toiled so diligently for its arrival.

The opinion (it is neither definitive regulation nor rule) establishes *fairness* as the yardstick if stations transmit editorials reflecting the views of ownership on public issues. There's no definition of controversy.

The FCC, in our view, takes the wrong road. The right to editorialize imparts the right to be *unfair*. Newspapers must have public acceptance. Stations are newspapers of the air.

Five members of the Commission split four ways in the abortive effort to rescind the Mayflower ruling which, via legal dictum, proclaimed that radio could not be an advocate. Four of the five agreed to the "fairness" principle; one (Hennock) clung to the Mayflower doctrine in dissenting. Comr. Jones' vehement and erudite concurrence was something less than *pro forma*. Comr. Webster's *lawgineering* concurrence was questioned as to accuracy by Comr. Jones. Chairman Coy and Vice Chairman Walker, in Europe, didn't vote. So only Acting Chairman Hyde and Comr. Sterling—two of seven—wholeheartedly supported the majority opinion (see text, page 76).

One thing is clear. The opinion does give broadcasters the chance to live dangerously. Stations which venture into editorializing in politics and on public affairs may find themselves in hot water on license renewals—because fairness and balance are chameleons. What might be fair comment today could be construed as unfair a year hence.

Despite the incongruities and the rhetorical drooling, we feel that scuttling of the Mayflower doctrine (if, in fact it is torpedoed) is a wobbly, clumsy first step. NAB President Miller once noted it took 100 years for the press to achieve freedom; it may take as long for radio to establish its right to speak under the guaranties of the First Amendment.

As always, the FCC premises its limited editorializing authority upon the scarcity of frequencies. Newspapers continue to fall for it, with the solitary exception of the able dean of columnists—David Lawrence.

How can the scarcity argument be applied when there are twice as many stations as there are newspapers; when both FM and AM licenses and construction permits are being turned back in increasing numbers?

There are enough stations to permit choosing of sides if they undertake editorialization. There are stations owned by Republicans and Democrats and Mugwumps. There are AFL, CIO, ILGWU and newspaper stations—stations having ownership representing every cross-section of our commonweal.

Even if there were no strings, the right to editorialize would weigh heavily. The American broadcaster should have the right to speak—a right granted every other citizen. The citizen, whether a commentator, a capitalist or a Communist, does not profess to be fair or balanced in his views. The public evaluates. Four FDR elections, overcoming preponderant newspaper opposition, is eloquent answer.

With the FCC's five strings, tugging in four different directions, the right to editorialize means a gamble of economic life and death. Broadcasters must move warily. They cannot risk using their microphones as private mouthpieces to the exclusion of other views (the counterpart of letters to the editor). The extent to which they may or may not exercise their highly explosive newly found right is up to the discretion of management.

The right, however limited, is there. To that extent it is a victory for radio—the first skirmish in that war that must establish radio's right to be wrong or unfair and to run the risk of survival that runs hand in hand with precarious living.

Wake Up, Dept. Stores!

THOSE WHO have sung the praises of radio for its contributions to mankind, as well as for its ability to sell anything from candy-bars to Cadillacs, are legion.

The other day, the Kentucky Broadcasters Assn. was regaled with one of those success stories. Harry W. Schacter, president of the Committee of Kentucky, paid tribute to the broadcasters of his state for the *Wake Up, Kentucky* campaign, which carried as its theme the fight of democracy against totalitarianism. It was an amazing story, eloquently told. The campaign won a Peabody Award last year.

Mr. Schacter, we learn, also is general manager of Kaufman-Straus Co., one of Kentucky's leading department stores. Kaufman-Straus does *not* use radio.

Mr. Schacter *knows* what radio did to sell Kentucky to the world. If it can do that, radio can sell merchandise to Kentuckians.

Pa.'s TV Ghosts

THE BRIGHT PROSPECTS held out for television as the *ne plus ultra* of mass communications are in peril in the suit before the courts of Pennsylvania, where telecasters are fighting the State Board of Censor's ruling that TV films must be cleared before use.

It is no exaggeration to say that television could be reduced to the electronic equivalent of a second or third-run theatre if the board's assertion of authority is upheld. The Pennsylvania board would be the first of many.

Consider the consequences. Kinescope recordings, so vital where intercity connections are not available and so often desirable in any event, would have to be approved in advance. This is incongruous in itself, since the same show would go unchallenged if used alive. But inconsistency is not the major evil here.

The delay required by clearance would rob the shows of the immediacy which is essential to the visual art. Indeed, it would substantially limit their use, since the musicians union requires that they be telecast within two weeks of the original broadcast. The problem would be compounded for each "live" show which uses films incidentally, and would become totally intolerable with varying state censorship laws. Program quality would go down; costs up.

This, of course, would bring no gloom to the motion picture interests who, as was brought out during the trial, prompted the Pennsylvania board. We think their position, incidentally, reflects poor grace. The similarity between television and the movies is superficial. Licensees must operate "in the public interest," and the FCC is watchful.

The Pennsylvania telecasters have the answer: That is, that the regulation of radio is a function of the federal government, and no state shall have a power of censorship which is forbidden even to the federal regulatory arm. All in the visual art may hope that the courts will agree. We suspect that the Pennsylvania censors themselves would not protest too much, for they have already admitted that they were unaware of the scope of their undertaking, and that they're unequipped now to cope with the job.

Our Respects To —



F. C. SOWELL

LIKE a great many of broadcasting's pioneers, F. C. Sowell got into the industry by accident. And a most profitable accident it was. The insurance has paid off in lifetime dividends for the manager of WLAC Nashville, Tenn.

This year marks his 20th anniversary in radio and his 19th year at WLAC. He has been general manager since 1935. Conclusive proof of his success in the field came in December of last year when his fellow broadcasters elected him to head the Tennessee Assn. of Broadcasters.

The "accident" occurred in the early part of 1929. Mr. Sowell was handling advertising for an automobile firm in Columbia, Tenn., where he was born in 1904. The car dealer decided to buy some radio time and he propositioned Mr. Sowell to do the announcing. Young Sowell had won a medal in college for public speaking and since that time had been entertaining visions of becoming a radio announcer. The dealer's offer was the spark he needed to fire his ambition.

He foresook the advertising business and the newspaper field—his first job had been as a jack-of-all-trades in a county newspaper office in Columbia—and since that time has never strayed from the radio field.

After a few months describing the advantage of the horseless carriage on the air, Announcer Sowell felt he was ready for a full-time broadcasting job. With rather limited experience he hopefully applied to a former home-towner who had set up a 250 watter in Detroit—the old WMBC. A return wire came immediately saying, "Catch the next train." Mr. Sowell regrets that he didn't keep a copy of that first letter of application, for he is still mystified as to what produced such rapid results.

The broadcasting industry measured up to all of the Tennessean's expectations, but the hustle and bustle of a big city operation didn't appeal to him. By the end of 1929 he decided to head for home. En route he passed through Nashville and dropped by WLAC to pay a friendly call on Truman Ward. Before he left, Mr. Ward had a new employe—a combination announcer-salesman-copy writer.

The Ward-Sowell association has proved to be a long and lasting one. In 1935, when J. T. Ward purchased WLAC, he named Mr. Sowell general manager, and the arrangement has continued to grow and prosper.

In the early days, Mr. Sowell recalls, "radio was a losing proposition financially, and didn't

(Continued on page 52)

the TALK of the Town!...

ERNIE SIMON

on WJJD Chicago

Simon's Charming has made him Chicago's most popular personality!



TWICE DAILY

8:00 A.M. to 10:00 A.M. and before and after the Chicago White Sox Games on

WJJD
50,000 WATTS

A MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL

WMT mines a rich lode in Goldfield (IOWA)



If you're prospecting for markets and don't care whether your nuggets come from rich farmlands or prosperous industrial terrain, cast a calculating eye WMT-ward. We've staked our claim to Eastern Iowa—and Goldfield is only one of the hundreds of communities in WMTland that mean pay dirt for WMT advertisers. Add 'em all up and you get an impressive total of 1,121,782 people within our 2.5 mv line.

Cash farm receipts for Iowa led the nation in 1948; value of manufactured products exceeded $1.8 billion. There's gold in Goldfield and the whole of WMTland! Get a lode of the details from the Katz man about Eastern Iowa's exclusive CBS outlet.



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

Management

MALCOLM E. KENNEDY, former national radio representative of Forjoe & Co., has joined South Jersey Broadcasting Co. as general manager of WKDN Camden, N. J.

ELLIS ATTEBERRY, formerly vice president and manager of KCKN Kansas City, Kan., has been appointed general manager of WJBC Bloomington, Ill. He succeeds **HALE BONDURANT,** who has become manager of KFBI Wichita [BROADCASTING, May 30]. WJBC is owned by *The Daily Pantagraph* of Bloomington.



Mr. Atteberry

IVOR KENWAY, ABC vice president, has been elected to board of directors of Salvation Army Assn. of New York.

JOE RAHALL, owner of Rahall stations, WWNR Beckley, W. Va., WKAP Allentown, Pa., and WNAR Norristown, Pa., is the father of boy, Nick Joe Jr.

LOUIS A. WASMER, owner of KG Spokane, was recipient of an honor ary Doctor of Law degree at Gonzag U. commencement exercises. Membe of university's Board of Regents fo more than ten years, Mr. Wasme received degree for part he ha played in the communication o knowledge.

PAUL MOWERY, formerly produc tion manager of WCBI Columbu Miss., has been named station mar ager of WMOX and WMOX-FM Meric ian, Miss.

HARRY K. RENFRO, previously pul lic relations director of KXO KXOK-FM St. Louis, has been appointed executive assistant to general manager, **C. L. THOMAS.** Earlier, Mr. Renfro served as announcer at WEW St. Louis in 1936, at KXOK in 1938. Between 1938 and 1943 he was news editor and special events director. He joined U. S. Navy in 1943, returning to st tion in 1946 as public relations d rector.



Mr. Renfro

GEORGE M. BURBACH, general mar ager of *St. Louis Post-Dispatch* rad operations, KSD AM-FM-TV, and e ecutive of newspaper company, sai July 5 for European visit with Mr Burbach. They plan to return Aug. 2 after extensive tour including Londo Paris, Berlin and Munich.

MICHAEL R. HANNA, general mar ager of WHCU Ithaca and of Rur Radio Network, is the father of boy, Anthony Michael.

THOMAS E. SHARP, president KFSD San Diego, has returned hon following a two-month vacation Australia, his birthplace.

S. F. 'CHRONICLE'

Fetes Ad Executives

TWENTY-FIVE eastern advertising agency executives visited Northern California fortnight ago as guests of the San Francisco *Chronicle.* Paper also is permittee of the local KRON-TV. The trip was designed to acquaint them with the industrial development and market potentialities of Northern California.

In addition to tours of the area, including airplane flights over Lake Tahoe, Yosemite National Park, Del Monte and the Monterey Peninsula, the agency visitors were treated to an informal round of parties, luncheons and other entertainment. Highlight of the trip was a party at San Francisco's Palace Hotel at which the visiting executives met local agency representatives and executives from the area's radio stations, magazines, business firms and competing newspapers.

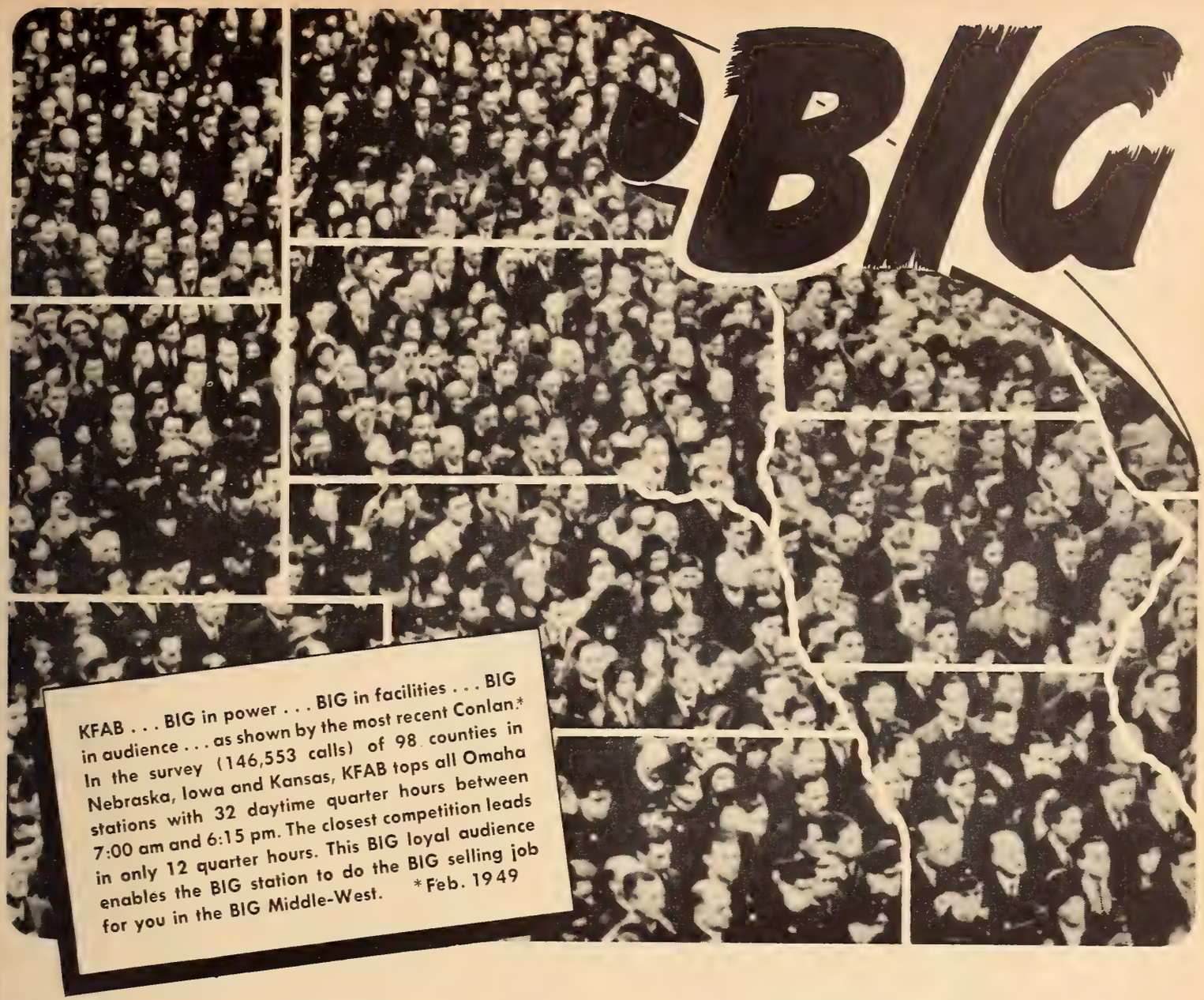
The visitors included: Fred Barrett, BBDO; P. C. Beatty, Maxon Inc.; A. C. DePierro, Buchanan & Co.; Harold H. Dobberteen, Benton & Bowles; Thomas A. Doyle, The Biow Co.; E. A. Elliott, Fletcher D. Richards Inc.; A. G. Ensrud, J. Walter Thompson Co.; Robert Erath, Kenyon & Eckhardt Inc.; Les Farnath, N. W. Ayer & Son; Al Frifield, Foote, Cone & Belding; E. Ross Gamble, Leo Burnett Co.; Daniel M. Gordon, Ruthrauff & Ryan; Frank Hakewill, Roche, Williams & Cleary; D. R. Hathaway, J. M. Mathes Inc.; Frank Hermes, Federal Adv. Agency; W. W. Kirchert, J. D. Tarcher & Co.; George Leithner, Young & Rubicam; N. P. McEvoy, Newell-Emmett Co.; D. J. Pykett, Kudner Agency; James Short, J. Walter Thompson Co.; Edgar P. Small, Ted Bates Inc.; Henry Sparks, Young & Rubicam; Otto R. Stadelman, Needham, Louis & Brorby Inc.; H. R. Van Gunten, Foote, Cone & Belding, and George Schiesser, Erwin, Wasey & Co.

SALES CONTEST

Ten Win Trips From AB

NEW YORK and Bermuda vac tions have been won by 10 accou executives, managers and sal managers of ABC radio affiliat in a local sales contest conducte during March and April by the ne work's cooperative program depar ment.

The winners, who will arrive in Ne York during the week of June 20 b fore taking off for a four-day jaunt Bermuda are: Bob Walker, accou executive, WCHV Charlottesville Va Fred Elsethagen, assistant sales ma ager, KVOS Bellingham, Wash.; Denn Gerken, account executive, WCR Johnstown, Pa.; E. P. Mills Jr., com mercial manager, WELL Battle Cree Mich.; Harold Vigue, account exec tive, WTVL Waterville, Me.; Harm Duncan, manager, WDUK Durha N. C.; Pat O'Halloran, account exec tive, KPQ Wenatchee, Wash.; Thom G. Nelson, account executive, KG Spokane, Wash.; John A. Lang, sal manager, KWRN Reno, Nev., a Bill Hoover, assistant manager, KAD Ada, Okla.



KFAB . . . BIG in power . . . BIG in facilities . . . BIG in audience . . . as shown by the most recent Conlan* In the survey (146,553 calls) of 98 counties in Nebraska, Iowa and Kansas, KFAB tops all Omaha stations with 32 daytime quarter hours between 7:00 am and 6:15 pm. The closest competition leads in only 12 quarter hours. This BIG loyal audience enables the BIG station to do the BIG selling job for you in the BIG Middle-West. *Feb. 1949

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. **General Manager, HARRY BURKE**

Commercial

GENE HALLIDAY has been appointed assistant sales manager of KSL Salt Lake City. He was formerly program director and has been with station since 1934.

NEALE V. BAKKE has been named local sales manager for WTMJ, WTMJ-FM and WTMJ-TV Milwaukee. Mr. Bakke, with WTMJ since 1927, has been a member of AM sales staff 17 years. New AM and FM salesmen are JIM TEMPLETON and J. G. SANDISON.



Mr. Bakke

MYRON ELGES has resigned as sales manager of KCBS San Francisco. Resignation was necessary, he said, due to press of personal affairs. He plans to return to radio advertising business within a few months.

GEORGE LEDELL, assistant promotion and publicity director of KFI and KFI-TV Los Angeles for past year, has been named account executive. Also named account executive is ARNOLD KAPAN, formerly with KLAC and KLAC-TV Los Angeles, replacing ROLAND KAY, resigned.

HOWARD WHEELER, formerly assistant advertising and sales promotion manager of Douglas Aircraft, Santa Monica, Calif., has joined Don Lee Hollywood sales staff as radio account executive.

WALTER CONWAY, formerly account executive with Knollin Adv., San Francisco, has been named sales promotion manager for KCBS San Francisco.

ROBERT F. HYLAND, assistant sales manager in charge of KXOK-FM St. Louis sales, was elected head of Transit Radio sales managers at recent meeting in Chicago. He will assume office in December and in interim ROBERT BENDER of WCTS (FM) Cincinnati, will serve as head of group.



Mr. Hyland

JOHN SADLER, for three years program director and assistant manager of WIRA Ft. Pierce, Fla., has joined WLOW Norfolk, Va., as assistant sales manager, effective June 15.

FREDERIC S. BAILEY, formerly commercial manager of WORL Boston, has been appointed commercial manager of WBMS Boston.

GEORGE MILLER, formerly sales manager of WJBK Detroit, has joined commercial department of WKMH Dearborn, Mich.

KSYC KBLF KSUE

Form 'Calif. Northern Group'

"CALIFORNIA Northern Group," composed of KSYC Yreka, KBLF Red Bluff and KSUE Susanville, Calif., was formed late last month at a special meeting of managers of the stations at KBLF. Jack Wagner, KSYC manager, was named chairman of the new group.

Purpose of the organization, according to an announcement from KBLF, is to emphasize to agencies the importance of small markets in Northern California, and to show the group's approval of the All Radio Selling Presentation. The three stations have established an identical rate card for each station. Tracy Moore has been appointed representative for the group on a national basis and will handle all billing and representative contracts.

All three stations are 250 w full-time outlets. KSYC, owned by the Siskiyou County Broadcasting Co., operates on 1490 kc; KSUE, on 1240 kc, is owned by Nolan Hallowell and James E. McKahan, and William B. Murphy is general manager; KBLF operates on 1490 kc and is owned by Robert L. Weeks. Harold N. Altman is general manager.

BOARD of directors of Philco Corp., May 26, declared regular quarterly dividend of 50c per share on common stock, payable June 14 to holders of record June 6.

KTOY-FM STARTS

Tacoma Educational Outlet

KTOY-FM Tacoma, Wash., new outlet of the Tacoma Public School System, began regular programming June 1. The station, a unit of the Tacoma Vocational-Technical School, operates on 91.7 mc. It has a 1 kw transmitter and radiates 4 kw. Its 317-ft. tower is atop the Vocational School Bldg. Equipment is Western Electric.

The station is expected to provide training in practical radio for 30 students, most of them enrolled under the G.I. bill, who are taking a two-year radio course. The course is divided equally between the engineering field and announcing, producing and directing. Classes are held five days a week.

Merle L. Kimball, staff announcer and producer at the Tacoma studios of KVI Seattle, teaches the production and announcing classes. Technical information is taught by John McClamrock, formerly engineer at KING Seattle.

Respects

(Continued from page 48)

pay the help much, but everybody had a lot of fun." He says the most interesting broadcast he ever handled was one of the old CBS *Hello Europe* programs. This was an hour-long show originating at Fisk U. and featuring the Fisk Choir and Jubilee Singers. It was relayed to London for distribution to stations in 11 European countries.

His announcing days had some exciting moments, too. The program series which stands out most vividly in his memory was one originating in Tennessee's state penitentiary. It consisted of interviews with convicts who cooperated in WLAC's *War Against Crime*.

The Nashville broadcaster probably has gained his greatest fame as a result of WLAC's weekly county newspaper program, *What's Happening?*, which Mr. Sowell edits and puts on the air each Sunday morning. His decision to do "newspapering" on the air came as a consequence of that first job back in Columbia.

Proof that the gentlemen of the press like what "Radio-Newspaper Editor" Sowell is doing is shown in the more than 400 complimentary references that have appeared in middle Tennessee papers during the two years the program has been broadcast. Typical of the comments is that of the Lawrenceburg *Democrat-Union* which praised the broadcaster for his "cooperation, rather than competition, with the newspapers of Tennessee."

"It's so much easier to make friends of competitors than fight them," Mr. Sowell says. "Why not just 'jine up' with them?" In the case of WLAC, his idea has paid off handsomely in building a tremendous amount of good will throughout the Nashville trading area.

Operating a station in the public interest is a "must" in Mr. Sowell's code of broadcasting. For first place in WLAC's public service programming, he points to the station's "Clothing Collection Campaign" for foreign refugees. In a single day the campaign resulted in the donation and collection of 60 tons of clothing, an achievement which won WLAC a national award for the year.

The Sowell code also requires personal endeavor as well as generous use of air time. In addition to heading the Tennessee Assn. of Broadcasters, his extracurricular activities at the present time include the presidency of the Nashville Advertising Federation and the Tennessee Division of the American Cancer Society. He is a vice president of the Nashville Sales Executive Council, a member of the board of governors of the Chamber of Commerce and chairman of that organization's Safety Council, member of the NAB Educational Standards Committee, and a board member of at least a half dozen local civic organizations.

Last year Mr. Sowell was presented the American Cancer Society's annual award for "the individual doing most for the cause of cancer control in the state of Tennessee."

F. C. Sowell is no club-joiner or a put-my-picture-in-the-paper committeeman. He works hard and gets things done in all organizations to which he belongs.

Dudley Gale, president of the Nashville Chamber of Commerce, recently remarked: "Don't put Sowell on any committees unless you expect to get the job done in the most efficient manner and in the least possible time."

This praise could have been prompted by any number of Sowell achievements. One of the more recent being Mr. Sowell's reorganization of all the city's traffic regulations with the result that accidents and deaths have been greatly reduced in Nashville.

State activities also come in for their share of Mr. Sowell's enthusiasm. In lauding the broadcaster's work, Earl L. Shaub of the Tennessee Dept. of Conservation, says: "As public relations man for the State of Tennessee, I have frequent opportunity to see Sowell in action in practically every progressive movement in the state from the control of forest fires to the promotion of better hunting and fishing."

For those who wonder how a man with so many obligations can find time to successfully manage a 50 kw CBS affiliate, WLAC's sales chart dispels all doubt. According to a printed announcement, the station's most recent quarterly report shows the biggest dollar volume for any previous three months' period in its history.

Manager Sowell credits most of this to what he calls "the best staff in the country, every member of which sees his duty and does it—without having to be told."

A source of no little inconvenience in Mr. Sowell's life has been his name. "F. C." may be ideal for the fictional radio executive who is surrounded by "yes men," but there are times in a man's life when initials just aren't enough. In buying war bonds, getting passports, etc., authorities are not easily convinced that he isn't concealing some disliked name. As a final resort, Mr. Sowell can always refer doubters to his birth certificate which proves that F. C. "is all there is."

Off hours for the WLAC manager are very rare. What few there are he spends with his wife, Kathryn, and their seven-year-old daughter, Diane, in their beautiful home in the suburbs of Nashville.

Wm. G. W. King

WILLIAM G. W. KING, 42, NBC news writer, died June 4 while vacationing on Fire Island, N. Y. Death was attributed to a heart disease. Mr. King joined the staff of the network's news and special events department early in 1948, after having freelanced for seven years.

"HOORAY FER THIS LUX-YOU-RIOUS LIVIN', KIDS!"



YESSIR, no joke—you *do* see some mighty fancy living out here in the Red River Valley. Us North Dakota hayseeds have an average Effective Buying Income of *$5599 per family —'way above the national average!*

And, yessir, WDAY's popularity in these parts is like our income—it keeps growing every year! In addition to our exceptional *rural* coverage, the latest Fargo Hooperatings give WDAY a whopping big *67.5% Share of Audience* (Total Rated Periods) *against 13.1% for the next station* (Dec. '48—Jan. '49).

HERE ARE THE FIGGERS!

	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS	67.4	16.6	7.4	4.6
WEEKDAY AFTERNOONS	70.2	9.9	11.6	3.1
EVENINGS (SUN. THRU SAT.)	68.9	13.5	9.7	5.9

Write us, or ask Free & Peters for *all the facts!*

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.,
Exclusive National Representatives

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY, RAY & PRICE
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

Worthington C. Lent
Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 14, Md.
OLiver 8200
*Member AFCCE**

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161
*Member AFCCE**

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
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ACTIONS OF THE FCC

JUNE 3 to JUNE 10

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

June 3 Decisions . . .

ACTIONS ON MOTIONS
(By Commissioner Sterling)

Beachview Bcstg. Corp., Norfolk, Va.—Denied petition for continuance of hearing.

WCAV Norfolk, Va.—On petition amended application to specify 850 kc 1 kw unl. DA-N in lieu 1350 kc, 1 kw; unl.; accepted amendment, and removed application from hearing.

KGIL San Fernando, Calif.—Continued indefinitely hearing for consent to transfer control and renewal of license, pending action on petition for consent to transfer of stock and waiver of hearing and reconsideration and grant without hearing of renewal application.

Afro-American Bcstg. System Inc., Hopkins Park, Ill.—On petition continued hearing on application from June 13 to Sept. 12 at Washington.

Metropolitan Bcstg. Co. of Milwaukee, Whitefish Bay, Wis.—On petition amended application to specify 1470 kc 500 w D in lieu of 920 kc 100 w D; change location from Whitefish Bay to Milwaukee; removed from hearing.

WSPD Sarasota, Fla., and WKJG Fort Wayne, Ind.—On joint petition continued hearing on petition of WSPD asking that grant to WKJG be set aside; hearing continued from June 13 to Aug. 18, at Washington.

WSAZ Huntington, W. Va.—On petition dismissed without prejudice application.

KTYL Mesa, Ariz.—Granted petition insofar as it requests leave to amend application to reduce requested N power to 250 w.

Hermitage Bcstg. Corp., Nashville, Tenn.—On petition accepted late appearance in proceeding on application.

WTPS-TV New Orleans—Scheduled hearing Aug. 2 at Washington on application for additional time to construct TV station.

University City Bcstg. Co., Norman, Okla.—On petition extended time to June 17 for filing exceptions to proposed decision.

William M. Drace, Greer, S. C.—Changed time for hearing on application from June 9 to June 7 at Greer, S. C.

KWWL Waterloo, Iowa—On petition amended application to reduce requested N power to 1 kw and specify different DA; removed application from hearing docket; dismissed as moot petition for reconsideration and grant without hearing, and supplement thereto.

WQXR New York—On petition extended time for filing proposed findings in hearing in applications of Mid-Island Radio Inc. and Patchogue Bcstg., Patchogue, N. Y.; time extended to June 20.

June 6 Applications . . .

ACCEPTED FOR FILING

License for CP

WWWR Russellville, Ala.—License for CP new AM station.

AM—610 kc

WAYS Charlotte, N. C.—CP to change from 610 kc to 5 kw-D 1 kw-N unl. to 610 kc 5 kw unl. DA.

License Renewal

Request for license renewal AM stations: KWJB Globe, Ariz.; KROY Sacramento; WHBU Anderson, Ind.; KDEC Decorah, Iowa; KAKE Wichita, Kan.; WOCB Hyannis, Mass.; WJIM Lansing, Mich.; KXLJ Helena, Mont.; KODY North Platte, Neb.; WSNJ Bridgeton, N. J.; WJTN Jamestown, N. Y.; WHIZ Zanesville, Ohio; KVSO Ardmore, Okla.; KHBG Okmulgee, Okla.; KWIL Albany, Ore.; KFJI Klamath Falls, Ore.; KWRC Pendleton, Ore., WRTA Altoona, Pa.; WBAX Wilkes-Barre, Pa.; KWAT Watertown, S. D.; WBEJ Elizabethton, Tenn.; WENK Union City Tenn.; KOCA Kilgore, Tex.; KXOX Sweetwater, Tex.; WCHV Charlottesville, Va.; WIBU Poynette, Wis.; KFBC Cheyenne, Wyo.; KRAL Rawlins, Wyo.

License for CP

License for CP new FM stations: KLCN-FM Blytheville, Ark.; WTWO Dayton, Ohio; KTIS-FM Minneapolis.

Modification of CP

Request for extension of completion date new FM stations: WCIL-FM Carbondale, Ill., to Jan. 1, 1950; WKFM Sandusky, Ohio, to Nov. 29; KCMO Kansas City, Mo., to Oct. 1; WSNJ-FM Bridgeton, N. J., to Sept. 30; WOAI-FM San Antonio, to Jan. 7, 1950.

WQDI Quincy, Ill—Mod. CP new FM station to change ERP to 7.68 kw, ant. to 278 ft.

APPLICATIONS RETURNED

Boonville Bcstg Co., Boonville, Ind.—RETURNED June 6 application for CP new AM station 1540 kc 250 w D.

WIHL Hammond, La.—RETURNED June 6 request for assignment of license from Joseph A. Sims and Henry A. Mentz Jr. d/b as Superior Enterprises to Joseph A. Sims.

June 7 Decisions . . .

BY THE SECRETARY

KICD Spencer, Iowa—Granted license install. new ant. and mount FM ant. on top.

Following were granted mod. CPs for extension of completion dates as shown: WJZ-TV New York to 12-30-49; KGO-TV San Francisco to 12-30-49; WBRC-TV Birmingham, Ala., to 9-1-49; KFMB-TV San Diego, Calif. to 11-1-49; WAFM-TV Birmingham, Ala., to 9-30-49; KBUR-AM-FM Burlington, Iowa, to 7-1-49; WSFL Springfield, Mass., to 10-19-49; WJAY-FM Mullins, S. C., to 11-23-49; WSPA-FM Spartanburg, S. C., to 9-2-49; KFYO-FM Lubbock, Tex., to 1-1-50; WAYS-FM Charlotte, N. C., to 12-20-49; WKY-FM Oklahoma City, to 10-1-49; WRXW Louisville, Ky., to 9-1-49; WXHR Boston, to 1-6-50; WCHA-FM Chambersburg, Pa., to 1-1-50; KFI-TV Los Angeles to 1-30-50; WTTG Washington, D. C., to 12-20-49; KTLA Pasadena, Calif., to 9-1-49; WOAI-TV San Antonio, Tex., to 12-25-49; KRSC-TV Seattle, Wash., to 7-15-49; KM2XBC Pasadena, Calif., to 9-1-49; WTIM Taylorville, Ill., to 8-15-49; KGMI Denver to 8-31-49; KVNE Oxnard, Calif., to 10-4-49; WWSW Pittsburgh to 9-15-49; WJEF-FM Grand Rapids, Mich., to 12-27-49; WROK-FM Rockford, Ill., to 8-20-49; WKNE-FM Keene, N. H., to 11-15-49; WERC-FM Erie, Pa., to 10-2-49; KTUL-FM Tulsa, Okla., to 11-28-49; KARM-FM Fresno, Calif., to 9-7-49.

KAWT Douglas, Ariz.—Granted license changes in ant.

KOLT Scottsbluff, Neb.—Granted license use old main trans. as aux.

WTPS-FM New Orleans—Granted license new FM station Chan. 239 (95.7 mc) 55 kw 575 ft.

KGBS Harlingen, Tex.—Granted mod. license to change studio location.

KUTA Salt Lake City—Granted CP install old main trans. for aux. with 1 kw DA-DN.

KSIB-FM Southwest Iowa Bcstg. Co., Creston, Iowa—Granted request to cancel CP new FM station.

WFDF-FM Trebit Corp., Flint, Mich.—Same.

WKBW-FM W K B W Inc., Buffalo, N. Y.—Same.

WCPO-FM Cincinnati—Granted mod. CP change type trans.

WBEN-TV Buffalo, N. Y.—Granted license for new TV station and for change in ERP from vis. 15 kw, aur. 8 kw to vis. 16.2 kw and aur. 10.2 kw.

KMAC San Antonio, Tex.—Granted license change frequency, increase power, etc.

KREI Farmington, Mo.—Granted license mount FM ant. on AM tower.

WHFC Cicero, Ill.—Granted CP change trans. location and make changes in ant.

KSAL Salina, Kan.—Granted license increase power etc.

KCOM Sioux City, Iowa—Granted license new standard station and to specify studio location; 620 kc 1 kw unl. DA-2.

KIBE Palo Alto, Calif.—Granted mod. CP for approval of ant. and trans. location, change type trans. and make changes in ground system.

WIRK West Palm Beach, Fla.—Granted license change hours and install DA-DN (DA-2).

KBIX Muskogee, Okla.—Granted license changes in ant. and mount FM ant. on AM tower.

WNOR Norfolk, Va.—Granted license new standard station and specify studio location; 1230 kc 250 w unl.

WJRD Tuscaloosa, Ala.—Granted involuntary assignment of license to Wilhelmina Q. Doss, administratrix of estate of James R. Doss Jr., deceased.

KBPS Portland, Ore.—Granted request to remain silent for period beginning June 3 and ending in no event later than Sept. 10, in order to observe school vacation period only.

WISH-FM Universal Bcstg. Co. Inc., Indianapolis—Granted request to cancel CP new FM station.

KTRN-FM Texoma Bcstg. Co., Wichita Falls, Tex.—Granted request to cancel license new FM station.

KHBL Wayland Baptist College, Plainview, Tex.—Granted request to delete CP new FM station.

Edwin H. Armstrong—Granted STA to operate STL to provide program circuit between aux. studio at Pupin Hall, Columbia U., New York, and FM station WFMN and experimental stations W2XEA W2XMN at Alpine, N. J., for period of 6 mo.; use of this station with W2XMN shall not extend beyond such time that Commission's action of Dec. 22, 1948, denying W2XMN authority to operate on 44.1 mc beyond Dec. 31, 1948, finally becomes effective, effectiveness of which has been temporarily stayed by Court of Appeals for D. C. Action taken by Commission en banc June 3.

June 7 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Requests for extension of completion date new AM stations: KSTN Stockton, Calif.; KCRI Cedar Rapids, Iowa; KBIG Des Moines, Iowa.

License Renewal

Request for license renewal AM stations WWWB Jasper, Ala.; KVRC Arkadelphia, Ark.; KCOK Tulare, Calif.; KUBC Montrose, Calif.; WLBF Leesburg, Fla.; WLAG LaGrange, Ga.; WBML Macon, Ga.; WTWA Thomson, Ga.; WSBC Chicago; KWLC Decorah Iowa; KBIZ Ottumwa, Iowa; KIUI Garden City, Kan.; WINN Louisville, Ky.; WCMD Cambridge, Md.; WJEJ Hagerstown, Md.; WHAI Greenfield, Mass.; WJPD Ishpeming, Mich.; WFMG Hibbing, Minn.; KWOS Jefferson City, Mo.; KAVE Carlsbad, N. M.; WSNY Schenectady; WENC Whiteville, N. C.; KXLE Ellensburg, Wash.; WGGA Gainesville, Ga.; KICD Spencer, Iowa; WFTM Maysville, Ky.; WCOU Lewiston, Me.; WMOX Meridian, Miss.; KAVR Havre, Mont.; WKDK Newberry, S. C.; KVLF Alpine Tex.; WROV Roanoke, Va.

AM—980 kc

KFRD Rosenberg, Tex.—License for CP new AM station AMENDED to change name of applicant to Fort Bend Bcstg. Co.

KSGM St. Genevieve, Mo.—CP change from 1450 kc 250 w unl. to 980 kc 1 kw-D 500 w-N DA-N unl. AMENDED to request 980 kc 1 kw-D 500 w-N DA-DN unl.

Modification of CP

Requests for extension of completion date new FM stations: WGST-FM Atlanta, Ga.; WMBI-FM Chicago; KDTH-FM Dubuque, Iowa; WJLB-FM Detroit; WMFI Memphis, Tenn.; WSAZ-FM Huntington, W. Va.; KFSA-FM Fort Smith, Ark.; KGDM-FM Stockton, Calif.; WCOH-FM Newnan, Ga. KBIG-FM Des Moines; WELD Columbus, Ohio; WFBC-FM Greenville, S. C. WDOD-FM Chattanooga, Tenn.

WKAX-FM Birmingham, Ala.—Mod. CP new FM station to change ERP 18.8 kw, ant. to 624 ft.

WNAC-TV Boston—Mod. CP new

(Continued on page 54-B)

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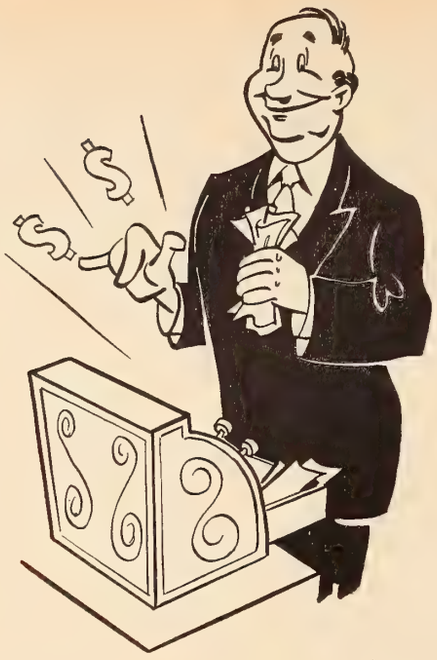
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PROGRAM	WMBD HOOPER
Lux Radio Theater	39.9
Bob Hawk Show	32.2
My Friend Irma	31.2
Arthur Godfrey Talent Scouts	29.6
Dr. Christian	23.0
Crime Photographer	20.8
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These remarkable ratings are the result of three things:

1. **WMBD is Peoriarea's favorite station . . . with over 20 years experience in local programming.**
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*Peoria City Hooperating for October, 1948, through February, 1949.

WMBD DOMINATES Peoriarea

WMBD
PEORIA, ILLINOIS
AM FM



See Free & Peters

CBS AFFILIATE
AM 5,000 watts FM 20,000 watts

FCC Actions

(Continued from page 54-A)

Applications Cont.:

station to change ERP from 32.7 kw aur. and vis. to 26.6 kw vis. 13.3 kw aur.

TENDERED FOR FILING

AM—1390 kc

WFNC Fayetteville, N. C.—CP change from 1450 kc 250 unl. to 1390 kc 1 unl. DA-N.

June 8 Decisions . . .

BY COMMISSION EN BANC

Revised Allocation Plan

Adopted order dismissing proceedings to add Channel 254 (98.7 mc) to Albertville, Ala.; amended revised tentative allocation plan for class B FM stations to delete Channel 287 (105.3 mc) from Muscle Shoals, Ala. and add Channel 262 (100.3 mc); and add Channel 286 (105.1 mc) to Albertville, Ala.

Following were granted mod. of terms of present authorizations:

WNBF-FM Binghamton, N. Y.—Change trans. location, increase ant. from 590 ft. to 800 ft.

WEHS Chicago, Ill.—Change power from 16 kw to 15.5 kw.

KBEE Modesto, Calif.—Change power from 3.4 kw to 11.5 kw, ant. from 305 ft. to 150 ft.

WBML-FM Macon, Ga.—Change power from 50 kw to 15 kw and ant. from 260 ft. to 290 ft.

WSAM-FM Saginaw, Mich.—Change power from 15 kw to 1.7 kw, ant. from 340 ft. to 330 ft.

WFDR New York, N. Y.—Change power from 8.5 kw to 17 kw, ant. from 690 ft. to 540 ft.

KOIL-FM Omaha, Neb.—Change power from 13.5 kw to 8.3 kw, ant. from 300 ft. to 220 ft. subject to site approval by CAA.

WBIR-FM Knoxville, Tenn.—Change power from 2.7 kw to 2.85 kw, ant. from 345 ft. to 350 ft.; eng. cond.

WRGK LaGrange, Ill.—Change power from 450 w to 1 kw and ant. from 150 ft. to 100 ft.; eng. cond.

WRVC Norfolk, Va.—Change power from 7 kw to 7.9 kw, ant. from 250 ft. to 330 ft., subject to site approval by CAA.

KDNT-FM Denton, Tex. — Change power from 3.1 kw to 730 w.

WSNJ-FM Bridgeton, N. J.—Change power from 7.9 kw to 9 kw.

KECA-FM Los Angeles — Change power from 280 kw to 56 kw.

WAIR-FM Winston-Salem, N. C. — Change power from 32 kw to 34 kw ant. from 367 ft. to 370 ft.

WSVS-FM Crewe, Va.—Change power from 12.5 kw to 14 kw ant. from 440 ft. to 450 ft.

WSMB-FM New Orleans, La.—Change power from 270 kw to 55 kw.

KOIN-FM Portland, Ore. — Change power from 210 kw to 48 kw ant. from 1,350 ft. to 1,390 ft.

WADC-FM Akron, Ohio — Change power from 19.5 kw to 48 kw ant. from 510 ft. to 350 ft.

KYBS Dallas, Tex.—Change power from 3 kw to 86 kw ant. from 390 ft. to 770 ft.

KRLD-FM Dallas, Tex. — Change power from 46 kw to 40 kw ant. from 490 ft. to 480 ft.

KARM-FM Fresno, Calif. — Change power from 24.5 kw to 7.4 kw.

WRFD-FM Worthington, Ohio — Change ant. from 640 ft. to 660 ft.; eng. cond.

WLAD-FM Danbury, Conn.—Change power from 150 w to 340 w, ant. from 600 ft. to 280 ft.

WEXI St. Charles, Ill. — Change power from 350 w to 380 w, ant. from 240 ft. to 230 ft.

KOAD Omaha, Neb.—Change power from 380 kw to 70 kw.

Request Granted

WEEK-TV Peoria, Ill.—Granted request for waiver sec. 1.363 Commission rules with respect to denial of permittee's application for extension of completion date, so such denial was without prejudice.

Extension Granted

WNBF-TV Binghamton, N. Y. — Granted request for extension of completion date to Nov. 15, 1949.

Renewal Granted

WKTY LaCrosse, Wis.—Granted renewal of license for regular period.

June 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WMRY New Orleans—Mod. CP new AM station for extension of completion date.

KOH Reno, Nev.—Mod. CP new AM station to increase power etc. for extension of completion date.

License Renewal

Request for license renewal AM stations: WULA Eufaula, Ala.; KSUE Susanville, Calif.; KEYY Pocatello, Idaho; WFOY St. Augustine, Fla.; WGRM Greenwood, Miss.; WKBR Manchester, N. H.; WRAL Raleigh, N. C.; WGVA Geneva, N. Y.; WBBW Youngstown, Ohio; WLKR Fayetteville, Tenn.; WKDA Nashville, Tenn.; KORA Bryan, Tex.; WKOY Bluefield, W. Va.; WTIP Charlestown, W. Va.; KPPC Pasadena, Calif.; KRDO Colorado Springs, Col.; WBHB Fitzgerald, Ga.; WATT Cadillac, Mich.; WMIS Natchez, Miss.; WGBB Freeport, N. Y.; KASA Elk City, Okla.; WOMT Manitowoc, Wis.

AM-1450 kc

WATO Oak Ridge, Tenn. — CP to change from 1490 kc to 1450 kc.

License for CP

WLRP New Albany, Ind.—License for CP new AM station.

KSCO Santa Cruz, Calif.—License for CP increase power etc. new AM station.

Modification of License

KGFJ Los Angeles—Mod. license to change from 1230 kc 250 w shared time with KPPC to 1230 kc 250 unlimited.

AM-1390 kc

WFNC Fayetteville, N. C.—CP to change from 1450 kc 250 w unl to 1390 kc 1 kw unl DA-N.

License for CP

License for CP new FM stations: KVNJ-FM Fargo, N. D.; WSBA-FM York, Pa.; WTJS-FM Jackson, Tenn.; WDLB-FM Marshfield, Wis.; WCIF-FM Madisonville, Ky.

Modification of CP

WQDI Quincy, Ill.—Mod. CP new FM station for extension of completion date.

WWOD-FM Lynchburg, Va.—Mod. CP new FM station to change station to Class A, Channel 261 (100.1 mc), ERP .943 w, antenna to 167 ft.

WCFC Beckley, W. Va.—Mod. CP new FM station to change ERP to 35.75 kw.

Request for extension of completion date new commercial TV stations: KECA-TV Los Angeles; KTTV Los Angeles; WPIX New York.

License for CP

KLEE-TV Houston—License for CP new commercial TV station.

TENDERED FOR FILING

KAVR Havre, Mont.—CP to change from 1240 kc 250 w unl. to 910 kc 1 kw unl. DA-N.

AM APPLICATION DISMISSED

Western Illinois Bcstg. Co., Jacksonville, Ill.—DISMISSED June 6 application new AM station 1550 kc 250 w D.

AM APPLICATION RETURNED

KTED Laguna Beach, Calif.—DISMISSED June 1 application to increase power from 1 kw-D 250 w-N DA-2 to 1 kw unl. DA-1.

(Continued on page 63)

Stresses Local News

GREATLY expanded local news schedule has started on WVCH Chester, Pa., Dupree Jordan, news editor, announced. Eight broadcast periods of local news—including coverage of all of Delaware County—will be aired by the station under the direction of Mr. Jordan. WVCH has aired local news in the past, but "the growing response to and widespread appreciation of this service led to plans for its expansion," Mr. Jordan said. A daytime station, WVCH is owned and managed by James Tisdale and operates on 740 kc with 250 w.

WBAL CASE

Pearson, Allen Ask Action

FCC REGULATION by "inaction" was hit last week in petition by Public Service Radio Corp, for immediate decision in the long pending WBAL Baltimore case. Public Service seeks the clear channel facilities which WBAL is attempting to renew.

Public Service, headed by Commentators Drew Pearson and Robert S. Allen, pointed out that a "continuing policy of inaction by the Commission may conceivably have the practical effect of deciding disposition of the two applications." The record in the lengthy comparative hearing, stemming from FCC's Blue Book condemnation of WBAL's program and commercial practices, was closed over a year ago [BROADCASTING, April 12, 1948].

Petitioner indicated it must continue payment of certain financial obligations, including some $3,000 annually on a bank loan, in order to continue qualified. It asked, "How long is an applicant expected to hold itself in readiness for the day that the Commission might act?" Public Service stated it had sent two letters on the subject to the Commission earlier in the year but received no action.

WBAL, owned by Hearst Radio Inc., is assigned 50 kw fulltime on 1090 kc. Firm also operates WBAL-TV there.

Public Service concluded its petition by stating:

Over 14 months have transpired since the record in this case was closed. A continuing policy of inaction by the Commission may conceivably have the practical effect of deciding the disposition of the two applications. How long is an applicant expected to hold itself in readiness for the day that the Commission might act? Administrative determination of cases by inaction is neither fair nor legal. Both parties at the time their respective applications were filed had a right to expect that the Commission would act within a reasonable period of time and an administrative body owes such an obligation to the industry it regulates and the parties before it. It cannot shirk this responsibility.

STATION CLINIC

For Foreign Tongue Operators

FIFTY operators of foreign language stations are expected to attend a one-day Foreign Language Broadcasting Clinic at New York's Hotel Roosevelt June 15.

The clinic, proposed and organized by Ralph Weil, general manager of WOV New York, will have a full day's agenda, opening at 9:45 a.m.

The tentative agenda includes addresses by A. D. Willard Jr., executive vice president of NAB; Ted Cott, vice president of WNEW New York and chairman of the NAB Unaffiliated Stations Committee; Emil Mogul, president of Emil Mogul Inc., New York agency, and Dr. Sidney Roslow, director of The Pulse Inc.

There will be panel discussions on programs, publicity and sales.



FIRST shovel of dirt in the groundbreaking ceremonies for WSAL Logansport, Ind.'s new home is scooped up by Mayor George Muehlhausen of Logansport (r). Aiding in the project are Glenn Miller (l), secretary-treasurer of the Logansport Broadcasting Corp., owner of WSAL, and "Tiny" Joe Jordan, WSAL general manager. WSAL, which operates fulltime on 1230 kc with 250 w, has been operating from temporary quarters since February pending construction of its new, modern broadcasting unit.

AAW CONVENTION

Vancouver Meet June 26-30

ADVERTISING Assn. of the West will hold its 46th annual convention June 26-30 at the Hotel Vancouver, Vancouver, B. C. Extentive plans are being made to make this the most outstanding convention in the association's history, according to Gilbert L. Stanton, AAW president.

Among featured speakers scheduled to participate in the convention is William B. Ryan, general manager of KFI-TV Los Angeles, who will head the television presentation to be made during the June 28 sessions.

Wednesday, June 29, meeting will be highlighted by a segment known as "Meet the Champs." During this period, the chairmen of the judging committees on all craft and advertising club contests will show the winning entries. Among the many awards to be presented will be the Vancouver Trophy for Radio, sponsored by the Vancouver Advertising and Sales Bureau.

Objective of this competition, which is open to all stations, agencies, advertisers or individuals in the 11 western states and western Canada, is to encourage the best in radio advertising. Entries are grouped in four categories: Commercial programs, and spot announcements (one minute or less, not a part of a program) with each of these subdivided into (a) used in cities of 100,000 or over or on a network, and (b) used in cities of less than 100,000. Burt Oliver of Foote, Cone & Belding, Hollywood, is chairman of the AAW radio contest.

WTMJ WTMJ-FM Milwaukee's *Milwaukee Speaks* program has been awarded first prize by Milwaukee County Radio Council for "1948-49 locally produced public service discussion program which has made. . . best local contribution to. . .development of interest in civic affairs."

RADIO EDITORIALIZING SURVEYED

Viewed With Favor in Columbus, Ohio, Study

BUSINESS and professional men tend to look with favor on radio editorializing, according to a survey conducted in Columbus, Ohio. The survey was made from February to May 1949 by Richard Mall, of the Ohio State U. Dept. of Speech.

Using the personal interview method, Mr. Mall tested 200 doctors, lawyers, clergymen, educators and businessmen to find their reactions to six situations each containing a potential element of controversy varying from very weak to points of stronger interest. The situations were built around Red Cross fund-raising, UN understanding, smoke abatement, universal military training, support of a candidate for office and open support of a political party.

Mr. Mall found that as the element of politics enters the resistance toward radio editorializing increases. This is most important in the case of lawyers, who are described as "probably closest to the machinations of politics."

"On the whole," Mr. Mall learned, "this specially selected and highly educated group of men looked with favor on such editorial expression."

Many of those questioned were "heartily in favor" of radio editorializing, while others imposed reservations. For example, one interviewee said radio editorializing will start people thinking who do not respond to newspaper editorials. Another pointed to the free-speech rights of the station owner.

Among those who endorsed editorializing, qualifications were given in a majority of cases. These included suggestion that the material be so identified; that it is proper on a local scale but not by a network; that radio should stay away from politics and confine itself to civic issues of a local nature; that radical minorities should not be granted access to this mass medium; that editorials should be in good taste and handled by experienced men versed in research methods.

Eighty-five percent were opposed to one-sided presentation of any controversial element.

HATCHETT FETED

Farewell Given by NARSP

HINES HATCHETT, retiring New York manager of the John E. Pearson Co., radio station representative, was feted at a luncheon last Wednesday by members of the National Assn. of Radio Station Representatives at New York's Lexington Hotel.

Mr. Hatchett plans to devote his entire time to the manufacture of a schedule board which he invented. The board shows station programs, production and sales figures for manufacturers, inventories and other data.

Frank M. Headley, NARSP president, presented Mr. Hatchett with an inscribed watch on behalf of the members. Mr. Pearson, Pearson Co. president, expressed his regret at Mr. Hatchett's resignation, and announced removal of company headquarters to New York, in which city he has established residence.

Jim Hunter Dies

JIM HUNTER, 48, newscaster CFRB Toronto for the past 15 years, died in Toronto June 6 after a short illness. Two years ago he passed his 10,000th broadcast, doing a morning and evening show six days a week. He started broadcasting in Chicago, but soon returned to Canada to start newscasts on CHML Hamilton. From there he went to CKCR Kitchener as manager. He moved to Toronto in 1931 as a newscaster on former CKNC, and in 1933 joined the Toronto *Evening Telegram* and began doing its newscasts on CFRB, which he continued twice daily until May 24, when he took ill.



WU'S POLICIES

Baseball Service Probe Ends

INQUIRY into Western Union's policies and tariff for baseball play-by-play service was completed last Tuesday by FCC.

Involved in the proceeding is a complaint by WIND Chicago that WU's new rate, effective in April, discriminates against radio stations over newspapers and press associations [BROADCASTING, May 23, 2, April 18]. The new rate calls for a $2 fee from each additional station using the service in a baseball network besides the regular fee paid by the originating station.

Further testimony on policy and practices was heard from A. J. Douglas, assistant vice president of WU, before Hearing Examiner Elizabeth C. Smith. John T. Carey, WIND commercial manager, testified on his station's practice and part in the Midwest Baseball Network.

Mr. Douglas said that 1948 revenues totaled $331,990 and that income for this year would appear to be greater. Costs also are up, though, he said. Earlier Mr. Douglas said WU paid some $149,000 in 1948 to clubs for privileges to cover games. The WU service in April was being taken by 168 stations, 4 press associations, 13 newspapers and 19 others, he testified.

Mr. Carey told the examiner that WIND wasn't objecting to the charges involved but rather to the principle. He said WIND didn't approve of the added fees but would be willing to pay any amount rather than do without. Mr. Carey said WIND formed the Midwest Baseball Network to increase coverage and that it includes about two dozen stations.

HONDURAS OUTLET

Now Permits Commercials

LA VOZ DE LEMPIRA (HRA) of Tegucigalpa, Honduras, has opened its broadcasts to commercial sponsorship for the first time and has appointed Pan American Broadcasting Co., New York, its exclusive representative in United States and Canada.

Pan American said that among the first advertisers to become customers of the station are Esso, Prell Shampoo, Sterling Products, Canada Dry, Vitavosa, Borden's, Camay Soap and Chiclets. Station equipped with RCA transmitters and facilities, offers the only long wave coverage of Tegucigalpa and also broadcasts short wave for national coverage, said Pan American.

KXOC SIGNS

Becomes CBS Outlet 185

KXOC Chico, Calif., has signed an affiliation agreement with CBS, bringing to 185 the network's total outlets. The contract is effective Aug 1.

KXOC, owned and operated by Sacramento Broadcasters Inc., with Theodore B. Hall as general manager, operates with 5 kw day and 1 kw night on 1150 kc.



SUPERIORITY COMPLEX

My husband, advertising manager of the Ding-Bat Company, used to be a nice fellow with just enough of an inferiority complex to make him easy to live with. Since he picked KXOK, sales have gone up so fast my husband thinks he's the smartest advertising manager in town. Now he has a superiority complex and he's positively obnoxious.

Unhappy Wife

Dear Unhappy Wife:

Maybe KXOK should have the superiority complex instead of your husband. During March, 1949, KXOK was within share of audience striking distance of first place in St. Louis. Briefly, this means KXOK delivers more Hooper audience per dollar than any other St. Louis network station. No wonder Ding-Bat products are going to town. When your husband checks KXOK's low-cost-per-Hooper point, KXOK's wide coverage, and KXOK's low-in-St. Louis rates, he'll be even cockier!

KXOK, St. Louis

630 on the dial

Basic ABC | 5,000 Watts | A "John Blair" station

TENNESSEE BANK'S 'PARTY LINE'

Women's Show Gets Results, Says Clark

GEORGE M. CLARK, president of the Pioneer Bank of Chattanooga, Tenn., pays tribute to the power of radio— and to the power of women—in the May issue of the *Bulletin*, publication of the Financial Public Relations Assn. In an article edited by John J. Barry of the National Shawmut Bank, Boston—also a heavy user of radio— Mr. Clark tells of the success of *The Party Line* program which Pioneer Bank sponsors.

Designed for Women

The bank began sponsorship of the program, designed for women, when Mr. Clark discovered that (1) the building of deposits was a major problem, and (2) 60% of the bank's new savings accounts were opened by women or named women as joint owners, and that 52% of the bank's employes are women. Pioneer chose *The Party Line* because of its wide selection of news interesting to women and because of its featured personality, Drue Smith. Miss Smith has been prominent in local society for some time and is active in promoting community projects, according to Mr. Clark.

Outstanding feature of the program is a segment known as the "Woman of the Week." Each Friday at the end of the show, Miss Smith announces the woman to be so honored, who is presented with a $5 Pioneer savings account and a varying list of gifts donated by local firms. "A number of times," Mr. Clark said, "a $5 gift to the 'Woman of the Week' has resulted in the transfer of substantial savings from the lady herself or members of her family who are tipped off to listen in on the program."

"We have had this program about three months at a cost of $450 per month," Mr. Clark wrote, "and so far are pleased with it. . . . The recognition and local interest we gain by asking women to appear on our program . . . has given us a very fine response."

Visting women celebrities also are interviewed on the program as are local leaders and prominent women. Opening phrase of each show sums up the format: "You never know what you'll hear on *The Party Line*."

Commercials Rotated

The bank uses about eight to ten commercials which are rotated with some substitutions and additions. Theme of commercials, Mr. Clark said, "is to express our appreciation to women for the apparent popularity of our bank with women, to stress the friendliness of our service, give credit because 'some of the best businessmen are women,' and constantly refer to the importance of women in the home, the management of family financial affairs, and in their husband's success."

A typical Pioneer commercial on *The Party Line:*

Keeping up with what Mrs. Brown saves is far more important to your happiness than keeping up with what Mrs. Jones spends. And when you save at PIONEER BANK, just remember that every dollar earns interest at the rate of 1½ per cent. . . . It isn't necessary to deny yourself the comforts of good living in order to save. Wise money-managers reserve a certain stipulated portion of their monthly income and simply regard it as their regular investment in family security. It's amazing how fast a six-advantage savings account grows, when you save systematically at PIONEER BANK, where women are important.

News

PAUL BOEHM, formerly sports director of WGPA and WGPA-FM Bethlehem, Pa., has assumed similar duties at WSSV Petersburg, Va.

COLLINGSWORTH HOLMAN, formerly sportscaster with WHKP Hendersonville, N. C., has joined WTAL AM-FM Tallahassee, Fla.

A. V. (Bert) MILLER Jr., formerly on staff of *Watertown* (N. Y.) *Daily Times* and *Burlington* (Vt.) *Free Press*, has joined local news staff of WJTN Jamestown, N. Y.

JOHN BAKER Jr., assistant news editor at WHBC Canton, Ohio, has been selected by Ohio State U. chapter of Sigma Delta Chi as chapter's "Most Outstanding Male Graduate" for 1948-49 school year.

DAN HEALY, sports and program director of WBRK Pittsfield, Mass., is the father of a boy, Christopher.

FRED SHEEHAN of ABC Chicago's news and special events staff and **JANE NILLES**, who works in transcription, have announced plans to be married Aug. 20.

Opposes WOR Towers

FURTHER obstacle to effort of WOR New York to install new directional antenna system appeared last week as the Port Authority of New York petitioned FCC to intervene in the Commission's hearing on the WOR proposal. The Port Authority, representing both the states of New York and New Jersey in long range development of the air and sea port facilities, told the Commission that WOR's plan to increase the height of its towers at Carteret, N. J., by 50% would adversely affect air terminal operation. WOR earlier had received local Civil Aeronautics Administration approval only to be opposed by CAA in Washington.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager

RCA INSTITUTES, INC.

350 West 4th St., New York 14, N. Y.



DON BELL
MUSIC & FUN DISC EMCEE
6:00-8:00 A.M & 12:45-1:30 P.M.



BILL RILEY
QUIZ-WHIZ
AUD PART EMCEE



AL ROCKWELL
LATE-EVENING PRINCE
OF PLATTERS



RIES TUTTLE
OUTDOORS EXPERT
FOR KRNT & TRIBUNE



GORDON GAMMACK
6:00 P.M. NEWS-MASTER
(TRIBUNE COLUMNIST)

Star-bright that's

KRNT!

The Station With
The Fabulous
PERSONALITIES
and Astronomical
HOOPERS!

Consistently Among the Nation's TOP 20 Rated Stations

ASK A KATZ MAN ABOUT
DES MOINES
and KRNT – The Register and Tribune Station

"A Leader In The Nation . . . The Leader In Des Moines!"



GENE EMERALD
AN AFTERNOON FAVORITE
Music (Live and Wax) and Visitin'
3:15-4:45 P.M.



AL "Ironman" COUPPEE
RADIO'S MISTER SPORTS
TWICE DAILY



BETTY WELLS
"First Lady In Iowa Radio"
11:30 A.M. COMMENTATOR



CHARLES McCUEN
NEWS ACE
7:15 & 8:00 A.M. - 12:15 P.M.



RUSS VAN DYKE
NIGHT NEWS KING
10:00 & 11:00 P.M.

This Terrific Team of Air Salesmen Will Sell for You in a Market Rich, Ripe, Ready!

PROGRAM CLINIC

Agenda Announced by NAB

IMPACT of the FCC's Mayflower decision on station programming has been given a prominent place on the agenda of the first NAB Program Clinic, to be held June 27-29 on the downtown campus of Northwestern U., Chicago.

The editorializing problem will be discussed at the June 28 afternoon session, following an explanation of the decision by Don Petty, NAB general counsel. Program directors will have a chance to ask questions and submit their own views in a general roundtable.

All of the talks and panel discussions have been timed to allow general discussion, according to Harold Fair, NAB program director who is in charge of the clinic. Talks are limited to 15 or 20 minutes in most cases, in line with the fast-moving pace and the workshop pattern to be followed. Aiding Mr. Fair in planning the clinic is Ben Miller, NAB assistant program director.

Agenda for the clinic was completed last week by Mr. Fair. It includes all of the main problems facing station program executives, with persons prominent in each field heading the discussions. Topics include sales, audience reaction, promotion, special events, use of recordings, farm broadcasting, news, public affairs, controversial issues, program materials, music copyright, transcriptions, engineering and television.

The completed agenda as announced by NAB follows:

June 27

9:30 a.m. The Program's The Thing
Justin Miller, president, NAB

THE PROGRAM DIRECTOR AS A BUSINESSMAN

10 a.m. Teamwork Pays Off For You *and*

The Sales Manager—Maurice B. Mitchell, director, NAB Broadcast Advertising Bureau

The Station Representative—Lewis H. Avery, president, Avery-Knodel

The Advertising Agency—Sylvester L. (Pat) Weaver, vice president and director of radio-television, Young & Rubicam

12:30 p.m. Lunch

2:00 p.m. Putting The Show On The Road

Lee Little, general manager, KTUC Tucson, Ariz.

2:45 p.m. What Does The Audience Think?

Kenneth H. Baker, acting president, BMB, and director of research, NAB

3:30 p.m. "We Take You Now To"—

Special Events—Jim Hanlon, director of public relations and special events, WGN Chicago

Sports — Merrill Lindsay, general manager, WSOY Decatur, Ill., member, board of directors, NAB

* * *

June 28

9:30 a.m. Let's Look At The Record

Using Wax For Listeners—Dick Redmond, program director, WHP Harrisburg, Pa.

The Disk Jockey Rides A Winner—John Tinnea, assistant station director, KWK St. Louis

10:30 a.m. How You Gonna Keep 'em Up On The Farm

Planning For Rural Needs—Harold Safford, program director, WLS Chicago

The Business Of Farm Programming—Charles C. Worcester, farm service director, WMT Cedar Rapids, Iowa

11:30 a.m. Your News Ticker Is Money In The Bank

AP—Tom O'Neill, radio news editor

INS—John Cooper, director, Radio Department

UP—Charles Ahrens, central division news editor, E. R. Vadeboncoeur, vice president and general manager, WSYR Syracuse

12:30 p.m. Lunch

THE PROGRAM DIRECTOR IN THE COMMUNITY

2 p.m. Public Affairs Are Your Affairs

The "Why" and "How" of Public Interest Programming — Rex Howell, general manager, KFXJ Grand Junction, Col.

Case History—"CARE"—Ernie Brevik, public interest director, WDAY Fargo, N. D.

Case History—"Highway Safety"—Edwin K. Wheeler, assistant manager, WWJ Detroit

3 p.m. Controversial Issues On The Air, including implications of the recent Mayflower ruling, Don Petty, general counsel, NAB

4 p.m. Showcase Of Program Materials

Ben Miller, assistant director, NAB Program Dept.

* * *

June 29

THE PROGRAM DIRECTOR AS A SHOWMAN

9:30 a.m. All The Music In The World

ASCAP—Herman Finkelstein, resident counsel; Jules Collins, sales manager

SESAC — David Milsten, western counsel

BMI—Roy Harlow, director, station relations, Robert Burton, vice-president in charge of publisher relations

11 a.m. Put Life Into Your Transcribed Shows

Walter Davison, manager, Capitol Transcriptions

C. O. Langlois, president, Lang-Worth Feature Service

John Sinn, president, World Broadcasting System

12 Noon Making The Most of Your Engineer's Know-How

Royal V. Howard, director, and Neal McNaughten, assistant director, NAB Engineering Dept.

12:30 Lunch

2 p.m. Get Ready For Television

Charles A. Batson, editor, NAB Television Report and assistant director, Broadcast Advertising Bureau

3 p.m. Theme And Variations

Harold Fair, director, NAB Program Dept.

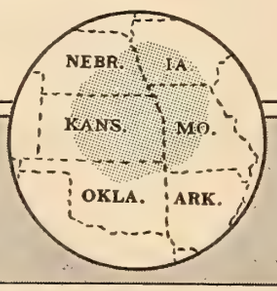
RA-DI-O PRIM-ER

J j j



J is for jackass. He is no-ted for his per-spi-cac-i-ty. In fact, some au-thor-i-ties say he prob-a-bly does not know that it is im-pos-si-ble to do a com-plete sell-ing job in Kan-sas and ad-join-ing states with-out us-ing WIBW. It is the sta-tion that farm and small town folks lis-ten to most.

WIBW



SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN · KCKN-FM

FALL TRIAL

Seen in Baseball Case

WHETHER broadcasting and telecasting baseball games changes their character from an intrastate to interstate activity will probably come to a court test this fall despite action of organized baseball last week to obviate such a step.

Through Commissioner A. B. (Happy) Chandler, baseball offered to reinstate the ball players who "jumped" to the Mexican League in 1946, attracted by higher salaries than they were getting in the major leagues.

But three of the players who went to Mexico said they nevertheless will continue their actions against organized baseball for damages amounting to $2,800,000. The theory of their actions is that baseball has violated the federal anti-trust laws. It therefore will be necessary for them to prove at trial that baseball is in interstate commerce and that the federal laws therefore apply. Trial will be in Federal District Court in New York.

Whether you sell . . .



ntelope antlers for armchair adventurers . . . arnica for active, agile athletes . . . antidotes for abdominal alkaline and acidity . . . accountant's audit analysis of ailing accounts . . . advanced avocational academic aids for ambitious adolescents . . . articles about aircooled aircraft armatures . . . adept advice to adjust abashed altar aliens . . .



partment accommodations for apprehensive applicants . . . aspirin for acute alcoholic aches and ails . . . amber ale for ample absorbing amusement . . . anklets and appealing apparel for an alluring auburn angel's anatomy . . . arrows for amateur archers . . . angora argyles and appliqued ascots for agency artists . . .



ncient antiques for ardent acquirers . . . action on alimony, accidents and attachments by ambulance ambling attorneys . . . academy albums for affectionate alumni . . . auto accessories and anti-freeze . . . abbreviating action for accumulated avoirdupois . . . applause appliances to arouse aging actors . . . asters and amethysts for appeasing agitated aunts . . . amazing ambidextrous aerial acrobat acts . . . better buy radio . . . better buy WGN!

Yes, Radio Sells . . . likewise, WGN is a result-getter for its advertisers

Here's what one of them told us: " . . . I am sure that you can well realize that (our company) is completely sold on the productivity and listening audience of WGN." Another wrote, "We are happy to tell you that of all the stations we have used, WGN has consistently remained at the head of the list in turning in low cost, well qualified leads." These are just two among many testimonials to WGN's sales effectiveness.

That's why we say . . . make your next buy your *Best Buy* with **WGN!**

WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report

A Clear Channel Station . . .
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Promotion



BETTY TEVIS, for past three years assistant to director of public relations and publicity at WLW and WLWT (TV) Cincinnati, has been appointed publicity manager of WINS New York.

FRANK L. ORTH, formerly sales manager of KPHO Phoenix, Ariz., has been promoted to newly created post of sales and program promotion director.

WKTV (TV), new video outlet under construction in Utica, N. Y., has appointed Devereux & Co., Utica, to handle promotion and publicity. Station plans to begin commercial operation in September.

JOHN WILKOFF, promotion and merchandising manager of WCOP Boston, is teaching course in "Radio Sales Promotion" at summer session of Boston U.

MILDRED RAMEY, San Francisco radio director for 1949 Red Cross campaign, has joined promotion department of KGO San Francisco.

Capitalizing on Comments

MISHANDLED newspaper advertisement was capitalized on by WOR New York in manner which station states evoked much comment from trade and consumer press. A WOR ad listing "Three G-R-E-A-T Shows Tonite on WOR" ran in May 18 New York *Herald-Tribune.* Beneath it, and flush against it was reverse Benday whiskey ad, stating "Wouldn't You *Rather* Drink Four Roses?" WOR immediately distributed bottles of Four Roses to radio editors, with pulled proofs of ad.

Beautiful Blondes

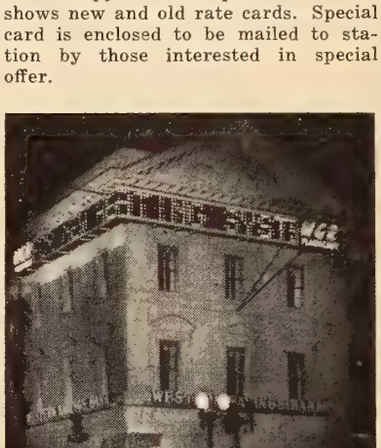
BEAUTIFUL blondes, who must be bashful, are being sought in Chicago by WBKB (TV). In connection with its eighth anniversary festivities June 13, 14, 15 and 16, the station is sponsoring a contest for an official hostess in collaboration with producers of Betty Grable's "Beautiful Blonde From Bashful Bend," which will be shown at the B & K Chicago Theatre simultaneously. Semi-finals will be conducted at WBKB the first three nights. After the finals June 16, the winning blonde will be presented in the lobby of the theatre. She will receive numerous prizes and a one-week modeling job.

'It Pays To Listen'

ENTERING the giveaway sweepstakes, WSB Atlanta has started new morning show titled *It Pays To Listen.* Bob Van Camp emcees, and calls listeners asking questions pertaining to WSB and NBC programs. Right answers are worth $5 apiece. A jackpot is involved in segment using a recorded excerpt from an NBC program. Listeners are asked to identify the voice.

KSTP-TV Rates

TO NOTIFY advertisers of details of its increase in rates effective June 15, KSTP-TV Minneapolis-St. Paul has distributed folder titled "On June 15th KSTP-TV Increases Its Rates . . . but . . ." Folder explains that those who buy time before that date, to start before July 15, are covered on old rate through June 14, 1950. Inside copy tells of special offer and shows new and old rate cards. Special card is enclosed to be mailed to station by those interested in special offer.



NEW WGR Buffalo Flashcast News Bulletin sign atop Western Savings Bank Bldg. in Buffalo. Sign is visible from WGR's news room where it is controlled. News room is located in Rand Bldg. which is "kittycorner" from sign.

Contest Winner

WINNER of WNAX Yankton, S. D., annual National High School Forum, William Kruse of Sioux City, Iowa, reaped his reward on June 6—a trip to Washington. At train station he was welcomed by Congressman Charles Hoeven of Iowa and was guest at luncheon given in his honor.

CBS Mystery Series

NEW weekly half-hour mystery-adventure series, *The Green Lama,* has started on CBS. Program features Paul Frees in title role of Jethro Dumont, the Green Lama. Norman MacDonnell is producer and director.

News Survey

OPINION Research Center and a student at U. of Denver are in process of making a survey for KLZ Denver based on news preferences. Donald H. McCollum, university student, is making an extensive mail survey of likes and dislikes of listeners in regards to crime, political and other types of news stories. Sheldon Peterson, director of news and special events for KLZ, states the research project, to be completed in August, will be of value inttailoring future news programs to likes of newscast fans.

'Crusade in Europe'

TO PUBLICIZE fact that it is carrying telecasts of Gen. Eisenhower's *Crusade in Europe,* WJZ-TV New York ran full page ad in *New York Times* on June 2. Ad carried testimonials by prominent writers, Army and Navy officers and other nationally known officials. Headline on ad was quotation from *Houston* (Tex) *Post* stating, "Here, at Last, Television Lives up to Its Promise."

WTAG Folder

LATEST promotion piece from WTAG Worcester, Mass., leads off with statement that WTAG is "the dominant station in a prominent test market!" Inside folder station gives chart based on Hooper Audience Index for March-April 1948-1949 to show that WTAG ". . . after being tops for a quarter century . . . is still gaining listeners throughout Central New England."

'Cousin Kay's Korner'

REPRINTS of articles and comments on its *Cousin Kay's Korner,* "all-kidisk" show on WJW Cleveland, have been distributed by station. Program, which is devoted almost exclusively to use of juvenile recordings, has returned to air as half-hour show. It was formerly heard for quarter-hour.

Audition Scholarship

KGVO Missoula, Mont., in cooperation with Don Martin School of Radio, Hollywood, will award a $1,500 scholarship to person winning series of air auditions. Program is being conducted over period of eight weeks with weekly winners appearing for final judging on ninth program. Three contestants are heard on each half hour show and are alloted six minutes each for presentation of reasons they believe qualify them to enter radio industry. Program, titled *So You Want To Be in Radio,* is sponsored by Tucker Motor Co., local Chrysler-Plymouth dealer.

Brand Names

CLAIMING distinction of being only radio station to have its own brand is WOAI San Antonio. The brand—WOAI—is being featured in series of ads appearing currently in the trade press. Superimposed on background of famous cattle brands, WOAI's brand radiates heat waves. Text proclaims: "Another Famous Western Brand!" General theme of ads is that "famous brands in ALL classifications owe much of their fame in South Texas to campaigns over WOAI."

Market Analysis

ATTRACTIVE brochure emphasizing results of its 1948 market analysis has been distributed by WLAW Lawrence Mass. Four page presentation is done in red and black with flash: "New Englanders have $6,000,000,000 to spend a year. WLAW . . . can help you get your share."

Write-up

THE *Harford Gazette* of Bel Air, Md. paid honor to WASA Havre de Grace Md.'s children's program, a show of old, familiar fairy tales recounted by WASA's Sam Lawder. Article on program appeared in paper's "The Listening Post" by W. Frank Jackson.

Mr. Time Buyer
Anywhere, U.S.A.

W S G N continues to forge forward!

The Hooper report for October 1948 through February 1949 between 8 A.M. and 12 Noon (Mondays through Fridays) shows *W S G N* had 7 of the 11 highest rated quarter hours. Station "A" had four. Station "B" none. *W S G N* and Station "A" tied for tenth place with an 8.2 rating.

In the afternoon *W S G N* had 3 of the 10 highest rated quarter hours. Station "B" had four. Station "A" had three, one of which was ninth place and the other tenth place.

In the evening hours (Sundays through Saturdays) *W S G N* had 4 of the 10 top half hour periods with Station "B" having four and Station "A" having three.

Is there any wonder more and more people are saying *W S G N* is Alabama's best *BUY* far?

Henry P. Johnston
Managing Director

Station W S G N
Radio Park atop Red Mountain
Birmingham, Alabama

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON



PORT ANGELES gives us another example of how ABC goes inside, outside and all around the towns. In this Washington paper, pulp and timber center, 67% of the radio families listen regularly to ABC.



SANTA BARBARA is full of Spanish memories and the kind of free-wheeling buyers you can't afford to overlook. And you don't, amigos, when you sell on ABC; 89% of its radio families are ABC fans, according to BMB.



SANTA CRUZ is a fine place to spend a seaside weekend or prove that ABC reaches them all, the big markets and the small. For BMB says that in Santa Cruz 77% of the radio families tune regularly to ABC.

On the coast you can't get away from

ABC

FOR COVERAGE... ABC's booming Pacific network delivers 228,000 watts of power—49,250 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of *all* Pacific Coast radio homes. And ABC's Coast Hooper for 1948 was up 9% or better both day and night.

FOR COST...a half hour on ABC's full 21-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC

ABC PACIFIC NETWORK

NEW YORK: 7 West 66th St. • TRafalgar 3-7000—DETROIT: 1700 Stroh Bldg. • CHerry 8321—CHICAGO: 20 N. Wacker Dr.
DElaware 1900—Los A[illegible]'S: 6363 Sunset Blvd. • HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

CONCESSIONS

Sholis Hits NAB Channels Stand

IF THE NAB acquiesces to further degrading of standard broadcast channels, whether they be local, regional or clear, through concessions which would be made to other American nations under NARBA, most if not all of the 1-A member stations of the NAB would resign from the trade association.

That is the view of Victor A. Sholis, director of WHAS Louisville, clear channel outlet, and former director of the Clear Channel Broadcasting Service. He told the Kentucky Broadcasters Assn. so at its closing meeting in Louisville June 4 [BROADCASTING June 6] after that organization, by a 34-1 vote, had adopted a resolution opposing more than 50 kw power to any station and favoring the breakdown of clear channels.

Pointing out that WHAS alone pays $7,000 a year into the coffers of the NAB, Mr. Sholis said that the 15 CCBS members constitute an important segment of the association's dues-paying members. "If we resigned, the NAB would collapse," he said.

He said that as long as the KBA resolution was on the books, WHAS had no choice but to resign —regretfully.

The resolution, adopted at a Saturday morning session, was reconsidered following Mr. Sholis' attack upon its propriety. He argued that neither the NAB nor the state associations should engage in intra-industry controversies. The resolution then was referred to the KBA executive committee for study and consideration at next fall's meeting.

At the Saturday morning session, the proposal to inveigh against higher power and retention of clear channels was launched by Stephen A. Cisler, WKYW Louisville, a leader among independent metropolitan stations. Mr. Sholis was absent at the time, and Dick Oberlin, WHAS news editor, opposed precipitate action.

At the concluding luncheon session, Mr. Sholis predicted dire results if clear channels were broken down and warned against a "breakdown of NARBA" which he said would affect duplicated channel stations to a greater extent than the clears.

Gilmore Nunn, WLAP Lexington, NAB district director, supported Mr. Sholis' position as to principle.

Hecht S. Lackey, WSON Henderson, proposed to amend the resolution, following Mr. Sholis' ultimatum, by referring only part of it to the executive committee. He suggested that portion which would break down clears be referred but that the clause opposing more than 50 kw be retained. This amendment was defeated and the Association then approved, 13 to 6, the motion to reconsider the entire resolution and refer it to the executive committee.

Previously, the KBA had approved a resolution to petition the Kentucky legislature to grant radio newsmen the same immunity provided newspaper reporters on disclosure of news sources.

It also agreed to cooperate with the State Insurance Commission in its effort to prevent foreign insurance companies, not licensed to do business in the state, from utilizing radio for exploitation.

The Association endorsed active prosecution in the Supreme Court of the Arkansas occupation tax case, including that it would set a dangerous precedent [BROADCASTING May 30].

Mr. Nunn, in addressing the closing session, characterized radio as being "of age" and attacked those who deride the medium. In no art or industry, he declared, will one find "better, more intelligent people than there are in radio." Radio, he said, has been too "timid, gullible and naive."

"There is nothing as influential as the voice of radio," Mr. Nunn asserted. "The future of the United States and perhaps of the world could depend upon radio's stewardship."

Radio members of the Associated Press met following the KBA session for a discussion of news problems. Edwin Paxton Jr., WKYB Paducah, was elected president to succeed Nathan Lord, WAVE Louisville. Mr. Cisler was elected vice president, and Wilber Crawford, AP bureau chief at Louisville, was re-elected secretary.

Next meeting of KBA will be held in September or October at Bowling Green. Presiding at the Louisville sessions June 3-4 was President F. E. (Dutch) Lackey, WHOP Hopkinsville. Registration was as follows:

Bell, Guthrie, WLEX, Lexington; Betts, J. W., WFTM Maysville; Brewer, T. C., WCIF Madisonville; Bullard, Fred B., WKIC Hazard; Eilerman, Arthur, WZIP Covington; Falter, Hal, WMIK Middlesboro; Fahlbush, Henry, Covington; Forrester, Dale, WSIP Paintsville; Gardner, Carroll, WLEX Lexington; Given, Ken D., WLBJ Bowling Green; Graham, Ewing, WSON Henderson; Hager, Bruce, WOMI Owensboro; Hager, Lawrence, WOMI Owensboro; Highbaugh, David, WHIR Danville. Huddleston, Paul R., WKCT Bowling Green; Isaac, W. T., WHIR Danville; Lackey, F. E., WHOP Hopkinsville; Lackey, Hecht S., WSON Henderson; Lackey, Prewitt, WPAD Paducah; Livingston, Sam, WKYB Paducah; Lukenbill, W. S., WVLK Versailles; Metcalf, Charles, WKIC Hazard; Mulvihill, Pat, WSIP Paintsville; Munro, F. W., Ashland; Nunn, Gilmore, WLAP Lexington; Paxton, Ed, Jr., WKYB Paducah; Peden, Katherine, WHOP Hopkinsville.

Potter, Hugh, WOMI Owensboro Rogers, Edwin L., WVLK Versailles Russell, James, WHIR Danville; Ritchey, H. S., WHIR Danville; Shacklette, James, WTCO Campbellsville Simpson, Horace, WFTM Maysville Walters, Gene, WFTM Maysville Warren, Charles C., WCMI Ashland Welch, Miller, WLAP Lexington; Willis J. E., WLAP Lexington.

OUT OF STATE

Fields, George, World Broadcasting New York; Hager, Kolen, New York; Silvernail, Frank, BBDO, New York; Sparnon, Ken, BMI, New York; Taishoff, Sol, BROADCASTING, Washington; Vickery, M. K., SESAC, New York; Young, Bill, Capitol Transcription, New York; Stone, Robert, SESAC, New York; Knight, Norman, MBS, New York.

LOUISVILLE

WLOU—Smith, Lee.
WAVE—Lord, Nathan; Norton, George W.; Patterson, George.
WGRC — Harris, Charles; Smith, Porter.
WHAS—Disney, Peter R.; Koch, John O.; Oberlin, Dick; Sanders, Sandy; Sheehy, James; Sholis, Victor; Wynn, J. Mac.
WINN—Bauer, G. F.; McTigue. Harry
WKYW—Cisler, Stephen A.; Weldon, Edwin E. S.
Ladd, Bill, Louisville *Courier-Journal*.

WOW FARM TOUR

Pacific Coast Set for Fall

ANOTHER of its famous educational farm tours will be sponsored by WOW Omaha the latter part of September. This time the group will visit the Pacific Coast, with brief visits to Canada and Mexico, Mal Hansen, station's farm director, announced. Last fall WOW sponsored a 30-day tour to nine countries in Europe.



Mr. Hansen

Tour will visit model farms, irrigation and conservation projects, cattle ranches, orchards and citrus raising areas in 12 western states, British Columbia and Lower California in Mexico.

Trip will be made by special train, all-Pullman. Tour has been set up on an all-expense basis, with minimum cost about $435 per person. Any person directly interested in farming may enroll but total reservations to be accepted will not exceed 200.



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WILLIAM T. FARICY
PRESIDENT

June 1, 1949

To the PRESS and RADIO:

Subject: MOVING THE WHEAT CROP

As this is written, railroads are putting the finishing touches on the preparation to handle their part of the greatest combined job of transportation, marketing and storage which is done anywhere in the world, any time in the year -- the movement of the winter wheat crop into storage.

This year the task will be more difficult than usual. The difficulty is not so much one of moving the grain -- although that in itself is a tremendous job -- as it is of finding the space in which to store it.

This year the railroads are being called upon to move not only a near record new harvest, but at the same time to move a large part of last year's grain. Approximately 500,000,000 bushels, or some 300,000 carloads, of last year's grain had been held on the farms and in country elevators under government loan until April 30, and could not be taken to the terminal markets until after that time. This is the grain which under ordinary circumstances would have been moved by the railroads during the winter months when grain shipments are slack.

Unfortunately, storage space for grain is unusually scarce this year. In fact, the terminal and sub-terminal elevators were half full before a bushel of the old grain still on the farms or in country elevators started to move.

In the coming weeks, you may hear a great deal about this grain movement. But no matter what you hear, you can be certain of one thing: the railroads are ready and able to move every bushel of wheat which can be promptly unloaded into proper storage space upon its arrival.

Sincerely yours,

William T. Faricy

Docket Action . . .

PROPOSED DECISION

Petaluma, Calif.—Petaluma Broadcasters proposed decision to grant bid for new station 1490 kc, 250 w unlimited, subject to condition that proposed station shall not begin operation until KXOA Sacramento ceases operation on 1490 kc, and proposed denial application of Pacific States Radio Engineering for same facilities at Pittsburg, Calif. See story this issue. Proposed decision June 9.

Non-Docket Actions . . .

AM GRANTS

Phoenix, Ariz.—Western Broadcasting Co., granted 860 kc, 250 w daytime. Estimated cost: $10,819 exclusive of land and buildings. Principals: Frank P. Redfield, announcer KOY Phoenix, president; J. W. Estes, Yuma Sanitation Service, Yuma, Ariz.; vice president; Dr. Henry J. J. Steffens Jr., vice president; H. Walker Harrison, service station operator, Glendale, Ariz., vice president; Edgar Pool, KRUX Glendale, secretary-treasurer. Each holds 20% interest. Granted June 9.

Columbia, Mo.—Boone County Broadcasting Co. Inc., granted 950 kc, 1 kw unlimited DA. Estimated cost: $43,680 exclusive of land. Principals: Jack R. Adams, editor Booneville Daily News, president 53%; Harold L. Alexander, lawyer, vice president 2%; Robert M. Duren, employe Veteran's Administration, secretary 11%; Max Schwabe, former congressman, 14%; Lee D. Mork, employee Veteran's Administration, 14%; Rex P. Barrett, district manager Commonwealth Theatres, 2%. Granted June 9.

Picayune, Miss.—Moseley Brothers granted 1320 kc, 1 kw daytime. Estimated cost exclusive of land and buildings, $11,950. This is a general partnership of W. L. and R. E. Moseley. The Moseleys are theatre operators in Picayune and Hammond, La. Granted June 9.

Gary, Ind.—Lake Broadcasting Co., Inc. granted 1270 kc, 1 kw unlimited DA-2. Principals include: Dee O. Coe, resident manager WIND Chicago, president 250 shares stock; Harry R. Stimson, physician, vice president 33⅓ sh.; Fred H. Jannasch, 70% Jannasch-Robbins Insurance Agency, director 25 sh.; Dorothy S. Barnes, 38% owner Barnes Ice & Coal Co., Michigan City, Ind., 60% Community Development Co. and Barnes Real Estate, 50 sh.; James J. Burke, 98% owner James Burke Storage and Van Co, James Burke Furniture Co., and Consolidated Delivery Inc., 33⅓ sh.; Fred H. Bowlby, president Barnes Ice & Coal Co., 40 sh.; Raymond E. Dunn, manager R. B. Fletcher Oil Co., treasurer 33⅓ sh.; Tyrie A. Robbins, Jannasch-Robbins Insurance Co., 25 sh.; Victor Voss, chief engineer WIND, 40 sh.; Edward J. Burns, funeral business, 119 sh.; Genevieve P. Burns, 118 sh.; Floyd A. Timberlake, radio engineer WENR-TV Chicago, 63 sh. Granted June 9.

FM GRANTS

Albertville, Ala.—Pat Murphy Courington granted CP new Class B station, Channel 286 (105.1 mc), ERP 2.15 kw, antenna 370 ft. Estimated cost $11,435. Mr. Courington is licensee of WAVU Albertville. Granted June 8.

WBEN-FM Buffalo, N. Y.—WBEN Inc. granted new Class B station, Channel 293 (106.5 mc), ERP 105 kw, antenna 1,380 ft. WBEN Inc. is licensee AM outlet WBEN. Granted June 8.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE 9

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,994	1,952	220		416	241
FM Stations	729	349	534	18*	63	30
TV Stations	64	11	109		333	182

* 6 on air

* * *

TRANSFER GRANTS

KTXN Austin, Tex.—Granted transfer of construction permit of KTXN from partnership to corporation. There is no change in ownership and no money is involved. Holdings in reorganized firm: Thomas G. Harris, president, 44.44%; Mrs. James P. Alexander, 7.96%; John W. Stayton, attorney, 23.86%; J. Chrys Dougherty, attorney, 7.96%; Nat Harris Jr., engineer with Texas Railroad Commission, secretary-treasurer 0.22%; John S. Braun, rancher, 4.45% and Joseph Cocke, attorney 11.11%. KTXN is assigned 1 kw day on 1370 kc. Granted June 8.

KFTM Fort Morgan, Col.—Granted assignment of CP from Robert Dolph, Robert McCollum and J. T. Price to a new partnership. Mr. Price 40% owner sells his interest for $4,000 to Mr. McCollum and Mr. Dolph who become equal partners with 50% each. New partners continue d/b as Fort Morgan Broadcasting Co. KFTM is assigned 500 w day on 1260 kc. Granted June 8.

KVIC Victoria, Tex.—Granted assignment of license from Radio Enterprises Inc., licensee wholly owned by J. G. Long to KVIC Broadcasting Co. Inc. new firm in which Mr. Long is 50% owner. Consideration $190,000. Principals in KVIC Broadcasting include Paul H. Kimberlin, 20%; William Bryan Powell, vice president, 10%, L. O. Wallace, 5%; Doris P. Shillingburg, 5%; John G. Morgan, 5%; Harry J. Ellis, 5%. All are associated in theatre operations. Mr. Long is licensee of KSAM Huntsville and KTLW Texas City, Tex. and 50% owner KIOX Bay City, Tex. KVIC is assigned 250 w on 1340 kc. Granted June 8.

KYOR San Diego—Granted assignment of license from Silver Gate Broadcasting Co., a company to San Diego Broadcasting Co., corporation for a consideration of $75,000, subject to assignee divesting itself of interest in KUSN there. Principals in San Diego Broadcasting Co., include C. Arnholdt Smith, president and 25% owner and his brother J. A. Smith, 25%; Copley Press Inc., 50%. KYOR is assigned 1130 kc 250 w daytime. Granted June 8.

WKNB and WFHA (FM) New Britain, Conn.—Granted transfer of control in New Britain Broadcasting Co., from 19 present stockholders to Julian Gross and Beulah L. Gross. Company issued 65 additional shares of stock which they gave to Mr. and Mrs. Gross for services rendered the company. Receipt of the new stock increases the Gross' interest from 48.54% to 50.49%. WKNB is assigned 840 kc, 1 kw daytime, WFHA (FM) is assigned Channel 279 (103.7 mc). Granted June 8.

WKTY La Crosse, Wis.—Granted transfer of control from Independent Merchants Broadcasting Co., and 11 other present stockholders to LaCrosse Tribune Co., for a consideration of $140,000. Ralph L. Atlass, major stockholder, is president and general manager WIND Chicago. WKTY is assigned 580 kc 1 kw unlimited. Granted June 8.

WGL Fort Wayne, Ind.—Granted assignment of license from F. A. R. Liquidating Corp. (formerly Farnsworth Television and Radio Corp.) to News-Sentinel Broadcasting Inc., for a consideration of $150,000. News-Sentinel is headed by Helen R. Foellinger, president and 35% owner. Esther A. Foellinger and Loretta Foellinger Teeple own 27.5% each. WGL is assigned 1 kw on 1250 kc. Granted June 8.

FM Deletions . . .

SEVEN more FM authorizations were deleted by FCC, bringing total deletions since first of year to 106 [Broadcasting, June 6].

FM deletions with reasons and effective dates include:

KSIB-FM Creston, Iowa—Southwest Iowa Broadcasting Co., CP June 7. Economic.

WFDF-FM Flint, Mich.—Trebit Corp., CP June 7. Reluctance of public to buy FM receivers makes additional expenditures on FM unwarranted.

WKBW-FM Buffalo, N. Y.—WKBW Inc., CP June 7. May continue FM later in joint operation with TV, has TV application pending.

WISH-FM Indianapolis — Universal Broadcasting Co. Inc., CP June 7. No reason.

KHBL Plainview, Tex.—Wayland Baptist College, CP June 7. Plans to request low power noncommercial education station in near future.

WGSE Grosse Pointe, Mich.—Grosse Pointe Broadcasting Corp., CP May 31. Failure to prosecute.

WDOW Oil City, Pa.—Derrick Publishing Co., CP May 31. Failure to prosecute.

New Applications . . .

TV APPLICATION

Tacoma, Wash.—Carl E. Haymond, Channel 13 (210-216 mc), ERP 29.7 kw visual, 14.85 kw aural, antenna height above average terrain 508 ft. Estimated cost: $248,065, first year operating cost $180,000, revenue $144,000. Mr. Haymond has varied radio interests and is licensee of KMO Tacoma, KIT Yakima, Wash., and 27.4% stockholder of KITO San Bernadino, Calif. Filed June 7.

AM APPLICATIONS

Easley, S. C.—Pickens County Broadcasting Co., 1360 kc, 1 kw daytime; estimated cost: $13,950. Principals: J. Lake Williams, secretary, Alice Manufacturing Co. (textiles), president 97%; Elizabeth W. Williams, secretary 1%; B. M. Williams, Gulf Oil Distributor, 1%; Julien D. Wyatt, lawyer, 1%. Filed June 7.

Hutchinson, Kan.—Hutchinson Publishing Co., 1260 kc, 1 kw unlimited DA-2; estimated cost: $41,500. Hutchinson Pub. Co. publishes Hutchinson News-Herald. Applicant is permittee of KMIV (FM) Hutchinson. Filed June 8.

Crystal City, Tex.—Winter Garden Broadcasting Co., 1400 kc, 250 w unlimited; estimated cost $17,830. Principals: J. H. Mayberry, chief engineer KSIX Corpus Christi, 15% owner KBKI Alice, Tex., and 12½% owner Community Broadcasting Co., applicant for Corpus Christi, 80%; William E. Stubblefield, special events director KSIX 20%. Filed June 9.

FM APPLICATIONS

Knoxville, Tenn.—University of Tennessee, Channel 220 (91.9 mc), power 3 kw. Estimated cost: $16,500. Filed June 8.

Dallas, Tex.—Texas Trade School, Channel 201 (88.1 mc), power 10 w. Estimated cost $4,015. Filed June 8.

TRANSFER REQUESTS

WFGN Gaffney, S. C.—Acquisition of control of Cherokee Radio Co. by A. Ray Godshall from W. K. Gunter Jr. and G. C. Merchant. Mr. Godshall president and 25% owner of Cherokee Radio Co. acquires additional 50% of stock from Mr. Gunter and Mr. Merchant. He pays Mr. Gunter $6,250 and receives Mr. Merchant's stock in lieu of $6,250 debt owed him by Mr. Merchant. WFGN is assigned 1570 kc, 250 w daytime. Filed June 1.

WGLN Glens Falls, N. Y.—Transfer of control of Glens Falls Publicity Corp., from John R. McKenna and Mary C. McKenna to Glens Falls Post Co. Tranferee is 50% owner of licensee corp. and acquires 22.1% from John McKenna and 21.65% from Mary McKenna for a total consideration of $11,427.50. The McKenna's relinquish their right to purchase an additional 6.25% of outstanding stock and right to purchase same goes to Glens Falls Post Co. WGLN is assigned 1230 kc, 100 w unlimited.

KFUN Las Vegas, N. M., KRTN Raton, N. M.—Transfer 1,540 shares of stock in Southwest Broadcasters Inc., from Laurel Thwaites, deceased, to her son E. N. Thwaites. Mr. Thwaites is president and general manager of Southwest Broadcasters and 13.9% stockholder. KFUN is assigned 1230 kc, 250 w unlimited; KRTN operates 1490 kc, 250 w unlimited. Filed June 2.

KRMD-AM-FM Shreveport, La.—Assignment of AM license and FM permit from T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford Sr., and Mrs. R. M. Dean d/b as Radio Station KRMD to T. B. Lanford, Robert M. Dean, Mrs. Mary Jewell Kimbell Lanford and Mrs. R. M. Dean. Mrs. T. B. Lanford Sr., on her death left her 2% interest in the station to six heirs. Mrs. Mary Jewell Kimbell Lanford, one of the heirs, buys the interest of the remaining five for a consideration of $100 each. KRMD is assigned 1340 kc, 250 w unlimited. Filed June 2.

WOV TRANSFER

Ends Duopoly Case

TRANSFER of WOV New York from the Arde Bulova interests to Victory Broadcasting Co. for $300,000 was consummated last Tuesday to end the duopoly situation between WOV and WNEW New York, the last of FCC's original dual ownership cases.

The WOV sale was approved by the Commission in mid-May, ending FCC's long investigation proceeding into the broadcast interests of Mr. Bulova. Regular license renewals were granted to both WNEW and WOV [BROADCASTING, May 16].

Victory Broadcasting Corp. is owned by N. Joseph Leigh (51⅔%), New York industrialist; Richard E. O'Dea (33⅓%), minor stockholder in both WOV and WNEW and who gives up his WNEW stock in deal; WOV General Manager Ralph Weil (8%), and Program Director Arnold Hartley (7%). The consideration includes $200,000 cash plus $100,000 worth of WNEW stock, representing Mr. O'Dea's 10% holding.

WOV, licensed to Wodaam Corp., had been owned 60% by Mr. Bulova, 20% by Harry D. Henshel and 20% by Mr. O'Dea. WOV is on 1280 kc with 5 kw and shares one-seventh of its time with WHBI Newark.



May Box Score

STATUS of broadcast station authorizations and applications at FCC as of May 31 follows:

	AM	FM	TV
Total authorized	2,167	878	120
Total on the air	1,996	731	65
Licensed (All on air)	1,944	354	10
Construction permits	213	506	110
Conditional grants		18	
Total applications pending	1,186	294	386
Requests for new stations	401	63	330
Requests to change existing facilities	306	72	17
Deletion of licensed stations in April	3	1	
Deletion of construction permits	4	17	

FCC Actions

(Continued from page 54-B)

June 9 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WALT Tampa, Fla.—Designated for hearing application for CP to change from 1110 kc 1 kw to 920 kc 1 kw unl. DA-DN. Install new trans., change trans. location.

License for CP

WLAD Danbury, Conn.—Granted license to cover CP new station.

Petition Dismissed

John Deme, Grace Reilly, Hugh J. Reilly and Agnes Pisaretz, minority stockholders of Berkshire Bcstg. Corp.—Dismissed petition requesting revocation of Commission consent to transfer control Berkshire Bcstg. Corp., permittee of WLAD-AM-FM Danbury, Conn., since petition was not filed within 20 days after public notice of grant of said application as required by sec. 1.390 of Commission's rules.

Petition Denied

John F. Cooke, Houston, Tex.—In memorandum opinion and order, denied petition of Cooke to sever application from consolidated proceeding involving it and application of Felix H. Morales, Houston, Tex. and to grant Cooke without hearing.

Hearing Designated

WTJS Jackson, Tenn.—Designated for hearing application to increase daytime power from 1 kw to 5 kw, install new trans. change trans. location and change from DA-N to DA-2 to be heard in consolidated proceedings with applications Lemoyne College, Memphis, Tenn. and Ripley Bcstg. Co., Ripley, Tenn. June 28, June 29 and July 1 at Jackson, Memphis and Ripley respectively.

Request Granted

KWBE Beatrice, Neb.—On request for clarification of cond. attached to grant of CP of March 11 that "program tests will not be authorized until Radio Station KVAK, Atchison, Kans., has been licensed for operation on 1470 kc", amended said order of March 11 to read "program tests will not be authorized until Radio Station KVAK, Atchison, Kans. commences operation on 1470 kc."

Petition Denied

KANA Anaconda, Mont.—Denied petition of KANA requesting reconsideration and grant without hearing of application to change facilities on Commission's own motion, amended order of April 14, 1948 designating said application for hearing to include as Issue 5 "To determine the type and character of program service proposed to be rendered and whether it will meet the requirements of the populations and areas of city of Anaconda, Mont. and vicinity."

Modification Granted

KVAK Atchison, Kan. and KJAY Topeka, Kan.—Granted mod. CP to make changes in ant. pattern of KVAK, subject to eng. cond. reminded S. H. Patterson of cond. of Sept. 11, 1947 grant to him of mod. CP for KJAY Topeka that he divest himself of all interest in KVAK, meanwhile extended KJAY program tests for 30 days with notice that any request for further extension must be supported with evidence as to steps taken to comply with this cond.

June 9 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: WOXF Oxford, N. C.; WSNW Seneca, S. C.

License Renewal

Request for license renewal new AM station; KANE New Iberia, La.; WJMC Rice Lake, Wis.

Modification of CP

Request for extension of completion date new FM station: KMAR Bakersfield, Calif.; KMPC-FM Los Angeles; KNBC-FM San Francisco; WFBM-FM Indianapolis; KWKH-FM Shreveport, La.; WWOD-FM Lynchburg, Va.

WGTM-FM Wilson, N. C.—Mod. CP new FM station to change ERP to 8.6 kw.

License for CP

License to cover CP new noncommercial FM station: WOI-FM Ames, Iowa; KWGS Tulsa, Okla.

Modification of CP

Request for extension of completion date new commercial TV station: KTLX Phoenix, Ariz.; WFBM-TV Indianapolis; WATV Newark, N. J.; KOB-TV Albuquerque, N. M.; WBNS-TV Columbus, Ohio; KEYL San Antonio.

WBKB Chicago—Mod. CP new commercial TV station to change ERP from 11 kw vis. 7.5 kw aur. to 25.2 kw vis. 12.6 kw aur.

License for CP

WXYZ-TV Detroit—License to cover CP new commercial TV station.

Amendment Dismissed

KWEM West Memphis, Ark.—Relinquishment of negative control from Beloit Taylor to John F. Wells and Phillip G. Back DISMISSED amendment to show acquisition of control by John F. Wells through purchase of 50% of stock from J. C. Johnson, J. C. McCaa, P. M. Dacus, Jack W. Rich and John A. Cooper.

RULES CHANGES

On Program, Equipment Tests

PROPOSED amendments to its rules governing equipment and program tests in the broadcast services were announced by FCC last week to eliminate unnecessary time limitations on such tests and to conform the rules to existing Commision practice. Paper work for both FCC and stations would be reduced.

Under the proposed rules, once a station began equipment or program tests it would not have to secure repeated extensions but would be allowed to continue equipment tests until expiration of the construction permit or program tests until action on its license application.

Another matter clarified is an ambiguity in the rules as to when construction has been completed. Considerable difficulty has arisen in FCC action on forfeiting or extending CPs. Under the proposal no further extension of permit would be required once a station had begun program tests. Comments were invited by FCC until July 18.

FEEL LIKE JUMPIN' FOR JOY (Ky.)?

If you're happy as a lark, and want to *stay* that way—better stay the heck out of Joy (Ky.)! Like so many of our State's tiny towns, this one will never gladden your sales-conscious heart!

For sheer business bliss all you need in Kentucky are the 27 delightfully prosperous counties in the Louisville Trading Area. WAVE is rapturously content, broadcasting exclusively to this thriving metropolitan area. . . . Folks in this market listen to WAVE, and, with an Effective Buying Income that's 46% higher than their country cousins', they're able to *buy* the products they hear advertised.

So don't jump for Joy, Pal—jump for WAVE!

LOUISVILLE'S WAVE



NBC AFFILIATE

5000 WATTS . 970 KC

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Research

(Continued from page 28)

Los Angeles. The report is entitled *Videodex*, and is issued in two parts, quantitative and qualitative, and is sold in combination to stations, networks, agencies and advertisers.

All data are placed on IBM cards and special compilations from these cards are made for clients upon request.

Marketscope Research Co.

Audio-Scope and Video-Scope reports are the product of the Marketscope Research Co., 156 Washington St., Newark, N. J. The AM report includes sponsor identification, effectiveness of commercial, talent popularity, program preferences, pre-tests of programs. Data are collected by mail ballot and personal interview, with some use of panels of listeners or viewers.

Both the AM and TV samples are 600 homes, and breakdowns by sex, education, age, income and educational level are made from this sample. The research is localized in Essex, Bergen, Union, Passaic and Hudson counties in New Jersey and the five boroughs of New York. All measurements are on a continuing basis, and are issued in quarterly reports.

For TV, Marketscope Research Co. does a qualitative program rating, program analysis, popularity of talent, effectiveness of commercials and audience habits. The Video-Scope report is $2,000 per year—each report if sold separately $600. Mr. Robert E. Spinner is in charge of TV research.

Research Co. of America

A variety of AM and TV measurements are provided by Research Co. of America, 341 Madison Ave., New York. For AM the firm does measurements of sets-in-use, program ratings, station coverage, homes reached per dollar, total audience, sponsor identification, effectiveness of commercials, talent popularity, program preferences, pre-tests of programs and measurement of product sales related to program rating.

Data are collected by telephone interview and mail ballots. No fixed sample is used, but breakdowns are available by age, income level, education, and others as required by client. Although the organization is equipped to handle national ratings of programs, all of these measurements are provided on contract, none on a continuing basis. A. Edwin Fein is in charge of the radio research.

The TV research is carried on by the Television Measurement Bureau, a division of the Market Research Co. of America. This organization does work on program ratings, sets-in-use, share of audience and marketing studies on TV receivers.

Television Research Institute

Not primarily a measurement service, but engaged in preparing some special reports for the trade, the Television Research Institute is located at 40 E. 40th St., New York. The Institute has developed an audience reaction testing service to pre-test or obtain representative opinions concerning likes and dislikes of commercials, comprehension, intensity of appeal, and other measurements on a contract basis for individual clients. Also publishes *Video*, a weekly newsletter.

* * *

CANADA

Bureau of Broadcast Measurement

Working from a sample of 70,000 homes, the Bureau of Broadcast Measurement, 85 Richmond St., Toronto, Canada, provides station coverage reports and reports on total audience by station and network. It program rating is defined as "the number of radio homes that can and do listen to each station, where these homes are located, and whether the listening is day or night listening."

As in the case of the BMB in the United States, a mail ballot sample is used. National ratings are provided for networks, the remainder of the data is by station areas. The distribution of the sample includes all Canadian cities, over 10,000 population, and all counties or sub-districts, and is projectible to total population of Canada (12,547,100).

No TV or FM measurements are made. Reports are issued every year with station audience maps. They are provided on a membership basis to U.S. and Canadian advertising agencies, advertisers, radio representatives and others. Membership to all but stations is $25 yearly. C. J. Follett is in charge of radio research.

Elliott-Haynes Ltd.
Marketing Research

Canadian exponents of the telephone survey are Elliott-Haynes Ltd., Marketing Research, 515 Broadview Ave., Toronto, Ont. Measurements provided in reports are sets-in-use, program ratings, station coverage, homes per dollar, total audience, sponsor identification, audience flow, effectiveness of commercials, talent popularity, program preferences, pre-tests of programs, product sales related to program rating. The program rating measures the percent of radio homes within a given area listening to a given program at a given time.

Sample is determined by random selection from telephone book, and includes 400 homes per reported rating and 1,660 for national ratings. National ratings are provided for sets-in-use, program ratings, and sponsor identification. These national reports are published semi-monthly.

The geographic distribution of the sample is 35 cities, and is projectible to about 4,500,000 listeners, approximately one-third of Canada's population. The national ratings are done on a continuing basis, other data are prepared on contractual arrangements.

TV research is done for Niagara and southwest Ontario, mostly by personal interview. Regional day and evening 35-city-by-city ratings are published monthly. The organization does special reports on radio advertising expenditures by individual accounts, and will do panel studies for audience reactions for clients. J. Myles Leckie is in charge of Elilott-Haynes radio research.

Penn McLeod & Assoc.

Surveys on a tailor-made basis are made by Penn McLeod & Assoc., 445 Richards St., Vancouver. Through telephone and personal interview the organization will provide station coverage, sets-in-use, program ratings, homes per dollar, sponsor identification, audience flow, effectiveness of commercials, talent popularity, program preferences and product sales related to program rating.

Sample is constructed from phone book listing, and averages 800 calls per hour. No credit is given unless the respondent correctly identifies any two of: Name of station, name of program or name of sponsor. Sample breakdowns include male-female, age groups, income, educational levels, telephone areas and car ownership. The rate for a quarter hour survey is $25.

Penn McLeod also will contract for studies of buying power, buying habits, traffic audits, market potentials, product research, dual coincidental and follow up surveys. William B. Watts is in charge of radio research.

* * *

Next week more about American research firms providing national ratings.

PULLIAM

Talks to Chicago Headliners

FREEDOM in America must be preserved if the world is ever "going to be free," Eugene C. Pulliam, president of the Indianapolis Broadcasting Co. and WIRE, asserted Tuesday evening at a meeting of the Chicago Headline Club. He is a founder of Sigma Delta Chi, national journalism fraternity, of which the Chicago group is the local chapter.

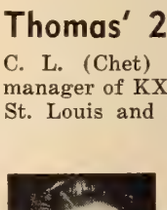
Mr. Pulliam, discussing "Post war Europe and British Socialism," charged that socialism in England is "a noisy sham and cruel delusion"; that socialized medicine is a "farce," and that British people are working harder and eating less. He predicted that the Conservative Party "probably will win the 1950 election by a narrow margin"; that the Soviet Union will take over all Germany eventually if Russia has a part in controlling the Ruhr, and that Tito's rebellion "is the most important and significant thing that has happened in Western Europe this year."

He concluded that "the tragedy of Europe" is a lack of freedom and that neither Czechoslovakia or the other satellite countries should receive any help from the U. S. or Western European countries until they "begin to show some independence."

Mr. Pulliam, an Indiana and Arizona newspaper publisher, returned last month from a tour of 14 Atlantic Pact countries and Czechoslovakia and Yugoslavia.

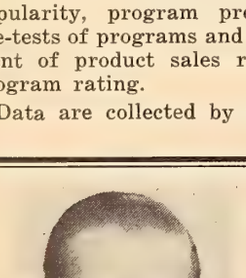
Thomas' 21 Years

C. L. (Chet) THOMAS, general manager of KXOK and KXOK-FM St. Louis and newly elected president of Trans Radio Inc. marked 21 years in the radio industry yesterday (June 12). Mr. Thomas launched his radio career in Cincinnati with Crosley stations, WLW and WSAI, as assistant to the sales manager. Following were several years each with WINS New York, KSD St. Louis and KFRU Columbia, Mo. He was appointed program director of KXOK in 1940, and in March 1944 was made general manager.



Mr. Thomas

TOTAL sales of Capitol Records In Hollywood, for first three months 1949 were $3,126,228, according Glenn E. Wallichs, firm president.



THE *Fred A. Palmer* CO.

Columbus, Ohio

Radio Consultants

on

Management and Operation

(20 years experience)

● SALES CAMPAIGNS
● SALES TRAINING
● SALES PROMOTION

Post Office—Box 108, Worthington, Ohio
Telephone—Worthington 2-7346



WINNER of the WINS New York "Miss Hello of 1949" contest, Miss Jeanne Finnegan (center), rejoices over her title and a few of the more than 185,000 pieces of mail she and other contestants received. With Miss Finnegan, an operator at the New York Telephone Co.'s Manhattan information bureau, are: Runner-up Janet Benson (r), a White Plains operator for New York Telephone; Miss Toni Hare, of Shoup-Owens Inc., Hoboken, N. J., third place winner, and Art Scanlon (seated), on whose daily record show over WINS the "Miss Hello" contest was conducted. Listeners to the program were asked to cast their votes for the phone operator with the pleasantest voice.

FM DOUBLING

RCA Demonstrates System

RCA Engineering Products Department, Camden, N. J., conducted tests the last week of May successfully demonstrating means of doubling available FM frequency channels for mobile radio communications without increasing frequency allocations. A new system said to be 1,000 times more selective than any other receiver announced to date was the subject of the tests.

Limited selectivity of conventional mobile radio receivers has made it impracticable for the FCC to assign adjacent channels to users in any one community or area.

Results of the tests indicated that adjacent channel operation (60 kc separation) can be achieved with no more interference than is presently experienced on alternate channel operation, and far less interference than is presently experienced on single channel operation.

The observers included Jeremiah Courtney, Washington radio attorney and general counsel for American Taxi Assn.; Daniel H. Arnold, William S. Grenfell, of the FCC; J. H. Durrer, S. Zalesky, F. Niedt, Coles Signal Laboratory, Red Bank, N. J.; Horace Gwilym, Cleveland, National Association of Taxicab Owners, secretary; R. W. Malcolm, Philadelphia; Franklin Smith, Chicago, American Taxicab Assn. secretary; W. E. Darnell, E. R. Krause, C. H. Horn, Bell Telephone Co. of Pennsylvania engineers; William Rothman, Frank DeBrouse, Baltimore; Raymond E. Simonds, RCA Frequency Bureau, Wash., D. C.; Robert R. Welsh, RCA Communications and aviation section manager; A. D. Cappacosta, J. C. Fields, R. A. Beers, and W. A. Harris, RCA, Camden.

SHI BETA, national professional music and speech fraternity, presented U. S. Steel *Theatre Guild of the Air* its 1949 Speech Award.

ZENITH 'MAJOR'

Trial Users Praise

ALTHOUGH some FM broadcasters have objected to Zenith Radio Corp.'s methods of promoting its new FM-only receiver, "The Major," through sending unordered sets to stations, a great many others have "raved" about the promotion, company reports.

"The ratio of FM stations buying these sample sets, as compared to those who returned them, is about 3 to 1," said Ted Leitzell, public relations vice president. "This high ratio is surprising because it is well known that a substantial percentage of FM licensees are more interested in AM than they are in FM," he said.

Mr. Leitzell released copies of a letter J. W. Kerr, commercial manager of WFRO (FM) Fremont, Ohio, wrote Guy Runnion, general manager of KXLW-FM St. Louis, who previously had objected to the promotion [BROADCASTING, May 30].

"If you haven't already discarded 'The Major' which Zenith forced upon you . . . just send it to me COD—I'll even give you a 33% markup . . .," wrote Mr. Kerr. "With the attitude which you apparently have toward FM, you owe it to fellow FM broadcasters to turn back your license or dispose of the FM station to an individual who believes in FM and sincerely wants to help promote improved aural reception."

Among letters Zenith reports:

"I didn't count the stations on the dial, but it was alive from one end to the other."—Washington, D. C.; "I am afraid this is going to sound like a cigarette testimonial . . ."—Spartanburg, S. C.; "It created a great deal of comment among my engineering staff . . . I am keeping this one . . ."—Ann Arbor, Mich.; "I am pleased to enclose my check"—Richmond, Va.; "It has performed just as you had claimed it would . . ."—Fitchburg, Mass.; "Best FM receiver we have tested to date . . ."—LaGrange, Ga.; "We tried it out in some spots where other AM and FM receivers of much more expensive makes failed to produce at all, and 'The Major' came through like its name . . ."—Baton Rouge, La.; "It is one of the answers to furtherance of FM broadcasting."—Springfield, Ill; "You are to be complimented for the quality of construction."—Brockton, Mass.; "I can understand your tribute to Major Armstrong but it might have been named The Commander. It is certainly that in the FM field."—New York City; "It's everything you say."—Minneapolis, Minn.

Radio Libraries

SIX libraries of broadcasting literature have been added to the radio literature depository list of the Federal Radio Education Committee, operated jointly with NAB. The plan was set up last year by NAB and the Office of Education committee to provide easy access to radio literature. New libraries added to the list are those of U. of Denver, U. of Utah, U. of Miami, Hoover library (Stanford U.), Canadian Broadcasting Corp. and the Dept. of State's Program Evaluation Service in New York.

IN BUFFALO

COLUMBIA

and WGR

— have the sky-high Hoopers for '49

With Columbia's new galaxy of stars . . . and with more to come . . . WGR in Buffalo has sky-rocketed to new highs in Hooper ratings . . . climaxing a sensational two-year rise under the station's new ownership.* 5000 watts night and day on radio's most favorable wave length . . . 550 kc . . . gives advertisers the *best* reception in Western New York's rich market.

WGR Broadcasting Corporation

550

RAND BUILDING, BUFFALO 3, N. Y.

Buffalo's Columbia Network Station

National Representatives: Free & Peters, Inc.

*Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry

TV and the Gate

(Continued from page 36)

of 1,796,000; in 1947, when they won the National League, had 1,807,000 and in 1948, a troublesome year in Brooklyn management, fell to 1,400,000.

The Giants in 1946 had 1,234,000; in 1947 had 1,599,000 and in 1948 had 1,461,000.

On the basis of the tables shown on page 36 there is no evidence that television harms the gate, or, it must be admitted, even discernibly affects it.

The improvement of Pittsburgh's 1949 admissions over the club's gate in 1948, despite its cellar position in the league, was made much of by *The Sporting News*, which pointed out that Pittsburgh was the only team rejecting telecasts.* There is doubt that the absence of television in the Pirates den was more than a contributory factor in the gate increase. The Pirates, it was pointed out, have lately come into considerable publicity because Bing Crosby bought an interest.

The rise or fall of gate receipts so far this year must be attributed to many circumstances—the league standing of the clubs, the economic condition of the community, the publicity breaks of the teams. Because television is to date a largely unexplored phenomenon, it is easy to make it the whipping boy for any owner whose team plays to empty seats.

*** [Editor's note—It should also be considered that no television outlet was operating in Pittsburgh during the 1948 season, thus eliminating basis for comparison of attendances.]**

Radio Urged

EQUIPMENT for both broadcasting and telecasting should be a part of forthcoming remodeling of the House Chamber, Rep. A. L. Miller (R-Neb.) told his colleagues in a speech on the floor last Wednesday. "There has been much discussion as to the advisability of broadcasting a part of our procedure," he reminded, adding that "with broadcasting will come television." He made his plea in a talk in which he advocated installation of an electric voting system.



NEW NAB executive committee representing the Assn. of Women Broadcasters held its first meeting in Washington June 3 (see story). Attending were: Seated (l to r), Ruth Crane, WMAL Washington; Katherine Fox, WLW Cincinnati, chairman; Pat Griffith, NAB; Linnea Nelson, J. Walter Thompson Co.; Martha Gaston, KFOX Long Beach, Calif. Standing: Elinor Lee, WTOP Washington; Kaye Witmer, WKBO Harrisburg, Pa.; Sally Work, WBEN Buffalo; Doris Corwith, NBC; Anne Hayes, KCMO Kansas City; Dorothy Kemble, MBS; Marjorie Christopher, WQAM Miami.

* * *

WOMEN'S SHOWS *Development Planned By NAB and AWB*

DEVELOPMENT of women's programs into more effective advertising vehicles will be undertaken by NAB's Bureau of Broadcast Advertising and the affiliated Assn. of Women Broadcasters.

Plans for the joint effort to encourage more women's programs and to build up their business and public service aspects, were developed at the June 3 meeting of the AWB Executive Committee, held at NAB headquarters in Washington. Maurice B. Mitchell, BAB director, conferred with the committee.

Preparation of a directory of women's programs was recommended by the committee, at Mr. Mitchell's suggestion. He will collaborate with Pat Griffith, NAB director of women's activities, in preparing the directory.

Mr. Mitchell disclosed that BAB is planning a sales presentation on women's programs, to be known as "Radio's Feminine Touch." It is to be in the hands of stations in time for autumn selling.

Presiding at the meeting, first to be held by the new committee since AWB became an NAB staff department, was Chairman Katherine Fox, WLW Cincinnati. NAB President Justin Miller, along with Executive Vice President A. D. Willard Jr., Secretary-Treasurer C. E. Arney Jr. and Robert K. Richards, public relations director, took part in the meeting.

Next AWB convention will be held June 1-3, 1950, at the Hotel Cleveland, Cleveland, with Eleanor Hanson, WHK Cleveland, named convention chairman. Miss Griffith will serve as overall supervisor of convention activities.

Objectives for AWB were recommended as follows:

To develop projects and recommend activities which will promote the interests of women broadcasters, increase their opportunities for service, and encourage closer cooperation among them, and between them and the broadcasting industry as a whole.

To act, subject to the approval of NAB management, as a central agency for the gathering, coordination and dissemination of information relating to the work of women broadcasters.

To recommend to the NAB management and board of directors standards and principles for the work of women broadcasters in all fields.

To keep AWB members apprised of the overall NAB and related industry policies.

To advise AWB members on federal court decisions and regulations which are applicable to the work of the women broadcasters.

To assist AWB members in their important public relations function as interpreters to the public of the principles and contributions of the American System of Broadcasting.

Attending the meeting were Chairman Fox; Sally Work, WBEN Buffalo; Kaye Witmer, WKBO Harrisburg; Elinor Lee, WTOP Washington; Marjorie Christopher, WQAM Miami; Anne Hayes, KCMO Kansas City; Martha Gaston, KFOX Long Beach, Calif.; Doris Corwith, NBC; Dorothy Kemble, MBS; Ruth Crane, WMAL Washington; Linnea Nelson, J. Walter Thompson Co., New York. Absent were Ruth Trexler, ABC, and Elinor Inman, CBS.

AL JARVIS, disc m.c. of KLAC Hollywood *Make Believe Ballroom*, was named most popular disc m.c. on West Coast by *Radio Best* magazine.

DR. PEPPER

Moves Account to R&

APPOINTMENT of Ruthrauff Ryan as the new agency for t Dr. Pepper Co., Dallas, was a nouced last week. The soft dri account had been handled Tracy - Locke Co., Dallas, sin 1927, except for a period in 19 when Benton & Bowles was agen Media schedules are being dra by Ruthrauff & Ryan and deta will be announced later.

Raymond P. Locke, president the relinquishing agency, co menting on the resignaton, stat that it was "with deep regret a a sentimental tug at the hea strings . . . however, since la 1947 we have not seen eye to e with regard to budget, allocati of same, media and copy. We a sincere in our convictions; t client equally sincere in its vie point.

"There has been no serio quarrel; no ill will . . . I a associates retain substantial vestments in Dr. Pepper bottli enterprises and Dr. Pepper stoc Our faith in the products remai undiminished. It is simply a gent men's agreement to disagree, pa company and remain good friend

Guideposts

(Continued from page 26)

get, and harder to hold contir ously.

So, if I were a small-market s tion operator, I would go all out f local business. Local and regio accounts are the most rewardi the easiest to sell, and the m constant. National advertisers u spot because it is flexible. It c be turned on and off as the c casion demands, and switched fr one market to another swift for sales strategy. But the lo advertiser stays put, and mainta a constant campaign just as lo as it pays out.

Just to cheer you new operat up, and perhaps scare some of t old-timers, I could cite cases over the country where lit Davids have cut smug, self-sat fied old Goliaths down before th even knew they were losi ground, or why.

They have done it by sequen programming, by concentrating local sports, local special even local news, special high sch and club news, church news, b letin boards for one-time a nouncements, disc jockey sho tailored to very definite lin either bebop, or popular, or se classic, or hillbilly, depending the community taste and time day. They have gotten into lo controversial issues, and develo local personalities, and built lo special interest programs gardening, or Boy Scouts, or clubs, and made themselves s an integral part of the commun life that the distant powerhou don't have a chance to build a audience there.



Upcoming

June 12-18: Special Libraries Assn. Convention, Biltmore Hotel, Los Angeles.
June 20-July 29: U. of California-NBC Radio Institute, U. of California, Berkeley.
June 22-23: Broadcast Advertising Bureau Policy Committee, NAB Hdqrs., Washington.
June 23-24: Sales Managers Executive Committee, NAB Hdqrs., Washington.
June 25: First Annual Radio News Editors Conference, Kent State U., Kent, Ohio.
June 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.
June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.
June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.
June 27-July 11: Seminar on Educational Radio, U. of Illinois, Urbana.
July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth, N. H.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Color TV

(Continued from page 37)

onstrations, were enthusiastic. They plan to continue the demonstrations at other medical conventions as a contribution to medical teaching.

With 15,000 doctors who witnessed the "live" operations, as well as other thousands who will see the CBS-SK&F demonstrations, talking color TV to their patients, proponents of black and white video were fearful that there might be a depressing effect upon the sale of black and white receivers.

The camera used by Dr. Goldmark was a standard image-orthicon with a color disc. The receivers were direct view, utilizing a color disc which rotates in synchronism with the color disc in the camera. All of the equipment was designed for teaching surgery and medicine, and is owned by the SK&F Labs.

In addition to the camera, the equipment in the operating room included a control desk. The signals were fed into a microwave transmitter beamed toward Convention Hall—a half mile distant. The pickup equipment was operated on 116 volts, 60 cycles and required 26 amperes current.

Among those who witnessed the demonstrations were Edward W. Chapin, chief of the FCC Laboratories Division, who is in charge of TV and FM investigations; Dr. George H. Brown of RCA Radio Systems Research Lab, Princeton, N. J.; R. Morris Pierce, vice president in charge of engineering of the G. A. Richards stations (WGAR Cleveland, WJR Detroit, KMPC Hollywood), and G. F. Leydorff, vice president and chief engineer of WJR.

'VOICE' FUND

Cut by House Group

THE STATE DEPT.'s Voice of America and related information activities, whose 1950 budget suffered a $2 million cut at the hands of the House, last week was cut an additional $1,656,100 by Senate adoption of the $32,343,900 appropropriation recommended by its Appropriations Committee the week before [BROADCASTING, June 6].

Conferees were appointed from House and Senate to reconcile the differences in the respective bills of the two houses. The original Budget Bureau request for the international information and educational program was $36 million, which the House reduced to $34 million [BROADCASTING, April 11].

After balancing out non-recurring expenditures, it was brought out, the Senate-approved budget for the information program would be $3,700,000 above the current year's despite the cut in funds requested.

Nevertheless, officials said, the scope of information activities would have to be reduced "slightly" if the Senate appropriation figure is not raised, "since the annual rate for the programs is now approximately $32,947,080."

Items which would have to be "eliminated or drastically curtailed," authorities said, include production of packaged shows for local overseas broadcast ($200,000); broadcasts in five languages which were to have been instituted and in one language (Persian) which are now being conducted ($248,621); and field staff for local overseas broadcasting for Europe and the Middle East ($142,978), which would mean that there would be local overseas broadcasting only in the Latin American countries.

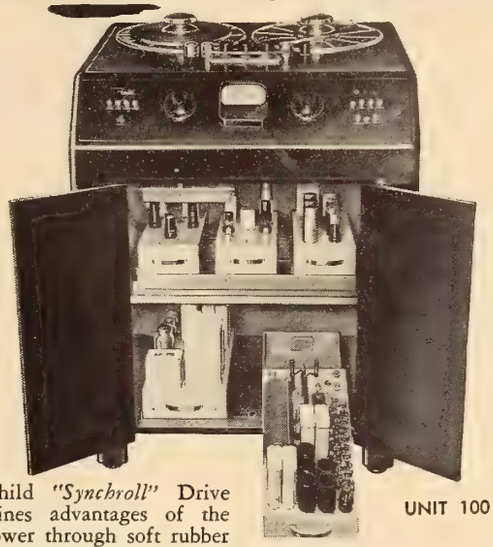
By a vote of 45-33 the Senate rejected an amendment offered by Sen. Ralph E. Flanders (R-Vt.) to increase the Voice and allied information program's allocation to the full $36 million originally recommended by the Budget Bureau.

Compares Expenditures

Sen. Karl E. Mundt (R-S.D.), who joined Sen. Flanders in offering the amendment, told the Senate that General Electric Co. spends almost 1% of its income for advertising, that Procter & Gamble spends 3.7%, and that Reynolds Tobacco Co. spends 1.1.% Yet even a $36 million appropriation for the information program would be only one-sixth of one percent of the U.S. military and foreign budget, he declared.

Overall appropriation for the State Dept. as approved by the Senate would be $260,172,456, compared to $271,405,656 voted by the House. The bill was the first this year in which the Senate reduced the amount allowed by the House.

TAPE OR DISK
YOU CHOOSE FAIRCHILD FOR TOP PERFORMANCE



UNIT 100

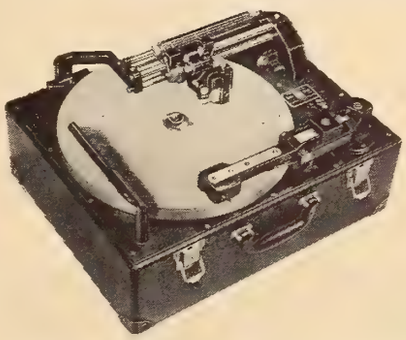
★ The Fairchild *"Synchroll"* Drive System combines advantages of the transfer of power through soft rubber idlers with those of direct gear control of the capstan. This unique development of Fairchild results in a *no-slip synchronous* tape drive.

★ High Frequency Flutter causes roughness in a reproduced sine wave tone. *Smooth motion* in the Fairchild Tape Recorder is apparent in the *cleanliness* of simple musical tones.

★ Hum problems are generally recognized as inherent in magnetic recorders. The high efficiency of Fairchild Playback Head design and amplifier construction results in a hum measurement at least *68 db down.* (ref. 2% distortion).

THE FAIRCHILD PROFESSIONAL TAPE RECORDER easily outperforms requirements set by NAB Standards. Features include: "plug-in" type construction, both mechanical and electrical, for uninterrupted service; interlock system to prevent accidental erasing; volume indicator and circuit metering; adjustment of playback head during operation for optimum performance with all tapes; simultaneous monitoring from the tape during actual recording. Major network and recording studios are using Fairchild Tape Recorders. Write for complete information.

FAIRCHILD SYNCHRONOUS DISK RECORDERS



ACCURATE PROGRAM TIMING—Synchronous direct to the center gear drive for shows "on the nose".

FREEDOM FROM WOW—No slippage. No musical pitch change to make listeners aware the show is transcribed.

SOUND ON FILM DUBBING—Many of the motion picture sound tracks you hear and enjoy are first recorded on Fairchild Synchronous Disk Recorders.

Above are some of the features that have gained FAIRCHILD the reputation for the finest in recording equipment. Fairchild Synchronous Disk Recorders are manufactured in 3 models; Unit 523 for the finest fixed studio installation; Unit 539K for the small budget studio; Unit 539G (shown above) for console performance in a portable unit. Maintain your reputation for making the finest transcriptions and masters with Fairchild equipment. Write for illustrations and complete specifications.

Fairchild

RECORDING EQUIPMENT CORPORATION

154TH STREET AND 7TH AVENUE, WHITESTONE, L. I., N. Y.

Open Mike

(Continued from page 12)

continue to be a *must* in the literary agenda of WTTM.

Fred L. Bernstein
Sales Manager
WTTM Trenton, N. J.

* * *

Praise for Lawrence

EDITOR, BROADCASTING:

Leave us partially retract our condemnation of newspaper columnists in general for their penchant for taking swipes at radio and television. And leave us make straight-thinking Mr. Lawrence an honorary member of the Fifth Estate. This column [dealing with FCC opinion on editorializing] is deserving of a reprint.

Howard M. Paul
Radio-TV Director
W. D. Lyon Co.
Cedar Rapids, Iowa.

[Editor's Note: We agree with you, Mr. Paul. See page 86.]

* * *

Gill Report Draws Fire

Dear Fish:

I have just read your editorial "The Gill Technique." Are you going to be like the salmon on the Columbia River that spawn going up hill and die, or are you going to wake up? I think you are, slowly.

Good luck.

Your friend,
Deac (M. H. Aylesworth)
Rockefeller Plaza, N. Y.

* * *

EDITOR, BROADCASTING:

Just to prove I'm still among your cover to cover readers, I take my critical pen in hand again.

Reference "The Gill Technique," I'm as allergic as anyone to the rash of "pontificating" re TV. But how about Mr. G himself?

You talk a lot about his year of research—but nowhere is it detailed or authenticated. How many homes did he measure? How did he pick them? What was his method of observation? Have his procedures been double-checked by other experienced researchers?



—Better Homes & Gardens
"We're conducting a poll! To which drums are you listening?"

Reprinted from
BETTER HOMES & GARDENS

* * *

I don't hold any brief for the easy-given opinion of the big boys—particularly the long-range prophesying. I don't know what's going to happen to AM. And, I do agree there have been too many alarms about its early demise. However, there have been some other researchers on TV's effects on listening. And none of them agree with Mr. Gill.

Frankly, I don't believe his figures—and I don't think anyone close to the business will. Certainly, they won't without documentation!

Considering your enthusiastic sponsorship of Mr. Gill's findings, you owe your readers the proof.

John P. Taylor
Advertising Manager
Engineering Products Dept.
RCA Victor Div.,
Camden, N. J.

[EDITOR'S NOTE: To former NBC President Aylesworth, whose "ear-radio-doomsday-in-three-years" prediction has brought many brickbats and one or two posies, we respectfully retort that BROADCASTING-TELECASTING covers the news in all the mass radio arts as it develops. Mr. Gill is a reputable researcher with a reputable agency.

To Mr. Taylor, who has seen radio grow from cat's whisker to cathode ray: We'll follow through as suggested. We hope to publish Mr. Gill's documentation in an early issue.]

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC
AFFILIATE

MEMBERSHIP DRIVE

NAB Committee Reviews Plan

PROPOSED NAB membership drive, which already has board approv is now involved in the proposal to revamp NAB's structure.

The whole membership problem was reviewed last Monday at a me ing of the NAB board's membership committee. The three-man gro went into the whole question, with indication that a drive for new members should await further action on reorganization.

NAB's Structure Committee is scheduled to meet June 24 at NAB headquarters in Washington. The committee met during the winter and early spring, offering recommendations to the board. These included naming of a television director as well as transfer of most NAB functions into the president's office, each served by a committee of seven. Eventual formation of separate aural and visual departments was proposed.

Main result of the recommendations thus far has been President Miller's appointment of Executive Vice President A. D. Willard Jr. as television director, but NAB has not indicated whether Mr. Willard has accepted the transfer.

The rest of the Structure Committee recommendations were deferred at the April board meeting in Chicago.

The membership group received a report last Monday from Secretary-Treasurer C. E. Arney Jr. on status of the membership. Mr. Arney said that 72% of the resignations in the last half-year consisted of stations licensed since the war.

Need for descriptive material NAB's operations was expressed This would be helpful in case membership drive is to be staged Committee members felt NA should revise its past publicatio of this sort. Latest was *The Sto of NAB*, published in 1945. Pr ceding it had been *Let's Look the Record* in 1943 and *Let's G Acquainted* in 1942.

Attending the committee mee ing were Gilmore N. Nunn, WLA Lexington, Ky., chairman; Hen W. Slavick, WMC Memphis, a Merrill Lindsay, WSOY Decatu Ill.

Cheers for Zenith

EDITOR, BROADCASTING:

In behalf of FM, I take issue with your "Zenith Target" story on page 30 of May 30, 1949, issue of BROADCASTING magazine. To me, this appears as another deliberate attempt for your publication to again debase FM and the FM industry.

The Zenith Radio Corp. is to be commended for their stand in promoting improved aural reception—for setting the pace in research and producing more and better FM receivers. . . .

J. W. Kerr
208 S. Clover St.
Fremont, Ohio

[Editor's Note: Three cheers for Zenith, or for any manufacturer that produces a better FM receiver, better AM receiver or better TV receiver. And three cheers, too, for every FM broadcaster. The only "deliberate attempt" we plead guilty to is an honest attempt to cover all radio news each week.]

EDITOR, BROADCASTING:

We were glad to get the new Zenith Major. If all FM radios were as sensitive as the Major, we wouldn't have any trouble building an FM audience. We are located in the Allegheny Valley and despite 800 foot obstructing hills, we pulled in Ohio stations 130 miles away. It's about time a manufacturer put out a decent set.

A. David Potter Jr.
General Manager
WNAE WNAE-FM
Warren, Pa.

COMR. STERLING

Addresses Canadian Mfgr

REVIEW of television in the U. was given by FCC Comr. George Sterling last Wednesday before t 78th annual general meeting of t Canadian Mfgrs. Assn. at St. A drews-by-the-Sea, New Brunswic

Comr. Sterling said that tele sion, although eight years old, ' only on the threshold of its develo ment" and foretells far reachi social, economic and cultural i pact. He detailed the concern T has caused in the movie indust and quoted one Hollywood repr sentative who said that unless t film capital moves fast it will b come "a whistle stop at the end a coaxial cable."

His talk outlined the history TV. Comr. Sterling said he e pected 1,000 video stations on t air by 1956 and by the end of fi years some 20 million TV receive in use, one for every two hous holds.

SPOT BILLINGS

Small Fluctuation Show

FLUCTUATION of less than 25 in average national spot time bil ings, month by month, through a average year was reported la week in figures compiled by Pric Waterhouse for the National Ass of Radio Station Representatives

There was less than 25% diffe ence between the highest month business, in October, and the lo est, August. The following month figures represent percentages total annual national spot billing

January 8.41%, February 7.9 March 8.69, April 8.18, May 8.2 June 7.80, July 7.56, August 7.4 September 7.88, October 9.32, N vember 9.21, December 9.30.

The averages were drawn fro monthly billings for the past thr years from a sample of 75% the billings of stations which a represented by NARSR member

Baltimore 'Gag'

(Continued from page 25)

the administration of justice." The next section (F) was upheld by Judge Gray but rejected by the appellate court. It forbids "the publication of any matter obtained as a result of a violation of this rule." The first four parts of the rule, covering photography statements by officials and statements about the conduct of the trial, still remain in force.

The dissenting opinion termed the broadcasts inflamatory and pointed to its relation to race prejudice. The defendant, James Brill, a Negro, was convicted of murdering an 11-year-old girl and sentenced to hang.

The majority decision was concurred in by Chief Judge Marbury and Judges Delaplaine, Collins and Grason.

James Lawrence Fly, former FCC Chairman who appeared as counsel for the American Civil Liberties Union at the trial, described the decision as a "real contribution to freedom of press and radio." He added that he was "very much gratified" at the sweeping court opinion.

Miller Comments

Commenting on the court's ruling, NAB President Justin Miller said, "The decision, coming as it does at the end of the historic week whose beginning saw the modification of the Mayflower rule which had gagged the right of broadcasters to express opinions, gives us another graphic proof of the old truth that we can never lose by standing on fundamental rights.

"As in the case of the Mayflower rule report by the FCC, this Maryland decision falls somewhat short of the complete declaration of unconstitutionality we could have wished for Rule 904. But courts, like administrative agencies, are, naturally, reluctant to admit error and its correction, customarily, comes in a series of decisions. However, again like the Mayflower report, the decision in this case represents a noteworthy victory for those of us who refuse to acquiesce in the nibbling process so frequently used by those who would break down the freedoms of the American people.

"The broadcasters of America and their national association may well be proud of their uncompromising and successful fight in the case. We are grateful, too, for the support lent us by the newspaper publishers and the many press associations which stood beside us when we refused to bow to the intimidation of governmental officials. Again we see that a little courage accomplishes much more than sycophancy in such matters. The NAB will continue to work toward wider and wider acceptance of the fundamental principles here involved."

MINN. ELECTIONS

MBA Directors Named

DIRECTORS for the Minnesota Broadcasters Assn. have been announced by Mel Drake, secretary-treasurer of the new group and vice president of WDGY Minneapolis. Tabulation of mail ballots June 7 showed the following elected:

John F. Meagher, KYSM Mankato; C. T. Hagman, WLOL Minneapolis; H. W. Linder, KWLM Willmar; Odin S. Ramsland, KDAL Duluth; E. J. McKellan, KVOX Moorhead; Wallace E. Stone, KWOA Worthington; James J. Delmont, KATE Albert Lea.

Messrs. Meagher and Hagman were named president and vice president, respectively [BROADCASTING, May 30]. Directors will meet in Minneapolis June 20.

Shaw Quits GN&G

DONALD S. SHAW, who has been with Geyer, Newell & Ganger, New York, for the past five years as vice president and director of radio and television, has resigned. No replacement has been named yet.

FIRST PRIZE in Milwaukee County Radio Council's competition was awarded *Milwaukee Speaks*, WTMJ Milwaukee Sunday afternoon discussion program. It was cited as "1948-1949 locally produced public service discussion show which has made the best local contribution to the development of interest in civic affairs. . . ."

Zenith

(Continued from page 38)

the Senate Committee on Interstate and Foreign Commerce, and FCC Chairman Wayne Coy and Comr. Frieda Hennock occurred that Zenith decided upon its advertising policy which produced the now famous "obsolescent ads."

Sen. Johnson had stated that television set purchasers were not warned about the danger of receiver obsolescence because of proposed UHF changes. He stated converters were not the answer to the problem. In reply, Chairman Coy acknowledged that if UHF channels were added there would be obsolescence and that converters were not as satisfactory as regular receivers. Comr. Hennock wrote about the desirability of the public being informed by manufacturers of just what a set will do.

After that correspondence was published in the press, said the answer, Zenith decided to bring to the public its stand that Zenith receivers would not be rendered obsolete, come UHF.

Zenith further contended that it had a perfect right to so advertise "from the standpoint of their own business interest and from the standpoint of fair dealing and proper information and advice to the general public interested in purchasing television receivers."

It then went on to allege that Sightmaster sets of one of the plaintiffs were not similarly equipped and could not receive UHF without a converter. It alleged that converters thus far developed were unsatisfactory and that a satisfactory converter may never be developed.

It defined a converter as a separate instrument or device designed to supplement the frequencies receivable by a radio or television set. It usualy consists, said the answer, of a separate chassis in which are appropriate circuit and tubes to convert radio and television signals to permit their reception on sets which otherwise would not be capable of receiving them.

Zenith said its own sets did not need a converter but could be adapted to UHF by "simple substitution of panels in the specially designed turret tuner" which is standard equipment in its receivers. Thus the sets can receive both UHF and the present channels, it was claimed.

Frank McIntyre

FRANK McINTYRE, 71, well known as "Capt. Henry" on the former *Maxwell House Showboat*, died June 8 at Ann Arbor, Mich.



prospectin'?

Prospectin' for sales? Montana's got 'em. Wealth from copper, dairy cows, lumbering, farming, hydro-electric power, sugar beets, meat packing. Seven major industries in all add up to better than $100 million in retail sales (1948). Pan for wealth if you like. But for sales in a hurry, use the Mosby stations.

The Art Mosby Stations

CBS KGVO-KANA-KGFM

5 KW DAY—1 KW NITE MISSOULA | ANACONDA BUTTE 250 KW | GREAT FALLS 5 KW IN PROGRESS

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

The BIGGEST DOLLAR BUY in the Rich Cleveland Market

Alert programming, civic interest and planned promotion have made it possible for Cleveland's Chief Station to offer advertisers more listeners per dollar than any other Cleveland station. Take advantage of this Big Dollar buy — gear your advertising plans accordingly!



BILL O'NEIL, President

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

FCC Reshuffle?

(Continued from page 25)

urging support of the broad principles of the bill, would do much to expedite action once it reaches the floor.

Extensive hearings were considered unnecessary since many of the provisions were from bills on which lengthy testimony was taken in past years.

Chief "new" section is one which would reorganize FCC's staff along functional lines and set up a new, separate staff group responsible directly to the Commission to assist it in the preparation of decisions, orders and the like. The "buffer" plan already has been adopted by the Commission, which announced the establishment of such a group only four days after the McFarland Bill was introduced.

Three Major Divisions

The functional realignment of the staff would set up at least three major divisions along the lines of the Commission's major workload. These presumably would be broadcasting, common carrier and safety and special services, and each would have legal, engineering and accounting personnel. By comparison, the present organization divides the staff into legal, engineering and accounting bureaus, each containing broadcasting, common carrier and safety and special services divisions.

Most of the remainder of the bill, including a plan to divide the Commission itself into two semi-autonomous panels of three members each, was taken from the 1947-48 White Bill or from pending measures introduced earlier in the current sessions.

There was considerable speculation that the panel plan would be deleted. This belief stemmed from Sen. McFarland's own doubts about the desirability of such a plan, which he and Sen. Tobey expressed in a subcommittee report that subsequently was adopted by the full committee [BROADCASTING, Jan. 31]. That report blocked a three-panel system which FCC was then considering.

Other Portions

Other portions of the bill, all derived from past or pending legislation, would revise FCC's hearing procedures; raise the pay of Commissioners from $10,000 to $15,000 a year and provide increases for key staff executives; simplify appellate sections of the current law; shorten the present anti-trust section of the Communications Act; prohibit representation of licensees by bureau chiefs in proceedings before FCC for 12 months after they leave the Commission; and forbid adoption of rules which would result in discrimination based on race, religion, politics or business.

Aside from the buffer staff which FCC has now set up to separate judicial and prosecutory functions, the bill contains two other sections which are at least in the process of accomplishment irrespective of the bill. One is a plan to provide a legal assistant for each of the Commissioners, which FCC itself approved several weeks ago. The other authorizes the issuance of examiners' recommended decisions in lieu of proposed decisions by the Commission, which FCC had had pending in proposed form for nine months and approved finally a few days after introduction of the McFarland Bill.

The revisions encompassed in the McFarland measure form one prong of a dual "initial" objective which the Arizona Senator said his subcommittee had set for itself. The other is "consideration of the problem of American telegraph and cable companies," which was commended several weeks ago in a conference with record communications firms.

The problem of the communications companies, Sen. McFarland explained, is typified by the reductions in income which they are suffering and by the fact that they must compete with foreign government-owned communication monopolies. The possibility of mergers of some of the companies, not permitted by present law, is under study but Sen. McFarland said "several months" may be needed to work out necessary legislation. The companies themselves are working on proposals, he reported.

Sen. McFarland insisted that in neither broadcasting nor common carrier operations should the government have its "finger in the pie."

BAB BOOK *One of Many Projects Underway In New NAB Operation*

PUBLICATION of a book containing full information on sales practices contracts, PI and other advertising practices in broadcasting will be undertaken by NAB's Broadcast Advertising Bureau.

The compendium will be one of a long list of projects already in the works at BAB less than two months after its authorization by the NAB board. It will fill a need on the part of broadcasters, sponsors, agencies and others concerned with broadcast advertising, according to Maurice B. Mitchell, BAB director.

BAB is preparing to move its Washington operation to the BMB offices at 270 Park Ave., New York. Moving to New York with Mr. Mitchell will be Charles A. Batson, assistant director, and Lee Hart, NAB retail coordinator. The staff will be augmented when the New York transfer is complete.

The BAB slide film, produced under NAB board mandate, is to be ready by July. The film will show the advantages of radio and will include suggested speech material providing a complete broadcast presentation.

BAB's progress and plans for the future will be taken up at a meeting of the BAB Policy Committee to be held June 22-23 in Washington, and the NAB Sales Managers Executive Committee, to be held June 23-24 [BROADCASTING June 6].

TV Subcommittee Named

A television subcommittee has been named to augment the sales managers committee. It will hold its first meeting during the June 23-24 session. Most of the subcommittee members are not members of the full committee.

Mr. Batson is completing work on a greatly expanded study of dealer cooperative advertising based on questionnaires sent to manufacturers and producers. The idea of printing this list in card index form for station filing, and keeping it up-to-date will be considered by the committees.

Mr. Mitchell spoke last Tuesday at a station workshop session in Des Moines. Miss Hart addressed advertising clubs in Evansville and Terre Haute, Ind., and Milwaukee.

Mr. Mitchell will speak on retailer use of the broadcast medium at the sales promotion convention of the National Retail Dry Goods Assn., to be held June 27-28 at the Hotel Stevens, Chicago.

Television will be taken up at the session. Speakers include Walt Dennis, radio director of Allied Stores; M. Markowitz, sales promotion manager of Alexander's and a panel of TV and radio users.

IN CHICAGO

NBC and CBS had more audience* BUT . . .

NOT PER DOLLAR SPENT

W-I-N-D first!* *in circulation per dollar*

W-I-N-D third!* *in total audience 6 AM-6 PM-7 days/wk*

*PULSE—52 WEEKS, '48

560 KC • 400 N. MICHIGAN AVE., CHICAGO, ILL.

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

FOR COVERAGE

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.



It's 630 in Savannah **WSAV**

630 kc. 5,000 watts Full Time

Represented by Hollingbery



Blaw-Knox engineers have learned a lot from designing several hundred thousand radio and transmission-line towers! That's why Graybar recommends Blaw-Knox supporting towers for TV and FM transmitting antennae, and Blaw-Knox vertical radiators for AM.

Both guyed and self-supporting towers are available through your near-by Graybar "service station."

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 4967

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2, 18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant; (18) Machlett

Distributor of *Western Electric* Broadcast Equipment

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities.
These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 4104
CINCINNATI
J. R. Thompson, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1360
DALLAS
C. C. Ross, Central 6454
DETROIT
P. L. Gundy, Temple 1-5500
JACKSONVILLE
W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO.
R. B. Uhrig, Grand 0324
LOS ANGELES
R. B. Thompson, Trinity 3321
MINNEAPOLIS
W. G. Pree, Geneva 1621
NEW YORK
F. C. Sweeney, Watkins 4-3000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Court 4000
RICHMOND
E. C. Toms, Richmond 2-2833
SAN FRANCISCO
K. G. Morrison, Market 5131
SEATTLE
D. I. Craig, Main 4635
ST. LOUIS
J. P. Lenkerd, Newstead 4700

THE PICK OF THE NEW HITS!

*on special "DJ" platters**



TOMMY DORSEY
Aint'cha Glad I Love You
The Continental DJ-712



SAMMY KAYE
The Four Winds and The Seven Seas
Out of Love DJ-713



THE THREE SUNS
Ting-A-Ling
Ev'rybody Kiss the Bride
DJ-714



LARRY CLINTON
You Told A Lie
Sicilian Tarantella
DJ-715

* "DJ" disks are special platters for disk jockey and radio station use!

RCA VICTOR RECORDS

Programs

IN WHAT stations believe to be first tie-up of its kind in television, WMAR-TV, video outlet of Baltimore (Md.) *Sunpapers*, and WMAL-TV, Washington *Star*, outlet, began series of simultaneous 2½ hour daily telecasts. Program, *The Sports Parade*, has been aired by WMAR-TV alone since April 20. WMAL-TV will do air pickup for telecast in Washington. Program is fast-paced, potpourri of sports results, community news, entertainment, interviews and variety. It is aired from 3:30-6 p.m., and National Brewing Co. sponsors 4-5 p.m. segment Mon.-Fri., and 4-6 p.m. on Saturday.

Saints and Sinners

VIDEO rights to Circus Saints and Sinners, New York luncheon group, have been acquired by CBS-TV for half-hour series titled *Circus Saints and Sinners—Meet the Fall Guy*, to be telecast weekly. Day and time are to be announced. Format has prominent personalities "on trial" for idiosyncrasies, which are vindicated at conclusion by performance showcasing talents.

Plays and Airs

BASEBALL fans at Caswell Park in Knoxville, Tenn., saw something new in way of baseball broadcasting when WKGN Knoxville's Sportscaster Lindsey Nelson broadcast a game and participated simultaneously. Occasion was annual benefit game between Knoxville Junior Chamber of Commerce and Press-Radio team. Mr. Nelson strapped a microphone to his chest and ran extension cord to amplifier located in dugout along first baseline. He kept up his regular line of play-by-play chatter as he batted and played first base. Baserunners, catcher, and umpire were interviewed whenever they came within range of microphone during progress of game.

With a Roar

WHEN new gas well blew in near Nacogdoches, Tex., on May 31, KTRE Lufkin presented two broadcasts direct from scene of the well. Interviews were conducted and radio audience heard great roar caused by the tremendous pressure. Station reports that a new East Texas gas field is predicted to have been discovered through this well.

300 Years Ago

WITH Annapolis, Md., celebrating its 300th anniversary last month, WANN Annapolis, put on a 1949 version of the 1649 "Town Crier." Announcer garbed in true Colonial fashion, as were most Annapolitans, gave the scheduled events of the day, in the "man on the street," fashion as well as testing the knowledge of the audience on Annapolis history.

'Stop, Look and Learn'

DEMONSTRATIONS of household helps which save either time or money are shown by six contestants weekly on WGN-TV Chicago's new *Stop, Look and Learn*, telecast Fridays from 7:30 to 8 p.m. CDT. After winner is selected by studio audience jury, M. C. Harold Isbell gives remaining five persons materials for making a hat in three minutes in a Mad Hatters contest. Show has participating sponsorship.

Favorite 'Pop' Tunes

CLIFF WARREN, popular singer and yodeler, hitherto featured on western and hillbilly programs, is being presented over WOAI San Antonio in quarter-hour of favorite "pop" tunes. One western classic is included on each program so that Mr. Warren may give forth with his famed yodel. Music is by WOAI staff orchestra under direction of Melvin Winters, with one instrumental number on each show.

Based on Police Files

CASES taken directly from the files of the Los Angeles Police Dept. are being dramatized in a new series titled *Dragnet* on NBC. Program replaces *Life of Riley*, Fridays, (7-9 p.m. PST). Series involves adventures of two detectives portrayed by Jack Webb and Barton Yarborough. Karl Greuner produces; William P. Rousseau directs.

'Milk Day'

From the "milk center of the world," WLS Chicago broadcast queen-crowning ceremonies of annual Harvard, Ill., Milk Day events June 2. Air show highlighted noon ceremonies, and has been an annual feature since 1943, a year after the day was first observed. Event attracts thousands of Illinoisans to Harvard fair grounds.

Football Technique

ENGINEERING and production staffs of WOIC (TV) Washington, have introduced what they consider new wrinkle in advance planning for coverage of special events programs. Following pattern established by top-flight college and professional football teams in pre-game briefing, WOIC personnel are holding their own "skull practice" sessions, complete with films, when plotting coverage of shows of special event nature. Whenever possible, films and photos made of previous "like" events are obtained, and staffs use these as basis for advance planning of camera positions, best individual shots, and placement of personnel. In addition, staff makes complete inspection of each "origination" site. To completely round out program coverage, a production research assistant is detailed to task of compiling a material file containing history of event, place and participating individuals.

'Operation Tarheel'

JUD COLLINS, WSM Nashville special events man, penetrated deep into the wilds of North Carolina near Fort Bragg, with the Army on "Operation Tarheel," to secure wire recordings of maneuvers. Recordings described actual sounds of simulate battle involving units of the 3rd Army 82nd Airborne, 3rd Cavalry and othe outfits. Wire material acquired ove period of four days was developed int quarter-hour show by Mr. Collin and WSM engineers.

Family Farmers

BILL MOSHIER, KJR Seattle farn editor, recently interviewed some o the "Dairying Kleins" of Snohomis County, Wash., for cut-in to ABC' *American Farmer*. The Kleins wh were interviewed represented yearl production of more than 1,625,00 pounds of milk and 100,000 pounds o butter by the dairy farmers. KJI stated it didn't have studio larg enough to invite all the Kleins, be cause there are more than 200 o them in Snohomish County.

MATS Anniversary Show

IN COOPERATION with Nationa Military Establishment at Washington WNBW (TV) Washington telecas first anniversary show of Militar Air Transport Service May 31. Sho featured music by Tune Pilots of Ai Forces Band and musical solos. Pro gram was narrated by NME personne and was reportedly first unified effor of NME in this field.

Talent Series

TEN WEEK series of home town tal ent programs, *Top Talent Stars*, fea turing entertainers from ten towns i its coverage area, has just been com pleted by KSGM Ste. Genevieve, Mo Broadcasts were held "on location remote. Winner for each communit was chosen through audience vote a was grand prize winner who wa named "Top Talent Star."

Cadet Competition

ANNUAL District of Columbia Hig School Cadet Corps Competitive Dril was telecast by WOIC (TV) Washing ton June 1. Eugene S. Thomas, WOI general manager, stated that thi marks first time event has been covere by television. WOIC also presente interviews with public school official active in staging annual drill—plu leading government figures who wer formerly members of Cadet Corps dur ing their high school years.



Just Published!



This new book for radio station managers, promotion men and sales reps tells how to get maximum sales results from station promotion

SPOT RADIO PROMOTION HANDBOOK

64 pages, 8½ x 11, $1.00

Here is a straight-forward report of immediate and momentous interest to you. It tells *how advertisers and agencies say they select stations for spot radio advertising* . . . interpreted in terms of spot time selling and promotion.

These are your prospects and their agencies speaking

In this new Handbook, important consumer advertising and sales executives, agency principals, account executives, media directors and time buyers take spot time selling and promotion apart. They pull no punches, but they point up clearly, not just its weaknesses, but also its inherent strengths and *its often unused potentials* for helping you sell more time by helping advertisers select your station whenever it offers them what they are looking for.

Here's just an idea of what you'll get out of what they say

Read and study what these experienced advertising people say about time buying, as reported in the SPOT RADIO PROMOTION HANDBOOK and interpreted in terms of spot time selling, and you'll discover . . .

. . . how to keep more of your direct mail out of the wastebasket, where so much of it goes before it's had a chance to deliver;

. . . how to use trade paper advertising to make impressions that contribute to selling;

. . . how to do an important and perfectly timed informing and selling job with space in the buyers' service type of publication;

. . . *how to help your representatives find more time and opportunities for productive calls.*

The SRPH covers all major selling tools

The SPOT RADIO PROMOTION HANDBOOK shows how all the major tools of spot time selling and promotion (station salesmen and reps, direct mail, advertising in the different types of trade and service papers that reach advertising and sales executives) serve, or can serve, *specific needs* of advertisers and agencies.

It breaks down the time-selling job into its component steps and shows which parts of it can be done most effectively and most economically by which sales tools or combination of sales tools.

It describes the sort of station and program information buyers of spot time say they want and rely on when they're comparing the different possibilities and making their final station selections.

In short, *the SPOT RADIO PROMOTION HANDBOOK gives you a practical, workable promotion pattern that will enable you to get the greatest possible benefit from what you spend for direct mail and space.*

It would cost you thousands to get for yourself what this book gives

If you retained highly competent field interviewers to poke around among advertisers and prospects and their agencies, you'd certainly get some very useful and objective answers to many selling and promotion problems. *Now,* this book does exactly that *for* you. It saves what you would have to spend in time, money, and manpower to find out for yourself what it takes to give your own promotion and advertising *real selling power.*

If you don't agree with us after you've read it, just return the book and we'll promptly refund the dollar.

Gives you what it would cost you, literally, thousands of dollars to get for yourself: a first-hand, up-to-date, composite picture of spot time buying habits, practices, procedures, and problems—and *how you can influence them most favorably.*

PARTIAL TABLE OF CONTENTS

INTRODUCTION — A first-hand study of users' practices and viewpoints; The spot time selling job; The time salesman; The printed word, the salesman's helper.

WHO PARTICIPATES IN SPOT TIME BUYING—Where list building begins; The pattern of working responsibilties; Market selection; Six negative market factors; Budget and appropriation; Station selection.

WHAT BUYERS SAY THEY WANT TO KNOW ABOUT STATIONS — Difference in viewpoints; What sort of information wanted most; Four major station values: (1) *Coverage,* Geographical Characteristics, economic and marketing characteristics; (2) *Audience,* Station "personality" plus program power; (3) *Programming and program structure;* (4) *Production quality:* Product merchandising aids; Program promotion; Availabilities; Cost; A valuable time-sales promotion pattern.

HOW TO REACH THE PEOPLE WHO INFLUENCE TIME BUYING — *Station salesmen and reps:* Dispensers of availabilities; Increasing salesmen's chances to close; *Direct mail:* What do agencies and advertisers do with it; useful information the key to successful direct mail; *The radio, sales, and advertising trade papers:* They're all different; *The buyers' service type of publication:* How used; Timing factor important promotionwise; Salesmen and printed word a team; Habit of use lays basis for full promotional value.

CONCLUSION—Increase sales volume; Reduce unit selling cost; The research behind this book and an invitation.

STANDARD RATE & DATA SERVICE, INC.

The National Authority Serving the Media-Buying Function

CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO

Convenient Order Form

STANDARD RATE & DATA SERVICE, INC.
333 North Michigan Avenue, Chicago 1, Ill.

Please send me a copy of the new SPOT RADIO PROMOTION HANDBOOK. Enclosed is my dollar. I understand that you will refund my money if I return the book to you in ten days.

NAME..... TITLE.....

COMPANY.....

STREET..... CITY..... ZONE..... STATE.....

Production



EDWARD (Ted) KIMBALL has been named program director of KSL Salt Lake City. He has been in radio for 22 years, having begun his career with KSL in 1926.

THOMAS P. BASHAW has been appointed program director of KFH KFH-FM Wichita, Kan. He was formerly with NBC and WLS Chicago as director, producer, writer and sales promotion man.

LOU EMERSON, formerly announcer at KSWS Roswell, N. M., and who recently joined KGAK Gallup, N. M., in same capacity, has been appointed program director at KGAK.

JEFF SELDEN, continuity director of WNEW New York, has resigned to devote his full time to script writing of *Chesterfield Supper Club*, sponsored by Liggett & Myers Tobacco Co., through Newell-Emmett, New York, on NBC, Mon.-Fri., 7-7:15 p.m. Mr. Selden, who has been with WNEW since 1945, has been scripting show for past year, for both AM and TV (NBC-TV Fri. 11-11:15 p.m.). Replacing Mr. Selden as continuity director of WNEW is BOB STEWART, staff script writer. Other changes at WNEW involve ELSIE RUBINSTEIN, member of publicity department, who has been appointed assistant to DICK PACK, director of publicity and special events, and RICHARD KANE, former assistant to Mr. Pack, who joins continuity department as script writer.

EDWIN J. TURNER, staff member for two years of WFUV-FM, Fordham U. outlet, New York, has been appointed production supervisor, following resignation of MANUEL YLANAN, who is returning to Philippines to re-enter commercial radio. Mr. Turner, who assumed his new duties June 7 upon graduation from Fordham, has been an announcer, director, writer and producer for station.

ALAN RHONE, former Chicago newspaperman, has been appointed film director at WBKB (TV) Chicago. ALAN HARVEY has been promoted from log man to staff announcer.

GORDON ROTH, formerly with KMJ Fresno, Calif., has joined KFRC San Francisco as staff announcer.

CHARLES PICKENS, staff pianist and music librarian at WHBC Canton, Ohio, has been named musical director.

LEE LIVELY, announcer at WLOW Norfolk, Va., has joined Marine Corps Reserve Fighting Squadron 233, Naval Air Station, Norfolk. He was sworn in during a Marine Air Reserve Unit program on station.

FRANK POLLACK, disc m.c. on WONE Dayton, Ohio, and Arlene Peterson have announced their marriage.

FREDERICK P. LAFFEY, chief announcer at WLAW Lawrence, Mass., was awarded a Certificate of High Honor by National Pet Protection League. Award was made as result of a *This Is Greater Lawrence* broadcast May 26, produced by Mr. Laffey.

PEE WEE KING, leader of Golden West Cowboys who conducts two daily musical shows on WAVE Louisville and television show on WAVE-TV each Friday, was awarded *Orchestra World's* trophy as "The Best Western Band Leader of 1949."

JAY RUSSELL, former New York press agent, and more recently program director-announcer at WNBZ Saranac Lake, N. Y., has resigned his position there. He will package a disc-jockey show and do freelance announcing in New York.

DOLORES MURPHY, New York radio and stage actress, is now heard over WCCC Hartford, as the "Lady of the Air," Mon.-Sat., 12:15-12:30 p.m. She dramatizes stories and plays children's songs.

JOHN L. McNEVIN, Syracuse radio personality, has joined announcing staff of WHEN (TV) Syracuse, where he will handle sports work and serve as m.c. on several live studio shows.

ARMAND LA POINTE has joined announcing staff of KFMV (FM) Hollywood.

BILL WELLS has been appointed program director of KCOH Houston, Tex.

WALLY OSBORNE has joined announcing-sales staff of WHHT Durham, N. C.

NICHOLAS SAGARRO, junior majoring in radio at Temple U., was recipient of subscription to BROADCASTING as "Award for Excellence in Programming" at annual banquet of Temple U. Radio Workshop.

HELEN MARIA KORDAY, NBC television personnel supervisor, was married May 21, to Col. Charles A. Miller of the U. S. Army. Mrs. Miller has been with NBC for 12 years.

LUCIEN E. DUMONT, production manager of WIDE Biddeford, Me., was presented a certificate of Honorary Dog Catcher by Rosaire Halle, mayor of Auburn, Me. Mayor Halle and two other Maine mayors appeared on station's *Kennel Club of the Air*.

SUMMER LISTENING
'Portables' Aid, Says WOR

SUMMER radio listening in automobiles, at beaches and parks by portable radio, on boats and in summer homes offsets reduced home listening during hot weather according to a special survey conducted for WOR New York by The Pulse Inc., New York.

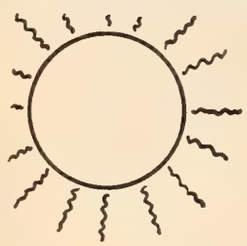
The survey shows that 72.8% of New York's 2,093,000 automobiles are radio-equipped, representing a total of 1,523,800 car radios in the area, or a number equal to 43.5% of the total New York radio homes as of January 1949.

An estimated 6,324,000 passenger cars are registered in New York, New Jersey, Connecticut and Pennsylvania. This, according to the station's research department, represents a larger radio audience than reflected in present rating systems, particularly when outdoor listeners are added.

"While these mobile audience figures . . . cannot be applied to current summer ratings to provide a new index. . . . They do indicate that such listening is higher than generally shown," Robert Hoffman, WOR director of research, points out, deploring the planning of summer advertising, which, while based on current summer ratings makes no allowance for the "audience on wheels" and other specialized summer listeners.

New DAV Series

A SECOND series of five-minute transcribed programs featuring Ralph Bellamy, stage and screen star, and Gen. Jonathan M. Wainwright, Disabled American Veterans national commander, is now available to all stations as a public service, DAV's Chicago office has announced. The programs feature each week "The Story of the Week" about the "Hero of the Week" as selected by DAV. Series has been extended to 12 shows as part of DAV's effort to encourage and inspire disabled veterans in overcoming handicaps. Full information can be obtained from Julian J. Jackson, director of DAV publicity, Room 2801, 11 S. LaSalle St., Chicago.



HEAT'S ON . .

SALES Down?

NOT IN THE NORTH COUNTRY!

RETAIL SALES ARE HIGHER in June, July and August. Farmers harvest cash crops—vacationists bring in—and spend—more money.

WEAV-WENT Stay on the Job the year 'round. . . .

LOCAL AND NATIONAL spot advertisers get thirteen extra weeks of effective advertising to the 13.3% "City Folks" who summer in the North Country.

It's Business as Usual on . . .

ABC 960 1000 WATTS — CBS 1340 250 WATTS

WEAV . . . WENT

Plattsburg, N. Y. — GLOVERSVILLE–JOHNSTOWN

Joseph Hershey McGilvra Nat. Rep. — Adam J. Young, Jr. Nat. Rep.

There's No Friend Like An Old Friend

AND A REALLY "OLD FRIEND" of Advertisers in the Memphis Market is—

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.



World's Tallest Radio Towers
designed and engineered by Truscon

• Never before has man reached so high into the sky with ground-supported radio towers. Never before have man's skill and science achieved such a structural masterpiece for transmitting sound.

These new 1220-foot Truscon Radio Towers are an outstanding development. Truscon engineers had to meet many essential requirements and specifications never before encountered in structures of this type.

More TRUSCON TOWERS OF STRENGTH 1220 FT. HIGH

Broadcasters the world over depend on Truscon Radio Towers for maintenance of continued schedules to hold listeners. Every Truscon tower is *engineered to its location*...windy or sheltered...open or mountainous...humid or dry. And, each is a product of the finest materials and workmanship serving your industry.

Truscon can design and erect exactly the tower you need...tall or small...guyed or self-supporting...uniform or tapered in cross-section..for AM, FM and TV. For engineering assistance without obligation, phone or write our home office in Youngstown, O., or any convenient Truscon district office.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

Complete Texts of FCC Decisions Issued June 2

On

EDITORIALIZING BY BROADCAST LICENSEES

[ALSO SEE EDITORIAL PAGE 48]

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matter of Editorializing by Broadcast Licensees } Docket No. 8516

REPORT OF THE COMMISSION

BY THE COMMISSION:

Chairman Coy and Comr. Walker not participating; additional views by Comr. Webster; separate opinion by Comr. Jones; Comr. Hennock dissenting.

1. This report is issued by the Commission in connection with its hearings on the above entitled matter held at Washington, D. C., on March 1, 2, 3, 4, and 5 and April 19, 20, and 21, 1948. The hearing had been ordered on the Commission's own motion on September 5, 1947, because of our belief that further clarification of the Commission's position with respect to the obligations of broadcast licensees in the field of broadcasts of news, commentary and opinion was advisable. It was believed that in view of the apparent confusion concerning certain of the Commission's previous statements on these vital matters by broadcast licensees and members of the general public, as well as the professed disagreement on the part of some of these persons with earlier Commission pronouncements, a reexamination and restatement of its views by the Commission would be desirable. And in order to provide an opportunity to interested persons and organizations to acquaint the Commission with their views, prior to any Commission determination, as to the proper resoluton of the difficult and complex problems involved in the presentation of radio news and comment in a democracy, it was designated for public hearing before the Commission *en banc* on the following issues:

1. To determine whether the expression of editorial opinions by broadcast station licensees on matters of public interest and controversy is consistent with their obligations to operate their stations in the public interest.

2. To determine the relationship between any such editorial expression and the affirmative obligation of the licensees to insure that a fair and equal presentation of all sides of controversial issues is made over their facilities.

Testimony at Hearings

2. At the hearings testimony was received from some 49 witnesses representing the broadcasting industry and various interested organizations and members of the public. In addition, written statements of their position on the matter were placed into the record by 21 persons and organizations who were unable to appear and testify in person. The various witnesses and statements brought forth for the Commission's consideration, arguments on every side of both of the questions involved in the hearing. Because of the importance of the issues considered in the hearing, and because of the possible confusion which may have existed in the past concerning the policies applicable to the matters which were the subject of the hearing, we have deemed it advisable to set forth in detail and at some length our conclusions as to the basic considerations relevant to the expression of editorial opinion by broadcast licensees and the relationship of any such expression to the general obligations of broadcast licensees with respect to the presentation of programs involving controversial issues.

3. In approaching the issues upon which this proceeding has been held, we believe that the paramount and controlling consideration is the relationship between the American system of broadcasting carried on through a large number of private licensees upon whom devolves the responsibility for the selection and presentation of program material, and the Congressional mandate that this licensee responsibility is to be exercised in the interests of, and as a trustee for the public at large which retains ultimate control over the channels of radio and television communications. One important aspect of this relationship, we believe, results from the fact that the needs and interests of the general public with respect to programs devoted to news commentary and opinion can only be satisfied by making available to them for their consideration and acceptance or rejection, of varying and conflicting views held by responsible elements of the community. And it is in the light of these basic concepts that the problems of insuring fairness in the presentation of news and opinion and the place in such a picture of any expression of the views of the station licensee as such must be considered.

4. It is apparent that our system of broadcasting, under which private persons and organizations are licensed to provide broadcasting service to the various communities and regions, imposes responsibility in the selection and presentation of radio program material upon such licensees. Congress has recognized that the requests for radio time may far exceed the amount of time reasonably available for distribution by broadcasters. It provided, therefore, in Section 3(h) of the Communications Act that a person engaged in radio broadcasting shall not be deemed a common carrier. It is the licensee, therefore, who must determine what percentage of the limited broadcast day should appropriately be devoted to news and discussion or consideration of public issues, rather than to the other legitimate services of radio broadcasting, and who must select or be responsible for the selection of the particular news items to be reported or the particular local, state, national or international issues or questions of public interest to be considered, as well as the person or persons to comment or analyze the news or to discuss or debate the issues chosen as topics for radio consideration. "The life of each community involves a multitude of interests some dominant and all pervasive such as interest in public affairs, education and similar matters and some highly specialized and limited to few. The practical day-to-day problem wth which every licensee is faced is one of striking a balance between these various interests to reflect them in a program service which is useful to the community, and which will in some way fulfil the needs and interests of the many." *Capital Broadcasting Co.*, 4 Pike & Fischer, R.R. 21; *The Northern Corp. (WMEX)*, 4 Pike & Fischer, R.R. 333, 338. And both the Commission and the courts have stressed that this responsibility devolves upon the individual licensees, and can neither be delegated by the licensee to any network or other person or group, or be unduly fettered by contractual arrangements restricting the licensee in his free exercise of his independent judgments. *National Broadcasting Company* v. *United States*, 319 U. S. 190 (upholding the Commission's Chain Broadcasting Regulations, Sections 3.101-3.108, 3.231-3.238, 3.631-3.638), *Churchill Tabernacle* v. *Federal Comunications Commission*, 160 F. 2d. 244, (See, Rules and Regulations, Sections 3.109, 3.239, 3.639); *Allen T. Simmons* v. *Federal Communications Commission*, 169 F. 2d 670 *certiorari denied* 335 U. S. 846.

5. But the inevitablity that there must be some choosing between various claimants for access to a licensee's microphone, does not mean that the licensee is free to utilize his facilities as he sees fit or in his own particular interests as contrasted with the interests of the general public. The Communications Act of 1934, as amended, makes clear that licenses are to be issued only where the public interest, convenience or necessity would be served thereby. And we think it is equally clear that one of the basic elements of any such operation is the maintenance of radio and television as a medium of freedom of speech and freedom of expression for the people of the nation as a whole. Section 301 of the Communications Act provides that it is the purpose of the act to maintain the control of the Unites States over all channels of interstate and foreign commerce. Section 326 of the act provides that this control of the United States shall not result in any impairment of the right of free speech by means of such radio communications. It would be inconsistent with these express provisions of the act to assert that, while it is the purpose of the act to maintain the control of the United States over radio channels, but free from any regulation or condition which interferes with the right of free speech, nevertheless persons who are granted limited rights to be licensees of radio stations, upon a finding under Sections 307(a) and 309 of the act that the public interest, convenience, or necessity would be served thereby, may themselves make radio unavailable as a medium of free speech. The legislative history of the Communications Act and its predecessor, the Radio Act of 1927, shows, on the contrary, that Congress intended that radio stations should not be used for the private interest, whims, or caprices of the particular persons who have been granted licenses, but in manner which will serve the community generally and the various groups which make up the community.[2]

And the courts have consistently upheld Commission action giving recognition to and fulfilling that intent of Congress. *KFAB Broadcasting Assn.* v. *Federal Radio Commission*, 47 F. 2d 670; *Trinity Methodist Church, South* v. *Federal Radio Commission*, 62 F. 2d 850, *certiorari denied*, 288 U. 599.

6. It is axiomatic that one of the most vital que tions of mass communication in a democracy is t development of an informed public opinion throu the public dissemination of news and ideas co cerning the vital public issues of the day. Basical it is in recognition of the great contribution whi radio can make in the advancement of this purpo that portions of the radio spectrum are allocated that form of radio communications known as radi broadcasting. Unquestionably, then, the standa of public interest, convenience and necessity applied to radio-broadcasting must be interpret in the light of this basic purpose. The Commissi has consequently recognized the necessity for censees to devote a reasonable percentage of the broadcast time to the presentation of news a programs devoted to the consideration and discu sion of public issues of interest in the communi served by the particular station. And we have re ognized, with respect to such programs, the par mount right of the public in a free society to informed and to have presented to it for acceptan or rejection the different attitudes and viewpoin concerning these vital and often controversial sues which are held by the various groups whi make up the community.[3] It is this right of t public to be informed, rather than any right on t part of the government, any broadcast licensee any individual member of the public to broadca his own particular views on any matter, which the foundation stone of the American system broadcasting.

Discussion of Public Issues

7. This affirmative responsibility on the part broadcast licensees to provide a reasonable amou of time for the presentation over their facilities programs devoted to the discussion and consider tion of public issues has been reaffirmed by t Commission in a long series of decisions. T *United Broadcasting Co. (WHKC)* case, 10 F 675, emphasized that this duty includes the maki of reasonable provision for the discussion of co troversial issues of public importance in the co munity served, and to make sufficient time ava able for full discussion thereof. The *Scott* case, Pike & Fischer, Radio Regulation 259, stated o conclusions that this duty extends to all subje of substantial importance to the community co ing within the scope of free discussion under t First Amendment without regard to personal vie and opinions of the licensees on the matter, or a determination by the licensee as to the possible u popularity of the views to be expressed on the su ject matter to be discussed among particular e ments of the station's listening audience. C *National Broadcasting Company* v. *United Stat* 319 U. S. 190; *Allen T. Simmons*, 3 Pike & Fisch R.R. 1029, *affirmed; Simmons* v. *Federal Commu*

[2] **Thus, in the Congressional debates leading the enactment of the Radio Act of 1927, Congressm (later Senator) White stated (67 Cong. Rec. 54 March 12, 1926):**

"We have reached the definite conclusion that t right of all our people to enjoy this means of co munication can be preserved only by the repudi tion of the idea underlying the 1912 law that an one who will, may transmit and by the asserti in its stead of the doctrine that the right of t public to service is superior to the right of any i dividual to use the other. . . . The recent radio co ference met this issue squarely. It recognized th in the present state of scientific development the must be a limitation upon the number of broa casting stations and it recommended that licens should be issued only to those stations whose ope tion would render a benefit to the public, are nec sary in the public interest or would contribute the development of the art. This principle was a proved by every witness before your committ We have written it into the bill. If enacted in law, the broadcasting privilege will not be a rig of selfishness. It will rest upon an assurance of pu lic interest to be served.

And this view that the interest of the listeni public rather than the private interests of par cular licensees was reemphasized as recently June 9, 1948, in a unanimous report of the Sena Committee on Interstate & Foreign Commerce on 1333 (80th Con.) which would have amended t present Communications Act in certain respec See S. Rep't No. 1567, 80th Cong. 2nd Sess., p 14-15.

[3] **Cf., Thornhill v. Alabama, 310 U. S. 88, 95, 1 Associated Press v. United States, 326 U. S. 1, 20.**

...ations Commission, 169 F. 2d 670, *certiorari denied*, 335 U. S. 846; *Bay State Beacon*, 3 Pike & Fischer, R.R. 1455, *affirmed; Bay State Beacon* v. *Federal Communications Commission*, U. S. App. D. C., decided Dec. 20, 1948; *Petition of Sam Morris*, Pike & Fischer, R. R. 154; *Thomas N. Beach*, 3 Pike & Fischer R.R. 1784. And the Commission has made clear that in such presentation of news and comment the public interest requires that the licensee must operate on a basis of overall fairness, making his facilities available for the expression of the contrasting views of all responsible elements in the community on the various issues which arise. *Mayflower Broadcasting Co.*, 8 F.C.C. 333; *United Broadcasting Co. (WHKC)* 10 F.C.C. 515; Cf *WBNX Broadcasting Co. Inc.* 4 Pike & Fischer, R.R. 244 (Memorandum Opinion). Only where the licensee's discretion in the choice of the particular programs to be broadcast over his facilities is exercised so as to afford a reasonable opportunity for the presentation of all responsible positions on matters of sufficient importance to be afforded radio time can radio be maintained as a medium of freedom of speech for the people as a whole. These concepts, of course, do restrict the licensee's freedom to utilize his station in whatever manner he chooses but they do so in order to make possible the maintenance of radio as a medium of freedom of speech for the general public.

8. It has been suggested in the course of the hearings that licensees have an affirmative obligation to insure fair presentation of all sides of any controversial issue before any time may be allocated to the discussion or consideration of the matter. On the other hand, arguments have been advanced in support of the proposition that the licensee's sole obligation to the public is to refrain from suppressing or excluding any responsible point of view from access to the radio. We are of the opinion, however, that any rigid requirement that licensees adhere to either of these extreme prescriptions for proper station programming techniques would seriously limit the ability of licensees to serve the public interest. Forums and round-table discussions, while often excellent techniques of presenting a fair cross section of differing viewpoints on a given issue, are not the only appropriate devices for radio discussion, and in some circumstances may not be particularly appropriate or advantageous. Moreover, in many instances the primary "controversy" will be whether or not the particular problem should be discussed at all; in such circumstances, where the licensee has determined that the subject is of sufficient import to receive broadcast attention, it would obviously not be in the public interest for spokesmen for one of the opposing points of view to be able to exercise a veto power over the entire presentation by refusing to broadcast its position. Fairness, in such circumstances might require no more than that the licensee make a reasonable effort to secure responsible representation of the particular position and, if it fails in this effort, to continue to make available its facilities to the spokesmen for such position in the event that, after the original programs are broadcast, they then decide to avail themselves of a right to reply to present their contrary opinion. It should be remembered moreover that discussion of public issues will not necessarily be confined to questions which are obviously controversial in nature, and, in many cases, programs initiated with no thought on the part of the licensee of their possibly controversial nature will subsequently arouse controversy and opposition of a substantial nature which will merit presentation of opposing views. In such cases, however, fairness can be preserved without undue difficulty since the facilities of the station can be made available to the spokesmen for the groups wishing to state views in opposition to those expressed in the original presentation when such opposition becomes manifest.

General Policy Not Adequate

9. We do not believe, however, that the licensee's obligations to serve the public interest can be met merely through the adoption of a general policy of not refusing to broadcast opposing views where a demand is made of the station for broadcast time. If, as we believe to be the case, the public interest is best served in a democracy through the ability of the people to hear expositions of the various positions taken by responsible groups and individuals on particular topics and to choose between them, it is evident that broadcast licensees have an affirmative duty generally to encourage and implement the broadcast of all sides of controversial public issues over their facilities, over and beyond their obligation to make available on demand opportunities for the expression of opposing views. It is clear that any approximation of fairness in the presentation of any controversy will be difficult if not impossible of achievement unless the licensee plays a conscious and positive role in bringing about balanced presentation of the opposing viewpoints.

10. It should be recognized that there can be no one all embracing formula which licensees can hope to apply to insure the fair and balanced presentation of all public issues. Different issues will inevitably require different techniques of presentation and production. The licensee will in each instance be called upon to exercise his best judgment and good sense in determining what subjects should be considered, the particular format of the programs to be devoted to each subject, the different shades of opinion to be presented, and the spokesmen for each point of view. In determining whether to honor specific requests for time, the station will inevitably be confronted with such questions as whether the subject is worth considering, whether the viewpoint of the requesting party has already received a sufficient amount of broadcast time, or whether there may not be other available groups or individuals who might be more appropriate spokesmen for the particular point of view than the person making the request. The latter's personal involvement in the controversy may also be a factor which must be considered, for elementary considerations of fairness may dictate that time be allocated to a person or group which has been specifically attacked over the station, where otherwise no such obligation would exist. Undoubtedly, over a period of time some licensees may make honest errors of judgment. But there can be no doubt that any licensee honestly desiring to live up to its obligation to serve the public interest and making a reasonable effort to do so, will be able to achieve a fair and satisfactory resolution of these problems in the light of the specific facts.

11. It is against this background that we must approach the question of "editorialization"—the use of radio facilities by the licensees thereof for the expression of the opinions and ideas of the licensee on the various controversial and significant issues of interest to the members of the general public afforded radio (or television) service by the particular station. In considering this problem it must be kept in mind that such editorial expression may take many forms ranging from the overt statement of position by the licensee in person or by his acknowledged spokesmen to the selection and presentation of news editors and commentators sharing the licensee's general opinions or the making available of the licensee's facilities, either free of charge or for a fee to persons or organizations reflecting the licensee's viewpoint either generally or with respect to specific issues. It should also be clearly indicated that the question of the relationship of broadcast editorialization, as defined above, to operation in the public interest, is not identical with the broader problem of assuring "fairness" in the presentation of news, comment or opinion, but is rather one specific facet of this larger problem.

12. It is clear that the licensee's authority to determine the specific programs to be broadcast over his station gives him an opportunity, not available to other persons, to insure that his personal viewpoint on any particular issue is presented in his station's broadcasts, whether or not these views are expressly identified with the licensee. And, in absence of governmental restraint, he would, if he so chose, be able to utilize his position as a broadcast licensee to weight the scales in line with his personal views, or even directly or indirectly to propagandize in behalf of his particular philosophy or views on the various public issues to the exclusion of any contrary opinions. Such action can be effective and persuasive whether or not it is accompanied by any editorialization in the narrow sense of overt statement of particular opinions and views identified as those of licensee.

13. The narrower question of whether any overt editorialization or advocacy by broadcast licensees, identified as such is consonant with the operation of their stations in the public interest, resolves itself, primarily into the issue of whether such identification of comment or opinion broadcast over a radio or television station with the licensee, as such, would inevitably or even probably result in such over-emphasis on the side of any particular controversy which the licensee chooses to espouse as to make impossible any reasonably balanced presentation of all sides of such issues or to render ineffective the available safeguards of that overall fairness which is the essential element of operation in the public interest. We do not believe that any such consequence is either inevitable or probable, and we have therefore come to the conclusion that overt licensee editorialization, within reasonable limits and subject to the general requirements of fairness detailed above, is not contrary to the public interest.

14. The Commission has given careful consideration to the contentions of those witnesses at the hearing who stated their belief that any overt editorialization or advocacy by broadcast licensee is *per se* contrary to the public interest. The main arguments advanced by these witnesses were that overt editorialization by broadcast licensees would not be consistent with the attainment of balanced presentations since there was a danger that the institutional good will and the production resources at the disposal of broadcast licensees would inevitably influence public opinion in favor of the positions advocated in the name of the licensee and that, having taken an open stand on behalf of one position in a given controversy, a licensee is not likely to give a fair break to the opposition. We believe, however, that these fears are largely misdirected, and that they stem from a confusion of the question of overt advocacy in the name of the licensee, with the broader issue of insuring that the station's broadcasts devoted to the consideration of public issues will provide the listening public with a fair and balanced presentation of differing viewpoints on such issues, without regard to the particular views which may be held or expressed by the licensee. Considered, as we believe they must be, as just one of several types of presentation of public issues, to be afforded their appropriate and non-exclusive place in the station's total schedule of programs devoted to balanced discussion and consideration of public issues, we do not believe that programs in which the licensee's personal opinions are expressed are intrinsically more or less subject to abuse than any other program devoted to public issues. If it be true that station good will and licensee prestige, where it exists, may give added weight to opinion expressed by the licensee, it does not follow that such opinion should be excluded from the air any more than it should in the case of any individual or institution which over a period of time has built up a reservoir of good will or prestige in the community. In any competition for public acceptance of ideas, the skills and resources of the proponents and opponents will always have some measure of effect in producing the results sought. But it would not be suggested that they should be denied expression of their opinions over the air by reason of their particular assets. What is against the public interest is for the licensee "to stack the cards" by a deliberate selection of spokesmen for opposing points of view to favor one viewpoint at the expense of the other, whether or not the views of these spokesmen are identified as the views of the licensee or of others. Assurance of fairness must in the final analysis be achieved, not by the exclusion of particular views because of the source of the views, or the forcefulness with which the view is expressed, but by making the microphone available, for the presentation of contrary views without deliberate restrictions designed to impede equally forceful presentation.

Use of Production Facilities

15. Similarly, while licensees will in most instances have at their disposal production resources making possible graphic and persuasive techniques for forceful presentation of ideas, their utilization for the promulgation of the licensee's personal viewpoints will not necessarily or automatically lead to unfairness or lack of balance. While uncontrolled utilization of such resources for the partisan ends of the licensee might conceivably lead to serious abuses, such abuses could as well exist where the station's resources are used for the sole use of his personal spokesmen. The prejudicial or unfair use of broadcast production resources would, in either case, be contrary to the public interest.

16. The Commission is not persuaded that a station's willingness to stand up and be counted on these particular issues upon which the licensee has a definite position may not be actually helpful in providing and maintaining a climate of fairness and equal opportunity for the expression of contrary views. Certainly the public has less to fear from the open partisan than from the covert propagandist. On many issues, of sufficient importance to be allocated broadcast time, the station licensee may have no fixed opinion or viewpoint which he wishes to state or advocate. But where the licensee, himself, believes strongly that one side of a controversial issue is correct and should prevail, prohibition of his expression of such position will not of itself insure fair presentation of that issue over his station's facilities, nor would open advocacy necessarily prevent an overall fair presentation of the subject. It is not a sufficient answer to state that a licensee should occupy the position of an impartial umpire, where the licensee is in fact partial. In the absence of a duty to present all sides of controversial issues, overt editorialization by station licensees could conceivably result in serious abuse. But where, as we believe to be the case under the Communications Act, such a responsibility for a fair and balanced presentation of controversial public issues exists, we cannot see how the open espousal of one point of view by the licensee should necessarily prevent him from affording a fair opportunity for the presentation of contrary positions or make more difficult the enforcement of the statutory standard of fairness upon any licensee.

17. It must be recognized, however, that the licensee's opportunity to express his own views as part of a general presentation of varying opinions on particular controversial issues, does not justify or empower any licensee to exercise his authority over the selection of program material to distort or suppress the basic factual information upon which any truly fair and free discussion of public issues must necessarily depend. The basis for any fair consideration of public issues, and particularly those of a controversial nature, is the presentation

(Continued on page 78)

Texts of FCC Decisions on Editorializing

(Continued from page 77)

of news and information concerning the basic facts of the controversy in as complete and impartial a manner as possible. A licensee would be abusing his position as public trustee of these important means of mass communication were he to withhold from expression over his facilities relevant news or facts concerning a controversy or to slant or distort the presentation of such news. No discussion of the issues involved in any controversy can be fair or in the public interest where such discussion must take place in a climate of false or misleading information concerning the basic facts of the controversy.

18. During the course of the hearings, fears have been expressed that any effort on the part of the Commission to enforce a reasonable standard of fairness and impartiality would inevitably require the Commission to take a stand on the merits of the particular issues considered in the programs broadcast by the several licensees, as well as exposing the licensees to the risk of loss of license because of "honest mistakes" which they may make in the exercise of their judgment with respect to the broadcasts of programs of a controversial nature. We believe that these fears are wholly without justification, and are based on either an assumption of abuse of power by the Commission or a lack of proper understanding of the role of the Commission, under the Communications Act, in considering the program service of broadcast licensees in passing upon applications for renewal of license. While this Commission and its predecessor, the Federal Radio Commission, have, from the beginning of effective radio regulation in 1927, properly considered that a licensee's overall program service is one of the primary indicia of his ability to serve the public interest, actual consideration of such service has always been limited to a determination as to whether the licensee's programming, taken as a whole, demonstrates that the licensee is aware of his listening public and is willing and able to make an honest and reasonable effort to live up to such obligations. The action of the station in carrying or refusing to carry any particular program is of relevance only as the station's actions with respect to such programs fits into its overall pattern of broadcast service, and must be considered in the light of its other program activities. This does not mean, of course, that stations may, with impunity, engage in a partisan editorial campaign on a particular issue or series of issues provided only that the remainder of its program schedule conforms to the statutory norm of fairness; a licensee may not utilize the portion of its broadcast service which conforms to the statutory requirements as a cover or shield for other programming which fails to meet the minimum standards of operation in the public interest. But it is clear that the standard of public interest is not so rigid that an honest mistake or error in judgment on the part of a licensee will be or should be condemned where his overall record demonstrates a reasonable effort to provide a balanced presentation of comment and opinion on such issues. The question is necessarily one of the reasonableness of the station's actions, not whether any absolute standard of fairness has been achieved. It does not require any appraisal of the merits of the particular issue to determine whether reasonable efforts have been made to present both sides of the question. Thus, in appraising the record of a station in presenting programs concerning a controversial bill pending before the Congress of the United States, if the record disclosed that the licensee had permitted only advocates of the bill's enactment to utilize its facilities to the exclusion of its opponents, it is clear that no independent appraisal of the bill's merits by the Commission would be required to reach a determination that the licensee had misconstrued its duties and obligations as a person licensed to serve the public interest. The Commission has observed, in considering this general problem that "the duty to operate in the public interest is no esoteric mystery, but is essentially a duty to operate a radio station with good judgment and good faith guided by a reasonable regard for the interests of the community to be served." *Northern Corporation (WMEX)*, 4 Pike & Fischer, R.R. 333, 339. Of course, some cases will be clearer than others, and the Commission in the exercise of its functions may be called upon to weigh conflicting evidence to determine whether the licensee has or has not made reasonable efforts to present a fair and well-rounded presentation of particular public issues. But the standard of reasonableness and the reasonable approximation of a statutory norm is not an arbitrary standard incapable of administrative or judicial determination, but, on the contrary, one of the basic standards of conduct in numerous fields of Anglo-American law. Like all other flexible standards of conduct, it is subject to abuse and arbitrary interpretation and application by the duly authorized reviewing authorities. But the possibility that a legitimate standard of legal conduct might be abused or arbitrarily applied by capricious governmental authority is not and cannot be a reason for abandoning the standard itself. And broadcast licesees are protected against any conceivable abuse of power by the Commission in the exercising of its licensing authority by the procedural safeguards of the Communications Act and the Administrative Procedure Act, and by the right of appeal to the courts from final action claimed to be arbitrary or capricious.

19. There remains for consideration the allegation made by a few of the witnesses in the hearing that any action by the Commission in this field enforcing a basic standard of fairness upon broadcast licensees necessarily constitutes an "abridgement of the right of free speech" in violation of the First Amendment of the United States Constitution. We can see no sound basis for any such conclusion. The freedom of speech protected against governmental abridgement by the First Amendment does not extend any privilege to government licensees of means of public communications to exclude the expression of opinions and ideas with which they are in disagreement. We believe, on the contrary, that a requirement that broadcast licensees utilize their franchises in a manner in which the listening public may be assured of hearing varying opinions on the paramount issues facing the American people is within both the spirit and letter of the First Amendment. As the Supreme Court of the United States has pointed out in the Associated Press monopoly case:

It would be strange indeed, however, if the grave concern for freedom of the press which prompted adoption of the First Amendment should be read as a command that the government was without power to protect that freedom. . . . That Amendment rests on the assumption that the widest possible dissemination of information from diverse and antagonistic sources is essential to the welfare of the public, that a free press is a condition of free society. Surely a command that the government itself shall not impede the free flow of ideas does not afford non-governmental combinations a refuge if they impose restraints upon that constitutionally guaranteed freedom. Freedom to publish means freedom for all and not for some. Freedom to publish is guaranteed by the Constitution, but freedom to combine to keep others from publishing is not. (Associated Press v. United States, 326 U. S. 1 at p. 20.)

A Right of American People

20. We fully recognize that freedom of the radio is included among the freedoms protected against governmental abridgement by the First Amendment. *United States* v. *Paramount Pictures, Inc., et al*, 334 U. S. 131,166. But this does not mean that the freedom of the people as a whole to enjoy the maximum possible utilization of this medium of mass communication may be subordinated to the freedom of any single person to exploit the medium for his own private interest. Indeed, it seems indisputable that full effect can only be given to the concept of freedom of speech on the radio by giving precedence to the right of the American public to be informed on all sides of public questions over any such individual exploitation for private purposes. Any regulation of radio, especially a system of limited licensees, is in a real sense an abridgment of the inherent freedom of persons to express themselves by means of radio communications. It is, however, a necessary and constitutional abridgement in order to prevent chaotic interference from destroying the great potential of this medium for public enlightment and entertainment. *National Broadcasting Company v. United States*, 319 U. S. 190, 296; cf; *Federal Radio Commission* v. *Nelson Brothers Bond & Mortgage Co.*, 289 U. S. 266; *Fisher's Blend Station Inc.* v. *State Tax Commission*, 277 U. S. 650. Nothing in the Communications Act or its history supports any conclusion that the people of the nation, acting through Congress, have intended to surrender or diminish their paramount rights in the air waves, including access to radio broadcasting facilities to a limited number of private licensees to be used as such licensees see fit, without regard to the paramount interests of the people. The most significant meaning of freedom of the radio is the right of the American people to listen to this great medium of communuications free from any governmental dictation as to what they can or cannot hear and free alike from similar restraints by private licensees.

21. To recapitulate, the Commission believes that under the American system of broadcasting the individual licensees of radio stations have the responsibility for determining the specific program material to be broadcast over their stations. This choice, however, must be exercised in a manner consistent with the basic policy of the Congress that radio be maintained as a medium of free speech for the general public as a whole rather than as an outlet for the purely personal or private interests of the licensee. This requires that licensees devote a reasonable percentage of their broadcasting time to the discussion of public issues of interest in the community served by their stations and that su programs be designed so that the public has a re sonable opportunity to hear different opposing p sitions on the public issues of interest and impo tance in the community. The particular form best suited for the presentation of such prograr in a manner consistent with the public intere must be determined by the licensee in the light the facts of each individual situation. Such pre entation may include the identified expression the licensee's personal viewpoint as part of t more general presentation of views or commen on the various issues, but the opportunity of lice sees to present such views as they may have matters of controversy may not be utilized achieve a partisan or one-sided presentation of i sues. Licensee editorialization is but one aspect freedom of expression by means of radio. On insofar as it is exercised in conformity with t paramount right of the public to hear a reasonab balanced presentation of all responsible viewpoin on particular issues can such editorialization considered to be consistent with the licensee's du to operate in the public interest. For the licens is a trustee impressed with the duty of preservi for the public generally radio as a medium of fr expression and fair presentation.

FEDERAL COMMUNICATIONS COMMISSIO
T. J. Slowie
Secretary

Adopted: June 1, 1949
Released: June 2, 1949

ADDITIONAL VIEWS OF COMMISSIONER E. M. WEBSTER

I adopt the majority opinion and file the follo ing additional views. In my opinion, the repo and attached separate views of Commissioner Jon still leaves a licensee in a quandary and a state confusion in that he must follow with his own i terpretation of an involved academic legal treati to determine what he can or cannot do in his da to-day operation. He is entitled to know from t Commission just that—"what he can or cannot d —in as concise and unequivocal language as po sible.

The issue is simply stated: "Can a licensee of broadcasting station be an advocate over his ov station?"

At the risk of oversimplification, but in the i terest of the licensee, I consider the answer to th question to be as follows:

1. Freedom of speech over the radio is not at issu The right or privilege of access to the radio micr phone is an issue.

2. No individual has the right of access to a rad microphone (except for such rights as may be co ferred by Section 315 of the Communications A —"Facilities For Candidates For Public Office' Each individual licensee has the privilege of a responsibility for determining the particular pe sons or groups to be granted access to the micr phone, which includes denial of access, and t specific program material to be broadcast over l facilities.

3. This privilege and responsibility is not u restricted, however, but represents a sacred tru which must be exercised in a manner consistent wi the basic policy of the Communications Act th broadcasting stations be licensed to serve the i terests of the public at large rather than the pe sonal or private interests of the licensee.

4. The public interest requires that the listeni public secure a reasonable opportunity to hear d fering and opposing positions on the controversi public issues of interest and importance in the cor munity. Where a licensee affords time over his fac ities for the expression of any one opinion on su issues, he is under an obligation to insure th opposing points of view will also be presented at least that a reasonable opportunity be afford for the presentation of such views.

5. The licensee is free to exercise his privile of selection of persons to be given access to t microphone to present his own views of controve sial public issues or to select persons to broadca over his facilities whom he knows or has reas to believe share his views. However, where the censee grants the privilege of access to the micr phone to himself or his spokesman, such broadca must be handled in the same manner as all oth broadcasts of controversial issues and the licens may not utilize his authority to select the perso to have access to his microphone to advance his ov ideas or opinions to the exclusion of others.

6. The particular format or formats for the pre entation of controversy must be determined by t individual licensee in the light of the particul circumstances of each case. There can be no m chanical formula or test which can be prescrib to insure the essential fairness which is the pr requisite of any successful operation in the pub interest. The decisions which have to be made licensees in this field are in many cases diffic ones. But, any licensee making a sincere and re sonable effort to serve the needs of his listeni audience as a whole in conformity with the pr cepts set out above should be able to meet l obligation as a licensee of providing service in t public interest, convenience, or necessity.

SEPARATE VIEWS OF COMMISSIONER JONES

1. I agree that radio station licensees may editorialize over their own facilities. I believe that any document establishing this policy requires a reversal of the *Mayflower Broadcasting Co.* decision, 8 FCC 333, which fully and completely suppressed and prohibited the licensee from speaking in the future over his facilities in behalf of any cause. All licensees considered this *Mayflower* decision as applicable to each of them. I believe that the Commission thus violated the First Amendment and that the Commission should acknowledge the unconstitutionality of the *Mayflower* decision and rule that the licensee may speak.

2. Since the majority do not acknowledge the applicability of the First Amendment in determining whether the licensee may use his own microphone to advocate causes, it is not surprising that the *Mayflower* decision is quoted with apparent approval. They seem to urge that any relaxation of complete suppression is by the sufferance or leave of the Commission. They have proscribed their permission with prospective conditions in terms of fairness, several examples of which are described *seriatim,* and then they conclude: "It should be recognized that there can be no one all embracing formula which licensees can hope to apply to insure their fair and balanced presentation of *all public issues.*" Nor do I find any assistance to the licensee or any clarification of the constitutional questions in the separate opinion of Comr. Webster. When the Commissioner picks legal assumptions from the ether, as: "Freedom of speech over the air is not at issue. The right or privilege of access to the radio microphone is the issue," the ceiling of oversimplification is unlimited to reach most any unconstitutional conclusion.

3. The Commission connotes "editorialization" with "news" and "comment." The relationship of commentators and licensees, including network licensees, is such that under the majority view commentator editorialization cannot be ignored and fairness should attach to them if their opinion is to have any meaning of consequence to the industry.

FCC Right to Review

4. In taking the position I do in this matter that licensees shall be free without previous restraint to exercise their constitutional right to editorialize, I wish to make it clearly understood that I also believe that in a revocation or renewal proceeding the Commission has the right to review the overall past performance of the licensee including now a review of one additional facet—editorialization over its own facilities by a licensee and according to my view by commentators—to determine whether a finding can be made that he will operate his radio facilities in the public interest, convenience and necessity. This power of the Commission to review the overall operations of the licensee as the steward of the public is as far as the poles from an ambiguous prospective guide the majority is adopting here to cover a specific segment of the licensee's obligations under the act.

5. Even if the Commission could attach prospective conditions upon the licensee's right to editorialize, such conditions should not be couched in ambiguous terms. Further, the Administrative Procedure Act and the Rules and Regulations of the Administrative Committee issued pursuant to the Federal Register Act (44 USC Subchapter 8B) require policy statements to be published in codified form. Since I have come to these conclusions in opposing of the right of licensees to editorialize, I am constrained to state my reasons therefor as follows:

6. Neither the questions here presented nor their solution can be adequately understood without a discussion of the case of Mayflower Broadcasting Co., 8 FCC 333. In the Mayflower case, the Commission had before it a situation where a licensee had used the facilities of his station to promote ideas and political candidates of his own choosing. The Commission, in reviewing the licensee's operation, held that a licensee could not, under any circumstances, consonant with the public interest, act as an advocate. The Commission said "a truly free radio cannot be used to advocate the causes of the licensee. . . . it cannot be devoted to the support of principles he happens to regard most favorably. In brief, the broadcaster cannot be an advocate." 8 FCC at 340. While some question has been raised from time to time as to whether these broad statements constituted only dictum, examination of the Commission's disposition of the proceedings in that case makes it clear that the broad language of the Commission prohibiting advocacy by licensees over their facilities was intended to be part of the ratio decidendi. Thus in concluding to grant the application for renewal of station WAAB's license, the Commission expressly relied upon the licensee's unequivocal representations that no editorials had been broadcast since September 1938, that the licensee did not intend to depart from this uninterrupted poliey and that the station had no editorial policy. In view of the language of the Mayflower decision and the Commission's basis of disposition of the proceedings, I cannot see how the Mayflower decision can be read in any other way than as a square holding that a licensee cannot use his microphone for personal advocacy. The Comission, in my opinion, fully and completely suppressed and prohibited the licensee from speaking in the future over his microphone in behalf of any cause.

7. It is true that protests were heard outside of the Commission's meeting room, but for seven years no one formally challenged the decision of the Commission,[1] and the Commission took no steps to disclaim the ban created on editorialization by licensees. It is therefore reasonable to say that at the time of the commencement of these proceedings, it was the unimpaired ruling of this Commission that editorialization over the facilities of a station by the licensee was contrary to the public interest. I would now expressly repudiate any such doctrine and explicity make clear that to the extent that Mayflower created such a ban it is now overruled. The failure of the majority to discuss Mayflower and to repudiate the ban on editorialization created by Mayflower is under such circumstances extraordinary. It may not be without significance that the majority report cites the Mayflower decision with apparent approval. In view of the majority's decision I do not see how it can consistently appear to leave the effect of Mayflower unimpaired while at the same time hold that editorialization by licensees is not contrary to the public interest. The majority report in failing to discuss the effect of Mayflower on the main problem here presented either indicates a reluctance to admit the error of the earlier decision or a desire to perpetuate its evil effect. In either case I cannot approve.

8. In concluding that editorialization by licensees is not prohibited, the majority report does not expressly say that such conduct is permitted in the public interest. The Commission, without any reference to the effect of Mayflower, merely comes to the conclusion that overt licensee editorialization within reasonable limits and subject to the general requirements of fairness, is not contrary to the public interest. This conclusion thus appears to be based solely on the requirement created by this Commission that licensees be fair and objective in the presentation of controversial issues of public importance. I believe that in resting this holding solely on that ground, the Commission overlooks the more important and determinative factor of the First Amendment of the Constitution of the United States. If as the majority states "radio is included among the freedoms protected against governmental abridgement by the First Amendment" and if as is made clear by the majority it must be made available to "all responsible elements in the community," then it follows that governmental prohibition of editorialization by licensees, who certainly are a responsible element of the community, constitutes an unconstitutional abridgement of free speech.[2] I, therefore, rest my decision that editorialization by licensees is in the public interest not on any policy requirement created by the Commission but upon the inviolate terms of the First Amendment. For whether or not the Commission is willing to follow the rule that licensees must be fair and objective in the presentation of controversial issues of public importance, a prohibition of editorialization by licensees would, in my opinion, be contrary to the First Amendment and therefore invalid as an unconstitutional abridgement of free speech.

9. It is, however, suggested that since licensees are in effect trustees of the airwaves for the public, the Commission may condition the grant of the radio station license on the duty of the licensee to refrain from editorializing. I cannot, however, subscribe to this contention. In my opinion, cases such as United Public Workers v. Mitchell, 330 U. S .75, and McAuliffe v. Mitchell, 155 Mass. 216, dealing with prohibitions on political activities by Civil Service employes are not at all applicable here. Those decisions rest solely on the peculiar nature of the relationship of the government, as an employer, to persons in its employ. The United Public Workers case makes clear that the extraordinary evil of political partisanship by classified employes of government is so substantial as to warrant an interference with the normal freedoms guaranteed by the Constitution. I do not believe that any such evil is here involved. Whatever the evil that may result from editorializing by licensees, I do not believe it is so substantial as to warrant the deprivation of the civil rights of the licensee. Accordingly, I believe that any condition imposed on a radio station licensee which prohibits editorialization by the licensee constitutes the imposition of an unreasonable and unconstitutional condition in violation of the First Amendment.

10. My objection to the manner in which the majority approaches the problems presented does not constitute a mere preference as to the route by which it reaches its decision. It reflects rather what I believe to be a fundamental difference in approach to the Commission's regulatory powers with respect to the programming policies of licensees. Whatever may be the constitutional validity of the approach the Commission takes, I believe the fundamental policy against previous restraint of speech requires the Commission to meticulously avoid the imposition of prospective conditions upon speech of licensees that is entitled to the protection of the First Amendment.

11. We should, I believe, pay particular attention to the manner in which the body of law with respect to the Commission's powers over the programming policies of licensees has arisen. Section 326 of the Communications Act expressly prohibits the Commission from exercising any powers of censorship. The Commission on the other hand has been given full power in connection with its licensing functions to determine whether an application for a station license or for renewal of such a license would serve the public interest, convenience or necessity. Moreover, application of the policy against previous restraint on speech is not at all inconsistent with this power, and the body of law with respect to the Federal Radio and Federal Communications Commission has grown upon the assumption that no previous restraint should be imposed upon radio speech but that the Commission may in connection with its regular review of each station's operation determine whether or not the operation of the station has been in the public interest. In the words of Justice Groner: "It may, therefore, be set down as a fundamental principle that under these constitutional guarantees [of free speech] the citizen has in the first instance the right to utter or publish his sentiments although, of course, upon condition that he is responsible for any abuse of that right. Near v. Minnesota Ex Rel Olson, 283 U. S. 697, 51 S. Ct. 625, 75 L. Ed. 1357." Trinity Methodist Church, South v. Federal Radio Commission, 62 F. 2d 850. cert. den. 288 U. S. 599.[3]

12. Thus, it is clearly within the scope of the Commission's authority to refuse to grant a renewal of license to one whose operation is extensively conducted in his personal interest rather than the public interest. Cf. KFKB Broadcasting Assn. v. Federal Radio Commission, 47, F. 2d 670. Likewise the Commission does not deny freedom of speech by refusing to renew the license of one who in an irresponsible manner has abused the privileges conferred upon him by broadcasting defamatory and untrue matter and has obstructed the administration of justice by attempting by means of radio to impose his will upon the courts. Trinity Methodist Church, South v. Federal Radio Commission, 62 F. 2d 850, cert. den. 288 U. S. 599.

13. Thus, the powers of the commission and the responsibilities of the licensee have, without any necessity for violation of the policy against previous restraint been defined by the courts on a case to case basis where the necessity for such decision has been presented. I am in complete agreement with the standards of licensee conduct imposed by these decisions. I would not, however, deviate from the past method of procedure in handling such problems on the basis of adjudicatory proceedings arising out of individual factual situations. I cannot subscribe to the action of the Commission in expressly imposing prospective conditions on the exercises of the licensee's right to use the facilities of a station for purposes of editorialization. I would not say to the licensee as does the Commission's decision, "You may speak but only on the prospective conditions that are laid down in our report." For my part, I would merely say to the license, "You may speak."

14. However, even if I were willing to adopt the approach which places express prospective conditions on the right to editorialize, I could not subscribe to a condition as vague as the concept of the duty to be fair. For where constitutionally valid conditions are imposed on speech by governmental authority, the standards by which one is required to act should be stated in such a way as to be clearly ascertainable. Cf. Winters v. New York, 333 U. S. 507. I do not believe that the conditions imposed here are made clear enough to serve as an adequate guide to the conduct licensees will be required to follow if they are to avail themselves of the right to editorialize. Insofar as the doctrine of fairness has been announced and applied in particular cases, that doctrine may well have concrete meaning. Cf. In re United Broadcasting Co. (WHKC), 10 FCC 515. But outside the context of particular circumstances I do not believe that an a priori standard so broad and vague has significant meaning. We all, of course, can agree that licensees should be fair in the operation of their stations. But in the absence of past examples of the application of the standard fairness to particular situations involving editorialization by licensees, I do not see how licensees will be in a position to ascertain the meaning of the doctrine

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[1] This decision of the Commission has hung like Damocles' sword over every station licensee to silence the licensee as an advocate. While it is true that any licensee in defiance of the Mayflower decision might personally have expressed editorial opinions and thus put his station license in jeopardy, the fact remains that no one challenged the governmental authority in this instance. I realize, of course, the dangers that a licensee would have been required to face had he challenged the Mayflower decision. Nevertheless radio should remember the history and experience of newspapers in their fight for freedom of the press. That battle should serve as a guide to the broadcasting industry on how to combat current abuse of governmetal authority.

[2] Both the Communications Act and the decisions of this Commission and the courts make it clear that radio station licensees are required to be responsible members of the community. Irresponsible licensees are, of course, not qualified to be the holders of radio station licenses and the problem of editorialization by licensees in a context of irresponsibility presents entirely different problems from those involved in a ban on all editorialization by licensees. Cf. Trinity Methodist Church, South v. Federal Radio Commission, 62 F. 2d 850, cert. den. 288 U. S. 599.

[3] I should, however, like to make completely clear that I believe the Government has full authority by proper measures to prohibit the use of radio in connection with activities which it may under the police powers prohibit. Cf. Shenck v. United States, 249 U. S. 47. Hence Congress has prohibited the utterance of any obscene, indecent or profane language by means of radio communication (Sec. 1364 of the U. S. Criminal Code (18 U. S. C. 1364; 48 Stat. 1091), formerly Sec. 326 of the Communications Act) and the broadcast of lottery information (Sec. 1304 of the U. S. Criminal Code (18 USC 1304; 48 Stat. 10), formerly Sec. 316 of the Communications Act.)

Texts of FCC Decisions on Editorializing

(Continued from page 79)

of fairness as it must be applied to the myriad of factual situations which arise in connection with the day to day operation of a radio station.[4] Nor do I believe that the citation of decisions involving network regulations, network programming, overcommercialism, radio advertising of liquor or broadcasts relating to atheism, furnishes any guide as to the manner in which the doctrine of fairness may apply to situations involving editorialization by licensees.

15. I believe that the problems with respect to editorialization can only and should only be determined a posteriori in connection with specific situations involving editorialization.[5] I would therefore continue the past procedure of this Commission in handling similar problems on the basis of adjudicatory proceeding arising out of individual factual situations. In this connection the statement of the Supreme Court of the United States in Securities and Exchange Commission v. Chenery Corp., 332 U. S. 194, 202-203 is pertinent.

"Not every principle essential to the effective administration of a statute can or should be cast immediately into the mold of a general rule. Some principles must await their own development, while others must be adjusted to meet particular unforeseeable situations. In performing its important functions in these respects, therefore, an administrative agency must be equipped to act either by general rule or by individual order. To insist upon one form of action to the exclusion of the other is to exalt form over necessity.

"In other words, problems may arise in a case which the administrative agency could not reasonably foresee, problems which must be solved despite the absence of a relevant general rule. Or the agency may not have had sufficient experience with a particular problem to warrant rigidfying its tentative judgment into a hard and fast rule. Or the problems may be so specialized and varying in nature as to be impossible of capture within the boundaries of a general rule. In these situations, the agency must retain power to deal with the problems on a case to case basis if the administrative process is to be effective."

16. But even if the Commission's approach to the problems here presented is correct, the form in which the Commission's decision is cast is entirely improper. Neither the general policy created nor the qualifications on the right to editorialize are made clear in terms free from ambiguity. Background, policy, example, qualification are all commingled. Indeed, it is, I believe, fair to state that it takes more than merely a careful reading of the report to ascertain the Commission's disposition of the issues presented. Under these circumstances I believe the Commission should speak more clearly. Sound administrative policy pursuant to the mandate of Congress requires the formulation of the standards here created in the form of clear and separately stated rules and regulations which can serve as a clear guide to licensees as to the conduct which the Commission deems it necessary for them to follow. Clearly the uncertainty with respect to the matters here presented should be removed and not augmented by a formless policy statement issued in the mold of a report.

17. Whatever may be our personal preferences with respect to the final form the Commission's decision here should take, I believe that Congress has by statute commanded, where a general policy is created independently of adjudication, that the form be in a separately stated and currently published codified rule. Section 3(a)(3) of the Administrative Procedure Act expressly requires each agency to separately state and currently publish in the Federal Register "substantive rules . . . and statements of general policy or interpretations formulated and adopted by the agency for the guidance of the public." If the report of the Commission does not enact a substantive rule it at least constitutes a general satement of policy formulated and adopted for the guidance of the public. It is to avoid just the type of procedure here followed that the Administrative Procedure Act contained requirements as to the publication of policy statements in rule form.

Provision for Publication

18. Not only has Congress provided in the Administrative Procedure Act for publication in such form but the Rules and Regulations of the Administrative Committee of the Federal Register, issued pursuant to the Federal Register Act (44 U.S.C. Subchapter 8 B) clearly require policy statements such as that adopted here to be published in the Federal Register in codified form. See Federal Register, Oct. 12, 1948, pp. 5929 et. seq. Rule 1.32 of the Federal Register Regulations provides:

"Documents having general applicability and legal effect. Every document, issued under proper authority prescribing a penalty or a course of conduct, conferring a right, privilege, authority or immunity or imposing an obligation, and relevant or applicable to the general public, the members of a class or the persons of a locality, as distinguished from named individuals or organizations, is hereby determined to have general applicability and legal effect. Such documents shall be filed in the office of the director and published in the Federal Register. (Applies sec. 5(a), 49 Stat. 501; 44 U.S.C. 305(a)(2))."

And Section 1.10 of the Federal Register Regulations provides:

"Document subject to codification. Document subject to codification means any regulatory document which has general applicability and legal effect and which is in force and effect and relied upon by the issuing agency as authority for, or invoked or used in the discharge of, any of its functions or activities."

The style of preparation of documents subject to codification is provided for in Subpart H of these Rules. This style is the same as the form of the rules and regulations of the Commission.

19. Accordingly, there is no question that the policy statement here adopted in the form of a report should be separately stated and published in codified form in the Federal Register. The report in its present form may constitute a sufficient statement of the reasons or grounds for such a codified rule, but it cannot under any circumstances be said to comply with the procedural provisions relating to publication provided for in the Administrative Procedure Act and the Federal Register Rules issued pursuant to the Federal Register Act. As such the failure to comply with these statutes and rules raises serious questions as to the validity of any substantive programming requirements now created by the Commission. And further, this doubt only increases the uncertainty of licensees with respect to the matters here presented. Accordingly, I believe that if the Commission is to announce prospective standards, it should proceed to issue codified rules in proper form for the benefit and guidance not only of licensees but the public at large.

20. It seems to me that the Commission is gagging at a gnat when its opinion is confined to the licensee's personal use of his own microphone to advocate causes of the licensee. Since the adoption of the Mayflower decision licensees in general remained silent and supinely submitted to the Commission; however, many licensees, including network licensees who operate the most valuable radio facilities, selected commentators to do their editorializing for them. In fact, they have commercialized the commentators to positions of power and influence upon public opinion which dwarf the power and influence of any licensee or any group of licensees. In fact, this commentator commercialization has reached the point where newspaper licensee network affiliates carry regular broadcasts which they apparently reject and ridicule as proper news or comment for the newspaper columns. This is all the more significant because the majority has treated the term "editorialization" as comprehending "news" and "comment". Since the majority couch the conditions of the licensee's right to editorialize upon terms of "fairness," it is hard to understand why their opinion fails to come to grips with the licensees' standard practice of editorialization through commentators. The Commission files are literally filled with legitimate complaints of unfairness by such professionals, the alter egos licensees, who have become identified with the over a period of years as inextricably as the tra name of the station or network. The ambiguo doctrine of fairness has never been attached them; the Commission has never felt it had t power to demand the kind of practice it now a serts against their principals—the licensees—in t decision. And the majority completely avoids di cussing licensee-commentator fairness.

21. In view of the majority decision, the Commi sion should give special attention to the extent which the selection of commentators constitutes aspect of editorialization by licensees. Any apprai of the realities must take into consideration the fa that licensees in effect editorialize through t mouths of commentators who by reason of the continued use of the facilities make known the views to the licensee and thus broadcast their vie with the implied consent of the licensee.[6] The i portance of such editorialization is made clear the special treatment afforded commentary pr grams. Commentators are known to be associat with particular networks or stations for long perio of time. While the broadcast hour of other typ of programs varies from time to time, networ and stations make every effort to leave the broa cast hours of commentator programs unaffected overall changes in programming schedules. Spo sors may come and go, but the same commentato broadcast at the same hour over the same statio as they have done for years. One wonders wheth it is not appropriate to call such commentators me chattels of the networks or stations. Certainly, th are valuable pieces of radio property. When t voices of such program fixtures are available networks and stations, are we to be surprised th the broadcasting industry has suffered in silen the ban on editorialization created by the Mayflow decision?

22. I want to make it clearly understood that discussing commentators as alter ego editoriali for licensees, the Commission has no more pow of previous restraint over commentators than does over licensees in view of the First Amendme and Sec. 326 of the Communications Act. Howev I do believe that the Commission has the power require segregation of objective news from co ment and editorialization by commentators a licensees. If fairness to the public is to be t test, then certainly the public is entitled to kn what is news and what is opinion from bo licensees and commentators.

23. In the first place the Commission must p itself in a position to determine on appropria occasion the character of editorialization by lice sees whether through their own mouths or throu the mouths of commentators. It should be realiz that at present there is no radio format equivale to the editorial page of our newspapers. Accor ingly, neither the Commission nor radio listen are in the same position as newspaper readers identify editorial comment. The problem of lab ing is all the more serious in radio by reason of t frequent practice of commingling editorial vie with programs dealing with objective presentati of the news. This is especially true in the case commentator programs. They do not, in fact, co stitute merely news broadcasts nor on the oth hand do they constitute purely editorial comme They are rather a combination of editorial opini based upon so-called factual news stories, whi all to frequently result in "loaded" news stories.

24. While there are differences between the p grams of different commentators, and there a good commentators and bad commentators, in t main listeners believe that they are being furnish with critical news summaries by all commenta programs. And it is the failure of many such p grams to represent themselves as "loaded" news p grams that constitutes the vice herein. While I l lieve that the Commission cannot under the Cons tution and should not in any event prohibit the co mingling of such editorial opinion and new stori nevertheless I believe it clear that it has the auth ity to require the labeling of editorial comme Furthermore, that many so-called commentary p grams, although not all, are obvious deceits on t listener has been alluded to frequently both in c gressional hearings and by prominent public o cials. For example, the use of date lines, indicati that the item about to be read originated in Mosc Berlin, Singapore or the White House, are transp ent falsities to informed persons. Nevertheless, th sands of listeners believe, if letters received Congress and by the Commission are evidence, t such news items are coming hot over the wire that instant. Similarly, the use of sound effe lends a false and misleading impression. The Co mission might well promulgate standards which w insure honest and factual reporting of news a honest and accurate labeling of what is news a what is opinion. I believe, therefore, that the Co mission should, by way of a codified rule and reg lation, establish standards for the labeling and id tification of editorialization over the air. The Co mission should specifically describe in such a r the exact identifying language and the exact tim at which the identifying announcement should

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[4] A few examples of questions raised: If a licensee editorializes with respect to issue A, is he required under all circumstances to afford radio time to all responsible persons with views contrary to his with respect to issue A? Or is it enough that on most issues the licensee affords time to reply to his own editorial views? Is the licensee required to afford such persons free time or can he require payment for the time? If views contrary to his have been expressed freely on other stations in his community is he required to also afford time on his station? Can the programs of commentators either of his own choosing or of the choosing of his sponsors serve as replies by opposing views? What restrictions can he impose on the manner in which opposing views may reply? Can opposing views reply in the form of song or drama? What restrictions with respect to censorship by the licensee of the opposing script does the Commission intend to apply? These are but a few of the many practical questions faced by the licensee who wishes to editorialize but left unanswered by the Commission's decision.

[5] While it is very true the flexible standards have served very useful functions in Anglo-American law, it must be pointed out that they usually have evolved not by a priori announcements by courts but out of decisions arrived at on a case to case basis. Cf., eg., the history of the development of the legal standards in the common law of negligence. These standards grew out of findings by juries on a case to case basis that eventually were molded into general standards. See Holmes, The Common Law, pp. 122-129. This is especially significant where as here we are dealing with the problems of free speech.

"The subject in its more general outlook has been the source of much writing since Milton's Aeropagitica, the emancipation of the English press by the withdrawal of the licensing act in the reign of William the Third, and the Letters of Junius. It is enough now to say that the universal trend of decisions has recognized the guaranty of the amendment to prevent previous restraints upon publications, as well as immunity of censorship, leaving to correction by subsequent punishment those utterances or publications contrary to the public welfare. In this aspect it is generally regarded that freedom of speech and press cannot be infringed by legislative, executive, or judical action, and that the constitutional guaranty should be given liberal and comprehensive construction. It may therefore be set down as a fundamental principle that under these constitutional guaranties the citizen has in the first instance the right to utter or publish his sentiments, though, of course, upon condition that he is responsible for any abuse of that right, Near v. Minnesota ex rel. Olson, 283 U. S. 697, 51 S. Ct. 625, 75 L. Ed. 1357." Trinity Methodist Church, South, v. Federal Radio Commission, 62 F. 2d 850, cert. den. 288 U. S. 599.

[6] "When a radio station hires radio commentat and pays them and puts them on, they editorial on the news, and sometimes not only editorialize the news, but they give out editorial opinions ab every conceivable subject, many of which they do know anything about." Comment of Chairm Wheeler in Senate Hearing on S. 814 (78 Cong. Session) p. 413.

ade during the program. Cf., e.f., Sections 3.187 d 3.189 of the Rules and Regulations relating to ation identification and announcement of spon- red programs. Such a rule should make clear that a program where commingling of news and edi- rial comment is made, that portion of the program aling with editorial comment should be labeled such. I do not believe it is sufficient to merely quire a general statement that such a program ntains editorial comment.

25. The Commission has full power to review harges of continued irresponsibility by specific com- entators in broadcasts over the facilities of in- vidual stations. Licensees are completely respon- ble for the selection of those who regularly use eir facilities and therefore when commentators are ntinually irresponsible, their programs reflect the nscious permission of the licensee to permit such esponsibility to be a part of the station's program- ing. Clearly placing the treatment of news com- entaries in the hands of persons who continually an irresponsible fashion present their commen- ries cannot be considered consistent with the pub- interest. Commentators who regularly make atements unsupported by fact and who regularly ack public figures by innuendo, without support fact, are offering false news to the public. There no constitutional right to broadcast false news d the broadcast of false news, just as the broad- st of false advertising, is contrary to the public terest. Accordingly, the irresponsibility of broad- sts by commentators of necessity reflects upon the alifications of the licensee who permits such com- entators to regularly use his facilities.[7] And it

[7] While I recognize that frequently the views pressed in commentary programs are not those the licensee, I do not believe that a mere dis- aimer by the licensee that the views expressed aring a program are the views solely of the com- entator and not the licensee constitutes a sufficient lution to the problem. For such a disclaimer does t dispel the effect of the selection of that com- entator as a person fit to broadcast over a station network.

is unfortunate that the more shocking the technique of the commentator the more valuable he becomes to the station or network and the less the desire of the network or licensee to rid their programs of the irresponsibility.

26. The Commission's power to take action with respect to the past use of radio facilities for purposes of irresponsibility is clear enough. The Commission is not required to renew licenses of persons who permit irresponsible professional editorialists to broadcast false news and to make continued attacks upon person after person without foundation in fact. Trinity Methodist Church, South v. Federal Radio Commission, 62 F. 2d 850, cert. den. 288 U. S. 599. It should be pointed out that the mere fact that many of the commentators broadcast over the facilities of networks does not place the irresponsibility outside the powers of the Commission. It should be remembered that networks are also licensees. In fact, one of the main arguments networks advance as to the need for network-owned stations in key cities is that such stations constitute a necessary originating source for network programs. Accordingly, to the extent that networks are licensees they are subject to the regular licensing powers of the Commission. Where a network permits the continued use of its facilities by irresponsible commentators, this fact should be considered by the Commission as evidence of the network's lack of qualification to hold a radio station license. Further, licensees affiliated with such networks must be held strictly accountable for irresponsibility broadcast over their facilities even though such irresponsibility is of network origin. Licensees cannot abdicate their responsibility for determinations with respect to the continued use of their facilities by irresponsible commentators whose irresponsibility becomes a valuable commercial asset of the stations involved. Accordingly the Commission should consider irresponsiblity on the part of both the network and the individual licensee with network affiliation in placing responsibility for the reckless statements that are frequently broadcast over the air. In this connection it should be pointed out that in the KFKB Broadcasting Assn. case, supra, the court approved the action of the Commission in refusing to renew the license of KFKB even though it was found that much of the station's programs were entertaining and unobjectionable in character. 47 F. 2d at 672.

DISSENTING VIEWS OF COMMISSIONER HENNOCK

I agree with the majority that it is imperative that a high standard of impartiality in the presentation of issues of public controversy be maintained by broadcast licensees. I do not believe that the Commission's decision, however, will bring about the desired end. The standard of fairness as delineated in the report is virtually impossible of enforcement by the Commission with our present lack of policing methods and with the sanctions given us by law. We should not underestimate the difficulties inherent in the discovery of unfair presentation in any particular situation, or the problem presented by the fact that the sole sanction the Commission possesses is total deprivation of broadcast privileges in a renewal or revocation proceeding which may occur long after the violation.

In the absence of some method of policing and enforcing the requirement that the public trust granted a licensee be exercised in an impartial manner, it seems foolhardy to permit editorialization by licensees themselves. I believe that we should have such a prohibition, unless we can substitute for it some more effective method of insuring fairness. There would be no inherent evil in the presentation of a licensee's viewpoint if fairness could be guaranteed. In the present circumstances, prohibiting it is our only instrument for insuring the proper use of radio in the public interest.

NEW MAYFLOWER Newspapers Express Divergent Views

EWSPAPERS, which editorial- e with no strings attached, showed rying opinions on FCC's New ayflower Decision giving radio e right but attaching strings to sure "balance" and "fair play" [BROADCASTING, June 6; also see xt of this issue].

The press reactions ranged from qualified denunciation of the rings imposed by FCC, to com- endation of the move as a "wel- me step toward the recognition radio as an adult American stitution."

The *New York Times*, owner of QXR, questioned whether FCC, a matter of consistency, might t have to start passing upon the litical affiliation of an applicant, order to achieve community-wide alance" in the handling of con- oversial issues.

David Lawrence, noted column- , charged that the decision offi- ally reaffirmed the imposition of hought control" by the govern- ent upon both radio and tele- sion.

If FCC may condition licenses d renewals on a "partisan admin- ration's" appraisal of "fair," nfair" or "balanced" handling of ntroversial issues, he said, "then e day is not far distant when e government may claim the me legal right to regulate in de- il the contents of other media public expression as a condition use of a license or facility."

Mr. Lawrence noted pointedly at the government in issuing cond-class mail privileges has ver evaluated what the contents each publication shall be—"up now."

He continued:

The decision by the FCC is an amaz- piece of bureaucratic writing and e reads therein some incredible in- structions to radio stations as to how they should "balance" their programs and what they should do or shouldn't do by way of editorializing or "over-editorializing."

Nowhere is there any standard prescribed that a station owner really can follow. In fact, it is emphatically disclaimed that there can be any such standard or formula and the Commission takes refuge in the vague promise that if the station owner has made a "reasonable" effort to be fair, nothing serious will happen to him.

But is it free speech for a station to be told that it must submit its thoughts, motives, and past expressions to a political administration for review whenever its license is up for renewal?

Mr. Lawrence noted that the members of the Commission are appointed by the President, and added: "Republican and Dixiecrat owners of stations had better learn promptly the new goose steps of conformity."

He contended that "the more the Commissioners protest that they will not be arbitrary and will not punish a station if it makes a 'reasonable' effort to be fair, the more emphatically the document claims the constitutional right to ignore the First Amendment." He continued:

The Commission boldly defends its right to "constitutional abridgement" on the ground that there is a limited number of licenses and that regulation is necessary to prevent "chaotic interference." What the Commission distorts is the original language of Congress which specified that licenses were to be issued on the basis of "public interest, convenience, and necessity."

Other editorial comment on the decision included:

From *N. Y. Herald Tribune*—

The ruling . . . is a welcome step toward the recognition of radio as an adult American institution. . . . Editorializing on the air is commonplace; there is no valid reason why it should be confined only to program sponsors, or the various parties and organizations which are able to obtain access to a microphone by purchase, or as a public service.

It is to be noted, however, that the new FCC ruling does not give the broadcasting companies full control over the content of their programs, nor does it free them from the responsibility of avoiding "a partisan or one-sided presentation of issues." ' ' ' It is because some authority will always have to allocate to the radio companies a relatively scarce commodity—wavelengths—that broadcasting will never be on an identical footing with the press.

The networks and stations will doubtless encounter other practical difficulties in setting up their "editorial pages." But to the extent that they have been given increased opportunities to study the impact of their influential medium upon the public, by direct participation in the formation of opinion, they have gained in breadth and responsibility, and this will be to the advantage of the radio audience.

From *Louisville Courier-Journal* (owner of WHAS Louisville)—

The FCC has wisely withdrawn its ban on radio editorials, [but] unfortunately requires the editorializing station to make sure the public is given an opportunity to hear both sides of the argument.

It is not clear what this [requirement] means. It could mean that the station must give free time to those who differ with its opinions, or that it could not refuse time to dissenters. This would make orderly programming impossible. Or it could mean that radio editorials must give both sides of the argument without reaching a conclusion, in which event they would not be editorials at all.

This requirement is prompted by the apparent fear that radio editorials will be harmful. We doubt that this fear is well founded. . . . The staunchest defender of the press will not claim all editorials in all newspapers are fair or honest. Yet the American Public has a very tough mind of its own. . . . And readers quickly lose faith in the newspaper which prints dishonest editorials or allows editorial opinion to influence its news presentations.

This fact has already led some broadcasters to decide against radio editorials. They believe that radio listeners place greater faith in newscasts than in newspaper stories because many readers know that many publishers allow their opinions to extend into their news columns. They fear that the listeners may be confused by the separation of news and editorial comment, and lose faith in the station's newscasts. They are certainly correct in their belief that it would place a heavy responsibility on the editorializing station. But for this very reason the power to editorialize might bring to American radio a needed responsibility and maturity.

From *New York Times* (WQXR New York owner)—

. . . The question arises . . . whether the radio industry has not paid a high price for its new-found freedom to editorialize. The modification of the Mayflower decision in effect gives a government agency the power to decide whether a radio station is conducting its editorial policy on an impartial basis and, if it disapproves, to exercise the extreme penalty of putting the station out of business. With the Commission constantly undergoing a turnover in personnel, that hardly seems conducive to maximum freedom of expression.

Similarly, it is difficult to see how the FCC, if it is to be consistent, can limit its concern for balance in editorial opinion merely to one station at a time. The whole Mayflower case revolved around radio giving editorial support to a political candidate. If there are to be "Republican," "Democratic" and "Independent" stations, would not the political beliefs of the applicant be pertinent to maintaining an impartial radio system in a given community?

Before it cheers the FCC decision too loudly, the broadcasting industry might ponder whether it has not opened a Pandora's box by inviting the government to take further action in the matter of editorial opinion.

Radio Paper

FIRST real newspaper of the air is claim now made by XEOY Mexico City, Radio Mil outlet. XEOY states it has sealed up its music library, cancelled its transcription service and now broadcasts 18 hours per day of pure verbiage sans music. Promoted by the slogan "La Vida al Minuto" (Life by the Minute), XEOY airs book reviews, household hints, sports, news, children's stories etc. as a spoken newspaper. Tie-up with facsimile is planned in banks and hotels.

The Texas Rangers

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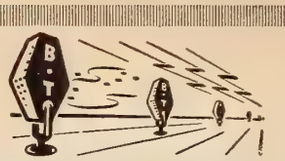
The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening.

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Milestones



► KTLA (TV) Los Angeles *Sandy Dreams* children's program celebrates its first anniversary on that station.

► Ray Perkins, disc m. c., celebrated third anniversary of his daily show (2:30-4:30 p.m.) on KFEL Denver May 27.

► WSPR Springfield, Mass., marked its 13th anniversary on June 3.

► On eve of their fourth transcribed year on KTUC Tucson, Ariz., Arthur Church's Texas Rangers stopped in Tucson to do their show live.

► KAYX Waterloo, Iowa, has marked its second anniversary with four special shows and also aired transcribed greetings from radio, stage and screen stars. Iowa Senators and Representatives in Washington, as well as FCC Chairman Wayne Coy, also sent greetings.

► WWJ Detroit's *Land O' Fun* program celebrated its first birthday last month.

► The *Back to the Bible Broadcasts* marked its tenth anniversary of continuous broadcasting during May. Program is heard via transcription on 44 stations in U. S. and eight foreign outlets.

► ABC's *Breakfast Club* will mark its 16th anniversary on June 23. General Mills, sponsor of 9-9:15 a.m. portion of five weekly, hour-long program, is offering special charm bracelet to listeners during 12 broadcast days from June 16 to July 1, which have been set aside to mark program's birthday.

WGST APPEALS

State Court Ruling

CHARGING that the very power of FCC to "control effectively the issuance and renewal of licenses for radio broadcasting in the public interest" is in jeopardy, WGST Atlanta, Ga., appealed to the U. S. Supreme Court last week to reverse a state court finding that the station must honor a contract FCC refused to approve.

The contract covered purchase by WGST, state-owned U. of Georgia outlet, of Southern Broadcasting Stations Inc., which had been operating WGST. FCC refused to renew WGST's license until the university took full licensee responsibility.

Following up by formal petition its notice of appeal filed earlier [BROADCASTING, March 28], WGST stated the principle involved is whether state courts can oppose the rulings of federal administrative and judicial bodies. The possibility of dangerous precedent in all administrative fields was expressed.

"Also the issue is squarely presented here," the petition said, "as to the weight and dignity that should be accorded to the determination of a federal administrative agency in a field in which federal power is exclusive, when such a determination is relevant in the resolution of a private controversy by a state court."

Southern Broadcasting, then owned by a group including Sam Pickard, former Federal Radio Commissioner, was bought by the university in 1943 in an effort to win license renewal from FCC, previously denied because of the management arrangement. Under the contract the university agreed to pay the Pickard group 15% of WGST's gross revenue until 1950 for acquisition of Southern Broadcasting. But FCC also disapproved of this arrangement and the university then declared the pact void and subject to other settlement. Regular license renewal was granted in March 1946.

In 1947 the Pickard group filed suit for breach of contract and won decisions through the Georgia Court of Appeals. In March the state Supreme Court refused WGST's appeal.

SYPHILIS FIGHT

Gets Potent Aid from Rad

EIGHTY-NINE stations in states have broadcast more th 3,000 programs and announcemen in support of local syphilis ca finding campaigns since July 1948, the U. S. Public Health Ser ice, Washington, reported last wee

An estimated 25 million listene heard the 1,184 15-minute progra and 1,860 announcements.

Not included in the tabulati was much special programmi built by individual stations to su plement the transcribed seri Through these special progran the Public Health Service said, l teners got the localized slant the syphilis fight in their commu ties from local authorities.

In connection with a more e pansive attack by some 300 co munities in 29 states beginni July 1, the Public Health Servi plans to make available to stati managers through local health a thorities a top-talent series music-drama ET's.

ELECTION ORDERED

At 3 San Antonio Statio

A THREE-MAN panel of the N tional Labor Relations Board h directed that an election be he among transmitter and stu operators at KTSA San Anto and transmitter and studio te nicians at San Antonio statio KMAC-KISS (FM) and KCOR determine if they wish to be rep sented by the International Bro erhood of Electrical Work (AFL), Local 60.

The order affirms the rulings an NLRB trial examiner, James Wolf, made following a conso dated hearing in the case. Electi must be held within 30 days.

The NLRB panel denied a quest of Sunshine Broadcasti Co., KTSA licensee, that the ord exclude KTSA on the grounds th since licensee has contracted to s the station stock it might be call upon to execute a collective ba gaining agreement which would a breach of its contract of sale.

IRE-RMA MEET

Opens Oct. 31 in Syracu

MEMBERS of Institute of Ra Engineers and the engineeri department of Radio Mfrs. As will convene Oct. 31-Nov. 2 at Ho Syracuse, Syracuse, N. Y., for t 1949 radio fall meeting. Announ ment of the conclave origina known as the Rochester fall me ing, was made by Virgil Graham, meeting chairman, a director of technical relations Sylvania Electric Products I Syracuse.

Officers of the meeting commit also include R. W. Ferrell, Gene Electric Co., Schenectady, v president and treasurer, and R. Hackbusch of Stromberg-Carl of Canada Ltd., secretary.

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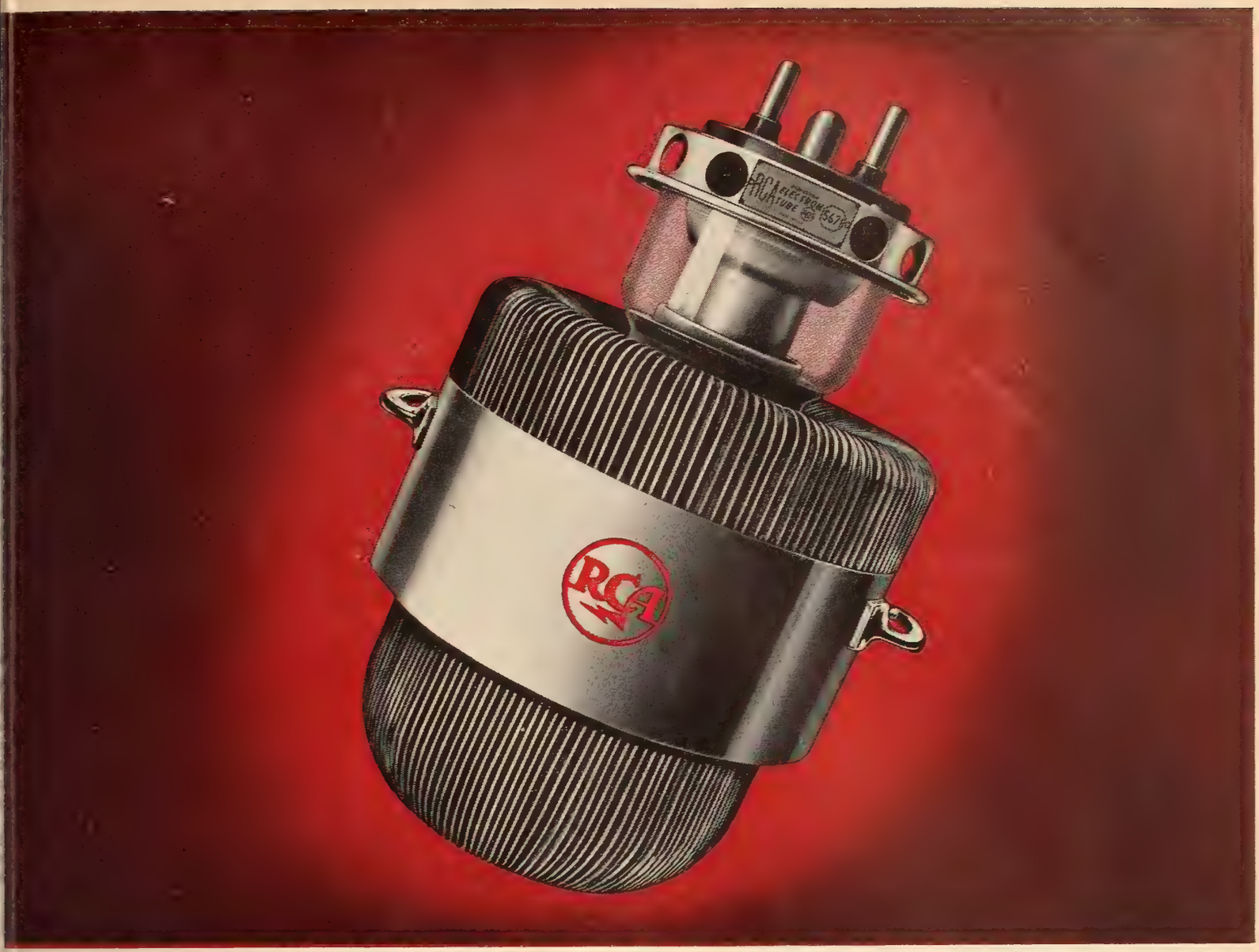
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1. FILAMENT POWER. The thoriated-tungsten filament of an RCA-5671 draws *60 per cent less power* than a conventional pure-tungsten filament . . . making possible approximate savings of $1300 a year* in filament power alone!

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3. CONVENIENCE. The RCA-5671 now employs an improved, lighter-weight radiator that reduces the weight of the tube by about 100 pounds . . . or approximately 43 per cent. The new radiator fits the same air jacket as used for the former radiator.

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To get all the power-tube performance you pay for, buy RCA tubes. They're available from your local RCA Tube Distributor or direct from RCA. For technical information, write RCA, Commercial Engineering, Section 37FP-1, Harrison, New Jersey.

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Experienced manager for local station under construction in northeast section and one of 100 best markets now understationed. Opportunity to buy interest. Box 309B, BROADCASTING.

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Commercial manager wanted by 250 watt station in growing industrial community of 16,000 on east coast. Stable, congenial, civic minded, experienced man will be given opportunity acquire interest on highly favorable terms. Please give complete details, Box 424B, BROADCASTING.

Salesmen

Account executive-announcer—Salaried Washington state, excellent market. Position for midwest married man wishing to move west or man in west in market too tough for anyone to crack. 28 or over, college, good personality who "knows what it's all-about" production-wise, good announcing voice, who can over-see production of own ideas for client submission. Submit picture, disc, experience resume. Box 389B, BROADCASTING.

Traveling representative—Experienced man with program, sales and managerial background. Automobile essential. Please submit resume, detailing experience and education. Box 435B, BROADCASTING.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

Announcers

Wanted—Sports announcer to work fulltime in local station and instruct parttime in radio department at college located in town. Must have college degree and experience. Can earn $4500 year. Box 374B, BROADCASTING.

Combination announcer first class ticket holder. Good salary with advancement opportunity. Be accurate and specific about announcing experience. Carolinas area. Box 396B, BROADCASTING.

Wanted—Experienced announcer for daytime independent. Partly furnished six room apartment available for married man. Disc and data to KFRD, Rosenberg, Texas.

Wanted—An announcer with first class license, send disc and full details to KXLF, Butte, Montana.

Wanted—Thoroughly experienced announcer for news, commercial record shows. Can use continuity writer, but only experienced people. Station WBUY, Lexington, N. C.

Announcer—Wanted for network affiliate WIBM, Jackson, Michigan. No beginners. $55.00 per week. Send full details and disc.

Wanted—By 250 watt network station, an announcer-engineer. Engineering secondary but if you do not have first phone, do not apply. If you can write continuity, it would be helpful. Moderate salary at start but excellent opportunity for one not afraid to work. Write Arthur Stehling, Fredericksburg, Texas.

Help Wanted (Cont'd)

Morning man. With personality, to put on a distinctive morning show. Preference given to applicant now successfully doing similar program. Detail previous experience, salaries earned and expected and attach snapshot. Box 413B, BROADCASTING.

Technical

$1000.00 and your fulltime will buy—monthly salary and 25% profits of profitable independent station. Must be good engineer, fair announcer. Box 420B, BROADCASTING.

Wanted — Combination operator-announcer. Heavy on the announcing. Hi altitude, ideal year-round climate. KSUN, Bisbee, Arizona.

Mutual affiliate seeking a GI trainee as transmitter operator. No announcing. Must have FCC license but need not have experience. William T. Kemp, KVER, Albuquerque, New Mexico.

Radio announcer fulltime immediately. Knowledge of board operation and familiarity with classical music necessary. Station feeds program to 20 FM network stations. Forty hour week. Salary $65.00. Night hours. Telephone Washington, D. C. District 1356.

Production-Programming, others

News Director. Must be network calibre newscaster, experienced in local reporting, and rewriting wire copy, with ability to direct department. Proven record in similar capacity with large city station necessary. Give previous experience and salaries. Box 412B, BROADCASTING.

Wanted—Experienced man. Continuity writer capable writing excellent sales copy and take charge of department. Send all particulars, experience, etc. to Manager, KSAL, Salina, Kansas.

Woman—Commercial copy and traffic. Experience desirable. Write full details, sample copy and snapshot. WBEX, Chillicothe, Ohio.

". . . I find advertising in BROADCASTING most effective. . . . two weeks of classified advertising in your magazine is sufficient to place every trained announcer and writer we have ready for placement. . . . quite often find we have more calls for trained help than we are able to place. This has resulted in a placement record of better than ninety percent for the day school. . . ." Waldo H. Brazil, Dean, Pathfinder School of Radio Broadcasting, Kansas City, Mo.

Situations Wanted

Managerial

Educated, aggressive, experienced 12 years all aspects radio. Desire problem station. Box 213B, BROADCASTING.

Station owners. What's the difference between red and black? Answer: management—in the red? Get a manager who knows how. Available now. 18 years experience. Sober, family man. Top record. References. Will buy interest. Give details. Box 228B, BROADCASTING.

Manager—Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national timebuyers. Sound knowledge of local sales problems. Practical knowledge of all department operations. Married, hard working, strictly sober and experience wise. Can bring your station community leadership and assure profitable operation. Box 263B, BROADCASTING.

Sales manager-salesman, excellent sales record wants permanent position with progressive station. Sober, dependable, family man, college grad. Box 392B, BROADCASTING.

Manager—Strong sales, good programming, builds sponsors with results. Mature, thoroughly experienced all departments, net or independent. Maintain smooth, economical operation. Fine showmanship. A go-getter. Available immediately. Modest salary or salary and sales commission. Box 324B, BROADCASTING.

Situations Wanted (Cont'd)

". . . we are completely satisfied with the results of our recent advertising in the Help Wanted section. . . . We had an excellent opportunity to weigh the applicants' backgrounds and to obtain the best personnel available from the tremendous number of applications. . . . The results of our advertising in BROADCASTING is nothing unusual. . . . A large number of my associates and fellow radio station executives have found the response to advertising in BROADCASTING equally effective . . ." Gordon J. Lewis, President, WIDE, Biddeford, Maine.

Manager—Well grounded radio man with 8 years experience in all phases, wants sound propostion. Have know-how to make a station pay off. College graduate with top references. Presently employed as manager. Box 384B, BROADCASTING.

Commercial manager—8 years experience in all phases of radio. Have ability to make money for a station. Consider only sound proposition. College graduate. Best of references. Box 385B, BROADCASTING.

Manager—Excellent sales background. Understands successful, profitable station operation. Desires position as manager or sales manager. Salary open. Box 393B, BROADCASTING.

Manager, small market station. 5 years sales manager, 3 years program director, age 35, family. All correspondence promptly answered. Write Box 418B, BROADCASTING.

Station managers — The Pathfinder School of Radio Broadcasting is sending out the best-trained announcers and writers available. Sixty-seven stations in twenty-three states have employed our graduates. Starting salary forty to fifty dollars a week. 1329 Oak St., Kansas City, Missouri. Harrison 0473.

Qualified by 14 years experience in radio. At present manager of independent in large metropolitan market. College graduate. Age 35, married with one child. Dependable career man. Excellent references. Opportunity wanted. Box 312B, BROADCASTING.

Salesmen

University graduate desires position in radio-advertising or sales. Advertising-sales background, some experience, personality plus, tremendous drive, ability, and ideas unmatched. Box 383B, BROADCASTING.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. AM, TV. Top references, travel anywhere. Box 911a, BROADCASTING.

Experienced announcer. Formerly chief two stations. Experienced in theater quiz night club disc shows and all phases broadcasting. Interested TV or AM. References on request. Box 332B. BROADCASTING.

Topflight announcer with television experience. Currently employed in New York, seeks large network affiliation. Box 346B, BROADCASTING.

Do you want a top sports director? I am presently employed but want a larger market with possible TV future. 13 years sports background. Top play-by-play and recreation. Baseball, football, basketball, racing, boxing. Present baseball commitment makes me unavailable until September 10th. Box 373B, BROADCASTING.

Combination man—First phone license. Eight years announcing experience. Now employed by CBS affiliate. Married. Southeast or southwest. preferred. Box 378B, BROADCASTING.

Who will take a chance on an ex GI with eight months radio school training and some commercial experience? Can work control board. Single, go anywhere, but prefer south. Will make you a good disc jockey and staff man. Money secondary. Photo and disc on request. Hard worker. Some writing. Box 382B, BROADCASTING.

Combination - announcer - copywriter with first class license. Available immediately. Box 387B, BROADCASTING.

Announcer - program director - writer. Six years experience in all phases of radio. Stressing news commentary and adlib disc shows. Formerly fifteen years in show business. Family man, age 37. Presently employed, desire change to progressive station. Available on two weeks notice, will go anywhere for right job. Disc, photo, references on request. Box 388B, BROADCASTING.

Morning man. Light, breezy, and corny. Wealth of material, as well as adlib, characters, and features. New York, Ohio, Pennsylvania preferred. Box 399B, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Got an announcer go on vacation? I'll take his place two week's or more work. Go a where. Graduate leading radio sch Versatile, no practical experier Salary no object. Box 380B, BRO/ CASTING.

Fully experienced Staff man with s ing voice, ideas available. Prese employed. Strong on news, DJ—har board, production. Single, 22, educa Northeast preferred, however, will c sider all offers. Information, disc, references on request. Have you an tractive morning assignment? Box 3 BROADCASTING.

Newscaster—Experienced. Thorou ready for topnotch getting, writing delivering with local emphasis. 391B, BROADCASTING.

Announcer — Experienced in comm cials, newscasting and disc shows. M ried vet, excellent references. 404B, BROADCASTING.

Conscientious, versatile, veteran, m ried, graduate leading announc school, Radio City, N. Y., wants opp tunity for experience in south or sou west. Willing worker, disc, ph character references. Box 40 BROADCASTING.

Experienced staff and feature nouncer. Also writer. Flair for ad Disc shows, audience participat sports, etc. Available immediat Transcription, photos, scripts and erences upon request. Box 41 BROADCASTING.

Announcer — Ambitious, dependa with thorough training. Can give g newscasts, disc and variety shows. write. Some experience. Box 41 BROADCASTING.

Former janitor desires position as nouncer. Parttime radio actor, single. Conscientious worker. references. 2 years radio school. 421B, BROADCASTING.

Announcer—Presently employed. sires advancement with large north or midwest station. Box 428B, BRO/ CASTING.

Boss says, I am the best announcer the staff, but wife needs northern mate. Can you help? Box 42 BROADCASTING.

Announcer-writer. 21, single, good round man. Will work for perman position. Top references. Box 42 BROADCASTING.

Announcer, now employed. Nearly years experience, all phases. Coll trained. Seeking permanent s Northeast preferred, but all offers c sidered. Box 427B, BROADCASTI

Announcer—Five years experience. sired opportunity to buy stock and vance on staff, new station. 429B, BROADCASTING.

All-round man — Announcing, co nuity, sports play-by-play, musical ranging. Now news clerk with N York net key station. College grad, v eran, 23. Opportunity paramount— cation, starting pay secondary. 430B, BROADCASTING.

Announcer, single, veteran, des permanent position with profitable tion. Good resonant voice that s strong commercial, news, DJ, rec graduate School of Radio Technic Radio City, N. Y. Disc available. travel. Box 433B, BROADCASTING.

Staff announcer — Graduate lead radio school, Radio City. College, mu background. Can write, will tra Disc available. Box 434B, BRO/ CASTING.

Sports announcer. Network baseb football, basketball, boxing. Outsta ing sportscast. Box 438B, BRO/ CASTING.

For the station of smooth operati Announcer, experienced, colleg single, young, and versatile. Re ences, photo, and disc available. 440B, BROADCASTING.

Announcer—Wants experience. Sin college. Pleasing voice, excellent tion. Will work hard. Salary and cation unimportant. Box 442B, BRO/ CASTING.

Announcer—Sports, news, copy, ad Single, will travel east. northe Graduate radio school, references, d Box 443B, BROADCASTING.

Announcer—Young, versatile, colle NBC trained. Excellent voice. Sc announcing experience. Product work, MBS, N. Y. Know promoti Available immediately. Box 44 BROADCASTING.

Four years experience, deejay, emc newscaster, announcer. Box 44 BROADCASTING.

Announcer — Some experience, fu trained. Will travel. Disc, referen available. Box 446B, BROADCASTI

Situations Wanted (Cont'd)

Want to marry, settle down. Got fiancee, 1949 Radio BA, sense, disc, photo. Need job. Anywhere. Know board. Modest salary. Box 6041, Bridgeport 6, Connecticut.

Want $50 week, plus paid tuition at radio engineering school, your town. 5 years successful experience, government, private industry, radio. Well recommended staff man with the voice, know how, energy to build and air good local shows. 26 year old teetotaler. Employed. Want immediate change. Nelson, Care Box 1217, Orlando, Florida.

". . . our requirements called for an announcer who had specialized in 'man-on-the-street,' quiz and interview shows. BROADCASTING took care of the situation perfectly. One insertion brought 27 replies from applicants during the following week and more replies are arriving daily. . . ." H. G. Pabst, Asst. to President, WSRS, Cleveland Heights 18, Ohio.

Young family man desires permanent combination position. Two years experience all phases announcing. Play-by-play all sports. One year college, first phone, presently employed, references. Prefer midwest or southwest. All offers considered $70 minimum. Call 3004J Duncan, Oklahoma, 512 North Second.

Ten years microphone experience all type programs but sports. Age 33. Offers some outside duties. Prefer west of Mississippi. McCall, 401 North Oliver, Wichita 8, Kansas.

Announcer—Experienced in classics, college training, write own programs. R. E. Neumann, 434 N. Union, Kanakee, Ill.

Announcer-engineer, 2½ years experience. One year as chief. Graduate of announcing school, Kansas City. 2607 Jamie Court, Chestnut 5736. L. D. Winegardner, Kansas City, Missouri.

Technical

Chief engineer, medium or low power station. 18 years experience including construction of two stations. Presently employed chief of local. Can and will do topnotch work. Excellent references. Box 231B, BROADCASTING.

Engineer—Twenty years technical radio, broadcast and manufacturing, chief, supervisory experience. Executive ability. Want connection with established station in midwest or midsouth. Permanent. Salary $350-400 mo. Available about July 15. Box 345B, BROADCASTING.

New Yorker—Seeking position as engineer within 300 mile radius of New York City. Experienced, intelligent, ambitious, cooperative with a pleasing personality. Good technical background. Will accept combination job. Am presently employed as a combination man. Box 379B, BROADCASTING.

Engineer—Graduate of two prominent radio schools. One year broadcast experience, comprised of construction, studio supervision, maintenance,xmitter shifts, working remotes, control room, some announcing, etc. Single, free to travel anywhere. Have car. Desire perm. position with progressive station. Available within two weeks. Best of references. Write for additional info. Box 386B. BROADCASTING.

Engineer, 13 months experience want permanent position. Available anytime. Will travel. Box 400B, BROADCASTING.

Engineer—Present working in southern station as relief man—want permanent position in western states. Available June 23rd. Box 401B, BROADCASTING.

Engineer, 16 months experience, first phone, active amateur, 25, married, car, desire position in midwest. Available immediately. Box 402B, BROADCASTING.

First phone—vet, married, 29, student engineering, desires summer or part-time work during school year. St. Louis, area. Box 407B, BROADCASTING.

Experienced engineer, installation and maintenance, graduate two schools. Hold all licenses. amateur. Married, no children, prefer south. No combination work. Box 414B, BROADCASTING.

Engineer—10 years experience, installation maintenance wants position with progressive station. Box 417B, BROADCASTING.

Engineer—Eight years experience, majority at kilowatt. Chief of local at present. Interested in any secure position with good working conditions. Box 419B BROADCASTING.

Situations Wanted (Cont'd)

Inexperienced engineer wants start. Your replies promptly answered. Box 422B, BROADCASTING.

First class radio telephone license, willing to travel. No experience, vet. Box 431B, BROADCASTING.

Grad of RCA. Will go anywhere, available immediately, 1 year experience. Box 432B, BROADCASTING.

Holder of FCC 2nd class phone. Graduate of ARI. Wishes position with small station. Box 436B, BROADCASTING.

Transmitter supervisor—Engineer experienced in installation, field servicing, operation and maintenance of AM and FM transmitters desires position with progressive modern station in east. Box 437B, BROADCASTING.

Engineer—Desire position with southern Ohio station as chief or assistant. Will consider transmitter operator if pay satisfactory. 10 years experience. Box 447B, BROADCASTING.

First phone, first telegraph, 3 years telegraph ex. Prefer north middlewest 25, single, combination acceptable. W. M. Dahlberg, Lot 141, 3600 Sheffield Ave., Hammond, Indiana.

Check my ad, "Want $50 week," announcers column, this issue.

First phone man, can announce, single, willing to travel, five years radio study and experience. Clarence Franklin, 920 Frances, Omaha, Nebraska.

Engineer—Experience in FM-AM 1st phone, 2nd telegraph, class A amateur, available now. M. W. Johnson, 436 N. Hazel, Danville, Illinois.

Single man, 19, first phone license, desires broadcast job. May graduate from radio school. Will work hard, references on request. Write Donald Robinson, Oakland, Iowa.

Operator, first license, four years broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

First class phone license veteran, age 30. Desire position in broadcast station southwest preferred. Write Louis Skauge. Wildrose, North Dakota.

Production-Programming, others

Hold your present clients with the right kind of service. Obtain new sponsors with planned programming. Get help for both tasks. Hire willing worker with practical experience. Opportunity to work with wide awake management which appreciates results, more important than starting salary, or title. Presently employed. Able to produce and announce saleable shows. Capable of producing results as assistant to manager or sales manager, in programming, or continuity. Box 337B, BROADCASTING.

Idea man and writer for TV and AM seeks effective connection and growth with imaginative (not high pressure) organization looking hopefully, and experimentally to a television future, and which believes that fine programming is as forceful commercially as regular routine types of programming. Wide AM background, and currently on faculty of eastern college. Box 343B, BROADCASTING.

Young man, ambitious, some experience in writing & announcing. Excellent sports background. Will travel. Box 354B, BROADCASTING.

Receptionist desires position in radio or television station. Experienced in typing, bookkeeping, monitor-board. New York area. Salary not important. Radio School background. Box 375B, BROADCASTING.

Young woman, college graduate, five years experience radio, motion pictures, theatre, television, desires position combining writing and air work. Busting out all over with ideas. Box 376B, BROADCASTING.

Versatile writer—Radio, television. June college graduate. Experienced, single, will travel. Announce too. Box 377B, BROADCASTING.

Experienced combination man desires employment where housing available. Presently employed combination chief engineer-announcer small station at $300.00. Box 398B, BROADCASTING.

Experienced continuity writer servincing by mail. Institutional copy a specialty. Box 403B, BROADCASTING.

Situations Wanted (Cont'd)

Bookkeeper—Thoroughly experienced in keeping all books, accounts, payroll, etc. for radio station. Metropolitan newscasting and announcing background. Married. Good salary necessary. Box 409B, BROADCASTING.

Experienced continuity writer, excellent references, modest requirements, wants progressive station. Box 411B, BROADCASTING.

Women's editor, young experienced all phases local operation in competitive market. Excellent voice. Desire progressive station. Box 439B, BROADCASTING.

Continuity writer, single, available at once, Fast lively copy. Joe Turner, KLO, Ogden, Utah.

Continuity, script writer and radio announcer. Will travel. Irving Yormark, 3206 W. Ainslie, Chicago 25, Illinois.

Television

Managerial

General manager-program director experienced all TV aspects plus AM background. Box 397B, BROADCASTING.

Production-Programming, others

Will travel anywhere to get experience production, camera operation, writing, directing, make-up, costuming, etc. Single, 18. References, resume on request. Box 410B, BROADCASTING.

For Sale

Stations

Wyoming network outlet, Exclusive and profitable. $75,000, terms, Box 370B, BROADCASTING.

250 watt Oklahoma exclusive network affiliate. Net earnings $40,000 last year and on increase. $115,000; terms. Box 372B, BROADCASTING.

Daytimer in major eastern market. First four months this year netted $11,000. Good longtime earnings record. Price $100,000. Box 371B BROADCASTING.

1000 watt, fulltime regional station, value $100,000.00. Will trade for middlewest or western farm or property. Box 316B, BROADCASTING.

Highly profitable daytime one kilowatt station in large midwestern market. Sale must be consummated soon due to health reasons. Station highly accepted by advertisers and listeners. $125,000. Box 381B, BROADCASTING.

Daytime kilowatt AM and three kilowatt FM independent station in highly diversified industrial and agricultural market in midwest. Only station in city area population of 75,000. Fine schools and colleges. Best equipment. Going business and attractive potential for resident management. This is not a distress property. Best reasons for selling. Price $100,000. Address Box 405B, BROADCASTING.

Equipment, etc.

New transmitter—10% off—Brand new 3kw Westinghouse FM transmitter. 2 crystals. 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 182B, BROADCASTING.

Consolette, RCA 76-B including power supply and full set tubes $550.00 F.O.B. Radio Station KDRO, Sedalia, Missouri. In use until this June 1st when replaced for AM, FM.

Free 120′ Riverside guyed tubular steel insulated tower—you dismantle. For details Sam Weller, WJOB, Hammond, Indiana.

For Sale—Complete, practically new equipment, for 250 watt station, including RCA transmitter, Wincharger tower, Gates console, etc. Address Paul Hunter, WLBF, Leesburg, Florida.

910 AB Scott noise suppressor. We have an extra, used one year. Make offer. WTAD, Quincy, Illinois.

For Sale—Webster wire recorder. Used only two hours. Contact J. K. Sutherland, 63 Hawthorne St., Lowell, Mass.

Wanted to Buy

Wanted—One consolette meeting FM requirements; two turntables, line amplifier and monitor amplifier. Also 700 feet 1⅝" co-ax transmission line with fittings. WBIR, Knoxville, Tennessee.

Wanted to Buy (Cont'd)

Wanted to buy—Two 300A WE reproducer panels, less pickup arms and equalizers. Write Ben Parrish, Chief Engineer, Radio Station KHMO, Hannibal, Missouri.

All types used radio towers. Will dismantle. Joe Auer, 720A Sagebrush Ave., Salt Lake City, Utah.

Miscellaneous

Unusual circumstances offer opening for reliable, experienced commercial manager, to acquire interest on highly favorable terms, in solvent 250 watt station with bright future in growing industrial community of 16,000 on east coast. Reply fully, in confidence. Box 425B, BROADCASTING.

Television rights to many foreign movies. Cheap. John Hanlin, 53 Rue de Ponthieu, Paris 8, France.

Employment Service

Mr. Manager—Hard time replacing key personnel? A three cent stamp will do it here. Fifty-three station managers seeking personnel now! RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Salesman

GOOD JOB AS SALES MANAGER

1 kilowatt southeastern station, metropolitan district 150,000. If you can take a sales job and produce, you can become Sales Manager. Plenty of prospects for a man who knows radio and can sell. Good pay. Immediate opening. Write Box 340B, BROADCASTING.

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(Continued on next page)

Feature of The Week

(Continued from page 15)

offered transportation by plane to Twin Cities police officers.

In the KSTP studios, relatives of the fugitives transcribed pleas urging the trio to give themselves up. KSTP fed the transcriptions, via telephone, to NBC stations in the manhunt area—WOW Omaha, Neb., and KELO Sioux Falls S. D. WOW reports it aired the appeal of Arthur Bistrom's wife three times.

For hours the fugitives paced the floor of a Nebraska farm home in which they were holed up deciding their next move. Within a few hours after the appeals were broadcast June 6, Arthur Bistrom surrendered himself to police while the other two continued their fight, KSTP reports. Police officials said the KSTP-WOW broadcasts were directly responsible for the surrender, according to the two stations.

The remaining two fugitives were captured after their car was wrecked in Kansas.

Earlier in the chase, a North Dakota policeman, Ralph Senn, was kidnapped by the gunmen and later released near Randolph, Neb. Shortly after his release, KSTP's Mr. Ulmer interviewed the patrolman in a recorded phone conversation to KSTP and flew him to Minneapolis where he broadcast details of the chase from the station's studios. Dick Hance of KSTP-TV followed the chase from his airplane shooting pictures which were later telecast.

KSTP reports that competing stations in Minneapolis and St. Paul gave air credit to the outlet on the news beat. WTCN's John Ford congratulated KSTP news editor, Walt Raschick, for his "brilliant reporting." Twin Cities also obtained pictures at the KSTP dinner for Patrolman Senn, members of the FBI and Twin Cities detectives.

The two planes used by KSTP were furnished by Northwest Aviation and Brandt Aero Service.

Station

New England daytime station. Whole or part. Only station in good industrial city. Excellent potential. All inquiries confidential.

BOX 448B, BROADCASTING

Equipment, Etc.

FOR SALE

100-250 watt RCA used transmitter, 178 foot IDECO tower and all other transmitting equipment necessary for you to begin operating a 100 or 250 watt station. Control room equipment not included.

Address* BOX 170B, *BROADCASTING

FOR SALE—Westinghouse (FM-3) 3 KW transmitter used 5300 hours; General Electric FM monitor; Western Electric 54-A 8-Bay Cloverleaf antenna, never used; REL Model 648 FM broadcast technical purpose receiver (44-50) (88-108 mc), never used; Millen secondary frequency standard type 9051 with frequency multiplier; 220 ft. 1⅝" coaxial transmission line; 6 90° Ells for transmission line.

Contact Radio Station KFAB, Lincoln, Nebraska

Allied Arts

E. E. LOUCKS, manager of Zenith Radio Corp's International Division, has been asked to serve on U. S. Dept. of Commerce export advisory panel for radio apparatus for one year. Before joining Zenith in 1944, Mr. Loucks was in charge of radio receiver sales at International General Electric Co.

HERSCHEL W. WARD has resigned as information representative for Veterans Administration in Chicago to join Radio Institute of Chicago as business manager, effective June 15. **JOHN M. BURNS 2d,** formerly information representative for VA in Atlanta, takes over Mr. Ward's Chicago post.

ARTHUR PINE, head of Arthur Pine Assoc., New York publicity-public relations firm, and Doris Pines, concert pianist, have announced their engagement.

Equipment

CHARLES G. ROBERTS, assistant to manager of sales for General Electric's Transmitter Div., has been appointed television equipment product manager. He has been with GE since 1928 with exception of two years with international division of RCA.

WRQN OPERATION

Opens Studio in Lyons

NEW, fulltime studios in Lyons, Ga., have been opened by WRQN Vidalia, Ga., according to an announcement by Howard Gilreath, general manager of Vidalia Broadcasting Co. Collins equipment is used in new studios combined with the latest in recording and playback facilities. Air time over station is shared equally between the two studios. Studios in Lyons were made possible by contributions of city's citizens, station reports.

Staff of the new studio consists of Gordon Tucker, former chief announcer of the Vidalia studios, as manager and chief announcer; Lew Banks, as program director and office manager, and Donald Randell, in charge of special events. New staff of WRQN in Vidalia now consists of Bill Dobbson, formerly of WIS Columbia, S. C., as chief announcer, replacing Mr. Tucker.

FM Standards

MINOR amendments to its FM engineering standards have been proposed by the FCC along with certain editorial changes. Purpose of the amendments is to require that the Commission be notified of any operation with an emergency antenna and to provide that such operation may continue for not more than 10 days without authority. Amendments also would clarify operating log requirements where rf transmission line meters with other than absolute scale readings are used to make provision whereby half-wave dipole receiving antennas may be used in field intensity measurements. Further changes would include amendment of requirements for supplying original data in field intensity measurement reports, amendments of the table of standard power ratings of approved transmitters, amendment of standards on output noise level to include reference frequency of 400 cycles and to add 1,000 cycles to audio frequency measurement frequencies. Comments are invited by June 30.

Technical

DICK JACOBSEN, formerly assistant chief engineer of KO Ogden, Utah, has joined K El Centro, Calif., as chief enginee

MICHAEL M. McMULLEN, forme supervisor of maintenance for WJ TV New York, has joined KM (TV), now under construction Omaha, Neb., as assistant chief e gineer.

HERB BRODY of WMGM New Yo engineering staff, is the father of boy, Scot.

MAGNECORD Inc., Chicago, has a nounced new portable tape recor mechanical unit assembly, the PT MA, designed for professional use.

On All Accounts

(Continued from page 15)

newly formed radio office in Mex City.

Under his custodianship t branch has expanded to five tim its original size, with new rad quarters also springing up in Br zil, Cuba, Argentina, Chile a elsewhere in Latin America— under the direction of Mr. Harr

Currently his sphere has broa ended to include branches in Shar hai, Tokyo and Manila.

Recently returned from a circ of the Orient, Mr. Harris produc and supervised a series of sho for Colgate-Palmolive-Peet while the Philippines.

Mr. Harris is married to t former Dorothy Renn. They ha two children, Mary Lloyd, 18, a Betsy Coe, 8. The family now sides permanently in Mexico b Mr. Harris reserves a portion his attachment for the Ozar where he repairs one month ea year to hunt and fish.

WPTR Albany, N. Y.'s *Walrath Fam* and *Uncle Pete's Fairy Tales,* ch dren's programs, participated in CH Safety Rally held in Schenectady, Y. on June 12.

CALIFORNIA NETWORK STATION

This radio station has a successful record of earnings and serves an attractive and isolated area in California. Every indication points toward continued profit for years ahead. It will take approximately $50,000.00 to handle—$15,000.00 on signing contract, $35,000.00 with the FCC approval and the balance of $100,000.00 out over four years. Total price

$150,000.00

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TV Propagation

(Continued from page 38)

or evaluating the cumulative effect of two or more interfering signals upon the desired signal. Although this evaluation was held to be vital to any reallocation, it was decided not to withhold the other findings since they may be used to determine the effect of one predominant interfering signal.

The multiple-signal problem was to be approached further by the industry-government committee Friday and a solution is hoped for prior to the conclusion of the August hearing. The importance of this problem was pointed out by one committee member in his reservation to the full committee report. Kenneth A. Norton of the Central Radio Propagation Lab., National Bureau of Standards, warned against the use of the report as basis for allocation before "appropriate methods become available for combining the effects on a desired signal arising from more than one undesired signal."

Many Signals Involved

Mr. Norton said "a preliminary analysis of this problem has shown that the signals from as many as 4 different interfering stations may need to be considered in an allocation problem involving the congested eastern part" of the U.S. "In such a case," he said, "the true picture of the service provided by various proposed station separations will be far different from that indicated by considering only the interference from a single interfering station."

The reservation of another committee member went even farther. Dr. Thomas J. Carroll, an NBS associate of Mr. Norton, warned that the technical findings "may be taken too seriously" and "might throttle the possible development of TV broadcasting in places where our guesses turn out to be wrong." He emphasized the newness of the fields being explored and the paucity of data upon which to base theories.

Dr. Carroll said "we have been asking ourselves essentially two new and inordinately difficult questions: (1) The tropospheric field intensities which will be exceeded for given percentages of time at distances well beyond the horizon, and (2) the effect of terrain irregularities on the service field intensities near a television station." He indicated that "we now have no theoretical understanding quantitatively of either of our two fundamental problems" and that the "few measurements which are available are the only basis for thinking that our present guess about these factors will be better than the original guess to ignore these factors in the original TV plan."

Dr. Carroll held that "fancy statistical presentations will only confuse the issue not only to other engineers but to the Commissioners."

He urged that the "guesses" be kept simple to save the time of allocating authorities and that any allocation plan that might be adopted be kept flexible "to allow for our ignorance." He said that "too great separations now will be easier to modify" than too close spacings.

Dr. Carroll said the "important part of our job is to get stations on the air" and pointed out that through the experience of operating stations and research of proposed applicants it would be possible through the years to collect accurate technical data. Thus a flexible allocation policy could be modified into a practical system.

Raymond M. Wilmotte, consulting engineer and committee member, in his separate endorsement of the general report also urged that the final allocation plan be kept "as flexible as possible so that there may be an opportunity to revise it as additional data becomes available."

The general report of the committee, headed by E. W. Allen Jr., chief of FCC's Technical Information Division and who also headed the earlier engineering conference, discussed four general fields: (1) Prediction of service field intensities (including effects of fine and gross terrain features upon median signal levels and a realistic appraisal of apparent antenna height of transmitter); (2) evaluation of random variations in field intensity from medial levels due to local terrain and buildings; (3) tropospheric propagation curves (determination of methods for evaluation and treatment of available data and of methods and basis for extension of the data to other frequencies and antenna heights), and (4) method of combining effects of spatial and time variations of the desired signal and one or more interfering signals.

Four "reference" studies accompanied the general committee report. These were: Reference D (Technical Information Division Report 2.4.6)," Summary of Tropospheric Propagation Measurements and Development of VHF Propagation Charts (Revised)"; Reference Report F (TID Report 4.2.2), "The Normal Distribution as Applied to VHF Broadcast Service Problems"; Reference G (TID Report 4.3.6), "Application of Tropospheric Propagation Charts to Preparation of Iso-Service Contours," and Reference H "Deterioration of Service With Increasing Distances."

Two More Studies

Two additional "reference" studies, not yet available for general distribution, are being prepared by Bureau of Standards personnel and are available in draft form in FCC's dockets in the overall TV reallocation proceeding. These are Reference C, "Ground Wave Propagation Over Irregular Terrain at Frequencies Above 50 mc," and Reference E, "A Study of Methods for the Efficient Allocation of Radio Frequencies to Broadcasting Services Operating in the Range Above 50 mc."

The general committee report in addition to propagation and statistical studies made "quantitative assumptions" on other factors relating to "equipment and subjective matters," all important in allocation planning. While warning these were not recommendations and that further consideration by other organizations may be in order, the report said these included: Acceptable desired-to-undesired signal ratios for the several types of co-channel operation and for adjacent channel operation; maximum signal input voltage for satisfactory service in current and future receivers at various frequencies; and transmitter output powers available in the future, together with practical antenna power gains and horizontal directivity.

Members of the Ad Hoc Committee in addition to Messrs. Allen, Norton and Wilmotte and Dr. Carroll include the following: W. C. Boese and Harry Fine, FCC engineers; Dr. Frank G. Kear, W. C. Beecher, Stuart L. Bailey, Paul A. deMars and A. F. Murray, consulting engineers; Dr. T. T. Goldsmith and R. P. Wakeman, Allen B. DuMont Labs.; William B. Lodge and J. W. Wright, CBS; Dr. G. H. Brown, RCA Lab. Division; R. N. Harmon, Westinghouse.



THE LONG ISLAND STORY

WHLI

daytime listenership now tops 3 network stations in Long Island's Hempstead Town where **automobile ownership** averages 1.2 passenger cars per family . . . where four out of every five families live in single family dwellings . . . where six out of every ten live in their own homes . . . where **bank deposits** average $3,800-a-family.

Data sources: Nassau County Motor Vehicle Bureau; Nassau County Planning Commission; Nassau County Clearing House Association; Conlan, January 1949.

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS L GODOFSKY President

Mr. MacDonald Dunbar
Ted Bates, Inc.
New York City

Dear Mac:

Don't tell nobody yit, but t'other night when I was asweepin' out WCHS I seen a piece o' paper on th' floor. Nacherly I pickt it up an' it was th' unofficial results o' th' latest Hooper, and wuz it good! It showed that good ole WCHS is th' leader both day and night right here in th' city o' Charleston!

Now Mac, this ain't out yet, an' th' high brass around here wud really polish me off effen they knowed I'd tole yuh, so keep it under yer hat! Jest tho't you'd like ter know what WCHS cud do fer yuh in West Virginy's number one city!



Yrs.

Algy

WCHS

Charleston, W. Va.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

97,410 RADIO HOMES



K M L B

MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives
TAYLOR-BORROFF & CO., Inc.

Affiliated with
AMERICAN BROADCASTING CO.

FIRST FIFTEEN PACIFIC HOOPERS—May 1949

Evening

Program	No. of Cities	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Jack Benny	6	American Tobacco (BBDO)	31.5	34.0	M2.5	1
Walter Winchell (2 Mos.)	6	Kaiser-Frazer (Weintraub)	25.5	27.9	M2.4	2
McGee & Molly	6	S. C. Johnson (NL&B)	22.9	20.7	P2.2	5
People Are Funny	6	B&W Tobacco (Seeds)	20.7	10.4	P10.3	36
Radio Theatre	6	Lever Bros. (JWT)	19.4	15.6	P3.8	17
Adv. of Sam Spade	6	Wildroot Co. (BBDO)	19.3	16.8	P2.5	13
The Whistler	6	Signal Oil (Stebbins)	18.3	8.8	P9.5	50
Bob Hope	6	Lever Bros. (Y&R)	17.4	21.0	M3.6	4
Bing Crosby	6	Philco Corp. (Hutchins)	17.3	17.9	M0.6	10
Horace Heidt	6	Philip Morris (Biow)	15.8	16.1	M0.3	16
Louella Parsons (2 Mos.)	6	Andrew Jergens (ORR)	14.7	11.9	P2.8	30
Bob Hawk	6	R. J. Reynolds (Esty)	14.7	13.5	P1.2	22
Groucho Marx	6	Elgin American Div.-Illinois Watch (W&G)	14.7	—	—	—
My Friend Irma	6	Pepsodent Div.-Lever Bros (FC&B)	14.2	16.3	M2.1	15
Fred Allen	6	Ford Dealers of Am. (JWT)	14.0	17.5	M3.5	11
Skippy Theatre	5	Rosefield Packing (Y&R)	14.0	9.5	P4.5	42

Avco Repeal

(Continued from page 23)

Communications Bar Assn. some time ago in a petition asking that it be set aside [BROADCASTING, Oct. 25, 1948]. The bar group claimed the rule had not served its purpose and that, since station owners could not be required to sell to competing bidders, it was also "futile."

Text of FCC's order, dated June 9:

The commission having under consideration a Notice of Proposed Rule Making adopted Feb. 21, 1949, which, in part, looks toward the revision of Sec. 1.321 of the Commission's Rules and Regulations;

IT APPEARING, That Sec. 1.321 of the rules, sometimes known as the Avco Rule, was designed to furnish notice to the general public regarding proposals to assign licenses and permits, or to transfer the control of broadcast licensees and permittees as well as to afford an opportunity for competing applications to be filed in order that the Commission might exercise the widest possible choice among potential assignees and permittees in order to insure that the best qualified applicant will be chosen; and

IT FURTHER APPEARING, That the matter of giving notice to the public regarding such proposals is more broadly dealt with in the aforesaid notice of proposed rule making [revision of procedure on handling broadcast applications generally]; and

IT FURTHER APPEARING. That the experience under the existing Avco rule has failed to realize the expectations aforestated with respect to making possible a choice between two or more competing applications for assignments or transfers of control; and

IT FURTHER APPEARING, That the present application of the Avco rule in many cases produces severe economic and other hardships on parties interested in assignments or transfers of control;

NOW, THEREFORE, IT IS ORDERED, Pursuant to the provisions of Sec. 4(i), 303(r) and 310(b) of the Communications Act of 1934, as amended, Sec. 1.321 of the Commission's Rules and Regulations is amended as set forth below.

"S 1,321 (a) Application for voluntary assignment or transfer of control; broadcast.—(a) Applications for consent to the assignment of construction permit or license for an AM, FM, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on FCC form No. 314 (Assignment of License) or FCC form No. 315 (Transfer of Control). Such applications shall be filed with the Commission at least 60 days prior to contemplated effective date of assignment of transfer of control.

"(b) In addition to the foregoing application forms, the following forms should be used:

"(1) FCC form No. 328, Income Statement. Applicant's own form of income statement may be used if he desires.

"(2) FCC form No. 329 Balance Sheet. Applicant's own form of balance sheet may be used if he desires."

This rule shall be effective immediately and since there are no competing applications on file, the new rule shall be applicable also to pending applications. Any advertisement commenced under Sec. 1,321 may be discontinued and any competing application tendered for filing in accordance with Sec. 1.321 will not be accepted.

Since the amendments provided for herein relate to procedure alone, the requirements of Sec. 4 of the Administrative Procedure Act are inapplicable.

FEDERAL COMMUNICATIONS COMMISSION

T. J. Slowie
Secretary

MILLER TALK

Set for Chicago Institute

JUDGE Justin Miller, president of the NAB, will appear in the general AM and TV symposium June 28 at the opening of the annual NBC-Northwestern U. summer radio institute in Chicago. A television forum with NBC Central Division personnel will be conducted as a supplement to the regular six-week course of graduate radio training.

Division TV men, and their topics, will include Ted Mills, program director, programming; Norman Felton, production director, writing; Reinald Werrenrath Jr., director of field operations, remotes; Ben Wampler, art director, staging, and Paul Moore, engineering operations supervisor, engineering.

Lectures in the general symposium will be given Tuesday evening on N. U.'s Chicago campus, with the others at NBC's Merchandise Mart studios.

Petrillo

(Continued from page 27)

present 90 percent of stand wage scale now called for in contracts may be increased standard in the very near fut for stations in eastern TV cente

"We don't want to hamstring infant industry," one of them s "but we don't want a repeat of w happened in the radio busines where everybody but musici were making money. Some te vision stations in New York making money right now and t can expect to receive a dem for higher wages whenever wage clauses are open for ne tiations."

One thing they stressed, was t there will be no long term c tracts signed with TV stations some while to come. No two-y contracts as are signed with ra Video is developing so rapi they said, that the AFM does want to find itself tied to a contr long after present conditions longer exist.

Convention resolutions of terest to broadcasters included

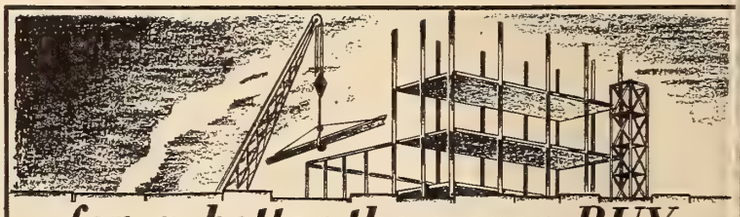
"Whereas, remote control bro casts over a network result in merous radio stations receivi free music from members of federation and at the same ti the local station refuses to b gain for employment of local n sicians;

"Be it resolved, that all bro casts by members of the fede tion over networks be confined commercial engagements.

"Whereas, a vast majority the members of the FCC presen constituted are not in sympat with the aims and purposes of ganized labor, and

"Whereas, labor is an essent element in the operation of a radio station;

"Therefore be it resolved, t President Petrillo's office use influence urging that a member organized labor who has been tive in labor relations and who sympathetic toward labor be pointed to the FCC by Presid Truman as soon as a vacancy curs. Be it further resolved, t the aid of the AFM be enlisted help effectuate the purpose of t resolution."



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

EWSMEN MEET

Map Program for Carolinas

LANS to furnish pronunciation ides to all stations in the two arolinas and to begin work on a dio style book were made by the arolinas Radio News Directors ssn. at its meeting at Myrtle each, S. C. [BROADCASTING, June

Appointed to supervise prepara- n of the style book were F. O. arver Jr., WSJS Winston-Salem, C., news director; Nick Mitchell, FBC Greenville, S. C., news di- ctor, and Ed McGrath, news and ogram director at WSPA Spar- nburg, S. C.

The association also discussed ans to conduct a one-day news inic during the fall or winter.

Announcement of FCC's decision editorialization on the eve of e two-day meeting aroused con- derable discussion, and the asso- ation authorized its directors to aw up a resolution on radio edi- rial privileges when they deem "wise and appropriate."

Speaking at the banquet session, ichard Harkness, commentator, ave the newsmen an account of ews gathering methods in Wash- gton. Elmer Oettinger, WNAO aleigh, N. C., news and special ents director, outlined North arolina's three statutes on defam- ion, and Gren Seibels, WIS Col- mbia, S. C., news director and e association's newly elected esident, discussed problems fac- g South Carolina newsmen under esent libel laws in that state. e suggested formation of a legis- tive committee to promote favor- le radio legislation in the state.

The association elected Mr. Car- r to succeed Mr. Seibels as its st vice president. Mr. McGrath second vice president. Marjorie rdan, WFNC Fayetteville, N. C., as re-elected secretary and Bill elia, WWNC Asheville, N. C., as named treasurer.

Directors-at-large are Ed Kirk, PTF Raleigh news director; Bob ruere, WCSC Charleston, S. C., ews director; Jack Knell, retiring esident of the association and BT Charlotte news and special ents director, and Mr. Mitchell.

Presidents of both the North and outh Carolina broadcasters as- ciations addressed the newsmen. elegates were welcomed by Bevo . Whitmire, head of the South arolina broadcasters and WFBC reenville general manager. Har- d Essex, president of North arolina Assn. of Broadcasters nd WSJS vice president-general anager, spoke at the Saturday ncheon meeting.

The newsmen voted to amend eir constitution to permit pres- lents of the North and South arolina broadcasters associations serve as ex-officio members of RNDA.

Winston-Salem was selected as RNDA's 1950 convention site.

NATIONAL NIELSEN-RATINGS

(TOTAL U. S., INCL, SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
May 1-7

NEILSEN-RATING †

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	%	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre	10,604	27.0	—1.9
2	3	My Friend Irma	7,855	20.0	—0.3
3	2	Godfrey's Talent Scouts	7,384	18.8	—4.5
4	6	Walter Winchell	6,952	17.7	—1.5
5	5	Jack Benny	6,795	17.3	—2.6
6	27	People Are Funny	6,323	16.1	+1.9
7	4	Fibber McGee and Molly	6,245	15.9	—4.2
8	14	Mr. District Attorney	5,773	14.7	—2.1
9	8	Bob Hope	5,459	13.9	—4.1
10	36	Curtain Time	5,381	13.7	+0.9
11	30	Our Miss Brooks	5,341	13.6	+0.1
12	34	Stop the Music (4th qtr.)	5,145	13.1	+0.3
13	9	Crime Photographer	5,027	12.8	—5.1
14	23	Big Story	4,988	12.7	—2.3
15	53	Stop the Music (3rd qtr.)	4,909	12.5	+1.4
16	55	Big Town	4,909	12.5	+1.7
17	7	Mr. Keen	4,909	12.5	—6.0
18	10	Inner Sanctum	4,870	12.4	—5.2
19	20	Your Hit Parade	4,870	12.4	—2.9
20	25	Bob Hawk Show	4,831	12.3	—2.1
EVENING, MULTI-WEEKLY					
1	1	Lone Ranger	3,221	8.2	—4.8
2	2	Beulah Show	2,946	7.5	—3.9
3	3	Counter-Spy	2,789	7.1	—4.4
WEEKDAY					
1	2	When a Girl Marries	4,006	10.2	+0.4
2	3	Young Widder Brown	3,810	9.7	+0.2
3	6	Right to Happiness	3,495	8.9	0.0
4	1	Arthur Godfrey (Ligg. & Myers)	3,456	8.8	—2.5
5	9	Backstage Wife	3,417	8.7	—0.2
6	11	Stella Dallas	3,378	8.6	—0.2
7	14	Portia Faces Life	3,378	8.6	+0.3
8	8	Pepper Young's Family	3,338	8.5	—0.4
9	7	Our Gal, Sunday	3,299	8.4	—0.5
10	5	Ma Perkins (CBS)	3,260	8.3	—0.9
11	10	Wendy Warren	3,142	8.0	—0.8
12	20	Lorenzo Jones	3,142	8.0	+0.4
13	12	My True Story	3,142	8.0	—0.7
14	13	Romance of Helen Trent	3,103	7.9	—0.5
15	15	Rose Mary	3,024	7.7	—0.5
DAY, SATURDAY					
1	1	Armstrong Theatre	3,927	10.0	—3.1
2	2	Grand Central Station	3,849	9.8	—2.2
3	3	Stars over Hollywood	3,653	9.3	—2.1
DAY, SUNDAY					
1	1	True Detective Mysteries	3,260	8.3	+0.4
2	2	Quick as a Flash	2,867	7.3	—0.3
3	3	House of Mystery	2,514	6.4	—0.3

Copyright 1949, A. C. Nielsen Co.
† NOTE! Number of homes is obtained by applying the "Nielsen-Rating" (%) to 39,275,000— the 1948 estimate (revised) of total U. S. radio homes.

PATALUMA GRANT

AM Proposed by FCC

PROPOSED decision was announced by FCC last Thursday to grant application of Pataluma Broadcasters for new AM station at Pataluma, Calif., on 1490 kc with 250 w fulltime.

FCC would deny competitive bid of Pacific States Radio Engineering for the same facilities at Pittsburg, Calif. The Pataluma applicant was favored because that city has no local outlet while Pittsburg does have a new local station, recently authorized, KECC.

The grant at Pataluma is subject to the condition that the station shall not commence operation until KXOA Sacramento vacates the channel and providing antenna and transmitter site approval is given by CAA.

Ownership of the applicants:

Pataluma, Calif.—Pataluma Broadcasters, 1490 kc, 250 w, fulltime. Co-partnership: Howard R. Elvey, transmitter and maintenance engineer, international stations KGEI and KGEX; Forrest W. Hughes, announcer-engineer; John E. Striker, radio engineer; Raymond W. Mort, KGEI-KGEX engineer; Harold A. Sparks, announcer-engineer, KTKC Visalia, Calif.

Pittsburg, Calif.—Pacific States Radio Engineering, 1490 kc, 250 w, unlimited. Co-partnership: Joseph L. Berryhill, radio producer-technician; James L. Smith, engineer-announcer; Arnold C. Werner, announcer-engineer.

Oscar O. Lieffers

OSCAR O. LIEFFERS, 31, vice president and partner in W. B. Geissinger & Co. Inc., Los Angeles agency, died June 7. Mr. Lieffers, before joining Geissinger in 1947, had been head of media and research in the Los Angeles office of BBDO. Funeral services were held June 9. He is survived by his wife, Susan, and two children, Susan and Michael.

QUAKER OATS EXPANDS

Farm Show to Full MBS

QUAKER Oats Co., Chicago (feed division), will sponsor *Man on the Farm* on coast-to-coast Mutual network for 39 weeks beginning Aug. 27. Program, which has been "spotted" on stations in all sections of the country for the past 11 years, will be broadcast over more than 400 Mutual outlets Saturdays 12-12:30 p.m., local time, in each time zone. It stars Chuck Acree and features A. A. (Denny) Dennerlein, manager of Quaker Oats sales service division. Sherman and Marquette, Chicago, is agency.

HILL DISCS

House Group Asks Review

"COMPLETE REVIEW" of the operation of recording facilities in the Capitol was recommended last week by the House Appropriations Committee, which held that the project "is being subsidized from general tax funds" and opposed its continuation "on that basis."

The project, known as the Joint Radio Information Facility, prepares recordings for members of the House and Senate exclusively and is operated under the supervision of the Clerk of the House and Secretary of the Senate. It is directed by Robert Coar and his wife, who had operated a similar service privately for 11 years before Congress approved a lease arrangement with the Coars in 1947.

All salaries, totaling $26,340, are paid from appropriated funds from House and Senate. When these are included, the report said, there was a net loss of $15,824 from Aug. 1, 1947, when Congress took over, to March 31, 1949. There was a net profit of $4,658 during the first quarter of this year, however, and in the second quarter it may go higher, according to information presented the Committee during hearings. It was estimated that the recording project is grossing about $100,000 a year, which is used for expenses other than salaries (materials, equipment, etc.).

The Committee recommended approval of salary appropriations in the 1950 Legislative Branch Appropriations Bill, which the House passed Thursday. But it said:

. . . the facility is being subsidized from general tax funds and the committee is not in favor of continuing the activity on that basis. Furthermore, examination of the lease and operating regulations leaves the committee in doubt as to adequacy of some of the operating arrangements and controls. The whole arrangement appears somewhat haphazard and slipshod and could stand a complete review. Accordingly, the committee urges appropriate officers and committees concerned to review the whole operation with view to placing it on a completely self-sustaining basis and otherwise improving the organizational and operational setup before another budget is submitted.

HEIDT PROGRAM

To Move From NBC to CBS

PHILIP-MORRIS Co., through its agency, The Biow Co., has signed a contract for the 9:30-10 p.m. Sunday period on CBS effective Sept. 4 and will shift its Horace Heidt show from its present Sunday night spot on NBC, 10:30-11 p.m. [CLOSED CIRCUIT, June 6].

The Colgate-Palmolive-Peet Co.'s program *Our Miss Brooks* with Eve Arden, now in the Sunday 9:30-10 p.m. CBS time, will switch to 6:30-7 p.m. Sunday in the fall, a period left vacant by the recent cancellation of *Ozzie and Harriet* by International Silver Co.

The summer replacement for Philip Morris' other network show, *This Is Your Life*, Tuesday, 8-8:30 p.m. on NBC, will be *Hogan's Daughter*.

At Deadline...

PUERTO RICAN RENEWAL PROPOSED BY FCC

INITIAL decision by Comr. Paul A. Walker looking to grant of license renewal to WPAB Ponce, P. R., reported by FCC Friday. Proposed decision to deny application of The Acme Broadcasting Co. for new AM station at Elizabethtown, Ky., on 1450 kc with 250 w fulltime, also annonuced.

WPAB, designated for hearing December 1947 on program issues, won recommended renewal on basis it is improving programming and commercial practices. Initial decision said that at time of hearing designation "the broadcast service of this station was very poor" and cited excessive spot announcements and time sales to entertainer-brokers. Poor or no program continuity also cited. Comr. Walker said failure of licensee to present programs which met statutory requirements of public interest and failure to comply with FCC rules and standards would justify denial but since WPAB is seeking to improve situation he recommended renewal. He pointed out station recognizes there is need for further improvement and will endeavor to comply.

Acme Broadcasting received proposed denial because of objectionable mutual interference with WLAP Lexington, Ky. Firm includes J. W. Burkholder Sr., part owner WTCO Campbellsville, Ky., president 30%, and William J. Harris Jr., WTCO commercial manager, vice president 20%.

REVOCATION DISMISSAL

REVOCATION proceeding against KGAR-AM-FM Garden City, Kan., dismissed as moot by FCC Friday following voluntary surrender of permits by Owner Albert B. Pyatt on May 19. Mr. Pyatt, charged with financial misrepresentation in acquisition of stations, explained drop-out was because of Commission's delay in revocation case, heard more than year ago [BROADCASTING, March 1, 1948]. KGAR was assigned 1 kw day on 1050 kc.

STIFF COMPETITION SEEN FOR RADIO AND TV JOBS

COMPETITION for radio and TV jobs will be keen and network positions hardest to get, U. S. Bureau of Labor Statistics study shows. Results of study, discussing radio-TV employment outlook in each state, published as Bulletin No. 958. Copies can be obtained for 30¢ from Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

Study supplements previous one made earlier in spring for Veterans Administration [BROADCASTING, March 21], which indicated broadcasting employment probably would "continue to rise for at least another year or two but at a slower rate than since the war."

Bulletin No. 958 says TV stations going on air this year will hire hundreds of technicians and other workers. New AM and FM stations will hire "several thousand," it adds. Men with operating experience will be needed by new stations, and those especially trained in television will be increasingly in demand, says the report.

JOINS ROY S. DURSTINE

CARL FRIEDLANDER, president of Aeronca Aircraft Corp., Middletown, Ohio, from 1937 to 1946 and for past three years planning and producing in television, has joined executive staff of Roy S. Durstine Inc., N. Y.

COPYRIGHT PROBLEMS STUDIED BY UNESCO GROUP

WORLD copyright protection to be discussed at UNESCO meeting opening July 4 in Paris. American delegation members will take along views of copyright owners, users and related interests. These views were given at Washington hearing.

NAB's position presented by Don Petty, general counsel. Motion picture, publisher, legal and other groups stated viewpoints on international copyright.

Delegation members are Dr. Luther Harris Evans, Librarian of Congress and co-chairman of copyright panel of U. S. National Commission for UNESCO; John Schulman, New York copyright attorney; Judge Charles E. Wyzanski Jr., U. S. district court justice; Arthur Fisher, technical advisor.

No commitments made by delegates at Thursday hearing. Eleven nations to be represented at Paris session, which is part of UNESCO copyright study.

WKOW TAKES STAND ON COURT BAN

WKOW Madison, Wis., urged Wisconsin governor to veto bill to prohibit broadcasting of courtroom proceedings, recently passed by state Senate. Station editorial stand was taken in broadcast by Robert Lindsay, news editor, during his *Madison Dateline* program. Station has asked other broadcasters for information on courtroom radio bans in other states and cities. Industry's traditional position is that broadcasters are as much entitled to courtroom privileges as newspapermen.

NBC-SPAC HEARS PLANS

SUMMER and fall program schedules and promotion campaign for fall presented to NBC Stations Planning & Advisory Committee meeting in New York Thursday and Friday. Principal attraction previewed for SPAC was new giveaway, *Hollywood Calling*, Sunday, 6:30-7:30 p.m., to start July 11. Niles Trammell, NBC president, told SPAC fall schedule was nearly complete with "only a few scattered time periods" unsold.

NAMED K-F AD DIRECTOR

BURTON DURKEE named Kaiser-Frazer advertising director, succeeding H. M. Swartwood, who continues in advisory capacity. Mr. Durkee, with Kaiser interests since 1942, has been account executive and vice president of Morris F. Swaney agency, Chicago. Mr. Swartwood retiring because of poor health, Clay P. Bedford, K-F executive vice president, said.

CBS TRANSFERS FLATEN

A. H. FLATEN, CBS network sales account executive for two years, Friday joined CBS-TV sales staff.

SEYDEL NAMED TO POST

VICTOR SEYDEL, formerly with Walker & Downing, has joined Anderson, Davis & Platte, New York, as head of television and radio departments.

NEW ASCAP TV FEE WOULD BE 10% OVER AM

TELEVISION stations, NAB directors, grantees and NAB music committee memb asked by Robert P. Myers, chairman of N. Television Music Committee, for quick re to proposed new ASCAP-NAB TV contr terms.

Since networks have been meeting w ASCAP negotiators last few weeks, two grou have reached informal accord on contract p visions. Both have now gone to membersh for reaction. Present TV temporary licen extended to July 1.

Blanket ASCAP licenses on basis of A blanket license formula plus 10% tentativ accepted by ASCAP. Important angle, acco ing to NAB negotiators, is that requireme for clearing of special uses and paying spec fees for such uses has been dropped.

Licenses would run three to five years, ret active to Jan. 1, 1949, as provided in prese temporary licenses; AM local station blan commercial rate of 2¼% and network rate 2¾% (with clearance at source) based on r time sales and subject to 10% markup; r time sales include deduction of rate card d counts and rebates, 15% agency commissi and 15% sales commission; cost of interco necting stations allowed up to 25% of r time sales during first two years, 20% thi and fourth years, 15% fifth year; co-o treated as network programs.

ASCAP has agreed to suggest per-progra formula for local stations. Other problems s to be settled by negotiators but not believ serious. TV stations asked to send their co ments on proposed rates to A. D. Willard J NAB executive vice president.

MILITARY RECOGNITION FOR TV NEWSREEL POOL

TELEVISION newsreel pool to facilitate ra distribution of National Military Establis ment movies for TV reproduction recogniz by NME, Curtis Mitchell, chief, News Divisi NME Office of Public Information, announc

Among those attending meeting June 7 Pentagon to iron out details of distributi were: Jesse Sabin, NBC-TV, and William Mc tague, Telenews, representing national T newsreels; Harry W. Krause, manager, Phi delphia *Inquirer* Newsreel, which servi WFIL-TV Philadelphia; Mr. Mitchell; his de uty, John Adams; Jose Yovin, chief, Pictor Branch, NME, and Charles Dillon, NME rad TV chief.

Closed Circuit

(Continued from page 4)

last week, two new Atlanta hospitals alrea planning to revise operating room layouts accommodate color TV. Other inquiries al reported.

FM STATIONS taking steps to see they are shunted into insignificant role at NAB in fort coming Structure Committee and NAB boa meetings. They're opposed to lumping of F into an Aural Division and made this plain FM committee meeting last week.

PENNSYLVANIA RAILROAD understood be interested in sponsoring television versi of *American Forum of the Air*, Sunday, 3 p. on NBC-TV.

AMONG ideas to expand NAB membership proposal to broaden associate member brack Association kicked out consulting engine some months ago, but drew hot protests. N plan apparently is to admit all related dustry groups.

GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York
June, 1949.

Miss Helen Hartwig
Ruthrauff & Ryan, Inc.
405 Lexington Avenue
New York 17, N. Y.

Dear Helen:

Here's a magic formula you may find useful. It has nothing to do with algebra; it has everything to do with broadcasting:

P + P + P = P

Translated, power, plus programs, plus promotion equals pressure. Our thought is that this formula is really at work for you and your clients in WGY-land.

It is no secret that WGY operates with 50,000 watts, or that our local programming strongly supports the fine shows which reach the station from NBC. Less well known is the fact that WGY is right in there, promoting the shows and services it carries.

An example is "Mike and Camera". This is a monthly paper circulated among listeners with a paid subscription list running into the thousands. It is filled with news and gossip, schedules and pictures. It is doing a job for our program sponsors and for our station.

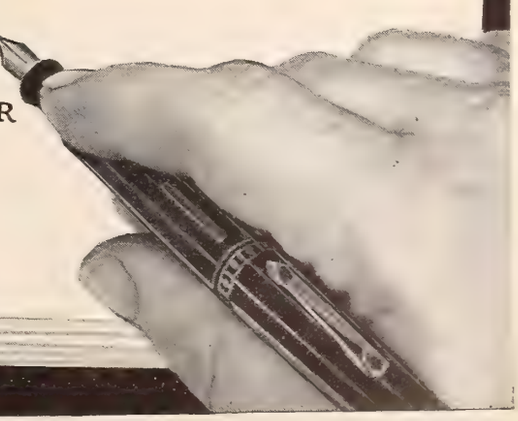
"Mike and Camera" is only one of several forms of continuing promotion which, with power and programs, add up to sales pressure. Any time you want to put the magic formula used by WGY to work for more of your clients, just get in touch with Jim McConnell or one of the NBC Spot Sales men.

Sincerely,

G. Emerson Markham

G. Emerson Markham:acs

STATIONS MANAGER





Supersensitive electron tube, developed by RCA, makes possib
more accurate measurement of minute vibration

Can a housefly make a board bounce?

Surprising though it may seem to you, a fly—when it lands on a board—causes distinct vibrations. They can be detected by a remarkably sensitive RCA electron tube.

Slimmer than a cigarette, and only half as long, RCA's tube picks up vibrations with a pin-sized shaft—and these vibrations may then be converted to visible or audible signals. More important, it can be used to measure the degree of vibration.

Scientists predict many practical uses for this *electronic transducer.* Airplane designers can hitch it to engines or whirling propellers and locate vibrations which might lead to trouble. Oil men can use it to measure the sound waves with which they scout for oil.

And your smooth-running automobile of the future may be an even better car when the facts gathered by RCA's new electron tube are put to work.

Another RCA "first":

The electronic transducer, first of its kin is one of many research achievements p oneered at RCA Laboratories. Such lead ership in science and engineering add *value beyond price* to any product o service of RCA and RCA Victor.

* * *

Examples of the newest developments in radio, tel vision and electronics can be seen at RCA Exhibiti Hall, 36 W. 49th St., N. Y. Admission is free. Rad Corporation of America, Radio City, N. Y. 20.

RADIO CORPORATION of AMERICA

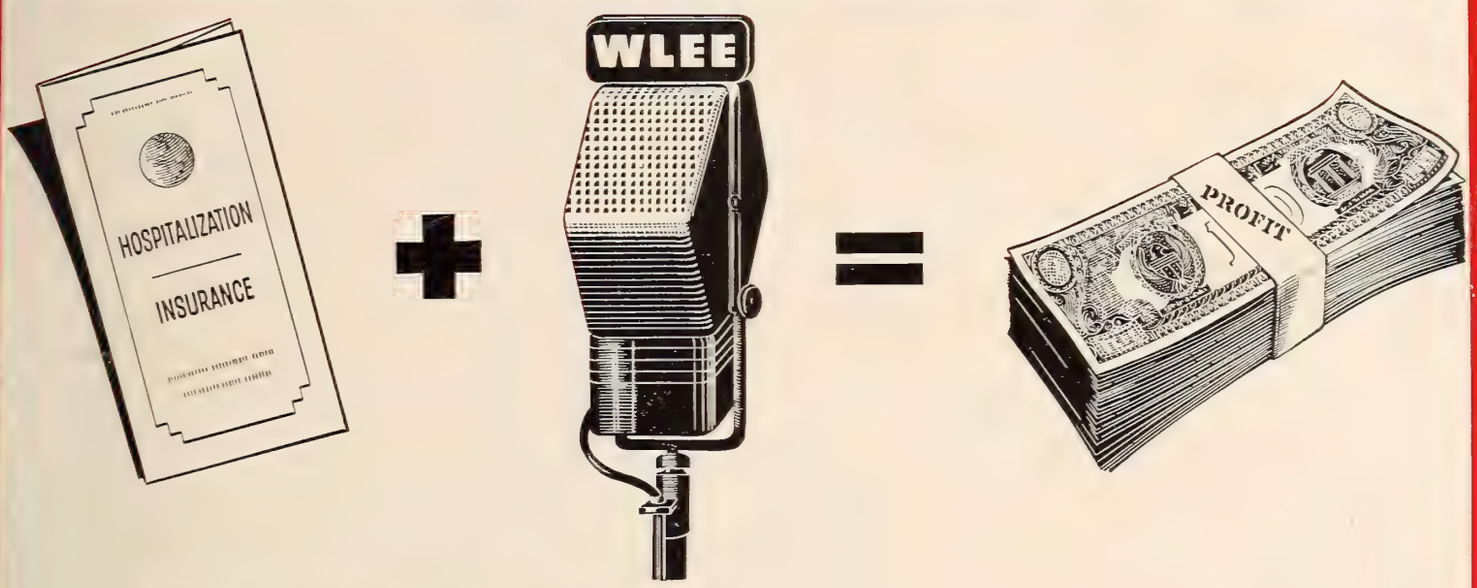
World Leader in Radio — First in Television

JUNE 20, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



Success story: Everybody knows that insurance is really tough to sell. But WLEE in Richmond can sell it! Just listen to what the manager of one of the big Richmond agencies wrote to us:

> "Local knowledge of our hospitalization insurance plan has never been greater, and we think much of the credit is due to the excellent radio contact work through your efforts. Our agents have expressed their thanks for the radio work . . . I personally have had many people contact this office because of the radio ads and these contacts have resulted in a higher percentage of first-call sales than other methods employed by our organization."

Merchants of all kinds in Richmond know that WLEE produces quick, profitable results. More and more national advertisers are following their lead and using WLEE. If you'd like to hear the whole WLEE story, call in your Forjoe man today.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* ▪ IRVIN G. ABELOFF, *General Manager* ▪ FORJOE & CO., *Representatives*



7am is S-hour

S for seven, **S** for *sales!* The 7 AM News on KDKA (like so many other early-morning shows on the tri-state Pittsburgh area's favorite station) has won a tremendous following among wide-awake, ready-to-buy listeners!

Item: Peter Paul, a KDKA advertiser for 11 years, uses this spot on Mondays, Wednesdays, and Fridays.. to sell its popular candy bars.

Item: Jack Swift, the 7AM newscaster, offered a household booklet for 25c on Tuesday, Thursday, and Saturday of a recent week (the days now open for sponsorship). 3,000 orders, with cash, rolled in.. proving once again that early-bird advertisers get *plenty* when they use KDKA to cover the vast tri-state Pittsburgh market. Get full details. Check George Tons at KDKA, or Free & Peters.

KDKA

PITTSBURGH 50,000 WATTS NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Now on the air!

FM STATION

WFDR

104.3 mc

Operated as a Public Service by the International Ladies' Garment Workers' Union

New York City

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

IT MAY never be filed, but there's talk of multi-million-dollar restraint of trade suit by Benrus Watch Co. against NBC, CBS, Bulova Watch Co., and possibly others on theory that Bulova has sewed up under exclusive contract time signals on top network-affiliated stations. Rather, it's expected that current negotiations with Benrus by networks for choice station break spots will result in dispelling questionable litigation talk.

ALTHOUGH AFM resolution originating from floor at convention urged use of influence to obtain appointment of labor sympathizer to FCC when next vacancy occurs, Petrillo's office has no nominee in mind and says it will carry out resolution intent to letter.

ANNOUNCEMENT expected shortly on shift in sponsorship of Drew Pearson despite contract of Frank H. Lee Co. with some two years to run. Shift to be premised both on economic reasons and reported cooling off of Lee on commentator. Wm. H. Weintraub Agency, which has Pearson exclusively, is secretive about talks with prospective new sponsor.

NEGOTIATIONS between IBEW and CBS en-

(Continued on page 78)

Upcoming

June 20: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.

June 22: Town Meeting Committee of Radio Mfrs. Assn., Hotel Roosevelt, New York.

June 22-23: NAB Broadcast Adv. Bureau Advisory Committee, NAB Hdqrs., Washington.

June 23-24: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.

June 25: First Annual Radio News Editors Conference, Kent State U., Kent, Ohio.

(Other Upcomings on page 47)

Bulletins

CBS-TV late Friday announced affiliation of WDSU-TV New Orleans, bringing network's total to 42. Station owned and operated by WDSU Broadcasting Services Inc., with Robert D. Swezey general manager. WDSU-TV also affiliated with ABC, NBC and DuMont.

U. S. ARMY and U. S. Air Force Recruiting Service, Washington, to sponsor *Red Barber's Club House*, on CBS AM and TV networks, starting July 2. Program to be simulcast Saturday, 6:30-6:45 p.m. Agency, Gardner Adv.

Business Briefly

TOBACCO DRAMAS ● U. S. Tobacco Co New York, in August starts Sunday half-hou detective series featuring William Gargan o MBS, with video version to start about thre weeks later on unspecified network. Agency Kudner Agency, N. Y.

PHILIP MORRIS SHIFT ● Philip Morri (cigarettes) Aug. 4 assumes sponsorship o *Crime Photographer*, CBS Thurs., 9:30-1(p. m., when Toni Co. releases program. Philij Morris to drop present CBS time (Fri., 10 10:30 p.m.) and *Philip Morris Playhouse* Agency, Biow Co., N. Y.

ALL-STAR SPONSOR ● Gillette Safety Razor Co., Boston, to sponsor All-Star base ball game July 12 on 500 MBS stations plu armed forces shortwave for sixth year. Gam to be played at Brooklyn, broadcast starting at 1:15 p.m. Agency, Maxon Inc., N. Y.

GRAY TO BE SWORN IN

GORDON GRAY, president-publisher, Pied mont Publishing Co. (WSJS), and owner o WMIT (FM) Winston-Salem, N. C., to b sworn in as Secretary of Army today (se story page 44).

Justice Dept. Monopoly Probe Is Underway

INVESTIGATION of possible monopoly in broadcasting field is under way in Justice Dept.'s Anti-Trust Division, Senate Interstate Commerce Subcommittee on Communications was told Friday in wind-up of hearings on McFarland Bill to reorganize FCC procedures (early story page 25).

Disclosure came from James E. Kilday, chief of Anti-Trust's Transportation Section. He called it "a mild investigation," and later referred to it as involving "men looking into the possibility of an investigation of the radio field." He declined to elaborate to newsmen other than to say "several men" had been assigned and that it was based on "complaints" which he would not identfy. He did not think TV is involved except in a "corollary" way.

Existence of probe was revealed in course of questioning by Sen. E. W. McFarland (D-Ariz.), subcommittee chairman, after another Justice Dept. official appeared at last moment to oppose certain provisions of his bill (S-1973) on grounds they would weaken "important" safeguards against monopoly.

Sen. McFarland professed astonishment at Justice Dept.'s opposition, which was directed primarily against proposed changes relating to renewals, elimination of "double jeopardy" on anti-trust matters, and imposition of anti-discrimination ban on FCC. Legislator labelled Department's statement "very dangerous testimony" which he did not think Department could endorse after careful study.

Question of clear-channels—perennially controversial but not touched in McFarland Bill—generated heat earlier in Friday session when Sen. Ed C. Johnson (D-Col.), chaiman of full commerce committee and author of clear-channel breakdown bill (S-491), greeted Director Ward Quaal of Clear Channel Broadcasting Service by demanding he be sworn and then loosing series of questions on lobbying.

E. B. Craney of Pacific Northwest "XL" stations, clear-channel foe whose Thursday testimoney prompted Mr. Quaal's appearance, was recalled and similarly sworn upon insistence of Sen. Homer Capehart (R-Ind.), who charged committee had been "unfair" to CCBS director.

In response to Sen. Johnson, Mr. Quaal said he was registered lobbyist, is paid $13,000 annually by CCBS, and had expense account around $1,015 from time he took job in February until end of first quarter. Expenses were more than $1,000 in April (mostly incurred at NAB Convention), less than $1,000 in May, and $124.69 for first half of June, he reported. Asked whom he "entertained" on expense account, he mentioned representatives of various stations and "various members of Congress." He conceded he had had material entered in *Congressional Record* without paying for it, but denied he was "mooching."

Mr. Quaal, under questioning by Sen. Capehart, identified Mr. Craney as head of Independent Broadcasters Protective League and said he knew Mr. Craney had engaged in lobbying.

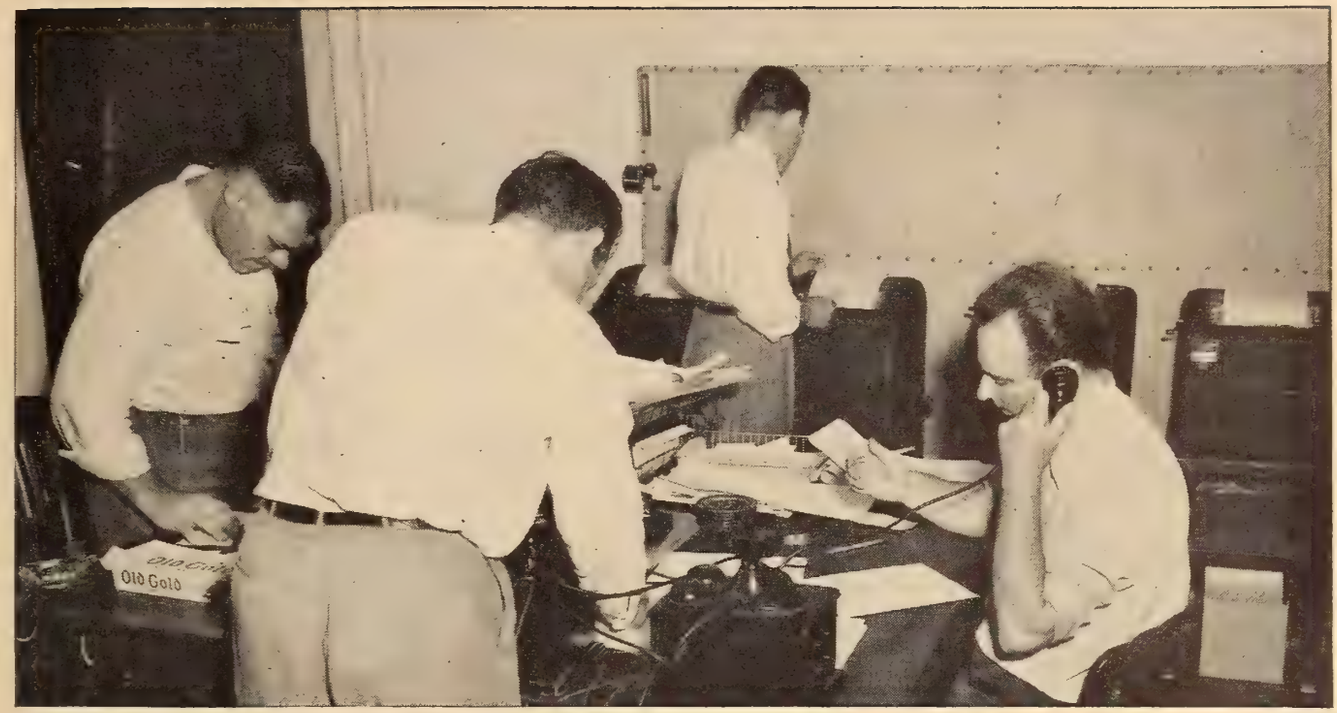
Sen Johnson started to leave after exchange with CCBS director but was restrained by Sen. McFarland until after subcommittee chairman observed that he thought Mr. Quaal had "come to the right place" because committee felt only Congress, not FCC, has authority to authorize higher power which CCBS seeks. Sen. McFarland accepted, for record statement by Mr. Quaal outlining CCBS case.

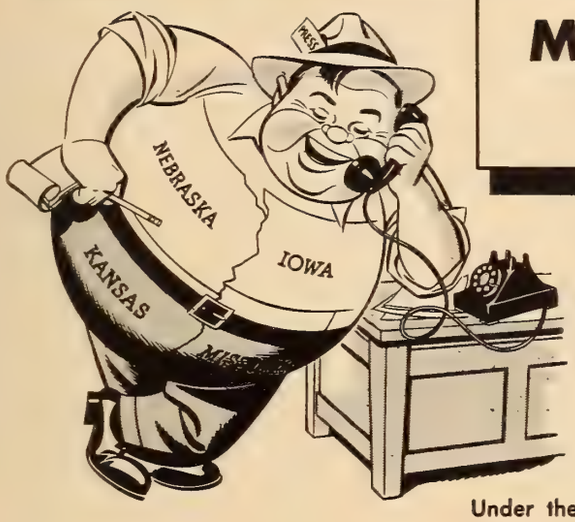
Sen. Johnson had returned, and Sen. Capehart had left, when Mr. Craney was recalled after testimony by another witness. Sen Johnson said he had had Mr. Quaal sworn because that was his policy with testimony by any registered lobbyist. Mr. Craney said he did not object to being sworn but that he did not consider himself to be lobbyist and was not registered as one. He said he was appearing as individual, paid own expenses and represented his own business.

Friday witnesses in less heated appearances before subcommittee included Joseph H. Ream CBS executive vice president, who gave broad endorsement to McFarland measure and particularly its panel plan, FCC salary increases removal of anti-trust "double jeopardy," and divorcement of FCC's prosecutory and judicial functions; and Gordon Brown, WSAY Rochester owner and plaintiff in pending anti-trust suit against networks, who recommended FCC be empowered to regulate networks directly rather than through stations.

Mr. Brown felt this should obviate situations like his, which he described as so time-consuming that "I'm going to be bankrupt before I can get a decision of the courts on whether the networks have been in violation of the anti-trust laws." Sen. McFarland indicated substantive measures such as this should be considered later in another bill.

Dr. Edwin H. Armstrong, FM inventor, had been slated to testify but was ill. Sen. McFarland said he would submit statement.





Meeting Mid-America's Need for News...

at a Very Low Cost per 1000 Coverage

KCMO's newscasters and full-time news staff are not content to rest on their teletypes! They're at it the clock around, pounding the pavement, checking the "line-up," getting the news for Mid-America!

Under the watchful eye of Jim Monroe, KCMO's news editor, Mr. Mid-America's newscasters give the latest to the listening millions . . . a dozen times every day. And their record on local scoops, exclusive phone recorded interviews, and complete national coverage have made the 8-TEN Spot listening a *must*.

This preference plus KCMO's *low*, low cost per 1000 coverage means a listenership bonus for smart sponsors. KCMO is Kansas City's most powerful station with 50,000 watts that blanket 213 Mid-America counties (inside measured .5 mv. area) with a farm-and-factory-rich population of over 5,435,000.

One Does It In Mid-America
One station
One rate card
One spot on the dial
One set of call letters

•

50,000 WATTS
DAYTIME—Non-Directional

10,000 WATTS *NIGHT*
—810 kc.

National Representative:
John E. Pearson Co.



KCMO

and KCMO-FM . . 94.9 Megacycles . . Kansas City, Mo.

Basic ABC for Mid-America

The Patroon* of the week

HELEN HARTWIG
Head Time Buyer,
RUTHRAUFF & RYAN



Miss Hartwig, with R&R for ten years, supervises the radio buying for LEVER BROS., DODGE DIVISION of CHRYSLER CORP., N. Y. STATE SAVINGS BANKS and GARRETT & CO. The William G. Rambeau rep today presented Miss Hartwig with a Patroon membership scroll and the deed to a tract of land in the heart of the Patroon country.



*PATROON
*Aristocratic
Landholder
of the
Hudson
Valley*

The Fact of the week

Your advertising dollar on WPTR buys more than just air time. Your dollar on WPTR gives you excellent coverage of more than a million buyers, smart selling promotion, expert merchandising assistance, top flight production and a station which has proved to have exceptional selling power.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

BROADCASTING
TELECASTING

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IN THIS ISSUE . . .

FCC May Review Race Track Policy..... 23
Networks Back Ad Council With $50 Million... 23
WMOB Sold—Off Air..... 24
April Network Billings Down..... 24
McFarland Bill Favored in Hill Hearings..... 25
Radio Sells 482 Homes in 48 Hours 26
Lazarsfeld Hits Newspaper Ad..... 27
KGA Spokane Sold 27
Ken Dyke Reported Going to Y&R 28
CAB Holds Four-Day Work Session..... 29
Accord Reached on Garden Boxing Fees..... 32
Networks Announce Latest TV Affiliates..... 32
WHAM-TV Makes Debut 33
Language Station Clinic Hears Mogul..... 58

DEPARTMENTS

Agencies	8	News	66
Allied Arts	71	On All Accounts	12
Commercial	63	Open Mike	16
Editorial	42	Our Respects to	42
FCC Actions	64	Production	73
Feature of Week	12	Programs	60
Film Report	38	Promotion	72
Management	62	Radiorama	30
Milestones	74	Technical	71
Network Accounts	20	Telestatus	36
New Business	18	Upcoming	47

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

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William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775

James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Not One . . . Not Two . . . But

THREE TOP-FLIGHT DISC JOCKEYS on CKLW



THE TOBY DAVID MORNING SHOW

● From 6 to 9 a.m. daily, Toby David's versatile music-with-comedy routine has won him a high morning rating in the Greater Detroit Area. He has proven, again and again, his ability to move merchandise off sponsor's shelves, fast!



EDDIE CHASE and his MAKE BELIEVE BALLROOM

● Afternoons, 3:30 to 4:45 and evenings 6:30 to 7:00 Eddie Chase's inimitable Make Believe Ballroom . . . of latest recorded dance tunes in a realistic ballroom atmosphere, has ranked him one of Detroit Area's top salesmen. His show listens smoothly with the public . . . and packs a sales punch with sponsors!



HAL O'HALLORAN'S DAWN PATROL

● From midnight to 4:00 a.m., O'Halloran—a star of National Barn Dance fame—amuses a big audience of stay-up-lates with request recordings and an agreeable brand of folksy humor. Participation in Hal's show means sure-fire results at down-to-earth cost!

VERY SOON!
50,000 WATTS
in the Middle of the Dial
at 800 kc.
•
A GREATER VOICE
..A BETTER BUY!

● **Many advertisers have already climbed on the bandwagon, due to the increased ratings of these shows. More will also line up under our new 50,000 watt power!**

CKLW

Guardian Building, Detroit 26 • Mutual System

National Rep.
Adam J. Young, Jr., Inc.

Canadian Rep.
H. N. Stovin & Co.

ON THE WASHINGTON SCREEN

*. . . More people watch WMAL-TV Monday thru Friday from 6 to 7:15 p. m. Than all other stations combined!**



FRONTIER THEATER TOPS THE RATINGS Monday thru Friday from 6 to 7 p.m. in the American Research Bureau Survey of television viewing in the Nation's Capital! More than twice as many viewers between 6 and 7 p.m. as the other three stations combined . . . 70% of all viewers . . . and over 50% of them adults! This is the amazing story of Frontier Theater, the show that brings an hour long, full length Western film to the ENTIRE family five nites a week—the one minute participating announcements available between the Acts offer advertisers the largest and most complete audience of its kind in the great Washington market.



ACTION PACKED MOVIE SERIALS . . . like Frontier Theater, the serials are way out in front—reaching more men, more women and more children than all other programs combined from 7 to 7:15 p.m. Monday thru Friday. Of the total viewing audience at this time, 68% is watching the serials! Let WMAL-TV or ABC Spot Sales tell you the complete 6 to 7:15 p.m. story today.



JIM GIBBONS LED ALL SPORTSCASTERS, network and local, seen on the Washington Screen! His "Sports Reel" (now heard Monday thru Friday from 7:15 to 7:30 p.m.) received the highest rating of any show at that time . . . his "Sports Cartoon-A-Quiz" (Thursdays, 7:30 to 8 p.m.) received the highest rating of any studio sports show . . . and Wrestling which Jim handles each Wednesday from Turner's Arena was one of the top 15 shows (network and local) seen in Washington!

**American Research Bureau Survey*
Washington, D. C. - May 11-18, 1949

(Call ABC Spot Sales to see this latest audience Survey)

WMAL | WMAL-TV | WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies



LOU HOLZER, radio director of Lockwood-Shackelford Adv., Los Angeles, elected vice president in charge of radio and member of board of directors.

HENRY T. EWALD, president of Campbell-Ewald, Detroit, elected to executive committee and board of directors of Arthritis and Rheumatism Foundation, which has headquarters in New York. Mr. Ewald also is chairman of Michigan chapter.

BERT K. SILVERMAN, until recently head of advertising agency bearing his name in Washington, joins Henry J. Kaufman & Assoc., Washington, as account executive.

BUDD GETSCHAL and **RICHARD ASH,** president and vice president, respectively, announce formation of Getschal & Richard Inc. at 49 E. 51st St., New York. Mr. Getschal, formerly vice president of Stuart Bart & Getschal Inc., has sold his stock interest in latter agency. Mr. Ash was general manager of Blaine Thompson Co.

ALAN J. JACOBS and **RUTH BRANNAN** elected vice presidents of Bozell & Jacobs, Chicago. Mr. Jacobs also elected to board of directors.

ERIC T. LIFNER, former advertising manager of Walt Disney Productions, joins Erwin, Wasey & Co., Los Angeles as account executive on Albers Milling Co. account. For 12 years prior to joining Disney Prod., Mr. Lifner was with Young & Rubicam in New York, Chicago and Detroit.

STANTON M. LENCHNER, who joined firm in 1947 and who handles many of its radio accounts, named junior partner of Susman & Adler, Pittsburgh.

ROBERT B. WESLEY, former president of Atlas Film Corp., Oak Park, Ill., joins Turner Adv., Chicago, as account executive.

GEORGE E. McLAUGHLIN appointed to public relations department of Gray & Rogers Adv., Philadelphia, after having served in agency's accounting department.

THOMAS M. MULLINS, formerly assistant to president, Irwin Vladimir & Co., New York, joins Atherton Adv., Los Angeles as production manager and account executive.

MARJORIE DORRANCE, former assistant to advertising director of BROADCASTING in New York office, joins copy staff of French & Preston Inc., New York. She will specialize in food accounts.

G. N. BEECHER Jr., whose background includes grocery advertising and merchandising, joins Kenyon & Eckhardt, New York, as account executive.

FRED TURNER, formerly sales and advertising manager of Collins Laboratories, joins Getz, Crenshaw Adv., Memphis, Tenn.

MELTON ADV., Dallas, elected to membership in Southwestern Assn. of Advertising Agencies.

CHARLES G. DOUGLAS Jr. of Lewis & Gilman Inc., Philadelphia, elected a director of Junior Chamber of Commerce of Philadeplhia.

AL YALLEN, account executive with Adolphe Wenland & Assoc., Hollywood, is the father of a girl, Katherine Elizabeth.

ROBERT E. CLARKE & Assoc., Miami, announces opening of its Atlanta branch office in Rhodes-Haverty Bldg., headed by **GEORGE I. CLARKE.**

AGENCIES moving to new locations include: Los Angeles—**David Olen Adv.** to 1127 Wilshire Blvd., telephone, Madison 6-3269; **Erwin, Wasey & Co.** to 5045 Wilshire Blvd.

MAURICE V. ODQUIST, formerly director of merchandising and account executive at Newell-Emmett Co., New York, joins Kenyon & Eckhardt, New York, as an account executive.

ACTION-PACKED!

RED-BLOODED ADVENTURE!

ZIV

GUN-FILLED DRAMA!

BLASTS

SELLING RECORDS!

WITH
This Half-Hour
LOW-PRICED Western!



Proved for 3 years!... Renewed for 6 years!...

BY INTERSTATE BAKERIES (1948 GROSS: $58,724,649)

YOU'LL BE AMAZED AT THE SENSATIONALLY LOW PRICE!



Never before have you been able to offer your sponsors a selling program whose performance can be *proved* to them before they sponsor it! The record shows that "Cisco Kid" is America's greatest salesman! —that he is a terrific producer for any mass-sale product or service, in highly competitive markets. Here is a Western that pays off from the very first broadcast! Sponsors say: "This is the show we've been looking for!"

Wins Motion Picture Academy Award

"Cisco Kid" is only Western to ever receive this recognition. Six big-budget pictures are released each year by United Artists. Duncan Renaldo plays the part of "Cisco Kid."

Sensational Hoopers!

January, 1949, Pacific Hooper: 8.6. Consistently averages higher than any show primarily designed for children. Preferred listening by entire family! "Cisco Kid" has everything: Adventure — humor — drama — romance — heart appeal. "The Cisco Kid appeals to a tremendous audience" . . . say Interstate Bakeries.

These Promotions Pay Off!

Buttons, masks, truck posters, membership cards, teaser ads, sombreros, neckerchiefs, autographed fan photos, store displays, letters, photo postcards—complete localized campaigns.

"What Is Happening To Kid Shows?"

Write for this sensational analysis. It's an eye-opener!

CISCO KID GIVES THESE 3 GREAT RESULTS TO LOCAL AND REGI







. . . that's the sensational success story of this terrific high-Hooper half-hour Western!

"THE CISCO KID"

O. Henry's Famous "Robin Hood of the Range"



AL SPONSORS

KID, TEEN-AGE UDIENCE!

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK CHICAGO HOLLYWOOD

Remember the story about...

the bow and arrow



that developed into

the guns of today?



Many powerful things had insignificant beginnings. Take radio stations. WWDC in Washington started out small. And then it grew . . . and grew . . . until today it's one of the most powerful forces for producing low-cost sales in this rich market. Call in your Forjoe man today.

WWDC

AM-FM—The D. C. Independent

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

TOBACCO-CHEWING contest sponsored by WDVA Danville, Va., attracted 1,000 spectators to the Danville Livestock Auction and was so successful as a promotion stunt that the station plans to make it an annual affair.

Finalists in the contest, held May 31, appeared on the WDVA show, *King Cole Capers*, at 12:30 p.m. that day. A tape recording of the program was made for MBS and presented as the "kicker" on *Mutual Newsreel* the following day.

"Letters received from Mutual in New York and Mr. Seavey [Hollis M. Seavey, coordinator of news and special events for MBS, Washington] . . . bear out our contention that this was a different promotion stunt," said Bill Ashworth, WDVA promotion director.

Eleven contestants were signed up by Frank Raymond, WDVA farm service director. Plugs were weighed in by Thomas H. Brown, Danville Tobacco Assn. secretary, and the proceedings were described in play-by-play manner for WDVA listeners by Mr. Raymond.

The winner, Omer L. Glenn, representing the Virginia Tobacco Co., chewed his way to victory with a "chaw" weighing 4½ ounces. Danville's mayor, Everett E. Carter, presented to Mr. Glenn a "Bullseye" musically-toned, home-type



Mr. Raymond (center) and Mr. Brown check entry list. On table is the cuspidor first prize.

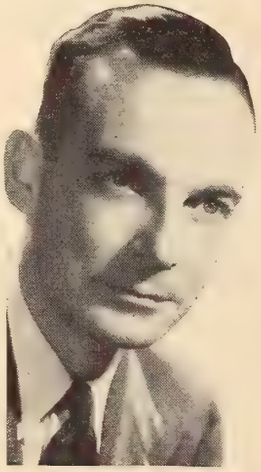
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(Continued on page 48)

On All Accounts

WHEN Irving E. Stimpson was elected Seattle's Young Man of the Year for 1947, friends twitted him on having reached the peak of his career so early in life—and at times, even Irv must have felt that the rest of his life would be an anti-climax. But this spring, he was voted state president of the Washington Junior Chamber of Commerce, and now there's no telling where he will stop.

Irv's record of community service has included volunteer activity on behalf of the Jaycee, the Seattle Chamber of Commerce, American Cancer Society, Red Cross, Community Chest, Boy Scouts and American Legion, to name a few. When he stops for breath, he remembers that he also is a partner in the advertising and public relations firm of Frederick E. Baker & Assoc.



IRV

Born Jan. 23, 1914, in Portland, Ore., Irv went to Seattle six months later and has since made it his home almost without interruption.

His "rags to ruin career," as he describes it, began at the age of 18, when his father died. Just out of high school, Irv went to work for Safeway Stores as an "extra" clerk, to support his mother and two sisters. Talent and an unfulfilled ambition to be a cartoonist led him to the advertising department of Safeway, and by 1936 he had become assistant to the chain's divisional advertising manager for the State of Washington.

In February 1942, he enlisted in the Army Signal Corps and within a month was 2,000 miles into Alaska as a communications censor at Kanakanak ("Read it backwards," he says). Most of his Army time was spent in Alaska, where he was variously chief censor, chief cryptographer and T/4 in charge of the Signal Corps station W X F C at Excursion Inlet.

In Juneau, he organized and became president of the Enlisted Men's Club, a club which was run by and for the GI's and which, he now recalls, was "head and shoulders above all the other bars in town"—not a bad record for a man who suffers a two-day hangover when he occasionally takes a short beer.

One week after his Army discharge, in the fall of 1945, Mr. Stimpson married Annette Larson, who was born in Cordova, Alaska, but, like Irv, had spent most of her life in Seattle. They now have

(Continued on page 73)

For Profitable Selling INVESTIGATE

WDEL
Wilmington, Del.

WGAL
Lancaster, Penna.

WKBO
Harrisburg, Penna.

WORK
York, Penna.

WRAW
Reading, Penna.

WEST
Easton, Penna.

NBC AFFILIATES

Represented by

ROBERT MEEKER ASSOCIATES

Los Angeles · San Francisco · New York · Chicago

STEINMAN STATIONS

BIGGEST-studio audiences!
BEST-in station promotion!
FIRST-in total rated periods*!

*December through April Hooper Report

STUDIO AUDIENCES

Over 100,000 people visit WFBR every year —no other Baltimore station is even close!

STATION PROMOTION

Just won 3rd award nationally in the annual BILLBOARD competition. No other Baltimore station won any award!

HOOPER RATINGS

Tops in Baltimore! First in morning, first in afternoon, first in total rated periods!

When the last ounce of intensive coverage is needed —when the advertising has to deliver—in the Baltimore market, you need look no further than...

AM **WFBR** FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY



Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS

Television

Baltimore	WAAM	New York	WPIX
Fort Worth-Dallas	WBAP-TV	St. Louis	KSD-TV
Louisville	WAVE-TV	San Francisco	KRON-TV
Minneapolis-St. Paul	WTCN-TV		

-Eye Radio"

SMARTER RADIO

ONE of the obvious facts that confront any student of media is the wide variation among the stations of each network. In one area the affiliate may be a 50,000-watt, clear channel farm station; in another, a regional 1000-watter, or even a 250-watt local station. . . .

In radio, only national *spot* (Bull's-Eye) radio permits you to choose your stations by power, by coverage-area, by type of programming, or by the other yardsticks you employ.

If you want your radio and television to reach out for the greatest possible percentage of your best prospects, at the time when they listen, in the areas where they live—well, Free & Peters have been specializing in national spot radio since 1932, and we believe we'll appreciate and understand your sales/advertising problems a little better than any other people you've ever met. Say when!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Likes Cowan Piece

EDITOR, BROADCASTING:

. . . Reading your June 6 issue I was particularly impressed by the article . . . about the life and career of Louis G. Cowan . . . story was . . . in excellent style. . . .

Clark N. Barnes
Burn-Smith Co. Inc.
Los Angeles

* * *

Spot Rate Idea Ok

EDITOR, BROADCASTING:

Congratulations on your Spot Rate Finder idea—we definitely want to be included. . . .

Graham H. Moore
Commercial Manager
KCBQ San Diego, Calif.

* * *

Easter Seal Sales

EDITOR, BROADCASTING:

Your generous help during the Easter Seal campaign . . . had a far-reaching effect. . . . Our executive secretaries in 48 states, Hawaii and Alaska, tell us of growing interest and helpfulness from their local radio stations . . .

Lawrence J. Linck
Executive Director
The National Society for Crippled Children and Adults Inc.
Chicago

* * *

The High Cost of. . .

EDITOR, BROADCASTING:

Many thanks for that excellent editorial "Prince or Pauper" [BROADCASTING, May 23]. From what you say, that man Godfrey gets $20,000 more than I do. What I get has always puzzled me because I never seem to see any of it. Here's the $64 question: Does the extra $20,000 enable the inimitable Arthur Godfrey to pay his taxes? I've never quite caught up . . .

Lowell Thomas
CBS New York

* * *

Milwaukee Story

EDITOR, BROADCASTING:

May I compliment you on your Milwaukee Radio Market story.

No one has ever been able to catch the real spirit of the city. Your representative in Chicago has done a very able job.

I know. I have lived and worked there.

George P. Herro
Publicity Director,
Midwest Operations, MBS
Chicago

* * *

EDITOR, BROADCASTING:

BROADCASTING has always played fair with us and we wouldn't miss an issue, but our face is a little red, after reading the wonderful market survey story of Milwaukee, and not even a mention of our powerful little 250 watter.

By actual field intensity measurement we cover the greater Milwaukee market better than two of the metropolitan Milwaukee stations do, and receive thousands of letters from the area. Our transmitter is just 15 airline miles from downtown Milwaukee . . . we're not angry, but we are rather proud of our market.

Russ Salter
Secretary-Treasurer
WAUX Waukesha, Wis.

[Editor's Note: The Milwaukee study did not include stations located outside the city limits of Milwaukee.]

* * *

Agree With Gill

EDITOR, BROADCASTING:

We were very much interested in the Gill report on listening habits of AM vs. TV listeners in the June 6 issue of BROADCASTING. . . . Also would like to say that we agree with your editorial about the report; others have been content to speculate and daydream about the impact of TV on AM radio, while Gill got down to cases to get the real answer. . . .

T. K. McCrum
Secretary
People's Broadcasting Co.
Minneapolis, Minn.

* * *

Engineering Handbook

EDITOR, BROADCASTING:

In the "Open Mike" section of your May 30 BROADCASTING, you published a letter from Chief Engineer Robert M. Harvey of WKBC North Wilkesboro, N. C., in which he said, ". . . I have been wishing there was available a book written expressly for the chief engineer of the broadcast radio station. . . ." While we have written direct to Mr. Harvey, we feel that there are probably many engineers who have not seen the announcement of the publication of the *Third NAB Engineering Handbook* in August. This 500 page, post-type binder handbook is not designed expressly for the chief engineer but for the broadcast engineer and will contain essentially all the desired information set forth in Chief Engineer Harvey's letter.

The new *NAB Engineering Handbook* is broken down into six sections, namely: Regulations and

(Continued on page 46)

WSBT

—and only WSBT

—commands the

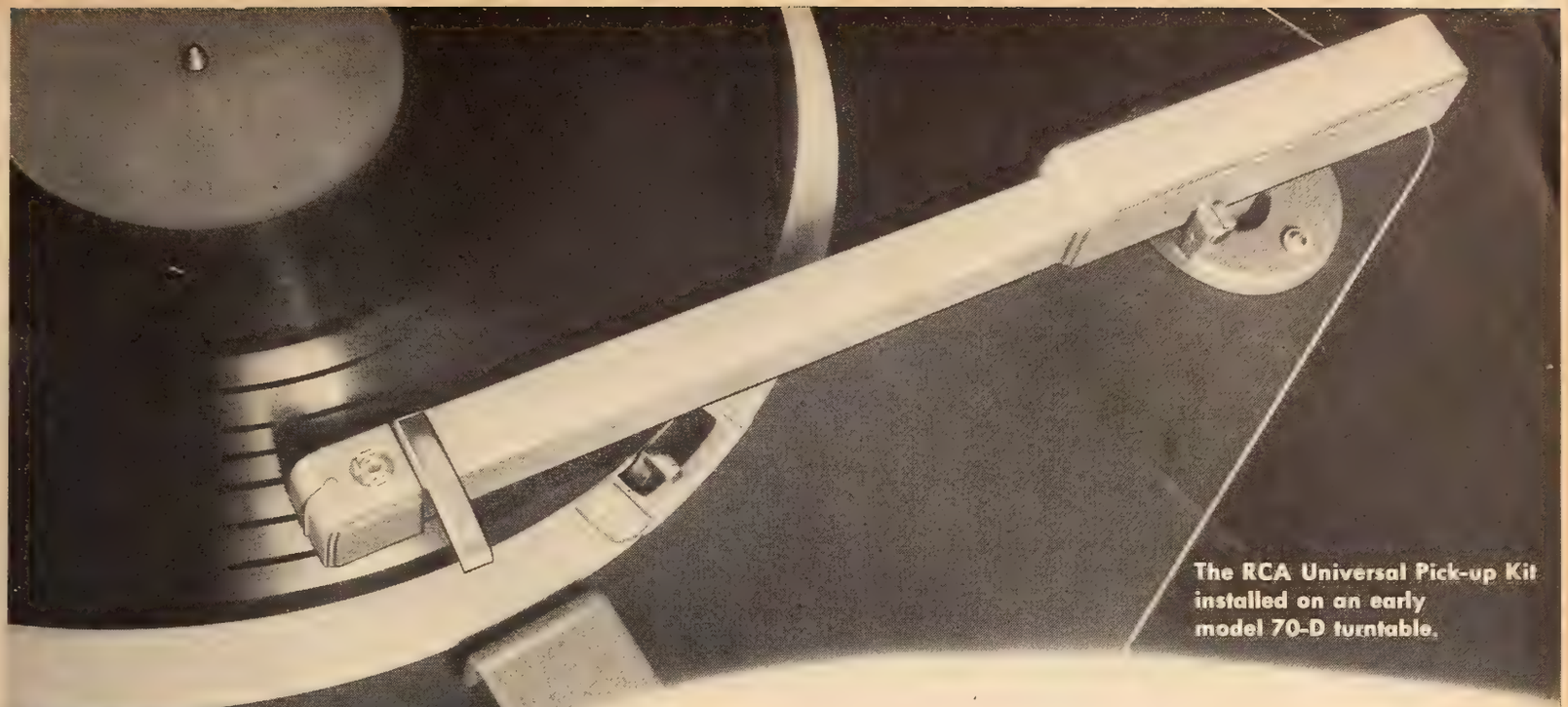
South Bend audience!

Sure, people *can hear* other stations in South Bend—but they *listen* to WSBT. This station has won its audience through more than 27 years of personalized service to this market. It gives listeners what they want when they want it. This is why the ever-growing WSBT audience remains loyal year after year, Hooper after Hooper. No other station even comes close in Share of Audience.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



The RCA Universal Pick-up Kit installed on an early model 70-D turntable.

Only 11 days left—

to buy this high-fidelity playback kit for $149.50*

AND SAVE $75.50

NOW you can have high-fidelity reproduction from your old turntable for only $149.50—simply by installing an RCA Universal Pick-up Kit on any turntable that has not otherwise exceeded its useful life.

Designed specifically for broadcast needs, kit MI-4875-G is capable of producing ideal transcription curves on all types of vertical and lateral-cut records. The kit includes: (1) a dynamic-type pick-up head of low moving mass having *adjustable* weight and *adjustable* vertical and lateral stops; (2) a compensator using a series-resonant circuit that can be variably tuned and shunted by a 6-position switch; (3) a handsomely styled tone arm—complete with finger-rest; (4) a tone-arm rest position; (5) a noise-filter kit with cable and terminal board; (6) and all necessary mounting accessories for any 70-series turntable.

Save $75.50 over the former price by ordering this Pick-up Kit under RCA's 90-Day "Spot" Plan (good until June 30, 1949). Here is the kit that will make any record sound better—and it's available from stock.

Order today from your RCA Broadcast Sales Engineer. Or direct from Department 19FC, RCA Engineering Products, Camden, New Jersey.

*90-day reduced price, April 1 to June 30, 1949 (price does not apply outside continental U. S. A.).



The complete Universal Pick-up Kit MI-4875-G.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

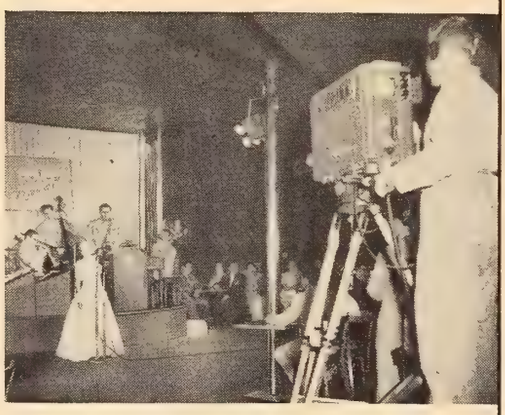
Watch the New WDSU

No other New Orleans station is doing so much, for so many . . . . . so successfully!

Televised for the First Time!
The World Famous Mardi Gras (Sponsored by General Electric)



"New Voices"
A Simulcast (AM-TV-FM) Series. One of the many new WDSU Productions. (Open for Sponsorship)





5000 WATTS • ABC • Represented by JOHN BLAIR & CO

New Business



RED CHERRY INSTITUTE, through Western Adv., Chicago, making spot check among coast-to-coast stations for reaction to proposed open-end one-minute commercials to be sponsored locally. If initial check is favorable, complete station list in major national markets will be queried.

OHRBACH'S, New York, Newark and Los Angeles stores, announces appointment of Doyle Dane Bernbach Inc., New York, to handle its entire account, including radio, television, newspapers, and billboards. Firm is currently sponsoring the Sunday *Hi-Jinx* show on NBC-TV.

PARKVIEW MARKETS Inc., Cincinnati, appoints Keelor & Stites Co., Cincinnati, to handle its advertising. Agency will handle firm's sponsorship of *Dinner Winner,* local giveaway show on WCPO Cincinnati, and, in addition, will work on development of TV campaign geared to specific needs of retail grocer advertising. **Arthur Radkey** is account executive.

J. R. WATKINS Co., Seattle, direct-to-consumer sales organization, sponsoring *House to House,* half-hour weekly musical show on KJR Seattle, Friday, 8 a.m. Account placed direct, and marks firm's first use of radio in its 86 year history.

WIMBLEDON SHIRT Co., Chicago, appoints Louis A. Smith Agency, same city, to handle advertising effective July 4. Radio and TV will be considered.

QUALITY TELEVISION Corp., Los Angeles, new **Bob Hope** television enterprise, appoints Los Angeles office of Buchanan & Co. to handle advertising. New firm is headed by **Richard F. Gibson,** president and Mr. Hope, chairman of board (see Radiorama, page 30).

STATE OF WASHINGTON appoints MacWilkins, Cole & Weber, Seattle, to handle its advertising. Radio will be used for portion of $30,000 budget, with spot campaigns concentrated in Sacramento, San Joaquin Valley and parts of Idaho and Montana. **W. H. Sandiford,** account executive, is directing radio campaign.

PRUDENTIAL Insurance Co. of America, Western home office, Los Angeles, through Botsford, Constantine & Gardner, that city, planning 13-week test campaign on two Phoenix stations, KOY and KTAR to start in late July. One-minute spots and chainbreaks will be used.

P. H. POSTEL MILLING Co., Mascoutah, Ill. (Elegant feeds and flour), appoints Warner, Schulenburg, Todd & Assoc., St. Louis, to handle advertising. Radio will be used in South and Midwest. **Josephus M. Todd Jr.,** president of agency, is account executive.

BRENTWOOD COUNTRY Mart, Brentwood, Calif., sponsoring 13-week series of participations on three Los Angeles stations; three weekly on KNX *Sunrise Salute;* two weekly on KECA *Art Baker's Notebook* and KFI *Ladies Day.* Agency: Irwin-McHugh Adv. Inc., Beverly Hills, Calif.

AMALIE DIVISION, L. Sonneborn Sons Inc., New York, for Amalie Pennsylvania Motor Oil and lubricants, sponsoring midget auto racing on WPIX (TV) New York, from Freeport, L. I., Muncipal Stadium, Friday, 9 p.m. to conclusion. Agency: Hicks & Greist Inc., New York.

CAL-DAK Co., Colton, Calif., manufacturer of clothes baskets, trays and tray stands, appoints The Jordan Co., Los Angeles, to handle advertising. Radio and television will be used. **J. D. Hood** is account executive.

ROBIN AIRWAYS Inc. appoints Dan B. Miner Co., Los Angeles, to handle advertising. Initial campaign will include radio in Los Angeles and San Francisco areas. **John R. Christie** is account executive.

HEADQUARTERS FIFTH ARMY, Chicago, re-appoints for second year John W. Shaw Adv., Chicago, to handle Army and Army Air Force recruiting promotion in 13-state area. Fifth Army is currently using spots on 130 stations.

BIG BEAR Land & Water Co., Los Angeles (Peter Pan Rancho Club lots), appoints Raymond Keane Adv., that city, to handle advertising. Company currently sponsoring five weekly quarter-hours on KIEV Glendale, Calif.

Network Accounts • • •

PABST BREWING Co., Chicago, through Warwick & Legler, New York, sponsoring *NBC Theatre,* featuring adaptations of Hollywood films, Friday, 8:30-9 p.m. on NBC. Fourteen-week series takes over Eddie Cantor time spot.

(Continued on page 70)



GATES

Front view of the MO2890 Frequency Monitor designed to match its companion instrument, the MO2639 Modulation Monitor.

GET *GOOD* DELIVERY ON YOUR FREQUENCY MONITOR

Approved---
The Gates MO2890 AM
Frequency Monitor



Back view of the MO2890 Frequency Monitor. The complete oscillator Circuit is contained in the dual temperature controlled oven in the lower left corner.

Since announcement of the Gates MO-2890 Frequency Monitor a few months ago, nearly 300 have become day in and day out dependable indicators of frequency drift.

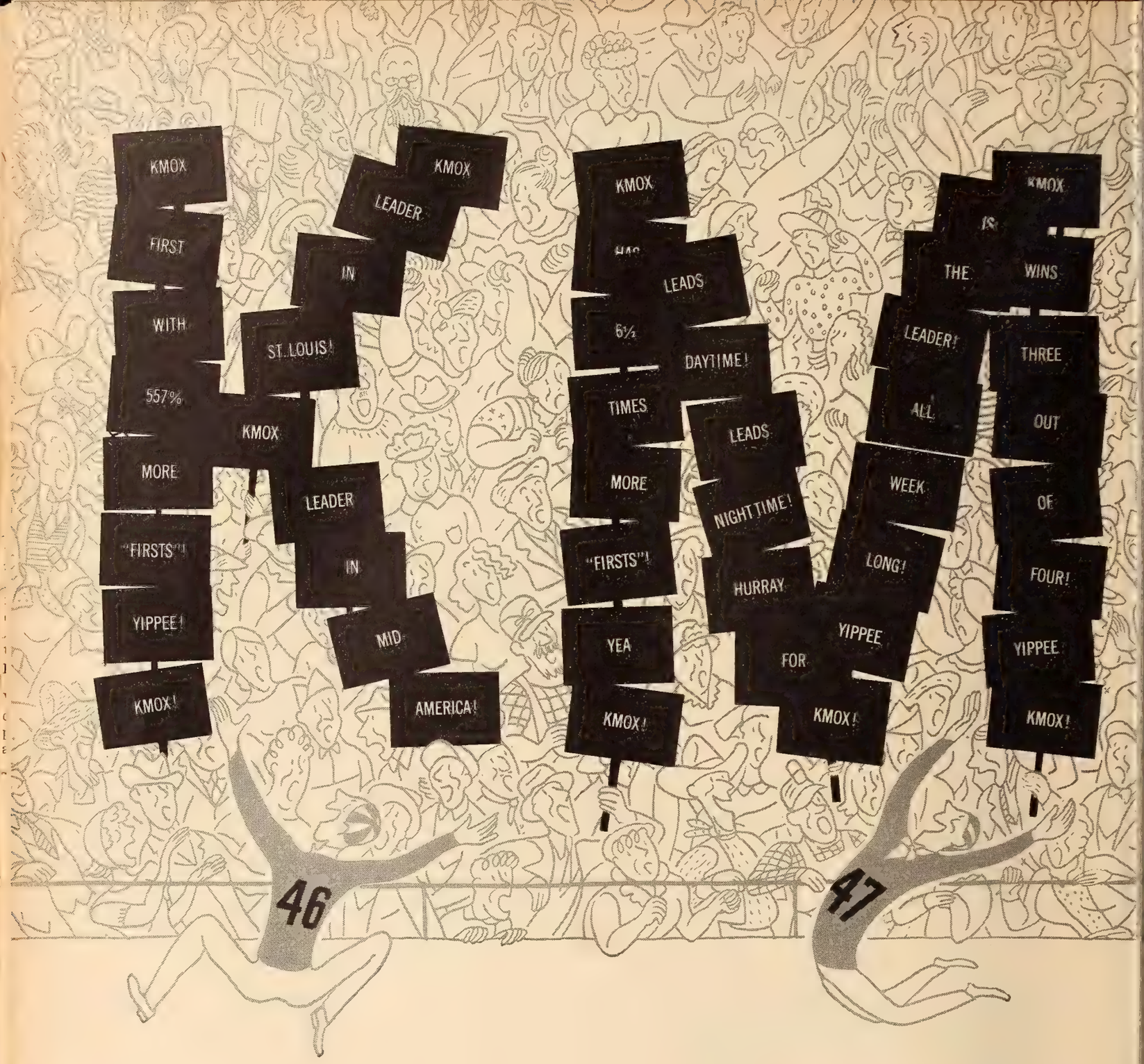
The MO-2890 Monitor is indeed a precision instrument with features that broadcasters like—the biggest of which—like all Gates equipment, is dependable trouble-free operation.

Write for a brochure on this instrument today or—of course if you would like a complete leather bound Gates catalog, it's yours for the asking on your company letterhead.

Gates Radio Company
Quincy---Illinois

Eastern Zone Office
GATES RADIO COMPANY
Warner Building
Washington 4, D. C.

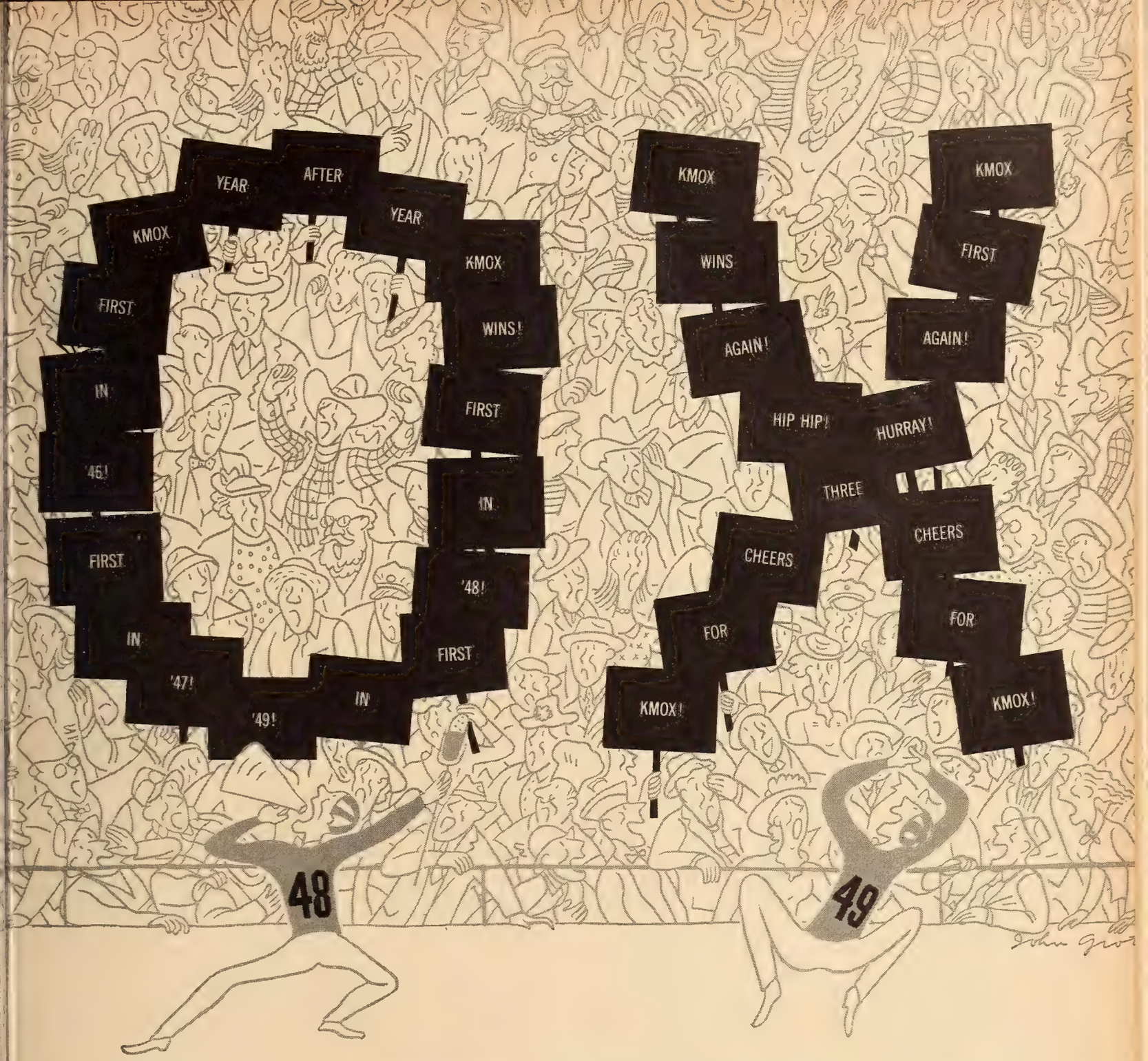
Export
Rocke International
13 E. 40th Street
New York 16, N. Y.



Year after year... MORE AND MORE PEOPLE FOLLOW THE LEADER IN MID-AMERICA

Again this year—as in 1946, 1947, and 1948—"The Voice of St. Louis" is the unchallenged leader in vast Mid-America! That's proved again by the new 1949 CBS-KMOX Listener Diary, conducted by impartial Benson & Benson, Inc., throughout KMOX's 70-county 50-100% BMB Area.

THROUGHOUT THE ENTIRE WEEK—KMOX is first in 78% of all quarter-hours, day and night... a *36% increase* in KMOX's margin of leadership just since 1946! In '46, KMOX was first in 57% of all quarter-

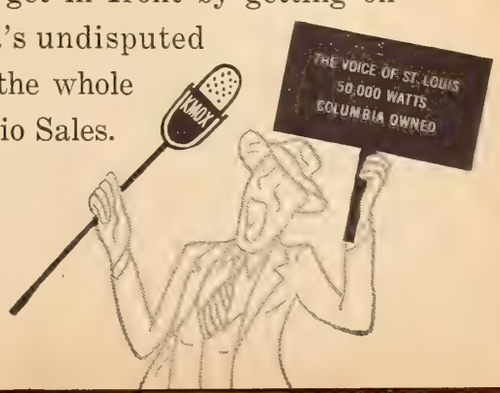


hours. In '47, KMOX's lead jumped to 70%. In '48, up again to 78%. And in '49—with BMB* reporting an increase of 56,650 new radio homes here—KMOX still leads in 78% of all quarter-hours. *That's 6½ times as many firsts as any other station, and 3½ as many as all other stations combined.*

DAYTIME (6:00 AM-6:00 PM)—KMOX leads in 75% of all quarter-hours...with 6½ times as many firsts as its closest competitor and 3 times as many as *all* competition combined.

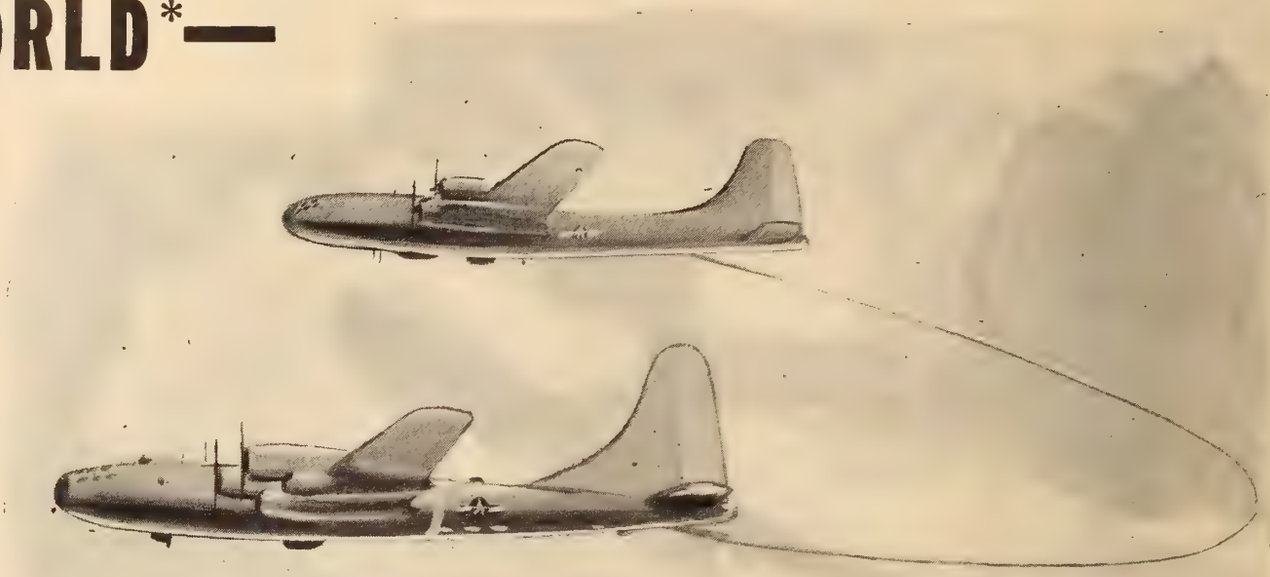
NIGHTTIME (6:00 PM-Midnight)—KMOX leads in a smashing 84.5% of all quarter-hours...with 6½ times as many firsts as the next station and 5½ times as many as *all* others combined.

To be a sales leader in two-and-a-half-billion-dollar Mid-America, get in front by getting on KMOX, Mid-America's undisputed leader. You can get the whole story from us or Radio Sales.



★*BMB, Radio Families, 1948*

YOU MIGHT FLY NON-STOP AROUND THE WORLD*—



BUT . . .

YOU NEED WKZO-WJEF TO REALLY BOMBARD WESTERN MICHIGAN!

Big talk, you say, and where is the *proof?*

Well, BMB audience figures prove that WKZO, Kalamazoo, and WJEF, Grand Rapids, are tops in Western Michigan's *rural* areas. And the February-March, '49 Hooperatings show that WKZO-WJEF have the *greatest Share of Audience* in their respective cities — WKZO getting a *57.8%* total-period rating in Kalamazoo, and WJEF *26.5%* in Grand Rapids.

These two stations deliver 41.5% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids. Yet WKZO-WJEF's combined rate results in a 20% saving for advertisers!

Write to us or ask Avery-Knodel, Inc. for all the facts which prove WKZO, Kalamazoo, and WJEF, Grand Rapids, deliver *more* Western Michigan listeners for *less* money! . . . You'll be glad you did!

* *The United States Air Force did it in February, 1949.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 36, No. 25 WASHINGTON, D. C., JUNE 20, 1949 $7.00 A YEAR—25c A COPY

RACE TRACK RESULTS

FCC May Issue Stiffer Policy

By LARRY CHRISTOPHER

FCC may soon review its policy with regard to race horse programs.

This was indicated last week as transcripts became available from the investigation of WTUX Wilmington, Del., to determine if that station's race horse programming has aided illegal gambling activities.

Instigated upon complaint by Wilmington's superintendent of public safety, Andrew J. Kavanaugh, the hearing has brought directly to the Commission's attention that:

● Its policy conclusions in the WWDC Washington case may be cast in doubt by testimony of local police—confirmed by certain self-styled present or former bookies themselves—about race program details and length of delay in airing of winners.

● Local police authorities find the use of radio by bookies is increasing as telephones are confiscated and believe that police elsewhere may be facing the same problem.

● These same authorities believe the problem of broadcast aid to gamblers is not a one-station or one-community matter, as radio signals cross municipal boundaries, hence their appeal for FCC action.

Extent of Any Changes

Big question in the minds of observers last week was how far-reaching will the Commission's reconsideration be, what forms will it take and when will it come. Some saw the FCC withholding action on all applications of stations having similar programming until the issue is settled.

Further, there appear to be two schools of thought within the Commission on settlement of the issue. One would call a general rule-making proceeding, a general investigation of the problem from a nationwide standpoint. Such a hearing would conclude with issuance of rules and regulations on race horse and like programming similar to the proposed lottery rules now under consideration. The other school would make WTUX a test case, run it through the courts to final settlement and then swing into action, depending upon outcome of the litigation, against all other offending stations when their renewal bids or other applications were presented for approval.

There was speculation as to which of the two methods is the more favored, but it was pointed out that rule-making would be quicker than litigation and hence perhaps the one that would be used. Some reservation also was made, however, as to whether the matter would finally issue in view of the nature of the subject matter itself, the press of other matters before the Commission and some conflicts of opinion and testimony in the WTUX case.

Hearing in Wilmington

The WTUX hearing had been ordered by the Commission last February [BROADCASTING, Feb. 28]. It commenced in Wilmington May 23 before FCC Hearing Examiner Jack P. Blume and was recessed May 26 to resume last Friday in Washington. However, Thomas W. Wilson and Lester P. Carr, WTUX counsel, were expected to seek continuance in order to prepare proposals of modified programming. WTUX is a daytime only outlet, assigned 500 w on 1290 kc.

Superintendent Kavanaugh's complaint which caused the hearing was a letter to FCC last October. He wrote that it was alleged WTUX was "collecting a certain monthly payment from the various race horse rooms within the city," that the station had broadcast it would not let other program material interfere with the giving of race information, that the airing of results was almost instantaneous and that in many recent bookie raids the police found radios tuned to WTUX.

Medium's Future Role

The public safety superintendent said also in his letter that "we honestly believe that the radio and television, in the very near future, are going to take the place of the telegraph system heretofore used in transmitting racing information." He thereupon asked FCC to monitor WTUX and "collect the evidence which we believe is now available of its violation of the FCC regulations."

WTUX Agreement

The city official's letter also advised the Commission that WTUX "has entered into some agreement with the William Armstrong Sports Publications" of New York which "prints an exclusive information sheet known as the *Armstrong Racing Sheet* which gives the horses, the odds and the information on race tracks."

WTUX's co-owners, Gordon K. MacIntosh and Howard R. Robinson, replied to FCC in November, explaining the station's programming and denying certain of the allegations. They explained that station had been airing race information for a long period of time using

(Continued on page 47)

$50 MILLION

Networks Back Ad Council

FIFTY MILLION dollars worth of network radio programming was put behind public service campaigns of The Advertising Council in 1948, the council estimated in an annual report released last week.

Major network radio support was given to 15 priority projects of the council, and additional coverage was devoted to 42 other council campaigns. The council estimated that a total of nearly 15 billion listener impressions were scored in the year.

"The value of this contribution by American business is evident in the tremendous circulation received by Advertising Council campaigns during 1948," Stuart Peabody, chairman of the radio and television committee of the council and assistant vice president of The Borden Co., said in the report.

The council pointed out that the report was confined to the public service performance of networks and their advertisers and agencies and did not attempt to assess "the tremendous amount of local time and talent which individual radio stations contributed to public service organizations and government agencies."

Total circulation of the network public service messages in 1948 was estimated at 14,858,520,000 listener impressions. The report pointed out that public service programming remained at the high volume which had been maintained in 1946 and 1947.

* * *



Mr. PEABODY

"By using published network rates and talent costs and allowing every available discount," the report said, "it can be estimated that the total cost to the advertisers and networks of the time and talent of the programs which carried these public service messages in 1948 would be well over $50 million."

The cost of time and talent actually devoted only to the public service messages themselves was estimated at from $13 million to $15 million.

"Although it has been a number of years since the expediency of war brought the [council's] Radio Allocation Plan into being," said the report, "American business is still doing an outstanding job of public service through radio—and, more important, this type of public

(Continued on page 51)

WMOB SOLD—OFF AIR

Costs, Union Cited

By J. FRANK BEATTY

WMOB Mobile, Ala., ceased operation last Tuesday midnight in the highly competitive five-station market after sale of its physical assets to WABB Mobile, *Press Register* station, for a reported $150,000. The Nunns retained accounts receivable.

The transaction, which eliminates one AM competitor in the market, carries with it the assignment of WMOB's ABC affiliation to WABB, which now is a joint ABC-MBS outlet. A similar sales option, it was learned, had been held by Fred Weber, interim WMOB manager and former stockholder and general manager of WDSU New Orleans. Mr. Weber relinquished his option to permit the Nunns to complete the WABB transaction.

Closing of WMOB was ascribed by J. Lindsay Nunn, chairman of the board of the station group, to continued operating losses due to rising production costs and union demands for higher wages. The action was announced by Mr. Nunn at 6 p. m. Tuesday, just six hours before the last signal was emitted.

WABB will carry out all WMOB advertising contracts and it has named Branham Co. as national representative. W. J. Hearin Jr., WABB executive vice president, said WABB will give Mobile listeners the cream of ABC and MBS programs.

WMOB had been involved for a fortnight in negotiations with IBEW over the union's contract with the station. The union had been picketing the station up to the time of its death, though IBEW technicians remained on the job. It was indicated in union circles that the picketing was designed to show IBEW resentment against inability to reach an agreement with WMOB.

Mr. Nunn, father of Gilmore Nunn, president of the Nunn group, issued a statement in Mobile explaining that "production costs have been spiraling sharply in recent years. This has been culminated by recent wage increase demands and picketing of our studios by the radio electricians union.

"These two combined factors made it impossible for our company to continue absorbing operating losses. Our regret of the decision to liquidate and close WMOB is tempered somewhat by the knowledge that ABC network programs rather than being abandoned altogether, will continue to be supplied to the people of Mobile and vicinity by WABB, the *Press Register* station."

Mr. Hearin said that a few time changes were necessary in some of the established WABB programs because of the dual network operation. "Our objective is to select the cream of the output from both networks and serve it to the people," he added.

WMOB was started in 1939 by S. B. Quigley, Mobile, in the auto finance and radio appliance business. It originally operated with 100 w daytime on 1200 kc but later was assigned 250 w fulltime on 1230 kc.

The station was bought by the Nunns for $250,000 in 1945, shortly after Gilmore Nunn returned to business after service in the Army. The transfer was approved in April 1946 by the FCC.

Addition of WMOB brought the number of Nunn stations to five. Other members of the group: WLAP Lexington, Ky.; WCMI Ashland, Ky.; WBIR Knoxville, Tenn.; KFDA Amarillo, Tex.

Studios and offices of WMOB have been located at 458 Government St., Mobile. After the station had shut down Tuesday, phone calls were referred to WABB.

No indication has been given of disposition to be made of the WMOB equipment. WMOB held a permit for an 8.8 kw Class B FM station on 97.5 mc.

FCC had not received the license surrender papers as BROADCASTING went to press at the weekend.

Mobile has four stations now operating. WABB operates on 1480 kc with 5 kw fulltime, along with a 50 kw FM station on 102.1 mc. Both stations operate from 6 a.m. to midnight seven days a week. WABB studios are located in Radio Center, Press Register Bldg.

WALA operates with 5 kw fulltime on 1410 kc. It is an NBC affiliate. WKRG on 710 kc operates with 1 kw daytime and 250 w night and is a CBS outlet. It also operates a 3 kw FM station on 99.9 mc. WKAB, 1 kw daytimer on 840 kc, is an independent outlet. Like WKRG and WABB it was founded after World War II.

Addition of three postwar stations to the city, said to have a population of around 175,000, was believed a critical factor in WMOB's abandonment though the war boom had brought a heavy increase in population and income.

Last act of WMOB Tuesday evening was to carry a series of announcements informing listeners they could hear their favorite ABC programs on WABB starting Wednesday morning.

Several other stations have left the air in recent months because of economic conditions. WTWS Clearfield, Pa., with 250 w on 1490 kc, left the air May 25 after a brief period of operation. KRKN Fort Smith, Ark., founded in 1947 abandoned its 1230 kc 250 w facility (same as WMOB) March 15 on the ground it was economically unsound to compete with three other stations in a city of 50,000. KABR Aberdeen, S. D., left the air April 1 for economic reasons. It was founded in 1935 and operated with 5 kw on 1420 kc. WKOB N. Adams, Mass., founded in 1947, abandoned its 250 w daytime on 860 kc last February.

CRAGSTON UPPED

Ziv Also Adds Long, Wester

FREDERIC W. ZIV Co. last week announced appointment of Barney Cragston as assistant sales manager and Dewey H. Long and William C. Wester as account executives.

Alvin E. Unger, Ziv vice president in charge of sales, said Mr. Cragston will continue to headquarter at Ziv's Cincinnati office, as he has since joining the company in 1947.

Mr. Long, who until recently was general manager of WMOB Mobile, Ala. (see separate story, this page), will headquarter in New Orleans. Before joining WMOB he was WBT Charlotte, N. C., commercial manager, WSAI Cincinnati sales manager and Chicago representative of Crosley Broadcasting Corp.

Mr. Wester was president and commercial manager of WMUS Muskegon, Mich., before joining Ziv.



Mr. CRAGSTON

NETWORK BILLINGS

April Gross Declines

GROSS BILLINGS of the four nationwide networks in April totaled $16,760,805, according to Publishers Information Bureau. Figure shows a decline of 5.3% from the $17,705,004 gross billings for March of this year. April total is also down 1.7% from the gross for the same month last year.

January-April gross for 1949 was $68,278,495, PIB reported, a drop of 1.2% from the gross billings for the first four months of 1948.

Food Accounts Lead

Food and food advertising accounted for the largest network billings of all groups of advertised products in April. Toilet goods ranked second, tobacco products third, soaps and cleansers fourth and drugs fifth for the month. The same order holds for the first four-month period of this year.

Production group breakdown of expenditures for network time follows, showing gross billings for April and for the first four months of this year, with comparable figures for the same month and four months of 1948.

NETWORK GROSS BILLINGS

(Source: Publishers Information Bureau)

	April 1948	Jan.-April 1948	April 1949	Jan.-April 1949
Agriculture	$ 125,327	$ 463,485	$ 67,636	$ 478.071
Apparel, Footwear & Accessories	120,719	493,186	119,166	511,743
Automotive, Automotive Accessories & Equipment	710,776	2,819,981	729,095	2,780,256
Aviation, Aviation Accessories & Equipment				
Beer, Wine & Liquor	107,613	423,223	85,071	293,475
Building Materials, Equipment & Fixtures	109,948	392,382	124,565	441,076
Confectionary & Soft Drinks	637,651	2,633,233	636,244	2,654,343
Consumer Services	220,672	939,003	146,451	609,522
Drugs & Remedies	1,887,423	7,896,976	1,672,719	6,948,982
Entertainment & Amusements				
Food & Food Products	4,255,687	17,148,091	4,053,165	16,271,937
Gasoline, Lubricants & Other Fuels	440,644	2,125,434	530,489	2,355,865
Horticulture	22,092	93,423	28,740	74,724
Household Equipment & Supplies	661,274	2,760,631	717,810	2,856,889
Household Furnishings	118,327	445,065	103,924	418,516
Industrial Materials	171,796	726,224	181,520	769,970
Insurance	379,381	1,480,102	341,306	1,335,587
Jewelry, Optical Goods & Cameras	54,290	214,867	179,228	753,314
Office Equipment, Stationery & Writing Supplies	197,458	928,135	133,008	563,655
Publishing & Media	122,814	575,991	125,432	423,061
Radios, Phonographs, Musical Instruments & Accessories	163,828	748,660	120,618	597,391
Retail Stores			5,496	21,984
Smoking Materials	1,718,118	6,881,635	1,958,356	7,906,749
Soaps, Cleansers & Polishes	1,671,866	6,401,803	1,817,907	7,169,455
Sporting Equipment & Toys				
Toiletries & Toilet Goods	2,969,552	11,676,647	2,567,472	10,599,582
Transportation, Travel & Resorts			106,912	452,912
Miscellaneous	209,463	871,423	208,475	959,436
TOTAL	$17,076,719	$69,139,600	$16,760,805	$68,278,495

McFARLAND BILL FAVORED

Hill Hearings Open

By RUFUS CRATER

BROAD APPROVAL of much of the McFarland Bill to reorganize FCC procedures [BROADCASTING, June 6, 13] was evidenced in a two-day Congressional hearing late last week, though FCC in particular called for revision or deletion of a number of basic provisions.

Industry for the most part approved the "uncontroversial" bill (S-1973). But observers speculated whether the questions which were raised, by FCC if not by industry, were not enough to dim its chances. With Congress facing a crowded calendar, substantial unanimity is considered vital for enactment at this session despite the absence of major policy issues.

Sen. E. W. McFarland (D-Ariz.), author of the measure and chairman of the Senate Interstate Commerce Subcommittee on Communications, which conducted the hearings Thursday and Friday, himself conceded the difficulty of drafting "non-controversial" radio legislation. "I'm beginning to believe that anything that goes through the air is going to be controversial," he admitted at the outset.

The testimony revealed a sharp division among FCC Commissioners on several major organizational matters, including rotation of the Chairmanship, mandatory division of the Commission into panels, and mandatory reorganization of the staff along functional lines. There was also a division on proposed changes in the law on renewals, with neither group satisfied with the McFarland amendment. With more unanimity FCC described proposed changes in hearing procedures as "cumbersome" and unduly restrictive, and suggested changes in other sections.

Industry View

Industry witnesses, on the other hand, generally viewed the proposed amendments with favor, although most of them advanced suggestions for "improvements." These included spokesmen for the Federal Communications Bar Assn., NAB, FM Assn., and, via a letter rather than personal testimony, NBC.

E. B. Graney of the "XL" stations of the Pacific Northwest, a leader in the campaign to break down the clear channels, also endorsed the measure and urged that Congress enact it and then address itself to the clear-channel and higher-power question, one of the most controversial issues ever raised in radio legislation.

He was assured by Sen. Charles W. Tobey (R- N.H.) that this question, canvassed extensively in hearings during the last session of Congress and also involved in another pending bill, "isn't going to be lost sight of." Mr. Craney submitted a detailed study of "The Clear Channel Question" prepared by the Washington law office of former Sen. Burton K. Wheeler, long-time foe of clear channels and author of the 1939 resolution opposing power above 50 kw.

Debate over monopoly and anti-trust implications marked subcommittee discussion of portions of the measure. Over the protests of Sen. Tobey, an avowed anti-monopolist, Sen. McFarland defended his amendment to eliminate the "double jeopardy" provisions of the existing law's anti-trust section. Sen. Tobey also protested an anti-discrimination proposal which he said could mean that "newspapers can buy up stations and the movie industry can take over television."

Sen. McFarland maintained that there is nothing in the present law or his bill to prevent FCC's consideration of anti-trust violations in passing upon an applicant's "character" qualifications. FCC agreed with this interpretation but feared others would take a contrary position, leading to litigation and delay, if the anti-trust provision were shortened.

Sen. McFarland, who made plain that he planned several revisions to clarify and improve his bill, presided over the hearings. Other members of his subcommittee are Sens. Edwin C. Johnson (D-Col.), chairman of full commerce committee; Estes Kefauver (D-Tenn.); Tobey, and Homer E. Capehart (R-Ind.).

Most of the Thursday session was devoted to testimony by FCC's Acting Chairman Rosel H. Hyde, followed by FCBA President Guilford Jameson, and Mr. Craney. Friday witnesses included CBS Executive Vice President Joseph H. Ream; Leonard Marks, attorney for FMA; E. K. Hartenbower, general manager of KCMO Kansas City and chairman of the NAB Legislative Committee, and Don Petty, NAB general counsel.

Mr. Hyde presented a statement outlining the views of himself and four of his colleagues. On some questions he was also able to report the views of Chairman Wayne Coy and Vice Chairman Paul A. Walker, who are in Paris at an International Telephone and Telegraph Conference.

Oppose Mandatory Panels

With the exception of Comr. Walker, he said, the Commissioners oppose the bill's plan to make mandatory a division of the Commission into panels. Under a discretionary system, he explained, the full Commission could take on the work of any panel which found itself without a quorum. But if the system must be mandatory, he added, then all agree with the bill's creation of two panels: Broadcast, and Communications.

Three of the five present Commissioners agreed with the proposed legislation requiring that the staff be functionalized along the lines of FCC's major workload (broadcasting, common carrier, and safety and special services, for example). Comrs. Robert F. Jones and Frieda B. Hennock, he said, prefer discretionary to mandatory functionalizing. But the Commission felt that in any event, if the functional plan is to be required, then "many of the detailed provisions" of the bill should be eliminated and FCC be given more leeway to "work them out to fit changing conditions."

The time allotted to the Commission to achieve a functional system should be at least six months rather than the 60 days allotted in the bill, Mr. Hyde asserted.

On the panel plan, Sen. Tobey insisted that actions by either panel should be reviewable by the full Commission. "The parts should not be greater than the whole," he declared. Sen. McFarland, defending his bill on this point even though he is admittedly cool to the entire panel idea, replied that full Commission review would be "cumbersome" and induce delays.

Jones' Statement

In a separate statement of additional views Comr. Jones said he formerly believed strongly in the panel system for the Commission itself, but that he felt the bill's proposal to give each Commissioner a legal assistant and to set up a separate staff directly responsible to the Commission would make the panel plan unnecessary and undesirable.

Even under a panel system, he added, "the staff will continue to be a predominant force in fashioning Commission policy" unless the Commissioners get additional assistants as proposed.

Comr. Hyde said Chairman Coy, who heretofore favored panels, now felt that organization of the staff along functional lines would make the panel plan unnecessary. But Mr. Coy favored the panel system if functional staff organization could not be accomplished without it.

The Commission was in disagreement on Sen. McFarland's proposal to eliminate the present requirement that FCC action on renewals be governed by the same considerations affecting the grant of original applications. Comrs. Hennock and E. M. Webster, according to Mr. Hyde, want the present law retained on the theory that the proposed amendment would in effect

(Continued on page 50)

On the Stand . . .



E. K. Hartenbower, KCMO

* * *



FCC Acting Chairman Hyde

* * *

Subcommitteemen at Hearing . . .



Senate Communications Subcommitteemen Capehart, Tobey, and McFarland. FCC's Acting Chairman Hyde is shown partially in foreground, extreme left.





LEFT—WNEW's microphone picks up the inquiries of first arrivals at the real estate office. BELOW—Mr. Levitt Jr. (r) is interviewed by WNEW Announcer Jerry Marshall as the prospective buyers flocked to the development.

* * * * *

REALTOR BONANZA

432 Buy Homes in 48 Hrs.

A FIVE-DAY radio campaign on one New York station last week was credited with selling $3,800,000 worth of houses in 48 hours.

The advertiser was William Levitt & Sons, mass production builder, and the station was WNEW New York. The total cost of the whirlwind campaign was $2,760.

"I thought I knew a lot about advertising," William Levitt Jr., president of the building firm, said last week, "but I never realized until now the tremendous pulling power of radio."

Mr. Levitt, until now a frequent user of newspaper space but not of radio undertook the campaign on a joint sponsorship basis with Bendix, whose washing machines are standard equipment in his homes. Bendix is a regular sponsor on WNEW.

On June 6 he intended to put on the market 432 new houses in Levittown, Long Island, for September occupancy. Knowing that real estate was getting harder to move, he decided vigorous advertising was needed to unload his new batch of homes. As an experiment, he elected to concentrate his budget on the single medium, radio, and the single station, WNEW.

On June 1, the five-day campaign opened. In all, 16 quarter-hour programs, eight half-hour programs, two 10-minute programs and 65 announcements were used. Listeners were asked to telephone the Levitt company's Manhasset, L. I., office, a 20-cent toll call from Manhattan, for information and were advised the sale would begin Monday, June 6.

By Saturday, according to Mr. Levitt, customers were hopefully appearing on the site of the new project, although no orders were taken until Monday. By Sunday a traffic jam of customers' automobiles clogged the area.

"I had expected that our WNEW commercials would produce at best a couple of hundred inquiries," Mr. Levitt said. "To my amazement, our offices were flooded with phone calls in direct response to our radio plugs; for five days our 15 trunk lines were kept continuously busy with calls from eager prospects."

Hundreds of customers were on hand Monday morning when the sale began. By Tuesday evening not one of the 432 houses was unsold.

"You might expect such response to the sale of a low-priced item," Mr. Levitt said, "but not for an article costing $7,990 and more."

Mr. Levitt, who has already built thousands of dwellings since the war, is planning to open another development in a few months. He has indicated he will use radio again to advertise it.



One of a Series

HOME ECONOMISTS SELL AMAZO

Free Samples and Radio-TV Shows Promote Dessert

KENYON & ECKHARDT, New York, has worked out an unusual telegram stunt to introduce a new product—Amazo Instant Dessert (which when added to a pint of cold milk is ready to eat in 30 seconds), using radio and television home economics shows.

The agency sends telegrams to 50 regular listeners of a local woman commentator telling them not to prepare dessert for their evening meal—that it will be delivered to their door. The same afternoon the wire is read on the program but does not reveal what dessert is being sent to the homemakers. On the same night each one of the 50 receive a package of Amazo Instant Dessert, manufactured by American Maze-Products. The following day one of the 50 recipients of the dessert is interviewed on the program.

When Amazo was introduced in Baltimore, for example, 50 members of the audience of Mary Landis, home economist on WBAL-TV Baltimore, received the wire on a Monday morning. That afternoon Miss Landis read the wire on her telecast. On Tuesday afternoon Miss Landis invited one of the women who had received the dessert to appear on the video program. At that time, Miss Landis and her guest made the dessert for the benefit of televiewers who had not received the new product the night before.

The telegram promotion has been used in Columbus, Cincinnati, Cleveland, Pittsburgh, Philadelphia, Seattle and New York as well as Baltimore. It will be continued in new markets as distribution progresses.

COMR. HENNOCK

Speaks at WFDR Dedication

FCC COMR. Frieda B. Hennock, speaking at the dedication of WFDR (FM) New York last Thursday (see separate story, page 66), said she doubted whether adequate personnel and facilities exist "to insure that all licensees would live up to this high standard of fairness."

The fairness to which she referred was that which FCC said must be the guidepost for all stations wishing to take advantage of their newly-won right to editorialize.

Comr. Hennock said she disagreed with the majority decision to grant the editorializing privilege not because she thought stations should be prohibited from staging their own positions as part of a balanced presentation of all sides of public issues, but because the personnel and facilities limitations factor makes it difficult for all licensees to guarantee fairness.

"I look to station WFDR, young as it is, to set a shining example of fairness and impartiality for other broadcast licensees to meet," she said. "I can only add that I hope that with your guidance my fears as to the advisability of allowing general radio editorialization will prove to have been unfounded."

Views on FM

Commenting on FM broadcasting, Comr. Hennock indicated her belief that "people won't listen to FM merely because it has technical advantages over other media.' She added: "The medium, after all is but a tool. It must be used properly to attract the public. A fine program will receive support whether it be broadcast by standard radio, FM or television. You would all choose a good black and white movie over a mediocre technicolor one. Broadcasting is no different.'

Warren Joins B&B

HARRY WARREN, formerly with Ralph E. Jones Co., New York, has joined Benton & Bowles, New York as vice president to supervise the Crosley Division of Avco Mfg. Corp. account.



Western Union delivers Amazo Dessert and the needed milk to Mrs. James Stubbs during the Baltimore promotion.

LAZARSFELD

Hits Use of Name in Newspaper Ad

By HERMAN BRANDSCHAIN

INDIGNATION was expressed last week by Dr. Paul F. Lazarsfeld, eminent Columbia U. researcher, that his name was used in a full-page advertisement in the *New York Times* Wednesday by American Newspaper Advertising Network.

The ad, a full-blown laudation of newspapers selling power, said no medium equals the newspaper as an advertising vehicle.

The ad described the newspaper campaign of H. J. Heinz Co., Pittsburgh, citing the food company's reasons for use of newspapers on an unprecedented scale—but with no reference to Heinz use of radio and television.

Actually, through Maxon agency, Heinz has conducted vigorous spot campaigns and is now so seriously exploring television that it has earmarked $100,000 for a 13-week test program in that medium. NBC has been preparing an audition of a package for the company and it is expected that the look-see will take place this week.

"Outrageous," was the word used by Dr. Lazarsfeld to describe his reaction to being referred to in the advertisement when it was called to his attention by BROADCASTING. He did not give permission for the use of his name in the ad, he said.

He said later he turned the matter over to his lawyer for investigation of possible legal action.

ANAN describes itself as the only newspaper network enabling advertisers to buy black-and-white, run-of-paper, daily and Sunday advertising on a national or sectional basis. It has 46 papers as members in 43 key markets.

The ad told of a 52-week newspaper advertising campaign by H. J. Heinz Co., in which the food concern will use newspapers in 110 major markets once weekly during the year.

What drew the fire of Dr. Lazarsfeld, one of the outstanding authorities on mass communications, was a reference in the ad to him. After stating that ANAN has inaugurated several studies to help advertisers, the ad went on:

"The most recent of these is the Reading vs. Listening study, conducted by the Bureau of Applied Social Research of Columbia U. under the direction of Dr. Paul F. Lazarsfeld.

"The object of Dr. Lazarsfeld's study, which employed a new research technique, was to determine whether printed advertising in newspapers or spoken advertising on the radio is more effective in delivering a message and converting the people reached into buyers of the advertised product."

The ad did not mention the results of the study—whether newspapers were regarded as more or less effective than radio as an advertising media. But the ad itself furnished a context which sang the praises of newspapers alone.



Dr. LAZARSFELD

* * *

Dr. Lazarsfeld said that the reference to him was not only without his permission but against a specific agreement that his name not be used in any advertising.

That was a standard provision he always included in his research agreements, he said.

"In over 15 years of performing research for the radio industry," he said, "no one in the radio industry has ever done that. It is absolutely outrageous that it was done now."

Dr. Lazarsfeld said his study had not yet been made public but would be as soon as it can be mimeographed. That would be within a week or 10 days. Until then, its contents would not be divulged, he said.

Dr. Lazarsfeld recently edited *Communications Research 1948-49* with Frank Stanton, president of CBS [BROADCASTING, May 16].

At the ANAN, George Benneyan, director of promotion and publicity, said the advertisement was a one-shot announcement. It will, however, be reprinted and mailed to advertising agencies and advertisers, he said.

What motivated the ad, he said, was the fact the Heinz Co. had made its big space purchase. ANAN did not have a budget to conduct similar ads, he said, and no further ones were planned. If another purchase like the Heinz one came along, however, he said, perhaps another such ad might be taken. Only the *New York Times*, which is one of the 43 ANAN papers, was given the ad because of ANAN budget restrictions.

The ad itself featured an eight-column picture of the main Heinz plant in Pittsburgh. Inset in the picture was a head shot of H. J. Heinz II, president of the company. Under the eight-column picture, which ran about three-quarters down the page, were eight columns of type matter, each going from the bottom of the picture to the bottom of the page.

The text quoted Mr. Heinz as saying he was informed the newspaper campaign was the largest ever undertaken by a food manufacturer. He told why the company decided to use newspapers on an unprecedented scale—they bring a shopping message to housewives on the day they plan shopping lists.

But nowhere was mention of Heinz use of television and radio.

KGA SOLD

50 kw Spokane Outlet Goes to Gonzaga U.

SALE OF KGA, Spokane 50,000 watter, for a net figure of approximately $425,000 to Gonzaga U., Spokane, was announced Friday by Louis Wasmer, veteran Pacific Northwest broadcaster and sole owner of the ABC outlet.



Mr. Wasmer

The transaction is subject to FCC approval and is the first major transfer case to be consummated since repeal of the so-called Avco procedure requiring competitive bids, a fortnight ago.

The station, under the plan, would continue to be operated as a commercial outlet by the Jesuit school, retaining the same staff headed by Harvey Wixson, general manager. Mr. Wasmer also would counsel with the Jesuit ownership and the management on station policies.

Since KGA is owned by Mr. Wasmer as an individual, the transaction involves simply the transfer of physical assets. Accounts receivable would accrue to Mr. Wasmer, bringing the overall consideration up to possibly $550,000, it is understood.

The transaction was completed by Mr. Wasmer with Father Francis Corkery, S.J., president of Gonzaga through Blackburn-Hamilton, media brokers.

Mr. Wasmer, one of the country's pioneer broadcasters, acquired KGA in 1939 from NBC. He had been leasee of the station, however, since 1933.

In 1946, Mr. Wasmer sold KHQ Spokane, NBC outlet, to the Spokane Chronicle Co., publishers of the *Spokane Chronicle* and the *Spokesman Review* for a figure of $1,295,000. That transaction was consummated in conformity with the duopoly rule of the FCC, banning dual ownership of stations in the same areas.

Mr. Wasmer retains a minority interest in KOL Seattle but is not active in the station's operation. He has not announced future plans other than his desire to "take a rest."

KGA, founded in 1926, operates on 1510 kc with 50 kw. The station has been an applicant for assignment on the 880 kc clear channel on a duplicated basis. The application has been frozen, along with others, pending determination of the clear channel case by the FCC.

KGHI KARK

Ask Rehearing in Tax Case

REHEARING is asked by KGHI and KARK Little Rock, Ark., in a petition filed with the Supreme Court of Arkansas from a decision upholding a Little Rock occupation tax on the city's stations. The Arkansas tax ruling creates a threat of city taxes on stations all over the nation.

KGHI KARK took the rehearing action last week, with the announced intention of appealing to the U. S. Supreme Court if they do not succeed in obtaining a reversal of the state court's decision. NAB has indicated it will participate in U. S. Supreme Court proceedings.

The Arkansas appellate court had reversed the Pulaski Chancery Court's finding that the local tax was illegal [BROADCASTING, May 30]. The tax idea was credited to Thomas J. Gentry, Little Rock city attorney, and was based on the ingenious theory that the city could split up the broadcast function and tax "the business of generating electromagnetic waves."

A brief submitted to the appellate court by Bruce T. Bullion, of Bailey & Warren, station counsel, contended the court erred in sustaining the tax because broadcasting is an instrument of interstate commerce subject only to federal regulation. The privilege tax was termed a violation of the commerce clause of the U. S. Constitution.

The appealing stations argue that the process of broadcasting can't be split, as tried in Little Rock, citing legal authorities in support. Every electromagnetic wave immediately enters interstate commerce, it is argued, a scientific fact on which federal radio regulation is based.

In the appeal the stations argue that the city fails to apportion the intrastate from the interstate features of broadcasting, a "failure repeatedly struck down by the U. S. Supreme Court." Cited also are decisions to show radio communications are all interstate. Revenue data are mentioned to support the point.

These arguments also apply to a tax on solicitation of intrastate radio advertising, the brief contends, another contrivance of the Little Rock officials.

FINESHRIBER

CBS Operations Director Named MBS Program V.P.

WILLIAM H. FINESHRIBER Jr., CBS director of operations, has been appointed vice president in charge of programs at MBS, a position which has been vacant since the resignation several months ago of Phillips Carlin. Mr. Fineshriber's appointment was announced by Frank White, Mutual's president.

Mr. Fineshriber will join Mutual July 15. His successor at CBS will be Gilson Gray, present director of the editing department (see story below).

The new Mutual program chief has been with CBS since 1931, with the exception of three years in which he served as manager of Carnegie Hall. He joined CBS as a publicity writer, resigning that job in 1934 to join Carnegie Hall.

Upon returning to CBS in 1937, Mr. Fineshriber became annotater of serious music programs, and in 1940 he became head of the network's music division. In 1941 he was appointed director of short-wave programs, and in 1943 became assistant director of broadcasts.

Mr. Fineshriber became general manager of the CBS program department in 1947. He was appointed to his present post, director of operations, last April.

The appointment of a vice president in charge of programs fills one of two high executive posts which have been vacant at Mutual for some time. The other, still unfilled, is that of general manager, or second in command. Robert D. Swezey resigned that post to become operating head of WDSU New Orleans.

There has been no indication as to when or if Mr. White intends to name an executive to the No. 2 post.

Mr. Fineshriber is a graduate of Princeton U., where he was a member of Phi Beta Kappa.



Mr. FINESHRIBER

GILSON GRAY

Is CBS Operations Director

GILSON GRAY, director of the CBS editing department, last week was promoted to director of operations of the network, succeeding William Fineshriber Jr., who resigned to join Mutual as vice president in charge of programs (see story above).



Mr. Gray

Simultaneously it was announced that James Shattuck, assistant director of editing for CBS, has been promoted to Mr. Gray's former job.

Except for three and a half years in the Navy, Mr. Gray has been CBS director of the editing department since 1935. Before joining CBS he was an account executive and copy writer for D'Arcy Advertising Agency, St. Louis. From 1924 to 1927, when he joined D'Arcy, he was with Barton, Durstine & Osborn, now BBDO. In his early business life he was on the editorial staffs of the *New York Times* and *New York Herald-Tribune*.

During the war he served on aircraft carriers in various capacities. He was a commander upon relief from active duty.

Mr. Shattuck joined CBS in 1936 in the program service department. In 1941 he became a staff editor. In July 1947 he became assistant director of editing.

KEN DYKE

Reported Joining Young & Rubicam As Vice President

KEN R. DYKE, who resigned as NBC administrative vice president effective June 1, last week was reported to have accepted a vice presidency of Young & Rubicam.

No official announcement of the appointment was made by either Mr. Dyke or the advertising agency, but it was learned on reliable authority that he would begin his new job Sept. 1.

His exact position at the agency was not learned, although it was known it would be a vice presidency and would embrace public relations duties. Mr. Dyke also will be a member of the agency's plans board.

At NBC, although he was administrative vice president in charge of programs, Mr. Dyke was active in the network's public relations on a policy-making level. He was principally responsible for organizing the network's code of practices and was a major force behind the early movement toward an industry code finally adopted by the NAB.

Recent relaxations of NBC's own code were said to have been factors in Mr. Dyke's decision to resign from the network. Some policies which he had fixed in the code have been changed, if not eliminated, in the course of the network's scramble for business since the inter-network program competition has intensified.

Served Under MacArthur

During the war, Mr. Dyke was a brigadier general on Gen. Douglas MacArthur's staff and was in charge of all Japanese communications media during the occupation.

He joined NBC as a vice president in 1946, after his relief from active Army duty, and subsequently became one of three administrative vice presidents in the top command of the network.



Drawn for BROADCASTING by Sid Hix

"He's suing us for using his name on those devil's-food cake mix spot jingles!"

GAG CASE APPEAL

State to Go to High Court

UPSETTING of the Baltimore Gag contempt rule by the Maryland Court of Appeals [BROADCASTING, June 13] will be appealed to the U. S. Supreme Court, according to Hall Hammond, attorney general of Maryland.

The appellate court invalidated the gag, which restricts broadcasting and publication of crime news, on the ground that it violated constitutional rights and the "clear and present danger" contempt rule laid down by the U. S. Supreme Court (see editorial, page 42).

Mr. Hammond contended it would not be proper to make public the reasons for appeal in advance of filing the petition for writ of certiorari with the highest court. He said he did not feel that appeal of the Maryland appellate court's reversal would be in conflict with the "double jeopardy" doctrine since it would be based on constitutional questions. Filing of the petition is expected within a fortnight.

Freed of contempt charges by the state court's decision were WITH WCBM and WFBR Baltimore and James P. Connolly, former WITH commentator. A dissenting opinion indicated the decision applied also to WBAL Baltimore, which had been convicted separately and had appealed separately.

The Baltimore Gag consists of key sections of Rule 904 of the Baltimore Supreme Bench, which are designed to protect indicted criminals pending actual court trial. Baltimore stations were cited last summer for broadcasting statements by police officials about an arrested criminal, later convicted of murder.

PATT APPOINTED

Detroit CBS Radio Sales Head

RALPH H. PATT Jr., former manager of WDOD Chattanooga, Tenn., has been appointed manager of the Detroit office of CBS Radio Sales, Carl J. Burkland, general manager of Radio Sales, has announced. Mr. Patt succeeds William B. Ogden.



Mr. Patt

Mr. Patt has been in radio for 25 years. He began his career with WDAF Kansas City and worked at KFKU Lawrence, Kan., while attending the U. of Kansas. After graduation he joined WJR Detroit, where for 10 years he was announcer, writer, publicity director and salesman. He spent five years with WPAY Portsmouth, Ohio, as general manager.

Following a three-year stint as communications officer in the Navy, Mr. Patt returned to radio, joining the Paul H. Raymer Co. For the past two years he has been general manager of WDOD.

CANADIAN MEETING

CAB Holds Four-Day Work Session

By JAMES MONTAGNES

WILLIAM GUILD, CJOC Lethbridge, Alta., last Thursday was named board chairman of the Canadian Assn. of Broadcasters, succeeding Dick Rice, CFRN Edmonton, Alta. Elections featured the final day of June 13-16 annual convention of the CAB held at the Algonquin Hotel, St. Andrews-by-the-Sea, N. B.

Board directors elected were: E. F. MacDonald, CJCH Halifax, N. S.; D. Malcom Neill, CFNB Fredericton, N. B.; Phil LaLonde, CKAC Montreal; Dr. Charles Houde, CHNC New Carlisle, Que.; Ken Soble, CHML Hamilton, Ont.; Harry Sedgwick, CFRB Toronto; Ralph Snelgrove, CFOS Owen Sound, Ont.; Ed Rawlinson, CKBI Prince Albert, Sask.; J. O. Blick, CJOB Winnipeg, Man.; and Mr. Guild. A British Columbia director will be named later.

Membership in the CAB was approved Thursday for CFCA-FM Kitchener, Ont.; CKBL Matane, Que., and CBRL Roberval.

Also resolved at the final day sessions:

(1) CAB will present a brief to the Canadian Royal Commission and Parliamentary Committee urging separate regulatory and licensing authority for radio with broad right of appeal; and that the subsidized Canadian Broadcasting Corp. be confined to public service non-commercial broadcasting.

(2) Future conventions will have business sessions first, before panel discussions.

(3) The 1950 CAB convention will be held in Hamilton in late March.

Close to 300 Canadian and American members of the broadcasting and allied industries attended the 15th annual meeting of the CAB. Representatives of the NAB, headed by Judge Justin Miller, as well as of American advertising agencies and station representation firms sat in on the sessions.

Rice Opens

Opening the convention, CAB Chairman Rice pointed out that the independent station members of the CAB work in unity for the benefit of the Canadian people as a whole. Enlarging on this, NAB President Miller referred to the numerous small victories won by American broadcasters recently against restrictive legislation and regulations. By telling of the growth of TV in the United States, he showed how freedom of the individual and free enterprise was continually being developed as against other systems of government. He told Canadian broadcasters that they have and would have in the future support of American broadcasters.

Opening morning session was devoted to TV and the Bureau of Broadcast Measurement. On TV, Canadian broadcasters heard details on layout of TV stations and costs from engineers of Canadian General Electric and RCA Victor. Both Charles Roberts of CGE and Walter Lawrence of RCA Victor leaned heavily on experience of TV operators in the United States. They emphasized that TV is an expanding medium in its early stages and that Canadian broadcasters should bear this in mind in locating transmitter and programming sites and buildings and in ordering equipment.



AT CAB convention at St. Andrews, this group was waiting for the elevator. L to r: John Gillin, WOW Omaha; Ted Campeau, CKLW Windsor; Col. Keith Rogers, CFCY Charlottetown; Harry Sedgwick, CFRB Toronto.

* * *

Reports on BBM

L. E. Phenner, president of BBM, reported on plans of BBM for its 1950 survey, the fourth to be taken. This is to be based on listening six to seven times per week, three to five times per week, and one or two times per week, to give a more accurate picture of a station's audience for the advertiser. This year there are 101 radio station members out of a total of 128 in Canada, fees from which pay 82% of the organization's operations. Advertising agencies and advertisers make up the remainder of the membership.

Dealing with details of the BBM's operations were H. F. Chevrier, CBC Toronto; K. H. Baker, BMB New York; and Pat Freeman, CAB Toronto. Annual meeting of BBM followed with a financial report from Athol McQuarrie, general manager, and election of three directors for a three year term: Stuart Smith, Canadian Advertising Agency, Toronto; Austin Weir, CBC Toronto; Harold Stephenson, Canada Starch Co., Montreal.

Canadian stations can only win freedom from the restrictive government controls, including those limiting formation of private networks, through working on the Canadian public from the community level, R. M. Campbell, vice president of J. Walter Thompson Co., Toronto, told broadcasters at the afternoon session. While reviewing some of the controls to which Canadian broadcasters were objecting, he cited cases of the community job stations have done, and showed that by continuing to do such jobs, the public would back the stations in changes they want in regulation of the industry in Canada.

On the second day of the convention, Jim Allard, general manager of CAB, in reviewing his first year of operation, reported on economies effected by CAB reorganization. As a result of major CAB activities Mr. Allard estimated each member station last year gained business and savings of almost twice the annual association dues.

Allard Reviews Work

Mr. Allard reviewed operations carried on by CAB in collective bargaining and liaison with government bodies, unions and numerous other organizations. He explained that unity among members would enable management to direct its energies toward CAB opponents.

Reporting on transmitter license fees, Mr. Allard showed a saving through negotiations of almost $400,000. Total transmitter fees for independent stations are now $150,000.

He reviewed CAB's work on price mentions, easing of newscast sponsorship regulations, and television policy; its assistance in settling electric power shortages, the establishment of the first annual Canadian radio awards; plus development of government radio advertising.

In addition he discussed the association's preparation of briefs on forthcoming government radio commissions; it's work on negotiations

(Continued on page 52)

WIPR TRANSFER

Petty Praises Plan, Cables Muniz

APPLICATION of the Puerto Rican insular government to transfer WIPR San Juan to the government's Dept. of Education removes a "threat to free radio," NAB General Counsel Don Petty cabled Tomas Muniz, WIAC San Juan, president of the Puerto Rican Assn. of Broadcasters, last week.

Government decision to change the station from a commercial to educational outlet closed a two-year battle in which private broadcast interests had opposed plan of the insular government to sell time on a competitive basis with other Puerto Rican stations.

Gov. Luis Nonoz Marin was quoted as saying the transfer conformed with a promise he had made last year to Frank Bow, counsel of the Harness Committee, which had conducted an inquiry into the station's commercial plans.

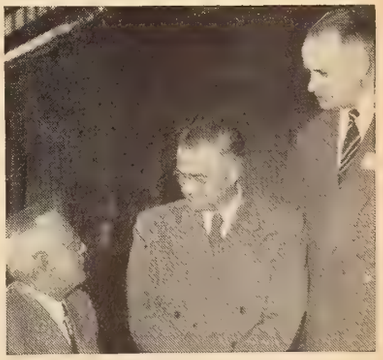
Mr. Petty's message to President Muniz follows:

"We join you and your association in rejoicing that the threat to free radio, implied in the WIPR grant, has been removed. The operation of a commercial broadcasting station by a branch of the federal government would have been as dangerous a precedent as the publication by such an agency of a commercial newspaper.

"The government's action in removing one more threat to freedom of radio and enterprise is an acceptance of the fundamental policies on which we have based our opposition. NAB is proud to have had a part in this opposition by your side."

FCC had not yet received official notice of the insular government's transfer at the weekend.

Grant of a CP to the insular government two years ago had not been opposed by private stations since they are understood to have believed the station was to be educational and noncommercial. When they learned the insular government planned to sell time in competition with them, protests were filed with the Harness Committee and FCC. The matter was brought to the attention of NAB at the Los Angeles convention last year and revived at last April's Chicago convention when Senor Jose Ramon Quinones, president of WAPA San Juan, addressed broadcasters.



NAB PRESIDENT Justin Miller (center) and Dick Rice (r), CFRN Edmonton, CAB board chairman, hear observations of C. E. Arney Jr., NAB secretary-treasurer, on staircase at CAB convention at St. Andrews, N. B.

Radiorama



TRACING route of five-week European trip which started June 15 are Porter Randall (l) and Hal Thompson, Texas State Network correspondents. Newsmen are recording interviews with Texas "Yanks" overseas.



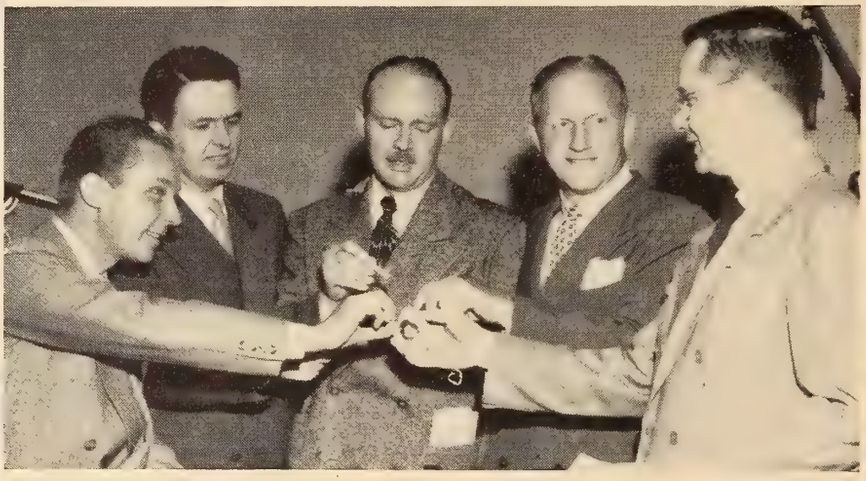
SHINING 16-inch face of RCA's one-millionth television picture tube is examined by (l to r) Frank M. Folsom, president of RCA; L. W. Teegarden, vice president in charge of technical products, RCA Victor Div., and J. G. Wilson, executive vice president in charge of RCA Victor Div. Actual manufacture of the tube was described by Announcer Ben Grauer from production line of RCA's Lancaster, Pa., plant on a special telecast over the NBC-TV network. Mr. Folsom appeared as the principal spokesman on the television show.



APPROVING plans for Quaker Oats' sponsorship of *Man on the Farm* quiz show on over 400 MBS stations are A. A. Dennerlein (l), firm's sales service division manager, and Carroll Marts, MBS Midwest acct. exec.



CELEBRATING start of *Count of Monte Cristo*, sponsored by Golden State Milk Products on Don Lee Network, are Don Lawton (l), firm's adv. mgr., and A. W. Neally, BBDO v.p.



SPONSOR'S product, Raleigh cigarettes, soothe the nerves of planners for *A Life in Your Hands* after the program's opening on NBC June 7. Homer Heck (r), producer of the Brown & Williamson Tobacco Corp. program, passes cigarettes to (l to r) Ned LeFevre, leading actor of the show; John Burgard, advertising manager of B & W; Jack Simpson, account executive for Russel M. Seeds Co., B & W agency, and W. F. Cutchins, Brown & Williamson vice president in charge of advertising.



BOB HOPE (r) and Richard Gibson (center) of Quality TV Corp., Los Angeles, get distributorship for DuMont TV sets in area from Dr. Allen B. DuMont, DuMont Labs president.



DURING tour of overseas installations, CBS Correspondent Ned Calmer (r) is guest on WVTR Tokyo newscast conducted by Sgt. Bob Shipley, formerly with KWKH Shreveport, La., now news director of Far East Network's WVTR.

BEAMING over success of first CBS *Curt Massey Time* broadcast are (l to r) Forrest Owen Jr., producer; Curt Massey, star of show; Robert E. Dwyer, Wade Adv. Pacific Coast manager; F. G. Clancy, vice president of Miles Calif. Co., sponsor of show for Alka-Seltzer and 1-A-Day Vitamins. Show is summer replacement for Miles' *Herb Shriner Show*.

REHEARSAL rooters during preview session of ABC-TV's *Fun for the Money*, which starts June 17 (Fri. 8:30-9 p.m. CDT), are (l to r) Dick Davis, radio-TV dir., Foote, Cone & Belding, Chicago; Hugh Davis, FC&B exec. v.p.; Johnny Olsen, m.c.; James L. Stirton, ABC Central Div. mgr. Sponsor is International Cellucotton Products Co. (Kleenex).

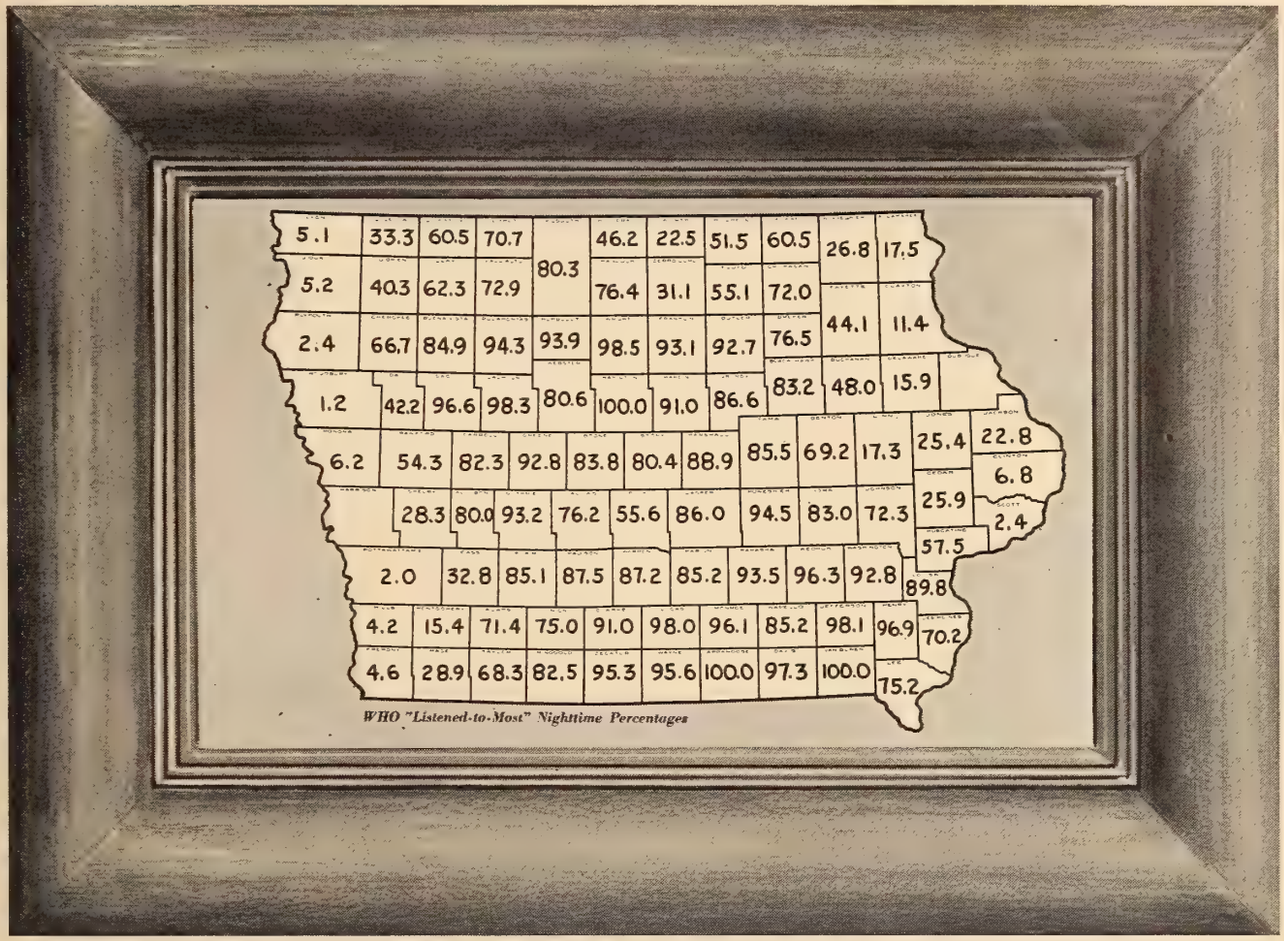


CONTRACTING for Chicago Dodge Dealers' telecasts of Washington and Arlington Park races on WBKB (TV) Chicago are (l to r) Ben Lindheimer, track director; Wm. Rieger and George Fiedler, dealers; Virgil Reiter, Ruthrauff & Ryan.





AMERICA'S PRETTIEST "RADIO PICTURE"!



NIGHT and day, WHO is the most "listened-to" station in Iowa. The 1948 Iowa Radio Audience Survey* gives "listened-to-most" figures for each of Iowa's 99 counties. *WHO gets the highest nighttime rating in 70 of these counties, the second-highest in 15, third-highest in 8.*

Daytime figures of course follow the same general pattern.

Outside Iowa, WHO scores a remarkable "*Plus*"—has a daytime BMB audience in *130 additional counties in 8 states* and pulls year-'round mail from listeners in 46 states.

This overwhelming listener-acceptance is proof of WHO's inspired and public-spirited programming. Ask us or Free & Peters for all the facts.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the Iowa radio audience and its listening habits.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

A Service of Broadcasting Newsweekly

JUNE 20, 1949

TELECASTING

GARDEN BOXING

Accord Reached on TV, Radio Fees

MADISON SQUARE Garden and the Boxing Managers Guild came to terms last week in the strike or lockout which deadlocked them over the cut in television and radio fees.

The agreement apparently fully opened up ring performances around the country again for television and radio sponsorship deals.

Almost on the heels of the Garden settlement came word that the heavyweight title bout June 22 between Jersey Joe Walcott and Ezzard Charles would be broadcast over ABC and telecast over most of the NBC network under Gillette sponsorship.

Significantly, the bout will not be televised in Chicago, the place where it will be held. It was speculated that this bout may be the beginning of "skip television" to protect the gate in local areas while making the performance available via TV to parts of the country where tickets are not likely to originate in important numbers.

The agreement between the Garden and the boxing managers was looked upon by most ring writers as having been signed primarily on the Garden's terms. This viewpoint was taken because the managers did not obtain their demand of a flat 50% cut of all radio and television fees. Nevertheless, the managers were able to claim big gains.

They doubled their television take under the agreement. Under it too, it was possible for them to increase their combined radio and television revenue five times over last year.

Furthermore, they believed they put on a solid basis their theory that boxing talent has the right to share in radio and television fees.

And Arthur Garfield Hays, attorney for the managers, stated that the settlement was by no means the ultimate goal of the managers.

What they want eventually is the 50% formula—50% share with the promoter in everything, including television and radio.

Mr. Hays stated the new agreement probably will give the boxers and their managers more than a 50% share in television fees—but the radio cut will be considerably less. He would like to see each at the 50% figure.

Last year, he said, the boxers got about $30,000, or roughly 25% of the television fees paid the Garden. This coming year, television should give them $75,000 to $100,000, he said.

The payments will be made in a joint radio and television nugget of $1,000 to all main event fighters at the Garden and $350 to the main event boxers at St. Nicholas Arena, also operated by the Garden.

It is possible, and even likely, however, that the managers and their boys will get even more revenue if the Garden signs a more lucrative deal with Gillette Razor Co. than last year. The agreement gives the managers the right to participate in all sums over $400,000 the Garden may get for TV and radio. The rate of participation in that excess will be in the same proportion that the total of the $1,000 and $350 amounts bear to $400,000.

A further protection to the boxers is said to be the right of Mr. Hays to see any contract signed with a sponsor.

The manager's strike, though settled, cancelled at least two indoor dates and resulted in the Ray Robinson-Kid Gavilan welterweight championship going to Philadelphia. It also may have had an important bearing on failure to telecast last week's LaMotta-Cerdan fight at Detroit.

Negotiations, meanwhile, for a new contract between the Garden and Gillette, which were halted by the controversy, were said to be close to a deal. The old Gillette contract, which was said to involve $400,000 for radio and television rights at the Garden, expired May 31, about which time the managers began to increase their own heat on the Garden management.

There was speculation, too, that the Garden was ready to close a deal with Ballantine's Beer for the television rights to the bouts in St. Nicholas Arena.

Other Garden bouts which might be scheduled outdoors during the summer would be subject to individual negotiation, both with sponsors and the managers. It was believed, however, that for such bouts the new managers contract had set a pattern which probably would be followed generally, if not to the letter.

Still another matter for speculation on Broadway last week was whether the principle which Mr. Hays claimed to have established for boxing talent would have wider application. Would it, for example, blaze a trail for professional athletes in other sports—would they demand a percentage of television and radio fees? And if so, would this send up the price of such packages for sponsors? Whether these developments would follow remained to be seen, although they already had become the subject of both conversation and sports stories.

RMA GROUP

Headed by Max F. Balcom

NEW Television Committee to observe TV developments and consider such problems as FCC allocations and public information about the visual medium was appointed last week by Ray C. Cosgrove, Avco Corp., president of Radio Mfrs. Assn.

The RMA committe is headed by Max F. Balcom, Sylvania Electric Products, who recently retired as RMA president. The group combines functions of RMA's former FCC Conference Committee and Television Public Relations Committee. The latter group recently issued a statement reassuring the public that present TV sets will not be quickly obsoleted by UHF or color developments [BROADCASTING, June 6].

Other committee members include Benjamin Abrams, Emerson Radio & Phonograph Co.; Dr. W. R. G. Baker, General Electric Co.; W. J. Barkley, Collins Radio Co.; Dr. Allen B. DuMont, Allen B. DuMont Labs; J. B. Elliott, RCA Victor Division; Paul V. Galvin, Motorola Inc.; W. J. Halligan, Hallicrafters Co.; L. F. Hardy, Philco Corp.; H. C. Bonfig, Zenith Radio Corp.

RMA appointed a new Legislative Committee headed by RMA General Counsel John W. Van Allen. Vice chairman is Frederic J. Ball, Crosley Division attorney.

Mr. Cosgrove reappointed Stanley H. Manson, of Stromberg-Carlson Co., chairman of the RMA Advertising Committee, with L. E. Pettit, General Electric Co., reappointed vice chairman.

TV AFFILIATES

4 Networks Announce Latest Additions

ALL FOUR television networks last week announced affiliation agreements with a number of video stations. Some stations signed with two networks simultaneously.

Only full primary affiliate announced was WFMY-TV Greensboro, N. C. Its CBS-TV affiliation becomes effective Sept. 1. Addition of the station, which operates on Channel 2, brings to 41 the total number of CBS video affiliates. WFMY-TV is owned and operated by the Greensboro News Co., and P. T. Hines is general manager of the station.

NBC Signs Five

NBC-TV announced the signing of five new stations. One of them, WBTV (TV) Charlotte, N. C., was simultaneously acquired by ABC-TV. WBTV will begin operations on July 15. It is owned by the Jefferson Standard Broadcasting Co., and operates on Channel 3. Charles M. Crutchfield is manager. Addition of the station brings to 36 ABC's total, and the additional five stations give NBC a total of 45 television affiliates. The station is also a DuMont and CBS affiliate.

Others signing with NBC-TV include WKY-TV Oklahoma City, which joined DuMont television network at the same time, and is also an ABC-TV and CBS-TV affiliate. WKY-TV is owned by the WKY Radiophone Co., and started operations on June 6. WOW-TV Omaha is another new NBC-TV affiliate, effective Sept. 1, as is WMBR-TV Jacksonville, which is also a CBS and DuMont affiliate. WBRC-TV Birmingham, joining NBC-TV July 1, is also a DuMont affiliate.

KMTV (TV) Omaha signed with DuMont effective with the station's start of operations Sept. 1. Owned by the May Broadcasting Co., KMTV is also a CBS and ABC affiliate.

'BLACKOUTS'

Signed for CBS Video

THE KEN MURRAY "Blackouts," Hollywood film colony variety show, has been signed for television by CBS, J. L. Van Volkenburg, vice president and director of television, announced.

Mr. Murray will produce the video version of his show from New York starting in the fall.

WMPS EYES TV

Dedicates Radio Center

WITH A million dollar investment in AM broadcasting, and an FM station under way, WMPS Memphis is awaiting only the thawing of the FCC freeze to enter television, according to Abe Plough, president of WMPS Inc., and of Plough Inc. (St. Joseph's Aspirin and other products).

The occasion was the dedication last Monday of the new WMPS Radio Center, housing studios and offices with provision made for TV. The Center, in down-town Memphis, entailed a cost of $275,000.

Mark Woods, ABC president and principal speaker at a banquet tendered civic and business leaders, waxed eloquent on television as "the greatest medium God has given man", but contended that radio and TV can sell time peaceably and profitably side-by-side. TV, he said, should be regarded as a companion to radio, rather than a competitor.

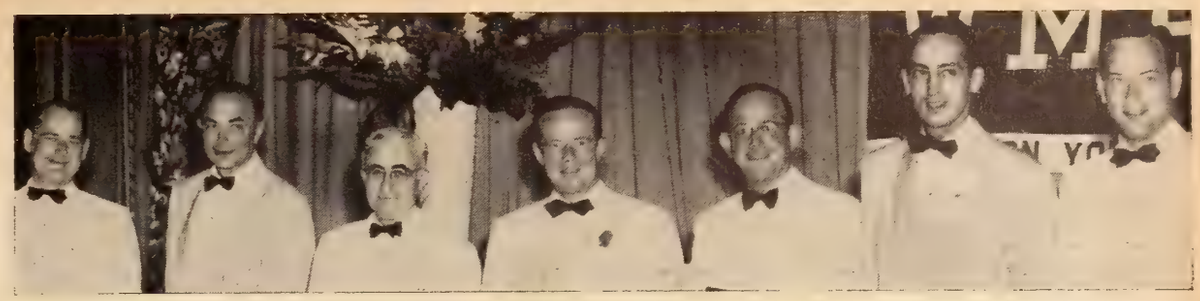
"I am convinced," said Mr. Woods, "that radio is not doomed, that 50 to 100 years from now we will still have radio." He said that the new medium will not take the place of any established medium, but, that in his judgment, TV as an advertising medium "is probably 25 times as good as radio in sales value."

Mr. Woods, on the current economic situation, alluded to the "general tightening up of money" and the "network drop-outs this summer," but admonished that this is no reason to be afraid. He saw no earmarks of a general depression. Advertising, he said, has built America and will continue to build it.

Traces Development

Development of WMPS since its establishment in 1925 was depicted in a narration titled *Operation WMPS*. Harold R. Krelstein, vice president and general manager, was toastmaster, and also conducted a tour of the new facilities following the banquet. Mayor Watkins Overton proclaimed the observance of "WMPS Week" in Memphis to commemorate the occasion. Dr. R. Paul Caudill, pastor of the First Baptist Church, gave the invocation, bringing out that the church was the first licensee of the station which became WMPS.

Other speakers included Horace L. Lohnes of Dow, Lohnes & Albertson, Washington counsel for WMPS, and Sol Taishoff, editor and publisher of BROADCASTING.



HEAD-TABLE at WMPS studio dedication (l to r) James H. Connolly, ABC station relations; Horace L. Lohnes, Washington attorney; Mayor Watkins Overton of Memphis; Mark Woods, ABC president; Abe Plough, president of Plough Inc., and WMPS Inc.; Harold R. Krelstein, WMPS vice president and general manager; Ernest Lee Jahncke, ABC vice president. Mr. Woods was the featured speaker at the dedication.

WHAM-TV

Video Service in Rochester Inaugurated June 11

WHAM-TV Rochester, the nation's 68th TV outlet, took the air Saturday, June 11, with dedicatory proceedings at the Rochester Chamber of Commerce. Justin Miller, NAB president, delivered the principal address before some 900 Rochester businessmen.

Robert C. Tait, president, and William Fay, vice president in charge of broadcasting of Stromberg-Carlson Co., cited details of the $2,500,000 expansion program which includes:

(1) WHAM-TV with its RCA transmitter and 400-ft. Lehigh tower atop Pinnacle Hill.

(2) New 20 kw Western Electric FM transmitter for WHFM (FM) at the same location.

(3) New 50 kw Westinghouse transmitter and tower on Brookdale Road in Chili, N. Y.

(4) New Rochester Radio City building on Humboldt St. completed early last year at a cost of over $1,500,000.

One of the unique aspects of WHAM-TV is its method of picking up NBC programs by means of a relay link between WBEN-TV Buffalo and WHAM-TV. The relay point is located atop a farmer's silo at Le Roy, N. Y., where the WBEN-TV signal is received on a stepped-up Stromberg-Carlson receiver and fed into an RCA microwave link beamed to Pinnacle Hill in Rochester. It is picked up there on a 6-ft. dish mounted 100 feet up the tower.

The link was set up under the direction of Kenneth Gardner, WHAM chief engineer, and has been functioning smoothly relaying the signal from WBEN-TV, some 70 miles away.

The Electrical Assn. of Rochester is sponsoring the station's daily test pattern. The six major distributors appropriated $22,000 for this promotion which is to extend over several weeks. There are some 3,000 sets in the area.

WHAM announced it has relaxed its anti-beer policy on WHAM, WHAM-TV and WHFM.

The stations are represented by the George P. Hollingberry Co.

OMAHA CASE

Court Dismisses KFAB Appeal

DECIDING its first television case, the U. S. Court of Appeals for the District of Columbia last week dismissed KFAB Omaha's appeal from the refusal of FCC to consider its TV application comparatively with that of KMA Shenandoah, Iowa, which already had been granted.

The grant to KMA, for an Omaha station, was issued May 13, 1949. KFAB was left as the only applicant for the only other available channel. Five days later, KOIL Omaha filed and KFAB thus faced the prospect of a comparative hearing. KFAB petitioned for reconsideration of the KMA grant. This petition, KFAB claimed, had the effect of setting aside the KMA grant and made it necessary for the hearing to include all three applications.

The court ruled that a petition for reconsideration reopens the case "in the sense that the tribunal will hear contentions that the judgment is in error," but "not . . . in the sense that the tribunal must reformulate the judgment."

WTTG (TV) MOVES

Transmitter Now in Suburbs

TRANSMISSION facilities of WTTG (TV) Washington have been moved from atop the Harrington Hotel Bldg. in downtown Washington to a site in suburban Arlington, Va. Full-power operations from the new location have substantially increased the station's coverage area, WTTG reports.

A 425-foot Blaw-Knox self-supporting tower with bat-wing antenna has been constructed.

Form Opera TV Firm

FIRM known as the Opera Television Theatre, headed by Lawrence Tibbett, noted baritone, and Henry Souvaine, producer of the Saturday afternoon Metropolitan Opera broadcasts on ABC, plans to stage operatic productions exclusively for television, Mr. Tibbett has announced.

RETURNS TO TV

Philco NBC Show To Reopen

PHILCO Corp., Philadelphia, will return to video with its *Philco Television Playhouse* July 17, on NBC-TV. The show will continue in the 9-10 p.m. period on Sunday with outstanding names in starring roles. The program originally went on the air Oct 3, 1948, and ended its series April 10.

During the first seven weeks of the new series the show will be entitled *Philco Summer Playhouse*, but effective Sept. 4 the format will change to feature dramatization of best-selling novels. The dramatizations will be selected in cooperation with the editorial board of the Book of the Month Club. Hutchins Adv., New York, is the agency.

CHEVROLET

Backs Notre Dame Telecasts

T. S. KEATING, general sales manager, Chevrolet Motors Division, announced last Friday that Chevrolet will sponsor in the fall what is said to be the first full home-schedule of football games to be televised on a national network. Mr. Keating stated that all Notre Dame home games at South Bend, Ind., as well as its game with North Carolina in New York's Yankee Stadium, will be telecast over the DuMont network.

Announcement was made jointly with the Rev. John H. Murphy, CSC, vice president and chairman of the school's faculty board in charge of athletics; Edward (Moose) Krause, Notre Dame's director of athletics; Tom Gallery, DuMont's director of sales; Winslow H. Case, senior vice president in charge of television for Campbell-Ewald Inc., New York, the Chevrolet agency.

WNBQ (TV)

New Facilities Put in Use

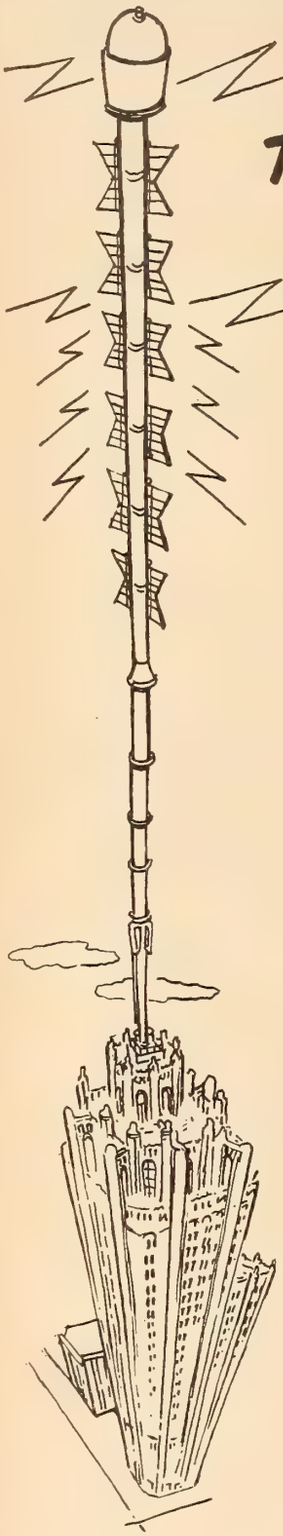
NEW and modern video facilities went into operation at NBC's Central Division last week as Howard Luttgens, chief engineer, supervised opening of the main TV control room for WNBQ Chicago.

The TV control setup at the Merchandise Mart headquarters was constructed under direct supervision of C. A. Rackey of the network's audio-video engineering group in New York, who worked under O. B. Hanson, vice president in charge of engineering.

Other TV facilities which have been constructed include a commentator studio, film storage vault and film studio, battery power room, television workshop, supervisor's office and film preview section. Still to be built are a small studio, a control room and a suite of offices.

Film studio equipment includes two 35mm and two 16mm projectors, which can be multiplexed for two TV cameras, two slide projectors and a special effects projector. Provision has been made for installation of a third camera chain, Mr. Luttgens said.

Four studios will be in service by August, and two additional channels have been provided in the master control apparatus for further TV studio construction, the engineer said.



THE PICTURE of PROGRESS!

You say about a person, "He's the picture of health." But when speaking of WGN-TV we say, "It's the picture of progress."

Striving always to give televiewers and advertisers the best possible service . . . WGN-TV has recently installed a new antenna and transmitter atop Tribune Tower. The antenna, 183 feet higher than the one used during WGN-TV's first year of operation, offers additional proof of WGN-TV's earnest desire to pass on the benefits of the best in technical development.

At the same time, work is speeding ahead on the new WGN-TV studios. While these will not be available immediately, they are evidence of WGN-TV's efforts to afford advertisers the most modern facilities for telecasting their programs. Good reasons why more and more . . . when advertisers think of television in Chicago—they think of WGN-TV—"the picture of progress."

DUMONT WGN-TV CBS

CHANNEL 9 · CHICAGO

Television Sets by Cities

Based on BROADCASTING Survey

City	Outlets On	No. of Sets	Source of Estimate
Albuquerque	1	700	NBC
Atlanta	2	9,000	Stations
Baltimore	3	63,131	Balto. TV Circ. Comm.
Binghamton	..	Under 100	Permittee
Birmingham	..	500	Distributors
Boston	2	81,392	Distributors
Buffalo	1	23,677	Buff. Niag. Elec. Co.
Chicago	4	150,000	Elec.Assn. of Chi.
Cincinnati	2	26,500	Crosley Research
Cleveland	2	59,096	Western Reserve U.
Columbus	1	6,890	Distributors
Davenport	..	22	Distributors
Dayton	2	9,761	Dealers
Detroit	3	60,000	Detroit Edison Co.
Erie	1	4,500	Distributors
Ft. Worth-Dallas	1	10,600	Distributors
Grand Rapids	..	700	Distributors
Houston	1	4,500	Distributors
Huntington, W. Va.	..	154	Distributors
Indianapolis	..	4,000	Distributors
Johnstown, Pa.	..	2,215	Distributors
Lancaster	1	3,100	Dist. & Dealers
Los Angeles	6	126,249	S. C. Radio & Appl. Assn.
Louisville	1	7,564	Dealers
Memphis	1	*5,600	Distributors
Miami	1	6,279	Dealers
Milwaukee	1	26,738	Distrs. & Dealers
Minneapolis-St. Paul	1	17,100	Distrs. & Dealers
New Haven	1	32,200	Distributors
New Orleans	1	4,200	NBC
New York	6	650,000	DuMont Research Dept.
Newark	..	600,000	NBC
Oklahoma City	1	3,395	Okla. PS & Elec. Co.
Philadelphia	3	178,000	Elec. Assn. of Phila.
Pittsburgh	1	20,000	Distributors
Providence	..	7,500	NBC
Richmond	1	11,517	.....
Rochester	1	3,000	Elec. Assn.
Rock Island	..	175	Dealers
San Diego	1	5,200	Bureau of Elec. Appl.
San Francisco	2	6,834	No. Calif. Elec. Assn.
Schenectady	1	1,154	Distributors
St. Louis	1	32,100	Union Elec. Co. of Mo.
Salt Lake City	2	4,200	NBC
Seattle	1	6,200	Distributors
Stockton	..	150	.....
Syracuse	1	4,200	Distributors
Toledo	1	15,000	Distributors
Utica-Rome	..	910	Dealers
Washington	4	48,000	Wash. TV Circ. Comm.
Wilmington	..	*8,497	NBC
TOTAL	68	1,750,278	

Station permittees in Jacksonville (Fla.), Omaha, Portland (Ore.), San Antonio and Tampa report no set figures yet available.

* Memphis set figure was erroneously listed as 12,600 in last survey [BROADCASTING, May 30].

** Includes only Lancaster, Berks, York and Lebanon counties.

WATCH BANDS

Kestenman Spot Campaign

WATCH BANDS will be promoted through television sound film announcements by Kestenman Bros. Mfg. Co., Providence, in a nationwide campaign for its Kestenmade watch bands during the summer and fall. Gordon Schonfarber & Assoc., Providence, agency for Kestenman, created the one-minute films.

The films, the agency reports, will be shown on a staggered schedule, running into the fall buying season in the following cities: Buffalo, New York, Boston, Philadelphia, Baltimore, Cleveland, Los Angeles, San Francisco, Seattle, Detroit, Chicago, Milwaukee, Fort Worth, New Orleans and Atlanta.

STRATOVISION

Washington IRE Hears Nobles

STRATOVISION works well in the UHF television band, C. E. (Chili) Nobles, inventor of the Westinghouse Electric Corp.'s skyhook transmission system, told a Monday meeting of the Washington chapter of the Institute of Radio Engineers.

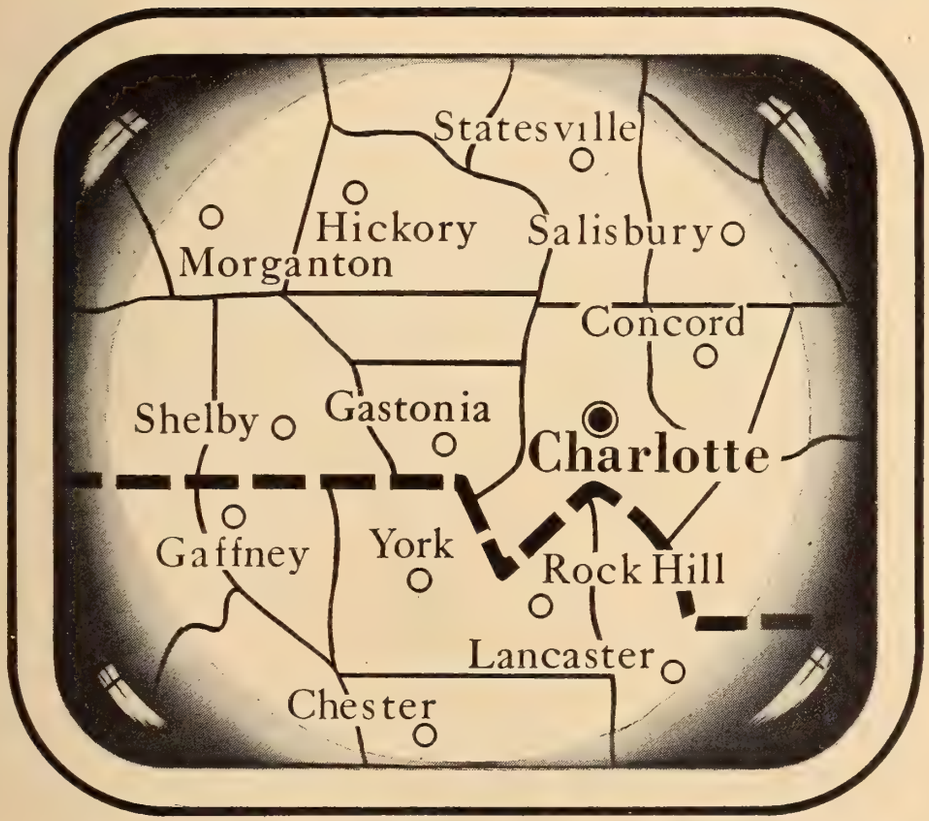
Mr. Nobles reviewed results of the Westinghouse experiments, which are now awaiting allocation action by the FCC. UHF transmissions were received satisfactorily at distances up to 200 miles from the Stratovision plane, with the 25,000-foot altitude minimizing shadow influences in rugged terrain.



ON THE AIR JULY 15TH

WBTV

CHARLOTTE, N.C.



Channel 3

The first television service in the Carolinas will be inaugurated July 15. Naturally, it's the television service of the Jefferson Standard Broadcasting Company—WBTV.

Service to an area embracing over 1,000,000 North and South Carolinians is assured from WBTV's Spencer Mountain tower, rising 1135 feet above the surrounding terrain. Effective Radiated power will be 16,300 watts for video, 8,200 watts for audio.

WBTV offers advertisers the first television approach to the Carolinas' richest market—where Effective Buying income has more than doubled since 1940.

Represented Nationally
by RADIO SALES

PROGRAMS ON FILM FROM 4 TV NETWORKS

Jefferson Standard Broadcasting Company

Telestatus

Analysis of May Advertisers
(Report 64)

TV's ROSTER of advertisers reached 1,343 in May, according to latest calculations by the N. C. Rorabaugh Co., New York, publishers of the *Rorabaugh Report on Television Advertising*. Of these, 958 were local advertisers, 328 spot advertisers, and 57 network. (See chart.)

May business brought the average-per-station figures up to a high level. In May the average TV station had 14.1 network insertions, 12.2 spot accounts, and 16.2 local accounts. These figures are derived by adding the total number of insertions of network, spot and local in each market and dividing by the total number of stations in the market.

The report covers 59 operating video outlets in 34 markets. There was no increase in network advertisers from April to May, but spot advertising has increased by 37 and the number of local advertisers has increased by 81 with no addition in the number of reporting stations during the month.

CBS and NBC were leading in the number of advertisers using their networks. CBS jumped to 23, and NBC dropped slightly to 25 in May. ABC was next with 13 advertisers, and DuMont had 6 advertisers. (Table I)

The leading product group in number of network advertisers was automotive, with nine separate shows during May. Other top product groups were food and toiletries with seven advertisers, and apparel, radios, phonographs and TV sets, and the tobacco advertisers each with five accounts on the networks. (Table II)

Beer and wine advertisers topped the list of spot users. Sticking close to sports and baseball particularly, the advertisers in this product group numbered 77 during May. The next largest group of spot advertisers were the food and food products accounts. In this category there were 56 accounts. This is a net decline for the food accounts from the preceding month, however, of eight advertisers. Beer and wines increased nine accounts from the preceding month.

Other leading product groups in spot advertising, by total accounts, are: Confectionery and soft drinks, 28; apparel and footwear, 24; and household equipment and supplies, 23. None of these product groups had reached the 20 mark in April.

In the local field, the best prospect for TV advertising was the automotive field which led the other product groups with a total of 121 advertisers. Close behind was food advertising, with a total of 119 accounts.

Other product groups in the local field which number more than 100 accounts were, radio and TV set advertising by dealers, 116; apparel and footwear advertisers, 106; and household equipment with an even 100 accounts. Of these accounts, the apparel, footwear group remained at its April level, radio and TV advertising dropped slightly, and household equipment showed a marked increase.

Of the 1,343 accounts in all categories, 182 were food accounts, 138 automotive, 135 apparel and 133 radio and TV manufacturers or dealers.

New York's accounts increased 17 to total 223—the largest number of advertisers in any market. Six stations shared the credit for the record. Philadelphia's three outlets were close behind with 188 accounts, and net gain of eight accounts during the month. (Table III)

Columbus and Miami were added to the roster of markets not served by TV with this issue of the report. Miami's first report lists 30 advertisers, 24 of them local, 3 spot and 3 network. Columbus goes on the air with 26 accounts—9 local, 9 spot, and 8 network.

Ten markets showed a total of more than 100 accounts. In addition to New York and Philadelphia, they were Los Angeles, 169 (six stations); Washington 149 (four stations); Chicago, 138 (four stations); Detroit, 134 (three stations); Baltimore, 133 (two stations reporting, although there are three stations in operation—WBAL-TV does not report its accounts to Rorabaugh); Boston, 118 (two stations); Buffalo, 109 (one station); and Cleveland 100 (two stations).

Leading market for local accounts was Los Angeles, with 103 local advertisers using TV in May. Among the single station markets, Buffalo is an out-front leader with 53 advertisers in the local field. New York leads in the spot category with 112 advertisers, and the next ranking spot market is Philadelphia with 59 spot advertisers. Chicago is third with 52.

New York carries 56 of the 57 network accounts on its video outlets, and as does Washington. Philadelphia carries 55 network accounts, and Baltimore 52. Detroit has 47 and Boston 49.

Dayton led the established mar-

(Continued on page 55)

TABLE I
57 NETWORK ADVERTISERS

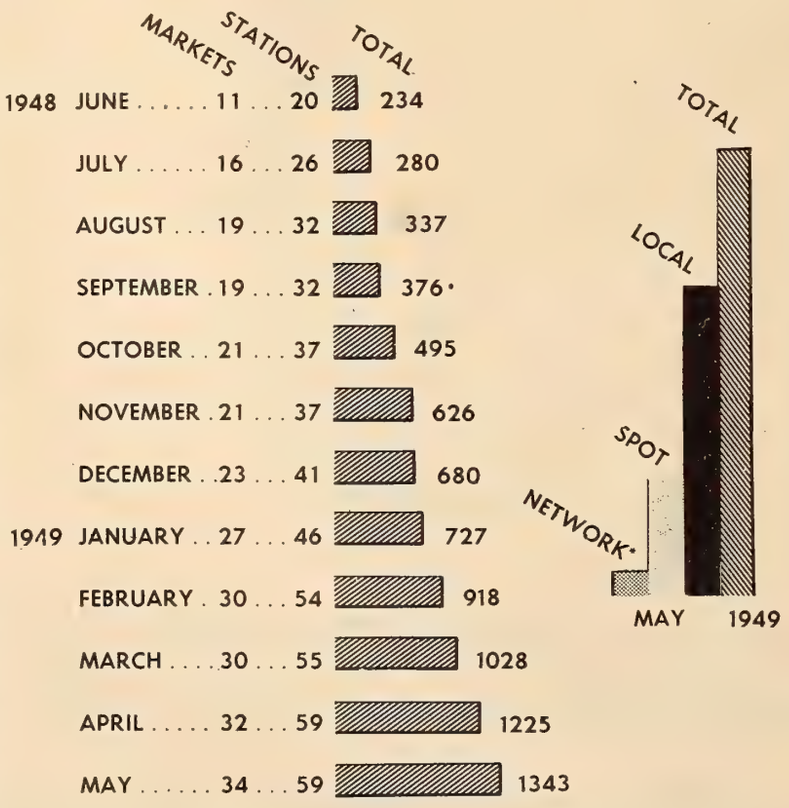
Month of	ABC	CBS	DTN	NBC
June	—	4	1	13
July	—	3	2	13
Aug.	—	3	5	13
Sept.	—	4	5	15
Oct.	3	6	5	24
Nov.	3	6	5	29
Dec.	2	9	6	28
Jan.	2	9	4	24
Feb.	3	15	6	29
March	4	20	6	26
April	7	21	7	30
May	13	23	6	25

Note: When an advertiser sponsors two or more shows on one given network, he is counted once in the totals for that network.

TABLE II
ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local-Retail	Total
1. Agricultural & Farming	—	2	—	2
2. Apparel, Footwear & Accessories	5	24	106	135
3. Automotive, Automotive Accessories & Equipment	9	8	121	138
4. Aviation, Aviation Accessories & Equipment	—	—	—	—
5. Beer, Wine & Liquor	2	77	10	89
6. Building Materials, Equip. & Fixtures	—	1	23	24
7. Confectionery & Soft Drinks	3	28	19	50
8. Consumer Services	—	2	70	72
9. Drugs & Remedies	1	7	3	11
10. Entertainment & Amusements	—	—	22	22
11. Food & Food Products	7	56	119	182
12. Gasoline, Lubricants & Other Fuels	2	10	7	19
13. Horticulture	—	—	10	10
14. Household Equip. & Supplies	4	23	100	127
15. Household Furnishings	2	5	51	58
16. Industrial Materials	—	4	2	6
17. Insurance & Banks	1	6	28	35
18. Jewelry, Optical Goods & Cameras	1	9	23	33
19. Office Equipment, Stationery & Writing Supplies	—	2	2	4
20. Publishing & Media	1	5	16	22
21. Radios, Phonographs, Musical Instruments & Accessories	5	12	116	133
22. Retail Stores & Shops	—	—	48	48
23. Smoking Materials	5	10	1	16
24. Soaps, Cleansers & Polishers	1	13	1	15
25. Sporting Goods & Toys	1	2	24	27
26. Toiletries	7	11	1	19
27. Transportation, Travel & Resorts	—	6	12	18
28. Miscellaneous	—	5	23	28
TOTAL	57	328	958	1343

TV'S SPONSORS

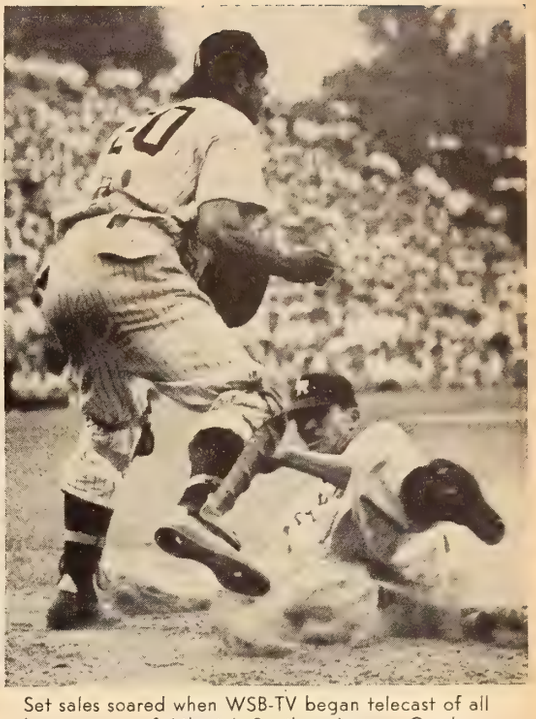


*NETWORK TOTALS ARE FOR ENTIRE MONTH; SPOT AND LOCAL FOR SAMPLE WEEK IN MAY.

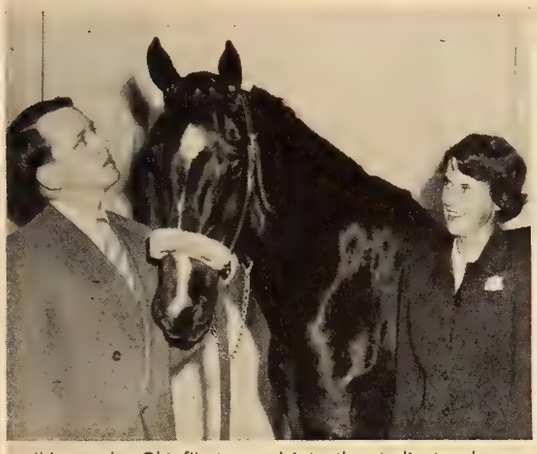
see? *Thousands did . . . on WSB-TV*



Comes 5 in the afternoon . . . and swish—no small fry on the streets in Atlanta! Puppet Woody Willow, with a whopping kids audience, is doing a terrific sales job for candy, soft drinks, potato chips, et cetra.



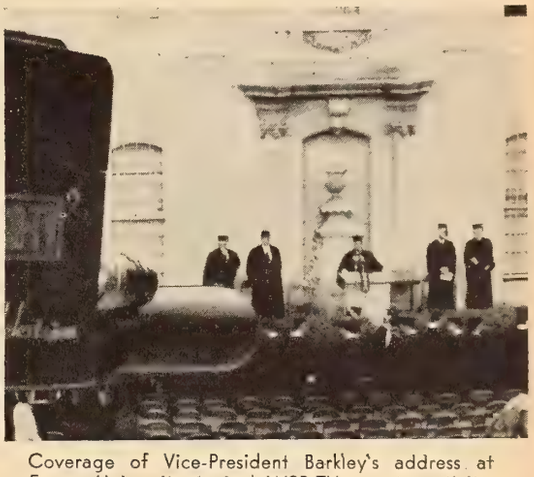
Set sales soared when WSB-TV began telecast of all home games of Atlanta's Southern League Crackers.



"Anacacho Chief" stomped into the studio to plug the Adams Park Horse Show.



A weekly discussion of family problems features prominent Atlantans in "Battle of the Ages."



Coverage of Vice-President Barkley's address at Emory University typical WSB-TV remote activity.

What's happened to the Atlanta TV market?

TODAY, the Atlanta television market is nearly twice as big as it was three months ago. WSB-TV's plan of establishing circulation in this market—through outstanding programming—was soundly conceived.

In Atlanta today, WSB-TV is the only station on the air seven days a week. WSB-TV is the only Atlanta television station with a consistent daily schedule; the only Atlanta station providing a complete video news service. WSB-TV is the only Atlanta station presenting live studio programs and the only Atlanta television station with a consistent schedule of remotes.

Place yourself as a set owner in the Atlanta area. The station which has the loyalty of this big and growing television audience can be easily named. Ask a Petry man to tell you more.

wsb-tv

ON PEACHTREE STREET

WSB, AM AND FM, AND WSB-TV ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA

Film Report

THEATRE TV

Chicago Hails WBKB Show

CAPACITY house of almost 4,000 persons at the Chicago Theatre welcomed the advent of midwest theatre television Thursday night as WBKB (TV) staged its eighth anniversary celebration.

As they entered the theatre lobby the general public and hundreds of civic officials, entertainment stars, and radio and television executives were telecast by a remote camera crew. Minutes later, seated in the theatre, they saw themselves on the screen through use of Paramount Pictures teletranscription recorder from the projection room.

Several prospective sponsors are said to be considering picking up the tab for the theatre series, estimated at $7,000 weekly. WBKB was slated originally to feed the show to CBS-TV, but network officials in New York were unable to clear time.

The stage revue was emceed by Peter Donald of the *Fred Allen Show*.

At the close of the show, Mr. Donald presented John Balaban, president of the Balaban and Katz movie chain and the video station, who spoke briefly and then introduced Chicago's Mayor Martin H. Kennelly.

Special television features were presented throughout the early evening preceding the theatre telecast.

3 MARKETS
3 STATIONS
1 TV PROGRAM COST

WLW-T
CINCINNATI

WLW-D
DAYTON

WLW-C
COLUMBUS

Three stations linked by microwave relay—serving an area of 935,000 families, 35,000 television homes—with low-cost, high-interest programs for as little as $1.25 per thousand viewers.

Crosley Broadcasting Corporation
CINCINNATI 2, OHIO

PETER RABBIT, Happy Jack Squirrel and nearly all of the Thornton Burgess woodland characters are soon to make their television debut. **Princeton Film Center**, Princeton, N. J. has exclusive option with Mr. Burgess for production of television films. Mr. Burgess will appear in many subjects as narrator. Film series will be combination of live action and animation techniques with entirely new format.

Cinetel Corporation, New York, will shortly announce unique method of film distribution to TV stations throughout country. **Edwin T. Woodruff** has been named president of Cinetel. He was formerly president of Telecast Films Inc., and was with Allen B. DuMont Television Co., for eight years. . . . **Television Advertising Productions**, Chicago, has been dissolved voluntarily. Last three original members resigned to accept other television employment. . . . **Marquis Productions**, Los Angeles, to produce series of 13 12½ minute open-end television films entitled *It's Up to You*. First of series depicts adventures of editor of smalltown newspaper. Firm seeks national or regional sponsorship.

Roland Reed Productions, Los Angeles completing 13½ minute open-end film for **Lowe Features**. Entitled *Golf Doctor*, film features **Olin Dutra** giving golf instruction. National sponsorship is sought. . . . **Telefilm Inc.**, Hollywood, has signed Hy Averback, announcer, to do fourth series of three one-minute spot commercials for **MacMillan Oil Co.**

Dick Powell, radio and screen star, has announced plans to produce 26 half-hour dramatic films this fall. . . . Fine film fare seems as-

(Continued on page 48)

INDUSTRIAL TV

Watts Outlines Prospects

W. W. WATTS, vice president in charge of RCA Engineering Products Dept., has outlined the new role TV will play in industry and other non-broadcast fields. The prospects were discussed in a talk on "Television's New Directions" before the Engineers' Society of Milwaukee June 15.



Mr. Watts

"Measured in terms of the equipment it will require, non-broadcast television may well become a service even larger than broadcast television," Mr. Watts said. He stated that some of the applications of TV to industry now being explored include the use of fixed focus cameras in laboratories; at critical points in production lines, and in locations where explosive materials, dangerous gases, extreme temperatures, or difficult access make it impracticable to station a human observer.

Mr. Watts said a future application will be the program for air navigation and traffic control, which calls for telecasting radar screens showing all aircraft in the vicinity of airports, and sending the images of these screens, with transparent maps of the region and other navigation information superimposed, to TV receivers in planes.

To prevent undetected fouls in horse racing, he described how six TV cameras mounted around the track could provide the stewards with a head-on view of the entire race on TV screens.

Mr. Watts predicted that one of the first of TV's new directions to be translated into commercial reality will be theatre TV (see story this page), with some exhibitors presenting TV images 15 x 20 feet or larger on theatre screens, possibly before the end of this year.

RUPPERT'S TV

Signs Ziv Show for 3 Years

RUPPERT's Beer, through Biow Co., New York, has signed a three-year contract to sponsor *Sports Album*, a film series of outstanding sports events through the past year, owned and packaged by Frederic W. Ziv Productions. Cost of show is said to be about $170,000.

The five-minute series will be placed on video stations in New York, Philadelphia, Boston and New Haven, preceding sports events. The show has already started on WPIX (TV) New York before the Giants baseball games.

LAMOTTA-CERDAN

Outside Rights Refused

CONTINUING a reluctance on the part of sports promoters to permit the telecasting or broadcasting of important sports events, the International Boxing Club Inc. refused last Thursday to let out the La-Motta-Cerdan middleweight championship television or AM rights.

The fight at Detroit's Briggs Stadium June 16 was the first important championship bout not to be aired in 20 years. Nick Londes, match maker for IBC, said club had turned down offers as high as $60,000 but no network or agency could be found who would admit having made such an offer.

The Detroit *News* commented in its sports pages, "Good will has not been created. Ill will has been."

Even movies of the bout were forbidden by the IBC edict. Fear was expressed that if the promotion was an unqualified success, a precedent would be set for promoters of other sports to bar outside communications.

However, radio joined with newspapers on Wednesday, original scheduled date of the fight, to announce that rain had forced a postponement until Thursday. "We did it as a public service," remarked Harry Bannister, general manager of WWJ-AM-TV Detroit.

WLWD (TV) OFFICES

To Be Moved to New Site

WLWD (TV) Dayton, Ohio, will move its administrative offices to its new Television Square location at 4595 S. Dixie Highway, Dayton, on July 1, John T. Murphy, WLWD general manager, announced last week.

All programming, sales, promotion and other office functions of the station will be in the new location, Mr. Murphy said. Studios also are being readied there but will not be completed until early fall.

Television Square eventually will house three studios, the largest 60 x 80 feet and the other two 30 x 50 feet each.

IN CINCINNATI, WHAT STATION HAS THE LOWEST COST PER THOUSAND?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER



AT PARTY for CBS-TV's *Studio One*, sponsored by Westinghouse Electric Corp., are (l to r): Lloyd Coulter, vice president in charge of radio and TV, McCann-Erickson; David Sutton, CBS-TV sales manager, and J. M. McKibbin, vice president, Westinghouse.

MILLIONTH TUBE

NBC Marks RCA Milestone

HAILING the dramatic growth of television within the past three years, RCA President Frank Folsom on a special NBC-TV broadcast, *A Magic Million*, said the medium can now take its place among other news services and art forms made possible by electronic development. (See Radiorama, page 30.)

The program was in commemoration of the one-millionth television picture tube produced by the RCA Tube Department plant at Lancaster, Pa., from which a portion of the program originated. The millionth tube, at the conclusion of the telecast, was installed in an RCA Victor receiver and presented to the Valley Forge (Pa.) Hospital for Veterans.

The ceremony also observed the inauguration of WGAL-TV Lancaster.

KFI SALES STAFF

Names Separate TV Group

TELEVISION activity has grown to such a point at KFI-TV Los Angeles that the station has split its sales staff between AM and TV, according to Kevin Sweeney, sales manager of AM-TV operations.

Assigned to KFI, Los Angeles NBC affiliate, are Truman Perry, Albert Price and Arnold Kapan. Representing KFI-TV are John Bradley, Baden Powell and George Ledell. "The sizeable increase in our television billings since KFI-TV went daytime March 1 necessitates a separate staff," Mr. Sweeney said.

Degree to Dr. DuMont

DR. ALLEN B. DuMONT, president of Allen B. DuMont Labs, New York, was presented last Wednesday with the degree of Doctor of Engineering at the 94th commencement exercises of Polytechnic Institute of Brooklyn. The degree was conferred by H. S. Rogers, president of the institute, for Dr. DuMont's "achievements in the science, the art and the industrial managements of television which are widely recognized by members of professional societies and trade associations, and by the ultimate beneficiaries . . . the American people."

SAG TV VIEW

No Profit in Making Video Films Now

AFTER surveying television realistically, the Screen Actors Guild last week advised its membership of the current state of the medium and announced that negotiations were not likely to get underway before 1950.

In a five point "intelligence report" SAG concluded, following two meetings with the Television Film Producers Assn. and one with western network heads, that:

(1) "There is at present no profit in making film for TV." In support of this, it is pointed out that while numerous companies have been founded, few have made a picture and those made are primarily audition films.

(2) "Film TV costs 100 to 150% more than live TV." Accordingly they reason that any further cost "will hamper development of film by making live TV more attractive to the advertiser."

(3) SAG points out that while kinescope had originally been recognized by them as a means of presenting "live" shows to cities not accessible to the coaxial cable, it now represents a process "which may revolutionize the making of TV film." Accordingly SAG offers notice that where it first was willing to let the unions administering "live" hold jurisdiction, it now stands ready to negotiate such kinescope film contracts where the intent exceeds the area of "live" fare.

Cites Film Talks

(4) The actors body points out that negotiations with the TV Film Producers Assn. demonstrated that they seek to lower minimum conditions to enable competition with live. SAG takes the position "our members will be better served if we attempt to speed up negotiations in the live fields."

(5) SAG observes "some evidence exists that the advertising agencies favor live and want to keep the business in New York. If this is true, it is not wise for us to use our strength too early."

The report to members summarizes the situation with the statement that: "Experienced radio men believe that with the increase in the sale of sets, the TV production business will move from the red to the black during 1950. At this point, a concurrent drive for good contracts in the live and film fields should bring results."

Meanwhile, SAG advised its members not to work for less than guild minimum; not to sign "ridiculous personal contracts"; if TV producers seek "to retain theatrical rights, we advise members" to include a rider in contract calling for share of such rights; sign with no talent agency for over a year.

Don't bet on Tibet



Even if you could open up a trading post in Tibet, it wouldn't be a good bet . . . But WSIX's coverage can make the Nashville retail trading area your best bet for sales today . . . In WSIX's 60 BMB counties 1,321,400 people spend more than $654,888,000 yearly in retail stores. Let WSIX make each of these a trading post for you!

BETTER BUY WSIX

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

THE LATEST WCKY STORY

IN CINCINNATI, BUY WCKY—

THE LOWEST COST PER THOUSAND

For a 15-minute program on the four Cincinnati stations carrying local business, the average cost per thousand tuned-in Radio Homes, 8 AM-8 PM Monday-Friday is as follows:

	WCKY	STATION A	STATION B	STATION C
COST PER THOUSAND	**$2.63**	$4.26	$3.11	$3.94

(Base for Radio Homes is the 2 millivolt area of each station. March-April Cincinnati Pulse. 260 time rate)

WCKY HAS 150% MORE "LOWEST COST PER THOUSAND" SEGMENTS THAN ITS NEAREST COMPETITOR

Of the 48 Quarter-Hours from 8 AM - 8 PM Monday-Friday, the number of quarter-hours each station is the lowest cost per thousand is as follows:

	WCKY	STATION A	STATION B	STATION C
NUMBER OF QUARTER-HOURS STATION IS LOWEST COST PER THOUSAND	**30**	None	12	6

WCKY - ON THE AIR EVERYWHERE, 24 HOURS A DAY 7 DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

IN CINCINNATI, YOUR BEST BUY IS WCKY!

HIGH RATINGS AND LOW CARD RATE MAKE WCKY THE OUTSTANDING BUY IN CINCINNATI

LOOK AT THE RATINGS SOME OF WCKY'S PROGRAMS PULL*:

6.15-6.30 PM SEGMENT OF THE DAILY HIT PARADE		**8.5**
	Station A	4.5
	Station B	6.1
	Station C	4.7
5.30-6 PM WCKY SUPPER SURPRISE		**8.0**
	Station A	4.9
	Station B	5.2
	Station C	4.6
1.30-1.45 PM SEGMENT OF WCKY WALTZ TIME		**6.5**
	Station A	5.0
	Station B	5.0
	Station C	4.3
4.15-4.30 PM SEGMENT OF WCKY MAKEBELIEVE BALLROOM		**5.7**
	Station A	4.1
	Station B	5.4
	Station C	5.4

(—Rating from March-April Cincinnati Pulse)*

AND REMEMBER THAT WCKY, WITH 50,000 WATTS, GIVES YOU NOT ONLY THE METROPOLITAN CINCINNATI AREA, BUT A TREMENDOUS INTENSE LISTENING BONUS AUDIENCE IN 12 STATES—PROVEN BY AN AVERAGE OF 14,591 LETTERS PER WEEK FOR THE LAST 22 WEEKS.

Call Collect Tom Welstead
53 E. 51st St.
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: CI 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

'Avco' Down. Is It Out?

HONEST CONFESSION is good. Coming from FCC, it also is unusual. In this light, therefore, the most refreshing part of FCC's repeal of the Avco Rule is the accompanying admission that the rule had failed its purpose [BROADCASTING, June 13].

We commend not only the decision, but the admission. Candor of this sort is essential to FCC's vaunted conception of "fairness." Exercised consistently, it would do much to give broadcasters a needed confidence in the agency which regulates them.

Avco's repeal in itself is a victory of some magnitude—if the removal of an improper procedure, and the reinstitution of a proper one, can correctly be called a "victory." "Simple justice" seems a better term. The necessity of advertising for competing bids on stations when they are being sold is eliminated. Henceforth, sales need only the simple approval of the Commission. The procedure will be the same as that followed before the FCC, over the continuing protests of both broadcasters and BROADCASTING, set up the Avco competitive-bidding plan in 1945.

But the victory, if it may properly be called that, is not complete. It will be nullified, and then some, if the Commission enacts its proposed procedural changes which, among other things, would require local advertising of virtually *all* broadcast applications. The time and money saved by Avco's repeal would become trivial beside the delays and confusion, useless investigations and hearings resulting from any such universal advertising requirement. The test comes June 27, the date set for oral argument on the proposed changes.

The principle of the cut-off date, also contemplated in FCC's proposals, seems sound. But it should be simpler than now written. It must expedite actions, not protract them.

With its unhappy experience with the Avco Rule so close behind it, FCC should be wary of further make-work procedures. We hope its admission of Avco's failure, plus its recent move to separate semi-judicial and prosecutory functions, indicates a new, practical approach to procedural problems. Certainly by now it should know that a procedure is not good simply because it is complicated, and that delay seldom serves the public interest.

Doomed Again?

IN 1947, when network radio climbed to new revenue heights, the usually cautious and highly respected *Wall Street Journal* ran a front-page story headed: "BIG NETWORK PROGRAMS DROPPED IN AD SLASH; BROADCASTERS STUNNED." More stunning than stunned, these broadcasters went on into 1948 to increase their net revenue from time sales by nearly 5%.

Once burned, the *Journal* is back in 1949 to try again. Another front-page story—another scare head: "BROADCASTING JITTERS . . . PAYROLLS SLASHED . . . DARKER FALL OUTLOOK." Network broadcasting, the *Journal* reports, is down to a last desperate attempt to save itself by "penny pinching." Rumor has it that the executives of the networks are now instructed to stop picking up luncheon checks (presumably the client will) and to count up those nickel phone calls.

In 1947 the *Journal* said CBS was "hardest hit." This same network is now reported all worried and jittery because it has 2½ hours of evening time available! Last year at this time CBS had five hours unsold but the *Journal* apparently overlooked this.

Nowhere in the *Journal's* columns can one find the actual figures for network revenue thus far this year. Could it be that this might have ruined a good story? Publishers Information Bureau reports network time sales about equal to first quarter 1948.

Our guess is that, despite the summer hiatuses, 1949's business will equal 1948's record. *Wall Street Journal* does pretty well covering Wall Street, but it seems to stub its editorial toe on Radio Row.

Baltimore—Ungagged

FOR YEARS radio has implored the nation's press to give a hand in the fight for free speech, lest the newspapers find themselves next in line.

In desultory fashion, the organized press only recently has joined hands in the radio crusade—obviously lacking the spirit that usually animates publishers when press censorship is even so much as suspected. That's probably because many horse-and-buggy newspapers still refuse to recognize radio as "audible journalism."

And it's palpably evident that newspapers generally are out to gut radio in a business way, the latest example being the full-page campaign sponsored by the American Newspaper Advertising Network (which stole its format from radio) proclaiming loudly that the H. J. Heinz Co. uses newspapers to the exclusion of radio. Mr. Heinz constitutes his own 58th variety, since we know of no other major food manufacturer who uses a blindfold (foods and food beverages in 1948 represented roughly one fourth of radio's gross billings, being second only to drugs and toilet goods).

In the freedom fight, the shoe was on the other foot the other day. The Maryland Supreme Court lifted the so-called Baltimore Gag, which for a decade had prohibited "publication" of crime news under certain prescribed conditions. The decision, now to be finalized through an appeal by the state to the U. S. Supreme Court, came as a result of a litigation courageously undertaken by Baltimore stations cited for contempt of court after they had broadcast factual reports on an indicted criminal. The lower court's decision was reversed.

Baltimore newspapers for 10 years had found it expedient to consult judges in advance on what was permissible to print without running the risk of contempt. What one judge might hold allowable for one newspaper a second judge might disallow for the other.

In reversing contempt citations against WCBM WITH and WFBR, as well as a former WITH newsman, the State Court held that the gag violated the U. S. Supreme Court's judgment on the constitutional guarantees of free speech. It placed radio on equal footing with the press.

This marks another stride forward in radio's quest for full freedom. On another level, the FCC repealed its ban on station editorializing, though it beclouded its action with legalistic legerdemain. One by one state legislatures are imparting to radio newsmen the same degree of protection against revelation of news sources as they accord the press.

So chalk up a big assist—if not the whole ball game—to Baltimore stations which removed another stricture upon freedom of radio—and the press. Perhaps when the next radio freedom crisis develops, the organized press will be more avid in its support.

Our Respects To —



MORTIMER WARREN LOEWI

IN 1914 a successful young commercial artist, being interviewed by *The New York Times*, complained that the advertising art of that time was too static. The illustrations in the ads, he averred, showed the products as isolated objects instead of in normal situations of use. Advertising, his thesis ran, must demonstrate as well as depict if it is to be fully effective in making the reader want to own the advertised product.

Today, as director of the DuMont Television Network, Mortimer Warren Loewi likes to point out that television provides the perfect proof of his 35-year old argument. "Television's outstanding contribution to advertising," he says, "is its ability to demonstrate products in use to the prospective buyer under ideal conditions—the sponsor's best salesman explaining and demonstrating his product to people at ease in their own homes; people, moreover, who have invited him in and are in a receptive mood for his message."

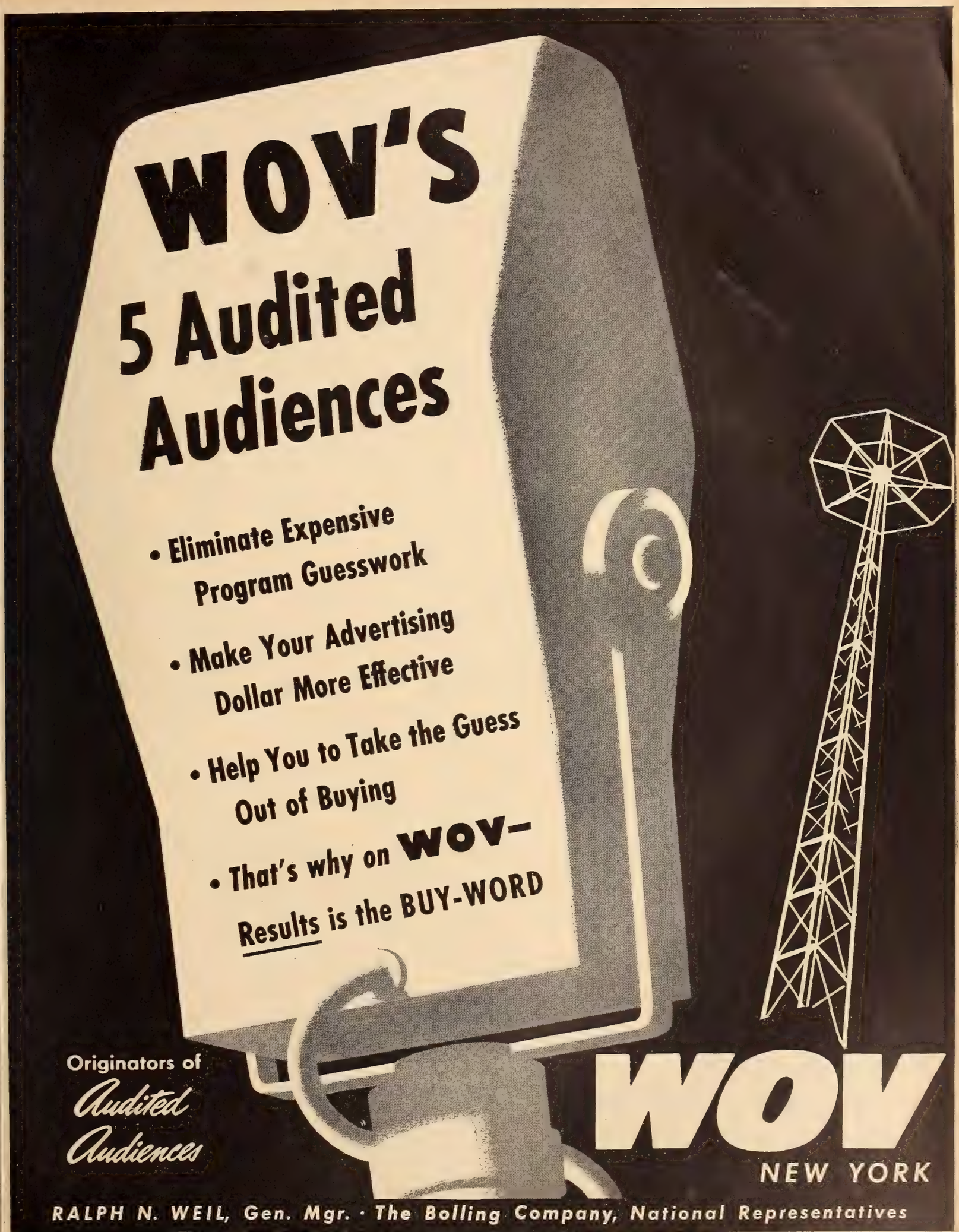
Commdr. Loewi sees television as revolutionizing today's retail selling. "Suppose," he suggests, "a store advertises a particular item by television. At the end of the demonstration the sponsor asks the viewers not to come to the store to buy the product but to order it by phone, offering them a substantial discount on this video special, which he could well afford to do as he is saving both the time of his store salespeople and the wear and tear on his store fixtures!"

Such video selling would be particularly appropriate during the daytime hours, Commdr. Loewi believes, when women are glad to do their shopping at home by television and will willingly watch programs that are almost completely commercial without expecting or wanting the elaborate entertainment that characterizes the evening video fare. He feels that too much emphasis has been placed on the entertainment side of television, not enough on the sales end.

"We in television have been trying to move the best entertainment that Broadway and Hollywood has to offer out of the theatres and into the homes of television set owners without giving enough thought to how we are going to make these programs sell enough merchandise to pay their own way and show a profit for the advertiser," he declared. "Before television closes the box offices of the Broadway showhouses and neighborhood movies we'd better be sure to provide for the funds needed to put all of this entertainment into the homes of non-paying audiences through television."

His strong conviction that television is going

(Continued on page 44)


WOV'S
5 Audited Audiences
• Eliminate Expensive Program Guesswork
• Make Your Advertising Dollar More Effective
• Help You to Take the Guess Out of Buying
• That's why on WOV— Results is the BUY-WORD
Originators of Audited Audiences
WOV
NEW YORK
RALPH N. WEIL, Gen. Mgr. · The Bolling Company, National Representatives

Respects

(Continued from page 42)

to have to prove its advertising worth in hard competition with the already established media runs counter to the dictum frequently expressed in advertising meetings that advertisers will appropriate additional funds for television without decreasing their present budgets for radio or printed ads. "Nonsense," he snaps. "In times of readjustment like this, with falling prices and lowered dollar volume sales, advertising budgets are more likely to be cut than increased. There is no longer any question of television's ability to hold viewers enthralled for hours on end. Our big job now is to develop the commercial techniques to translate that rapt attention from program to commercial and from viewing to buying."

Commdr. Loewi views daytime television as the ideal proving ground for video's commercial techniques. He also sees daytime TV as a service owed to the family which has purchased a TV set and is entitled to use it more than just during the evening, to the local advertiser whose programs cannot hope to compete with the network shows of the national advertisers in the choice nighttime hours, and to the TV broadcaster for whom the added daytime revenue may prove a life preserver to buoy him out of a sea of red ink.

Last fall, when Commdr. Loewi put his theory to the test by inaugurating full daytime operation at WABD(TV) New York, flagship of the DuMont network, other TV broadcasters were sure that he was riding for a fall. Today, a scant six months later, most of New York's TV stations are offering programs during the daytime hours, although on a less ambitious scale than that of WABD. More satisfying to Commdr. Loewi than this flattery of imitation from his competitors, however, is the fact that WABD's daytime operation has proved profitable from the start.

Acting on his own convictions regardless of majority opinion is a fixed habit of Commdr. Loewi, who attributes this characteristic to heredity. "You're either born competitive or you're not," he declares, "and I was." Adherents of the theory that environment is more important than heredity in molding character may feel that his competitiveness probably stems from his mother's insistence that he wear long curls and velvet jackets which made Little Lord Fauntleroy a fighting word to the youth of his generation. Young Mort's boyhood, he recalls, was just one fight after another until his mother relented and let him crop his locks and assume a costume more acceptable to his playmates.

From Urbana, Ohio, where Mort was born January 15, 1888, the Loewi family moved to Piqua, where he attended grade and high school. A growing interest in painting, started with childish dabblings in the paints of his sister and mother who decorated china in the fashion of the day, led him to New York, where he studied art at Pratt Institute and at the Art Students League.

After graduation from Pratt in 1904, young Loewi went to work for the *Brooklyn Eagle*, starting as copy boy but soon becoming a member of the paper's art department. His work there led to a position with Knopf Advertising Agency, headed by the father of Alfred Knopf, noted book publisher. Still burning with the desire to become the world's greatest artist ("I was never satisfied to be anything but first at whatever I tried"), Mort left advertising for more study at the Julian Academy in Paris.

Returning to New York and advertising after two years abroad, Mr. Loewi joined the art staff of the Herbert Kaufman agency, but before long he left to start his own agency. In addition to painting handsome young men in Kuppenheimer Clothes and such advertising work, he turned out a steady flow of illustrations and covers for leading magazines.

Goes to Wall Street

Deciding that the necessity of meeting deadlines took all the pleasure out of art, Mr. Loewi concluded that the thing for him to do was to become a millionaire, whereupon he could retire and paint at his leisure. Obviously the place to make a million was Wall St., so in 1917 he abandoned a successful career in commercial art for a $25-a-week job as runner for a brokerage firm. Tackling the financial world with the same vigorous enthusiasm that had won him a place on the championship football and basketball teams of Pratt Institute, Mr. Loewi achieved a partnership in his firm within six months. In 1919 he purchased a seat on the New York Stock Exchange. (He sold this seat—at the peak price for the year—several months ago after holding it for 30 years.)

By the late 1920's he had made his million several times over. His Long Island estate, in addition to the private swimming pool, golf course and yacht which were standard equipment for such places at that time, boasted a forest which he had created by having 58 full grown trees moved in and replanted, an extravagant gesture even for those days, and eight automobiles. Came the crash and Mr. Loewi's millions evaporated, restoring him to the status of a hardworking, prosperous stockbroker.

One dull day in the fall of 1935, Mr. Loewi was idly watching a mechanic repair the Dow-Jones ticker in his office. He commented on the intricate nature of the mechanism and the repairman responded that if he really wanted to see an ingenious device he should get in touch with Allen DuMont, who had developed a way to send written messages over telephone wires and reproduce them on a cathode ray tube. It might be worth while, the repairman added, as Mr. DuMont was in need of financing.

Mr. Loewi got to wondering whether this might not provide a way for recording telephone calls when the called party was not at home. He visited the DuMont workshop in Montclair, N. J., and posed the question to the young inventor. The cathode ray tube held an image only a few seconds, Mr. DuMont said, so it could not act as a telephone memo pad, but it might be possible to preserve the fleeting images by photography. Mr. Loewi urged him to try to work it out, thinking the telephone company would be interested, but when the device was completed there were no takers.

Mr. Loewi had better luck with his next venture for DuMont, licensing RCA to use the DuMont developed "Magic Eye" radio tuning device for enough money to buy a factory for the manufacture of cathode ray tubes. By this time he had become financial adviser to the young inventor and from then on the careers of Loewi and DuMont have been intertwined, the financial acumen of Mort Loewi complementing the electronic genius of Allen DuMont.

From cathode ray tubes to complete video receivers was a natural step and the DuMont Teleset was put on sale to the New York public in the fall of 1938, some time before the inauguration of regularly scheduled telecasting in that city. It was the first TV receiver to go on the market. The following year Mr. Loewi negotiated a stock deal with Paramount Pictures which through a loan of $200,000

Senate Confirms Gray

APPOINTMENT of Gordon Gray, president and publisher of the Piedmont Publishing Co., Winston-Salem, N.C., (WSJS) and owner of WMIT (FM) Winston-Salem, as Secretary of the Army was unanimously confirmed by the Senate last Monday (June 13). President Truman nominated Mr. Gray for the post June 10 [BROADCASTING, June 13]. Formerly Undersecretary, Mr. Gray replaces Kenneth C. Royall, and has served as acting secretary since Mr. Royall's resignation several weeks ago.

CHICAGO AUDIENCE FACTS

1948

6 A.M. to 6 P.M.

366 DAYS

Network A 1st

Network B 2nd

W-I-N-D 3rd

Network C 4th

Network D 5th

PULSE for 1948

W-I-N-D

560 KC.

24 hours a day

KATZ AGENCY INC.

NATIONAL REPRESENTATIVE

provided new capital for DuMont and enabled the company to build its first TV station, WABD New York.

When the war turned the DuMont plant into an electronic arsenal, Mr. Loewi dropped his title of executive vice president of the corporation to become Lt. Commdr. Loewi of the Navy's Bureau of Ships, Radio & Radar Division, serving in Washington and in the anti-submarine campaign in the Gulf of Mexico. Discharged with the rank of full commander at the war's end, he returned to DuMont as executive assistant to the president. In February of this year, with the resignation of Lawrence Phillips, he became director of the DuMont TV Network.

At 61, Mr. Loewi's slim, trim figure and his seemingly endless energy are the envy of his junior associates. His full head of silver hair is the only sign of added years, although today golf has replaced speed skating and tennis as his major athletic endeavor. A legal resident of Florida, he looks forward to the time when his duties at DuMont will allow him to spend most of the winter in that state. During the summer he and Mrs. Loewi, the former Lillian Blumenthal, whom he married in 1910, make their home on their cabin cruiser, which during the week is anchored at Point Lookout, L. I., connected to shore with water, electric and telephone lines which are unhooked when the Loewis take off for a week-end cruise. Their current cruiser, the Robmar VI, like the previous ones, is named for their two children, Robert, a program producer at DuMont, and Margery Claire. Margery is Mrs. Leonard Cramer, wife of the executive vice president of DuMont, who succeeded his father-in-law in that post.

Pursues All Phases of TV

Primarily concerned with programming, sales and other problems of network operation, Commdr. Loewi does not entirely neglect the other aspects of television. In answer to a friend's complaint that television required a constant rearrangement of the living room furniture, he designed a video receiver mounted on a revolving base so that it may be turned toward any part of the room. When not in use, the set (Manchu model) is turned sideways, becoming a handsome Chinese cabinet which sits flat against the wall, stilling another common housewifely objection that most TV sets when not in use are overly obtrusive pieces of furniture.

On occasion, Commdr. Loewi also reverts to his advertising agency days to write some of the firm's advertisements. One such ad, written shortly after his return from the Navy, expresses his vision of television's potentialities.

"Television," he wrote, "will topple the walls of misunderstanding and intolerance—The Tower of Babel of our time. Television will project ideas and ideals across international boundaries and be the greatest frontier jumper of our day, reaching into foreign homes and meeting places with the ease of radio and with the added advantage of speaking the universally-understood language of pictures. This great new medium of television makes its chief appeal to the eye which discerns truth far more quickly than the ear . . ."

WENR-FM HOURS

Curtailment Hit by FMA

SUGGESTION that action of ABC network in curtailing its WENR-FM Chicago broadcasting to six hours daily is "a desperate attempt to force the growing FM audience back to AM" was made June 10 by Ed Sellers, executive director of FM Assn.

In a sharp statement criticizing ABC for its action, Mr. Sellers called it "further indication of the economic stranglehold that the major networks seek to impose on the development of FM." He added that more than 250,000 FM receivers are located in the Chicago area, and pointed out that the curtailment of WENR-FM hours is not in the public interest. It now is impossible, he said, for listeners in Chicago to hear all the ABC programs, WENR sharing time with WLS and neither station carrying full ABC service.

"It is our belief," Mr. Sellers added, "the networks have displayed apathy in postwar FM relations and developments." This attitude, he added, is a "crippling reversal of the views held by the networks a few short years ago when they strongly urged their AM outlets to apply for and use FM facilities to expand coverage."

He questioned whether the WENR-FM curtailment was due to the fact that a major set manufacturer is advertising in Chicago that only through FM could Chicagoans hear the full ABC program schedules, whereas this was not possible on AM.

FCC has been apprised of the ABC action, according to the FMA statement.

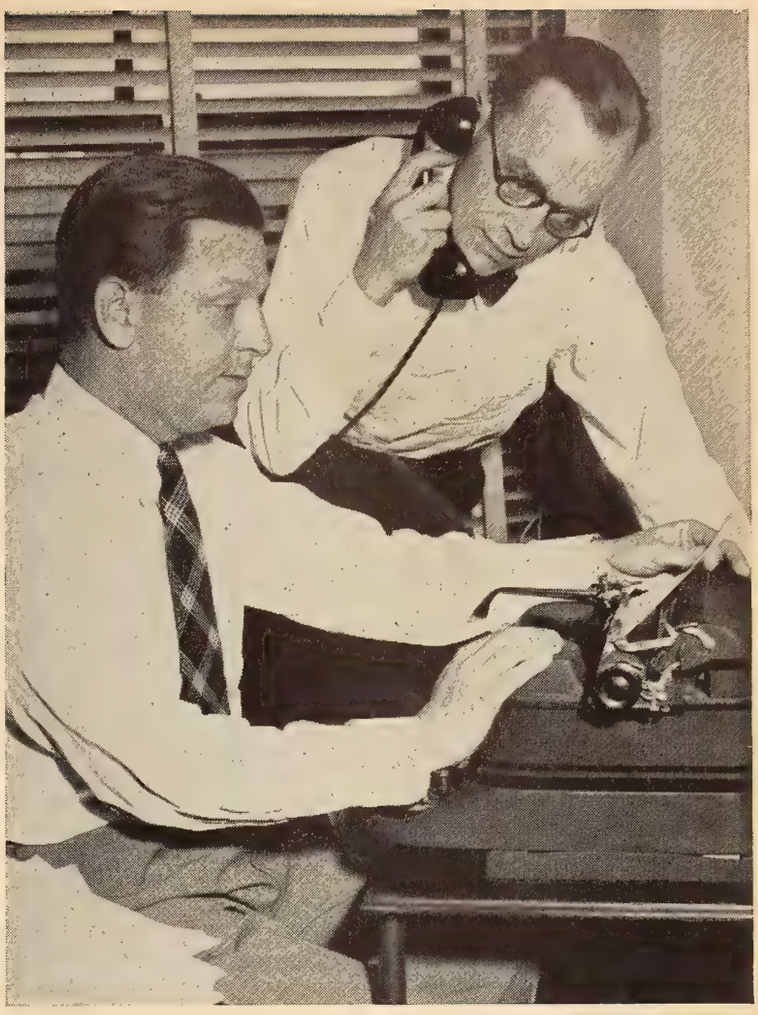
AGVA REPLIES

Barto Denies Raid on AFM

AMERICAN Guild of Variety Artists is not raiding American Federation of Musicians, Dewey Barto, national administrative secretary of AGVA, said last week in taking issue with AFM President James C. Petrillo.

Mr. Petrillo, in a virulent attack on AGVA, at the AFM San Francisco convention, called the actors' union a "bunch of thieves" and charged it was raiding the AFM.

Mr. Barto said AGVA was aware for some time of the AFM president's feelings and had tried for several months to arrange for meetings to negotiate the differences between the two unions.



His Touch System Keeps His Finger On Top of the News from Washington

The "system" includes much more than an alert set of fingers on a typewriter. His office staff, complete with reporters and radio editors, works under constant pressure, sifting the news, confirming the facts, interviewing the people who know why news is made. By the time he goes on the air, his 185-line script reflects precise background data gathered by trained reporters.

The system pays off for listeners and advertisers as well. His vast and loyal national audience gets "the top of the news from Washington." His co-op advertisers get results. Currently sponsored on more than 300 stations, Fulton Lewis, Jr. affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Open Mike

(Continued from page 16)

standards; transmitter; studio; field; general engineering; and charts, graphs, tables and notes. These sections contain maintenance procedures, FCC Rules and Regulations and other basic material which will be of direct, almost daily help to the operating engineer. . . .

Royal V. Howard
Director of Engineering
NAB
Washington

* * *

Seek Old WORL Spot

EDITOR, BROADCASTING:

In your very interesting and thought provoking story of WORL's departure from the air, there was one small but significant error.

In describing the efforts of the employes to keep the station on the air, the statement was made that the Boston Radio Co., one of the applicants for the frequency, had withdrawn. This is in error.

The Boston Radio Co., of which James E. Markham is president, is actively pursuing its application, and is ready and willing to step in and take over broadcasting just as quickly as possible if it is granted a license by the Commission.

What is probably of greater interest to the WORL staff, is the expressed interest of the Boston Radio Co. to employ as many as possible of the old staff—again, if it is granted the franchise by the FCC.

As vice president and general manager of the Boston Radio Co., I assure you that we are as anxious as the staff for a decision.

John H. McNeil
Vice President
Boston Radio Co.
New York

* * *

'Excellent Story'

EDITOR, BROADCASTING:

This is a note of appreciation for the excellent story about Bekins Van and Storage Co.'s radio advertising appearing in the [June 6] issue of BROADCASTING. Both Bekins and this agency are very grateful to your publication for this excellent story.

If we may have your permission, we would like to have 1,000 reprints made of the article for distribution to other warehouse companies throughout the United States who might get some ideas for use in connection with their own radio advertising. . . .

A. R. Brooks
Brooks Advertising Agency
Los Angeles, Calif.

* * *

Clear Channel Points

EDITOR, BROADCASTING:

I noted with interest the letter from Mr. Charles N. Cutler in the "Open Mike" column in the May 30 issue.

Mr. Cutler . . . does not appreciate . . . the efforts of the Clear Channel Broadcasting Service to give adequate rural radio coverage. He looks to "500 to one million kw" FM stations as the answer. . . . Included in the CCBS membership are stations which pioneered in FM. . . . WSM [Nashville] received the first commercial FM license. In 1947 CCBS made a nine-months' study of FM, including field-intensity measurements covering a total distance of 5,000 miles and prepared 23 individual exhibits. . . . CCBS made every possible effort to analyze the performance of current and projected FM receivers. . . . CCBS concluded that FM is *not* the answer to solving the problem of covering the underserved areas. . . .

Mr. Cutler expressed the feeling that the demise of clear channel radio service in the United States is in the offing because of the "possible increase in power of Mexican stations above 50 kw." Actually, all six Mexican I-A clear channel stations are operating with power in excess of 100 kw, and it is reported that 500 kw operation is contemplated. Why this "foreshadows the doom" of U. S. clear channels is not made clear. . . .

The interest of the entire American radio industry and public can best be served, and rural areas can best be covered by retaining all of the clear channels and granting them higher power.

Ward L. Quaal
Director, CCBS

* * *

Long-Time Reader

EDITOR, BROADCASTING:

. . . I have been reading BROADCASTING for so many years that I do not remember when I started—in fact, I would be "lost" without it.

Wallace H. Lancton
Radio & Television Director
Jackson and Co.
New York

* * *

Runnion Views Hit

EDITOR, BROADCASTING:

In behalf of FM broadcasting I should like to go on record as opposing the ungentlemanly, unreasonable attitude of one Mr. Guy Runnion, of KXLW-FM St. Louis, toward the one manufacturer who is really building for FM and the future. I refer to the "Zenith Target" article in which Mr. Runnion castigated the promotional efforts of the Zenith Radio Corp. . . .

E. J. Hodel
Manager, WCFC-FM
Beckley, W. Va.

* * *

Reports FM Reception

EDITOR, BROADCASTING:

. . . Our station operates on FM power of 46,200 w. Last week we received a letter from a woman in Salisbury Center, New York. She wrote that she has been listening *regularly* on FM to one of our local programs, *The Dixie Playboys*, aired from 6:30 to 7 a.m. How's that for reception!

Walter Mitchell
Promotion Manager
WRBL Columbus, Ga.

* * *

IMP-ressed by 'Otto'

EDITOR, BROADCASTING:



[Editor's Note: The above answer was received from Bill Newens, KOIL Omaha, in response to BROADCASTING'S promotion piece, "More About Otto, the Imp." Thanks, Bill.]

* * *

Lauds Milwaukee Story

EDITOR, BROADCASTING:

Your Milwaukee Section [BROADCASTING, June 6] is most interesting and the extra sections that we received will be put to good use. . . .

J. S. Stolzoff
Radio-Television Director
The Cramer-Krasselt Co.
Advertising
Milwaukee, Wis.

W. CARRUTHERS

Heads Don Lee Engineering

WALTER W. CARRUTHERS, chief engineer in charge of AM and FM activities for Don Lee Broadcasting System, has been named vice president in charge of engineering for network, effective immediately, according to an announcement by Willet H. Brown, Don Lee president. In the newly created post, he will supervise the network's AM, FM television and recording activities.

Mr. Carruthers joined Don Lee in 1938 as program technician, leaving four years later to become project supervisor for U. of California Division of War Research. In 1945 he returned to the network as director of research, later becoming chief studio engineer and finally chief engineer early in 1949.

Mr. Carruthers is a member of the Acoustical Society of America.

Harry R. Lubcke continues as director of television engineering for network.



Race Track Results

(Continued from page 23)

an AP printer but that on Oct. 4, 1948, they had entered into a 52-week contract with Armstrong Daily Sports Inc., New York, to air race results from 1 to 7 p.m. Monday through Saturday. Armstrong furnished a printer and pays WTUX $25 per day, the letter said. Armstrong also gets the last quarter-hour of the day to air a racing resume. The letter continued:

The result is given over the air approximately five minutes after the running of the race and the mutuel is given approximately ten to twelve minutes after the race has been run. The racing information is carried in a program called the "1290 Sports Parade" which is devoted to news, music and sporting information of all kinds. Horse racing has never been predominant in our afternoon show and is only one of several sports reported. We give late scratches, changes of jockeys, results and mutuels. We have never lifted a needle or faded out a record, no blowing of bugles, giving morning line, odds, bets, or any other racing gimmick.

We at WTUX have never given running description of races. We merely give the racing information as it comes to us and in a delayed fashion. Since October 4, the only different thing that we give for Armstrong is to use Armstrong serial numbers, taken from their sheet. . . . We studied the Commission decision in the WWDC case, when it was rendered, and we believe that our actions are in conformity with the public interest norm, as is set forth in that decision.

In granting renewal to WWDC after studying its racing shows, the FCC found there was program balance, limited track data was given, sponsors appeared to be reputable firms and the announcement of winners was delayed 10 to 15 minutes after the races [BROADCASTING, Feb. 2, 9, 1948].

Police Testimony

At the last day of the hearing in Wilmington, Capt. Harry W. Towers of the police force testified as to conclusions his department had arrived at after meeting with station officials that morning. These were that: Horse race programs were all right as a matter of principle but that announcement of winners should be delayed until after the next race is run; it would be helpful if data on off-time, track conditions and scratches were eliminated or at least used only in summaries at the day's end.

Capt. Towers, one of the key figures in the hearing because of his extensive experience with illegal bookmaking activities there, under questioning said it would not help the law enforcement situation if only WTUX were made to curtail race programming because bookies would just listen to many other stations that could be heard there.

When asked if the police department had any ideas about general regulation to help law enforcement he said: "I think it should be taken with respect to all radio stations putting out this sort of information. If it merely pertains to one radio station it is not going to help us in any way at all."

Earlier in the proceeding Capt. Towers had told in detail about his raids on bookies and his observations of their habits and operations. He said a bookie could still operate with a 30-minute time lag in announcement of the winners and suggested a minimum delay of 45 minutes. He pointed out that detailed information about tracks, scratches etc. aids bookies in their operations and he said he believed that the raiding of telephones "has increased the use of radio."

Capt. Towers said that since June 1948 22 radios and 48 phones were confiscated. Arrests for bookmaking since that date totaled 78, he said. Out of 30 to 40 arrests he had made in the past two years, Capt. Towers said, he found eight radios tuned to WTUX and two others unknown. FCC presented 10 radios at the hearing, obtained from the police, which were purported to have been tuned to WTUX when raids were made.

Superintendent Kavanaugh testified he had considered raiding WTUX, locking the station up and confiscating its equipment, but did not because he felt the problem not a local one in view of out-of-town stations giving similar data. Instead he notified FCC, he said. The police and fire official said he knew other law enforcemnt officers throughout the country were concerned about radio since the phone confiscations went into effect. As a director and past president of the International Assn. of Chiefs of Police, he said it was discussed at conventions.

FCC counsels, Paul Dobin and Dee W. Pincock, subpoenaed more than a score of local persons who purportedly were or had been engaged in bookmaking activities. However, less than a dozen of these individuals were called to the stand to testify. Only half of these said they used radio at all while the others said they were not at all interested in radio. Of those that did use radio, there was mixed opinion as to what and how much information was of any use to them. One testified he could not stay in business without radio.

Other Sources Said Faster

Most of those that did use radio, however, testified to the effect that WTUX was a poor second preference because certain out-of-town stations gave more information and gave winners faster. Some said they listened to WTUX only when they had to. One objection to WTUX was its use of the Armstrong identification number rather than the universal post number.

The stations named as being used in addition to WTUX included: WWBZ Vineland, N. J.; WITH Baltimore; WAMS Wilmington; WPEN Philadelphia; WANN Annapolis; WINS New York, and a station unidentified in Chester, Pa.

Several of the alleged bookies testified that many people were interested in full race information even though they never bet, just as in any other sport. They pointed out the desire to mentally make a choice in a contest and the urge to see as soon as possible if one chose correctly. Stress that Wilmington "is a horse-race town" also was made.

Roger E. Phelps, radio engineer in charge of FCC's third district in Philadelphia, testified about monitoring WTUX race programs on Dec. 3 and 6, 1948, at the instruction of the Commission in Washington. He cited one race winner which he claimed was announced one minute and 46 seconds after the end of the race.

WTUX owners MacIntosh and Robinson testified at length on their race program policies which they considered to be not objectionable, in the public interest and never conceived to be of help to gamblers. Receipt of any payment for race data was vigorously denied and Mr. MacIntosh explained he acquired the Armstrong sponsorship to kill such "idle" rumors as he had heard. Mr. Robinson explained how the race information composed only a small portion of the program time in comparison to other sports news and entertainment.

Considerable testimony also was taken on the public service activities of WTUX and a number of witnesses were presented on this aspect.

John J. Brady, managing editor of the Wilmington *Morning News*, and Elmer F. Cunningham, managing editor of the *Journal Every Evening*, under same ownership, testified to their papers' policy in using race information. They indicated they printed it as legitimate news because of local interest and if it were used for illegal purposes there was no way to stop it.

Upcoming

June 20-July 29: U. of California-NBC Radio Institute, U. of California, Berkeley.
June 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.
June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.
June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.
June 27-July 11: Seminar on Educational Radio, U. of Illinois, Urbana.
July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth, N. H.
July 14-15: Annual Indiana U. Radio in Education conference, Bloomington, Ind.
July 25-Aug. 26: Third Professional Radio Clinic, U. of Denver, Denver.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 2-3: Audio-Visual and Radio Education State Directors conference, Chicago.
Aug. 19-20: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.

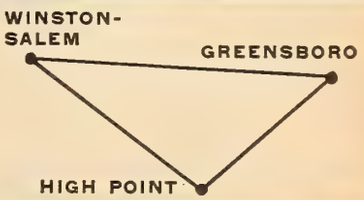
LOCAL PROGRAMS THAT *Click!*

- *Bow-Ties and Bow-Kays*
- *Music for the Mrs.*
- *Piedmont Farm Program*

Plus NBC'S PARADE OF STAR NETWORK SHOWS

ALL ON WSJS AM-FM

THE STATIONS WHICH *SATURATE* NORTH CAROLINA'S GOLDEN TRIANGLE



No. 1 MARKET IN THE SOUTH'S No. 1 STATE

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE
Represented by HEADLEY-REED COMPANY

WFBL

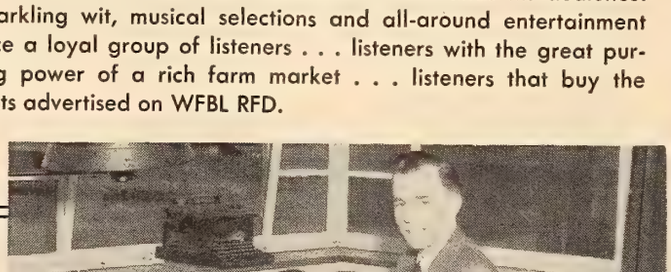
SYRACUSE, N. Y.

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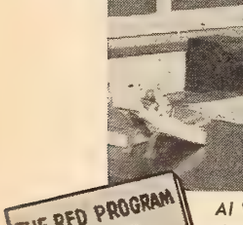
in the

Central New York RURAL MARKET

- WFBL is the only radio station to maintain an agricultural studio at the Central New York Regional Market where instantaneous market prices, both local and national, are gathered and broadcast direct to rural audience.
- WFBL co-operates completely with the Department of Agriculture of Cornell University . . . every important agricultural bulletin is given top preference during the program.
- The WFBL RFD Show, 5 to 7 a. m., Monday through Saturday, is produced by the best qualified radio farm director in Central New York . . . a real farmer who knows and understands his audience. His sparkling wit, musical selections and all-around entertainment produce a loyal group of listeners . . . listeners with the great purchasing power of a rich farm market . . . listeners that buy the products advertised on WFBL RFD.



Al Warner, WFBL Farm Director, is a real farmer who understands and interprets the problems of the rural market.



Ask Free & Peters for the WFBL RFD Booklet and Availabilities.

WFBL BASIC CBS

IN SYRACUSE . . . THE NO. 1 STATION WITH THE TOP SHARE OF AUDIENCE MORNING, AFTERNOON OR EVENING

Film Report

(Continued from page 38)

sured juvenile televiewers with much going on celluloid for their enjoyment. **Ely Landau,** head of own newly established TV package firm has entered agreement with **Children's World Theatre Corp.,** New York, for production of children's video programs. Mr. Landau will produce series with **Monte Meacham,** president, of Children's World Theatre. Plans for similar arrangements with established groups in other specialized theatre fields currently being made by Mr. Landau.

Apex Pictures, Hollywood, will start production of *The Lone Ranger* if casting is speedily solved. . . . **Henry Hobhouse,** director, **Partheon Productions Ltd.,** London, England film firm, announced plans to make movies for American television. Fifteen minute shorts would include puppet shows, music hall numbers, sports reviews and mystery shows. British government has loaned film company money to promote venture. . . . **Chicago Dodge Dealers Assn.,** through **Ruthrauff and Ryan,** has ordered production of three one-minute, one 20-second and two 40-second film spots from **Alexander & Associates** to be telecast over WBKB commencing June 20..

TELEscoops, New York, has signed exclusive television contract with **Emily Post,** according to **Sam E. Hunsaker** and **William A. Battista** of that firm, producers of television shows and commercials. Production has already started on first of initial series of 39 five-minute shows to be filmed for 13-week schedule. Prospective sponsors will get preview of first film in near future, entire series will be ready by early fall. Emily Post will open each show with appropriate introductions and then give way to lifelike puppets who enact each subject of etiquette. Animation will be by means of stop-motion photography and although unwilling to release prices at this time Mr. Hunsaker pointed out that TELEscoops has been able to reduce this type of filming more than 75% as compared with similar quality films now being used in TV commercials.

American Products Corp. has established offices in seven cities for releasing of first run films for television. Under name of **American Products Releasing Corp.,** new firm's headquarters are at 3757 Wilshire Blvd., Los Angeles. Other offices are in New York, Chicago, Houston, Atlanta, Seattle and Washington, D. C. **Glenn Bever,** president and general manager of parent organization, heads Los Angeles office. According to Mr. Bever, contracts already have been signed with eight Hollywood television film producers for releasing of films.

RCA SERVICE Co., Camden, N. J., is launching extensive training program designed to acquaint distributors, dealers and independent radio and phonograph servicemen with mechanical features and operation of RCA Victor's 45 rpm record player.

ABC CHANGES

Several Posts Realigned

TITLE changes and realignment of duties of several ABC executives were announced last week.

Theodore I. Oberfelder, director of advertising and promotion, was given also the directorship of research, a position from which Edward F. Evans, who has been with ABC since its formation, has resigned.

Mitchell De Groot, former assistant director of advertising and promotion, became manager of advertising and promotion. Ben Gedalecia, former associate director of research, became manager of research.

Earl Mullin, former publicity manager, became national publicity director with added supervision over branch publicity offices. Grace Johnson, former continuity acceptance manager, became director of continuity acceptance.

The shuffle was another part of the ABC streamlining and economy wave.

'LADY' IN NEWS

But Not for Free at KPRC

KPRC Houston last week welcomed to the city a new Lady Esther product, Complete Creme Make-up. The welcome had a catch, however—suggestion that the Lady Esther product be introduced at regular commercial rates.

Writing to Robert S. Taplinger & Assoc., New York, KPRC Manager Jack Harris said that "as a committeeman for the Chamber of Commerce" he appreciated the "recognition of Houston as one of the most important fashion centers of the United States.

"However, I do not agree entirely with your feeling that Lady Esther's new make-up is news material to be included on our women-interest programs." Mr. Harris submitted a KPRC rate card.

Protests have been received from stations about a per inquiry campaign submitted by Thwing & Altman, New York, on behalf of Wm. H. Wise & Co., described as "one of the largest publication and radio advertisers in America." Four books, with profits ranging from $1 to $1.50 for each sale, are included in transcribed commercials.

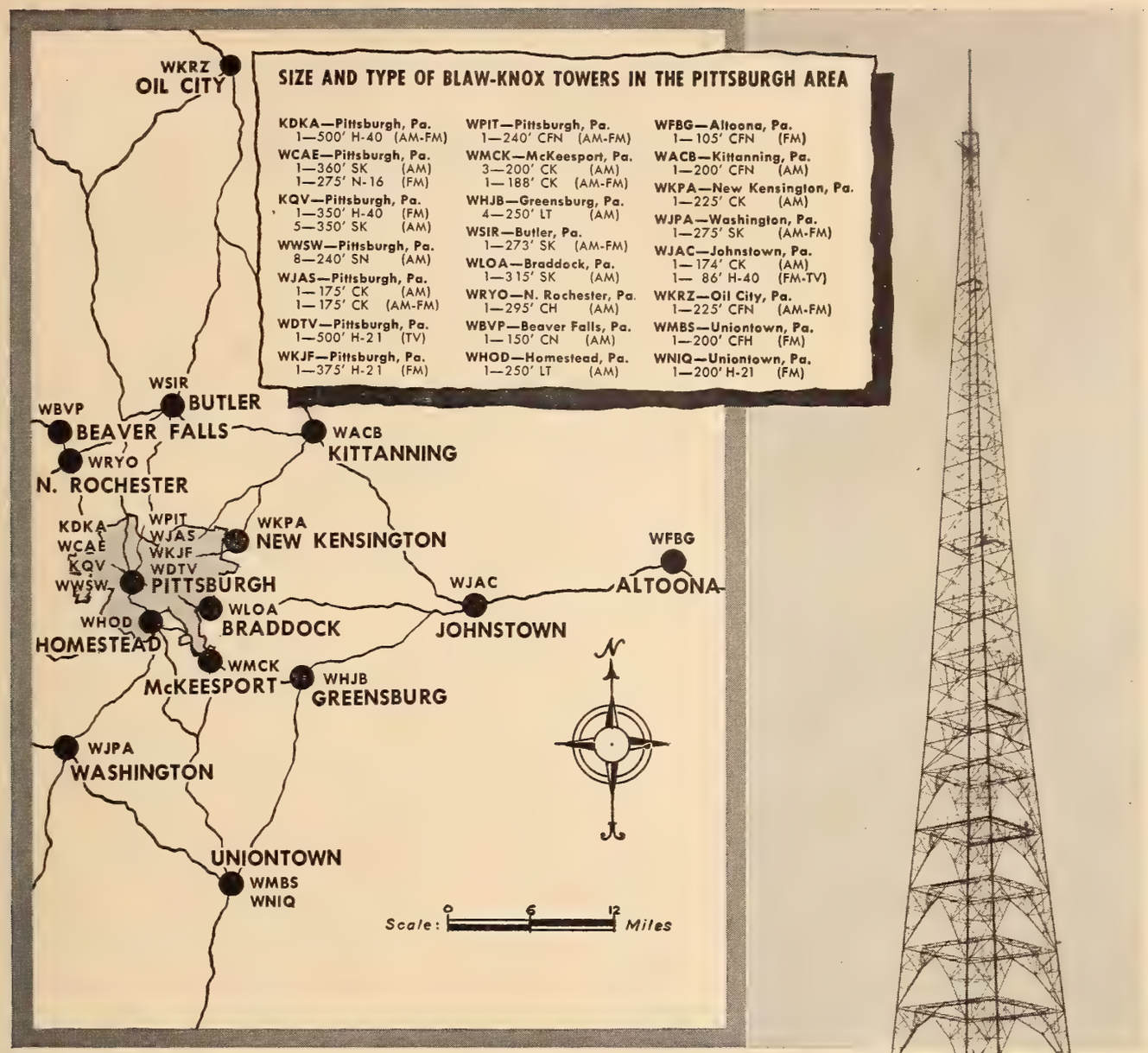
Feature of Week

(Continued from page 12)

cuspidor donated by King Cole, sponsor of *King Cole Capers.*

Rules of the contest stipulated that the winner would be selected on the basis of "chewing the largest plug, twist, quid, wad, cud or chaw of munching tobacco at a single chompin'."

"It was a big day indeed for the many old-time tobacco chewers," said WDVA.



SIZE AND TYPE OF BLAW-KNOX TOWERS IN THE PITTSBURGH AREA

KDKA—Pittsburgh, Pa.
1—500′ H-40 (AM-FM)

WCAE—Pittsburgh, Pa.
1—360′ SK (AM)
1—275′ N-16 (FM)

KQV—Pittsburgh, Pa.
1—350′ H-40 (FM)
5—350′ SK (AM)

WWSW—Pittsburgh, Pa.
8—240′ SN (AM)

WJAS—Pittsburgh, Pa.
1—175′ CK (AM)
1—175′ CK (AM-FM)

WDTV—Pittsburgh, Pa.
1—500′ H-21 (TV)

WKJF—Pittsburgh, Pa.
1—375′ H-21 (FM)

WPIT—Pittsburgh, Pa.
1—240′ CFN (AM-FM)

WMCK—McKeesport, Pa.
3—200′ CK (AM)
1—188′ CK (AM-FM)

WHJB—Greensburg, Pa.
4—250′ LT (AM)

WSIR—Butler, Pa.
1—273′ SK (AM-FM)

WLOA—Braddock, Pa.
1—315′ SK (AM)

WRYO—N. Rochester, Pa.
1—295′ CH (AM)

WBVP—Beaver Falls, Pa.
1—150′ CN (AM)

WHOD—Homestead, Pa.
1—250′ LT (AM)

WFBG—Altoona, Pa.
1—105′ CFN (FM)

WACB—Kittanning, Pa.
1—200′ CFN (AM)

WKPA—New Kensington, Pa.
1—225′ CK (AM)

WJPA—Washington, Pa.
1—275′ SK (AM-FM)

WJAC—Johnstown, Pa.
1—174′ CK (AM)
1— 86′ H-40 (FM-TV)

WKRZ—Oil City, Pa.
1—225′ CFN (AM-FM)

WMBS—Uniontown, Pa.
1—200′ CFH (FM)

WNIQ—Uniontown, Pa.
1—200′ H-21 (FM)

WHERE COMPETITION IS KEENEST...

BLAW-KNOX TOWERS DOMINATE THE AIRWAYS

That "still, small voice in the wilderness" hasn't a chance around Pittsburgh. To be heard above the electronic babble it must come out loud, strong and clear.

Receivers tuned to the stations shown here find clear, sharp signals broadcast via Blaw-Knox Antenna Towers . . . Radio engineers know you can "hear the difference."

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

McFarland Bill

(Continued from page 25)

permit the holder of a license to "keep it forever" (unless completely disqualified), regardless of the merits of a competing applicant. Comrs. Hyde, Jones, and George E. Sterling felt the section should at least require that renewals be granted according to findings of public interest.

Sen. McFarland felt the public-interest requirement is adequately covered elsewhere in the law and in his bill. His proposal, he said, came not from anything FCC has done but from broadcasters' "fears" of what the Commission might do, via unwarranted denials or indefinite delays in action on renewal applications.

The purpose of the bill's proposed changes in procedure on hearings was questioned by FCC, which particularly opposed the plan to require hearings on virtually any grant against which a protest is filed. Aside from increasing FCC's workload, the Commission contended, such a requirement might enable existing licensees to protect themselves against competition for long periods of time by forcing competitors into hearings.

A "better method," FCC asserted, would be its own proposal to require local advertising of all major broadcast applications. This plan—currently under industry attack and slated for a public airing June 27—could be written into law "if Congress desired," the subcommittee was told. This, FCC said, "will enable the Commission to secure full information concerning qualification of applicants and will not serve as umbrellas to protect licensees and applicants against competition."

The Commission also entered strong objection to what it considered a too strict limitation on the right of examiners or commissioners in hearing cases to confer with staff members even on highly technical points.

The bill's proposal to make FCC action on transfers dependent only upon the buyer's having the qualifications of an original licensee, Mr. Hyde said, would eliminate the Commission's existing power to determine whether the transfer in itself is in the public interest. Thus FCC presumably would be required to approve obvious trafficking in licenses, for example, so long as the buyer possessed the qualifications of an original licensee.

Hearing Issue

Sen. McFarland said there was no intention to give existing licensees undue advantage, but that he thought hearing procedure should be carefully spelled out so each applicant will "know exactly what the Commission wants him to prove."

FCC had no objection to the proposed new provision forbidding discrimination on grounds of race, religion, political affiliation or business association, which was designed primarily to preclude any FCC ban on newspaper ownership of stations. Sen. Tobey, however, promised "a devil of a fight" if the Committee should insist on such a provision, which he thought would open the door to monopolistic developments. Sen. McFarland said it was written into his bill because of newspaper applications which had been held up for long periods of time.

Comrs. Hyde and Jones favored rotation of the Commission chairmanship, but the majority endorsed the present plan of Presidential appointment, which the bill would continue.

The Commission felt the proposed boost in Commissioners' pay from $10,000 to $15,000, with increase also for key staff executives, would be desirable, but opposed the plan to cut the pay of future secretaries of Commissioners from $5,482 to $4,000.

The cease-and-desist powers conferred upon FCC by the bill also were approved with a recommendation that provision be made for issuance of such orders not only against licensees but against any other persons who violate the Communications Act or FCC's rules.

Mr. Jameson, appearing for the FCBA, limited his discussion to procedural sections of the bill, the "most salutary" of which, he said, is the one providing for "the filing of an examiner's report, independently made, and the right to file exceptions thereto and have oral argument thereon before entry of any final decision." Comr. Hyde noted that this procedure, in which the examiner issues an "initial decision" in lieu of the "proposed decisions" heretofore issued by the Commission, was adopted by FCC early this month.

FCBA, Mr. Jameson said, "strongly" favors the functional plan of organization for the FCC staff. He felt that this, plus the plan to assign legal assistants for the Commissioners, would make it unnecessary to adopt a panel system, which FCBA formerly endorsed but now opposes. The panel plan's major weakness, he said, is that less than a majority of the full Commission would make the decisions.

The bar group reiterated its prior endorsement of higher pay for Commissioners and recommended again that the chairmanship carry an additional $2,500 remuneration.

Mr. Craney warned that trafficking in licenses and permits is on the increase, although FCC "apparently believes that the problem is not serious." He told the subcommittee that "I know of construction permits granted as long as two years ago where nothing has been done by the grantee except continued attempts to peddle the permit at a profit." It might be well, he suggested, for Congress "to affirm that construction permits are not property in the normal sense and cannot be voluntarily transferred without certain specific qualifications."

He commended Sen. McFarland for his work on the bill, but cautioned that it should not be considered a "cure-all for the problems of American mass communications." He urged the subcommittee to enact it with whatever changes seemed desirable and then, at the next session, "come back to the all-important problem facing you in mass communications."

This problem, he said, is the issue of clear channels and power above 50 kw. "Your problem right here in this committee is to maintain freedom of speech for the many—not license to speak for a few," he said. "The pattern you set in aural broadcasting will be followed for television." He told the legislators that "the price of super-power is too high," and that "without it, there is no reason whatsoever for clear channels."

Trammell Endorses

NBC President Niles Trammell sent a letter "completely" endorsing the bill's administrative and appellate sections. He took no position on sections dealing with FCC's internal organization, on grounds that "these are matters with which the Congress and the Commission can best deal."

KCMO's E. K. Hartenbower said all members of NAB's legislative committee, which he heads, are in favor of the bill. "I can tell you, as a practical broadcaster, that we are gratified that it contains many features which should prove helpful to the industry," he declared. Members of the legislative committee:

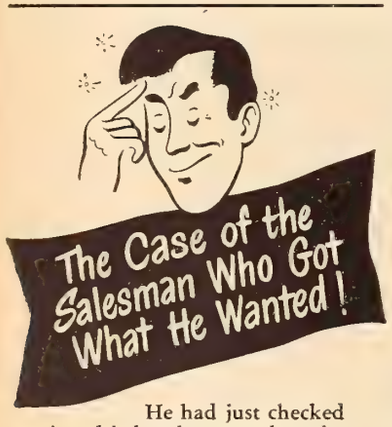
Mr. Hartenbower, chairman; Edward Breen, KVFD Fort Dodge, Iowa; Harold Hough, WBAP Fort Worth; Rex G. Howell, KFXJ Grand Junction, Col.; Paul Miller, WHEC Rochester; J. Harold Ryan, WSPD Toledo; Arthur Westlund, KRE Berkeley, Calif.; and Clair R. McCollough of WGAL Lancaster and Gilmore N. Nunn of WLAP Lexington, Ky., board liasion members.

Mr. Petty, NAB general counsel, also urged adoption of the bill, but suggested some revisions for committee consideration if "practicable in view of the pressure of time."



IN THE U. S. to observe free commercial radio operations, these representatives of the Japanese and Korean government-controlled radio systems were in Washington last week after a four-week stay in New York on a tour which will include visits to stations in various cities throughout the nation. Their visit is under the auspices of Columbia U. and Rockefeller Foundation. Pictured when they stopped off to observe Senate subcommittee hearings on the McFarland Bill (story page 25), they are (l to r):

Front Row—Bae Jun Ho, announcer-script writer, Korean broadcasting system; Miss Kim Ok Yul, Korean woman's program announcer; Miss Teruko Ihara, in charge of women's development planning section, Japanese broadcasting system; Hiroshi Niino, vice chief of the liaison section, and Michio Uda, chief of the production section, Japanese system. Back Row—Shigenao Nakamura, chief, foreign news division, Japanese; Song Young Ho, continuity chief and program director, Korean system; Jiro Nanye, chief, program operating board, Japanese system; Park Kyung Ho, of Korean government broadcasting planning committee; Seiji Shimaura, chief of Japanese system's broadcasting section at Osaka.



He had just checked into his hotel room when the phone rang . . . sales manager calling from New York. "Just decided to run a radio schedule in your market. What station do you recommend?"

"Had to think fast," says the salesman. "Didn't have time to check Hoopers, coverage and all that. So I told 'em, *"Give me KDYL."* I knew I couldn't go wrong on that."

Of course we're pleased he thought of KDYL first—but then, practically everybody does in the Salt Lake market.

And with television success stories we have to show, they're thinking first of KDYL-TV too!

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative: John Blair & Co.

He pointed out that the measure incorporates many suggestions offered by NAB and other industry representatives in prior Congressional hearings.

Mr. Petty thought the proposed amendment on renewal actions is desirable because it "removes from existing licensees the constant threat that their licenses might be taken away from them in renewal proceedings, merely upon the naked promises of a new applicant, even though they had served the public interest." It also "remedies the Commission's past practice of using renewal proceedings to discipline or impose sanctions against a radio broadcast licensee." But, he added, it still gives FCC power to revoke and to determine whether operation has been in the public interest.

Wants Oral Argument

He commended the proposed changes on hearing procedures, but suggested that FCC be required to grant oral argument before denying a protest against a grant issued without hearing.

The shortening of the anti-trust sections, by eliminating double jeopardy, "is satisfactory because it places a radio broadcast licensee in the same position under the law as other citizens," he declared.

He said the new revocation and cease-and-desist sections were desirable, but reiterated NAB suggestions that (1) revocation proceedings be tried in the district court where the station is located; (2) a "reasonable" statute of limitations be established with respect to revocation proceedings; and (3) the provision on revocation for violation of an international treaty be modified to take broadcasters off the "horns of a dilemma."

In general, Mr. Petty thought the changes encompassed in the bill "stand to benefit the Commission itself, as well as the general public and the broadcast licensees."

Mr. Marks, speaking as counsel for FMA, gave "complete support" to the measure. He felt it "will be of tremendous benefit in expediting the processing of applications and other requests which broadcasters must submit to the Commission."

May Relieve Congestion

He said it "has been my experience that approximately 50% of the Commission's time is spent in the consideration of routine applications. The delegation of this work to a panel or to an administrative officer undoubtedly will relieve the congestion considerably and free the individual Commissioners from the heavy backlog in order that they may devote more time to determining vital policy issues."

He endorsed "particularly" the cease-and-desist provisions, which provide an intermediary step FCC might take whereas now it must either forgive violations or institute revocation proceedings.

(For other testimony, see late story page 4.)

First 15 Program Hooperatings—June 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+ or —	Pos.
Radio Theatre	149	Lever Bros. (JWT)	16.2	19.2	—3.0	1
My Friend Irma	153	Pepsodent Div.-Lever (FC&B)	14.5	15.4	—0.9	5
Walter Winchell	279	Kaiser Frazer (Weintraub)	14.1	18.2	—4.1	2
Orig. best 12.9 Added by 2nd 1.2						
Talent Scouts	155	T. J. Lipton Div.-Lever (Y&R)	12.8	15.2	—2.4	7
Bob Hope	151	Lever Bros. (Y&R)	12.0	15.4	—3.4	4
Crime Photographer	149	Toni Co.-Div. Gillette (FC&B)	10.8	8.2	+2.6	44
Stop the Music (8-9 p.m.) (8-8:15, 9.6) (8:15-8:30, 9.9) (8:30-8:45, 11.7) (8:45-9, 11.5)	182	P. Lorillard (L&M) Eversharp (Biow) Speidel Co. (C&P) P. Lorillard (L&M)	10.7	10.1	+0.6	19
Big Story	162	American Cig. & Cigar (SSC&B)	10.6	9.1	+1.5	28
Judy Canova	144	Cog.-Palm.-Peet (S&M)	10.5	10.0	+0.5	21
Bob Hawk	161	R. J. Reynolds (Esty)	10.4	7.8	+2.6	49
Mr. Chameleon	138	Sterling Drug (D-F-S)	10.2	—	—	—
Suspense	164	Electric Auto Lite (N-E)	10.2	—	—	—
Mr. Keen	149	Whitehall (D-F-S)	10.0	9.5	+0.5	25
Dennis Day	144	Col.-Palm.-Peet (Bates)	9.8	7.1	+2.7	54
Fat Man	216	Norwich Pharmacal (Gumbinner)	9.7	8.7	+1.0	35
Curtain Time	145	Mars Inc. (Grant)	9.7	5.1	+4.6	90
Mr. District Attorney	160	Bristol-Myers (DC&S)	9.7	13.2	—3.5	10

$50 Million

(Continued from page 23)

service—the advertising method—is getting action and results."

Speaking of results, the report said:

"With this kind of radio support, and the generous help given campaigns through other media, things are bound to happen. Advertising—radio and all media—has been credited with being at least partially responsible for a few results such as these in 1948:

Efforts Get Results

"The automobile accident death rate continued the drop it has shown ever since the campaign started—reached the lowest rate on record; 13% fewer forest fires than in 1947; Series E bond sales set a peacetime record; CARE package shipments boosted as high as 25,000 packages a day; Red Cross goal of $75 million reached; 43,000 student nurses recruited, largest peacetime enrollment; chest X-rays stepped up 31%; almost every state increased its school appropriations, membership in Parent-Teacher Assns. stepped up 25%."

The 15-top priority council campaigns in 1948 were: Buy U. S. Savings Bonds, Stop Accidents, 1948 Red Cross Fund, Our American Heritage, CARE, United America—Group Prejudice, Student Nurse Recruiting, Better Schools, 1948 Community Chests Drive, Armed Forces Prestige, Fight Tuberculosis—Get A Chest X-ray, American Economic System, Prevent Forest Fires, Conserve Fuel Oil and Crusade for Children.

Forty-two other campaigns were not on the radio allocation plan—which handled only the top-priority projects—but "received extensive support from sponsors and programs." They were:

Brotherhood Week, Navy Recruiting, G. I. Insurance, National Guard Recruiting, Foster Parents Plan for War Children, Christmas Seals, Employ the Physically Handicapped, Marine Corps Recruiting, March of Dimes, World Trade Week, Cancer Drive, National Heart Week, 4-H Clubs, Easter Seals, Girl Scouts Birthday, Campfire Girls, Farm Safety Week, Public Health Nursing Week, Flag Week & Flag Day, Eat Plentiful Foods, National Girls Club Week, Freedom Gardens, National Boys Club Week, United Nations Day, United Negro College Fund, Home Demonstration Week, Rat Control, Food Conservation, Army Nurse Recruiting, U. S. Coast Guard, Youth Month, Fire Prevention Week, Navy Day, Marine Corps Birthday, Junior Red Cross, United Church Canvass, Salvation Army, I Am an American Day, Air Force Day, Naval Reserve, Army Day, Marine Corps Reserve.

Wide Cooperation

"Virtually every network advertiser and a number of regional advertisers plus the sustaining and cooperative programs of ABC, CBS, MBS, and NBC cooperate in presenting public service material on a regular schedule throughout the year," Mr. Peabody said.

"A voluntary plan such as the council's Radio Allocation Plan is unparalled in any other country in the world," he said, "and we feel that this report of one year's efforts by American business to solve some of the pressing public problems of our time is a particularly significant one."

MOBILE SYSTEM

National Network Slated

FORMATION of the National Mobile Radio System, described as the first national network of independent radiotelephone stations for mobile service to the general public, was announced last week.

Spokesmen said the plan "will make available to subscribers of any member station the facilities of all stations in the organization." By August, they said, the network will be in operation between Boston and Washington. The service will be extended gradually to cover all member stations, which now number 12 and which, it was predicted, will reach at least 100 by 1950. The stations operate in the 152-162 mc band.

Announcement of the network's formation was made in a letter sent to FCC by Jeremiah Courtney, Washington counsel. President is Norman W. Medlar of Westchester Mobilfone System, White Plains, N. Y.



LOCAL ADVERTISERS CHOOSE FROM PERSONAL KNOWLEDGE (or Don't Let Hooper* Fool You!)

More local advertisers buy more local time on WQUA than on the two other QUAd-City full-time stations combined! And, WQUA's local rates are comparable—often higher than—the local rates of either of its competing 5000 Watt major network (NBC and ABC) stations!

** Local buyers don't agree with Mr. Hooper! We invite your inquiry for national availabilities.*

HERE IS THE RECORD:

	aWQUA	bSta. A	cSta. B	WQUA over Sta. A	WQUA over Sta. B
Total Local Advertisers	120	*53	51	126%	135%
Time Purchased by Local Advertisers:					
Announcements	135	154	108	—12%	25%
** Newscasts & Sportcasts	555	615	285	—10%	95%
** Entertainment Programs	1,045	610	545	71%	92%
** Play-by-play Sports	646	None	None	No Competition	
** Total Program Time	2,246	1,225	830	83%	117%

** Exclusive of 23 advertisers on a 'promotion-deal'.*
*** In Minutes.*
a—Average of weeks of 1/30/49-2/6/49.
b—Week of 1/30/49.
c—Week of 2/6/49.

"The QUAd Cities' Station" WQUA RADIO CENTER MOLINE, ILL. REPRESENTED BY RAMBEAU

Bruff W. Olin, Jr., Pres. & Gen. Mgr.

W F B C
LEADS
In The
Greenville
Market
With A
Higher
Rating*
Than The
Other Two
Stations
Combined!

Reach
This
RICHEST
S.C.
Market of
853,700
People

■ First 5,000 Watt Station (Since 1936) in South Carolina

■ Wide Awake, Resourceful Merchandising Department

■ Latest Conlan Rating, 1948

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

Canadian Meeting

(Continued from page 29)

for equipment depreciation on income tax; the advisability of CAB joining the Inter-American Broadcasters Assn., and CAB's close relations with NAB and the Australian broadcasters. Mr. Allard included in his summary a mention of CAB's hiring of W. J. Bain, formerly with the Canadian Transport Dept., as NARBA advisor.

The broadcasters expressed their satisfaction with Mr. Allard's operation by defeating his recommendation for a 10% cut in annual fees, leaving surplus for continuing the fight for an independent radio regulatory body.

Freeman Reports

Pat Freeman, CAB sales director, in reporting on first complete Canadian advertising study, told the convention that the estimated total for 1949 Canadian radio advertising is about $13 million, one third of the amount spent last year by advertisers in publications.

He told the convention that radio must strengthen its relationship with advertising agencies, and that it must work directly with the client where there are no agency radio departments.

Mr. Freeman felt that radio should obtain a minimum of one quarter of the total of Canadian charitable advertising expenditures, and that it must cut drastically free-time chiselling.

He reported that American broadcasters can reasonably expect $40,000 from the Canadian government's Travel Bureau next year. He also told the convention that Canadian banks are likely to be using radio advertising within two years.

George Chandler, CJOR Vancouver, suggested that the CAB support the NARBA negotiations, largely following the Canadian government's recommendations for addition of two new station classifications—no interference stations and priority protection for the repeater stations now operated by CBC.

S. Finlayson, general manager of Canadian Marconi, in a discussion on FM, TV and facsimile, suggested television development by private interests in major markets where money for such development is available, and CBC development of TV stations where such funds are not available.

Discusses Transit FM Plans

Mr. Finlayson reported on the operation of CFCF-FM Montreal, the first station in Canada to be allowed separate broadcasting of FM from AM programs; and on plans for transit FM.

He suggested that TV development be freed from the restrictions proposed by the government, and that TV stations should cooperate on programming.

Walter Elliott, of Elliott-Haynes Ltd., gave a report on how radio surveys are made, and pointed to new rating uses in selling the medium.

Canadian broadcasters were posted on the music copyright situation in the United States by Joseph McDonald, vice president, secretary and general attorney of ABC, at the opening session of the third day. He stated that a TV-ASCAP agreement is expected to be reached at an early date, following lines somewhat similar to standard broadcast agreements plus 10%.

Carl Haverlin and Bob Burton of BMI, New York, reported development of the organization in Canada. In the past 18 months over 2,000 Canadian compositions were distributed by BMI Canada, which now has 35 Canadian composers under contract. BMI Canada now is the largest Canadian performing rights organization, Mr. Burton stated. He urged broadcasters to support Canadian music authors and composers.

Selling radio advertising occupied the remaining Wednesday sessions, with various panels and reports during the morning and afternoon sessions. Highlights included a recommendation by Ken Soble, CHML Hamilton, that CAB advertising agency franchises be reviewed and agencies be required to place minimum percentage billings in radio for future franchises. Taking part in the panels were Ruth Jones, Benton & Bowles, New York; Mary Cardon, J. Walter Thompson Co., Montreal; Waldo Holden, Toronto; Adam Young, New York; Ralph Snelgrove, Owen Sound; Ralph Hart, Spitzer & Mills, Toronto and Gordon Keeble, CFCF Montreal. Surveys on early morning, late evening, Sunday, summer and car listening were recommended.

Lee Hart, NAB assistant sales director, explained NAB's tested formula for preparation of selling radio copy.

Mr. Allard, CAB general manager, became ill during the third day of the convention. Extent and nature of the illness was not immediately known.

'TOWN HALL'

May Shift From ABC; NBC Interested

POSSIBILITY that the simulcast (AM and TV) *Town Hall Meeting of the Air* would decamp from ABC, where it has been aired for more than 14 years, was revealed last week when George Denny, president of Town Hall Inc., was notified that ABC's present minimum guarantee would not be continued after expiration, on Jan. 1, of its present contract.

Mr. Denny, who is also moderator of the debate series (Tuesdays, 8:30-9:30 p.m.), disclosed that the present basic guarantee of $3,000 weekly for radio, covered by contract, and the gentleman's agreement guaranteeing ABC 80% and Town Hall 20% of video revenues, would not be renewed in 1950. He took exception to ABC's claim that it lost $1,500 weekly on the program, pointing out that ABC did not include revenue it received from sale of time to owned-and-operated stations. Over a two-year period, he said, these stations averaged more than 50% sponsorship, representing billings of $153,000.

ABC also receives 30% of its non-owned and operated affiliates nighttime hourly rates for the show, when it is sponsored locally, or some $1,500 weekly, it was learned. These figures total approximately $3,000 weekly, the sum ABC pays for Town Hall.

Mr. Denny also revealed that Town Hall is asking an additional flat $1,000 weekly for video costs next year instead of the 80-20 split.

While Mr. Denny said only that Town Hall was "looking around for another network" other sources revealed that NBC was considering the show.

The program has been carried by 265 of the 266 ABC stations and has been cooperatively sponsored on 65 to 80 stations over the two-year period.

Another problem, according to Mr. Denny, is the time schedule which, for the show's first half hour (8:30-9 p.m.) bucks the highly-rated Milton Berle show on NBC-TV. Because of this competition, Mr. Denny believes, the meeting's ratings have suffered. However, he felt that should Town Hall come to terms with ABC a new time could be arranged.

At the same time Mr. Denny told BROADCASTING that Edgar Kobak, former Mutual president, has been elected to Town Hall's board of trustees. Mr. Kobak will act as adviser to the board in the absence of Mr. Denny, who leaves next Saturday for a round-the-world tour with the program, in the possible selection of another network. During the program's tour, it will be aired on AM via transcription, but will take a hiatus until fall from TV.

WTVB TO START

1 kw Daytime on 1590 kc

WTVB Coldwater, Mich., assigned 1590 kc, directional, 1 kw day, plans to begin broadcasting about July 1, E. H. Munn Jr., station director and chief engineer, announced last week.

Station is housed in a new, modernistic cinder block structure a mile and a half south of Coldwater on U.S. Highway 27. Transmitter is a Gates BC1F, and the console also is a Gates. WTVB has two Wincharger type 101 towers (overall height 188 feet).

Services to be used include AP news wire, Cole and Associated libraries and Broadcasters Program Syndicate.

WTVB is owned by Twin Valley Broadcasters Inc., Coldwater.

CAB Registration—June 13-16

A

J. L. Alexander, Toronto; J. T. Allard, CAB; A. E. Allen, Canadian National Telegraphs; R. D. Amos, F. H. Hayhurst Adv.; T. K. Anderson, Canadian Assn. Advertising Agencies; W. M. Armstrong, Canadian National Telegraphs; C. E. Arney, NAB; J. P. Aston, Northern Electric; Miss D. Atkinson, CFRN.

B

K. H. Baker, BMB; St. Clair Balfour, CJSH-FM; A. J. Balfour, CFGP; A. C. Ball, "Canadian Advertising;" W. Barnes, NBC Recording, New York; C. C. Barker, Kingsway Film Equipment; R. L. Barnes, CJCA; Mr. and Mrs. Jack Beardall, CFCO; P. H. Bennett, United Kingdom Information Office, Ottawa; Roger Bergeron, CKBL; V. Bernard, CHNC; G. S. Bertram, Swift Canadian; L. W. Bewick, CHSJ; J. O. Blick, CJOB; W. C. Borrett, CHNS; George Bourassa, CKAC; R. Bowden, Elliott-Haynes; R. T. Bowman, CKMO; J. S. Boyling, CHAB; J. Brayley, Canadian Press; Julie Brown, Comptom Adv.; Mr. and Mrs. H. B. Burgoyne, CKTB; Mr. and Mrs. W. B. C. Burgoyne, CKTB; R. J. Burton, BMI; W. B. Byles, Young & Rubicam.

C

Mr. and Mrs. S. W. Caldwell, Caldwell Ltd.; R. M. Campbell, J. Walter Thompson Co.; Ted Campeau, CKLW; Mary Cardon, J. Walter Thompson; Guy Caron, CJBR; H. R. Carson, All-Canada Radio Facilities; G. C. Chandler, CJOR; Stanley Chapman, CHNC; H. F. Chevrier, CBC, M. V. Chesnut, CJVI; K. G. Chisholm, RCA; W. L. Chorland, Whitehall Broadcasting; A. L. Clark, Kingsway Film Equipment; H. Clochessy, Compton Adv.; J. H. Coalston, British UP; S. N. Conder, Central Mortgage & Housing Corp.; Donald Cooke, Donald Cooke Inc.; H. E. Cooke, CKEY; W. Cranston, CKOC; H. A. Crittenden, CKCK; G. A. Cromwell, CHSJ; P. R. Curran, British UP.

D

Walter Dales, Radio Scripts; V. Dallin, CFQC; J. M. Davidson, National Broadcast Sales; Harry Dawson, Canadian GE; M. Deakins, RCA Victor; R. D. Desaulniers, Canadian Marconi; W. Dippie, Radio Representatives; W. P. Downs, W. P. Downs Ltd.; T. F. Drummie, CHSJ; A. D. Dunton, CBC; A. Dupont, CJAD.

E

L. A. W. East, Canadian Pacific Telegraphs; H. L. Eberts, Federal Electric; C. B. Edwards, Press News; M. E. Elliott, Canadian Marconi; Mr. and Mrs. Walter Elliott, Elliott-Haynes Ltd.; T. A. Evans, CAB.

F

Gordon Ferris, Household Finance Corp.; B. Fitzpatrick, Imperial Tobacco; C. J. Follett, BBM; Jack Fenety, CFNB; D. A. Foster, H. E. Foster Adv. Ltd.; H. C. Freeman, Northern Broadcast Sales; M. Friedham, World Broadcasting; Mr. and Mrs. L. Frierson, Ruthrauff & Ryan.

G

G. Gaetz, CJCA; Mr. and Mrs. E. T. Gater, Assn. of Canadian Advertisers; R. H. Geary, H. F. Stanfield Ltd.; W. Vic George, CFCF; H. T. Gill, Canadian Industries Ltd.; J. J. Gillin, Jr., WOW; Wm. Guild, CJOC.

H

Kolin Hager, SESAC; A. M. Haig, CJBQ; Burt Hall, All-Canada Radio Facilities; Jean P. Hardy, Hardy & Co.; Jos. A. Hardy, Hardy & Co.; Lee Hart, NAB; C. W. Hart, Procter & Gamble; Ralph Hart, Spitzer & Mills; Helen Hartwig, Ruthrauff & Ryan; Ralph Hatcher, Lang-Worth Features; Mr. & Mrs. Carl Haverlin, BMI; P. J. Heenan, J. R. Longstaffe Ltd; Guy F. Herbert, All-Canada Radio Facilities; John C. Hill, Kingsway Film Equipment; Mr. & Mrs. J. F. Hirtle, CKBW; Waldo Holden, CFRB; J. T. Hollandsworth, CKMR; Jack Horler, Baker Adv.; Dr. C. E. Houde, CHNC; D. L. Howard, Canadian Pacific Telegraphs; A. B. Hunt, Northern Electric; L. A. B. Hutton, Canadian National Telegraphs.

I

C. R. Irvine, CHOK.

J

K. A. Jadassohn, SESAC; W. Jeffrey, Vick Chemical; H. E. Jeynes, RCA Victor; Ruth Jones, Benton & Bowles; Ralph Judge, W. H. Stovin & Co.

K

E. F. Kavanagh, CFCH; Gordon Keeble, CFCF; D. I. Ker, CJSH-FM; H. Keenan, Northern Electric; Mr. & Mrs. G. Kern, Benton & Bowles; H. S. Killgore, Collins Radio; N. Knight, CBS; J. Kucera, Biow Co.

L

Phil Lalonde, CKAC; C. O. & John D. Langlois, Lang-Worth Features; R. E. Large, CFCY; H. Lepage, CHRC; Paul Lepage, CKCV; Walter Lawrence, RCA Victor; D. Leslie, Canadian Pacific Telegraphs; R. A. Leslie, National Broadcast Sales; R. C. Leslie, Canadian Bridge Co.; R. G. Lewis, "Canadian Broadcaster;" D. E. Longmore, McKim Adv.; Mr. & Mrs. H. G. & W. N. Love, CFCN; J. A. Love, CFCN; G. D. Lowe, CFNB; Bert Lown, Associated Program Service; Mr. & Mrs. Fred Lynds, CKCW.

M

S. MacKay, All-Canada Radio Facilities; Mr. & Mrs. E. F. MacDonald, CJCH; J. A. McDonald, ABC; A. R. MacWilliams, CJCH; Ross McCreath, All-Canada Radio Facilities; P. G. McLean, Canadian Pacific Telegraphs; Andy McDermott, H. N. Stovin & Co.; R. E. McGuire, Caldwell Productions; Mr. & Mrs. Pete McGurk, Weed & Co.; R. M. McMillan, Canadian National Telegraphs; Athol McQuarrie, BBM; John J. McSweeney, Pedlar & Ryan; T. Malone, Adam Young; J. A. Manning, CKCL; H. A. Marquis, Canadian National Telegraphs; Mr. & Mrs. A. Martin, CKMR; R. P. Matthews, Federal Electric; N. Midgley, CBS; A. M. Miller, Canadian Assn. of Advertising Agencies; E. Miller, RCA Victor; Judge Justin Miller, NAB; Mr. & Mrs. G. F. Mills, BBM; Mariette Mineau, J. Walter Thompson Co.; L. Moffat, CKY; W. C. Mitchell, CKCR; James Montagnes, BROADCASTING; W. H. Moon, BMI; Paul Mulvihill, NBC; Austin Moore, CFNB; Mr. & Mrs. A. A. Murphy, CFQC; D. J. Murphy, Canadian Marconi; H. O. Murphy & Mr. & Mrs. W. A. Murphy, CFQC; Bernard Musnik, WLW.

N

M. Napier, J. Walter Thompson Co.; Mr. & Mrs. D. Malcolm Neill, Gordon Neill; Mr. & Mrs. J. S. Neill, CFNB; W. D. Neil, Canadian Pacific Telegraphs; Mr. & Mrs. G. B. Nelson, CFQC; Mr. & Mrs. Gilbert Nunns, RCA Victor; C. A. Norris, J. R. Longstaffe Ltd.

O

Wm. O'Neil, WWJ.

P

W. B. Parsons, ABC; K. R. Patrick, RCA Victor; J. F. Peterson, CHLO; Mr. & Mrs. L. E. Phenner, BBM; C. O. Pickrem, CFCH; R. G. Powers, RCA Victor; Mr. & Mrs. Marcel Provost, French Radio.

R

M. Radcliffe, RCA Victor; E. A. Rawlinsen, CKBI; Wm. Rea, CKNW; Mr. & Mrs. G. R. A. Rice, CFRN; H. Richardson, Bank of Canada; C. G. Roberts, Canadian GE; A. S. Robb, Northern Electric; E. Rogers, CFRB; Mr. & Mrs. K. S. Rogers, CFCY; Ross Rowlands, CKDO; C. J. Rudd, CJAV; Mr. & Mrs. Frank Ryan, CFRA.

S

A. B. Sambrook, World Broadcasting; E. S. Scherman, AAAA; William Schudt, CBS; E. L. Scott, Canadian Pacific Telegraphs; Harry Sedgwick, CFRB; Jos. Sedgwick, CAB; Gordon Shaw, CKCR; Alex Sherwood, Standard Radio; Mr. & Mrs. Tom Slater, Ruthrauff & Ryan; Mr. & Mrs. Jack Slatter, Radio Representatives Ltd.; C. C. Slaybough, Morse International; Ralph Snelgrove, CFOS; Ken Soble, CHML; W. A. Speers, CKRM; H. F. Stanfield, Stanfield Ltd.; H. N. Stovin, Stovin & Co.; W. H. Stovin, CJBQ; J. Sullivan, Canadian National Telegraphs.

T

R. S. Testut, Associated Program Service; Helen A. Thomas, Street & Finney; A. Thomson, CKCL; S. T. Tierney, Canadian Bridge Co.; G. T. Trowhill, Canadian National Telegraphs.

U - Z

Mr. & Mrs. A. E. Unger, Frederic Ziv & Co.

H. R. Varcoe, Northern Electric; M. Valiquette, CBC, Montreal.

H. S. Walker, RCA Victor; Chas. A. Wall, BMI; W. G. Ward, Canadian GE; Mr. & Mrs. J. A. Weed, Weed & Co.; E. Weider, Biow Co.; Austin Weir, CBC; Pierre Weis, Lang-Worth Features; W. G. White, Pedlar & Ryan; J. R. White, Canadian National Telegraphs; M. J. White, Day, Duke & Tarleton, New York; Easton C. Woolley, NBC; D. E. Wright, Metropolitan Broadcasting; Wm. Wright, Wright & Co.; D. E. Weeks, CFNB; S. W. Woodward, Compton.

Adam Young, Adam Young Inc.; George Young, CBC.

WJBW OUT

SCOTUS Review Denied

WJBW New Orleans, in operation since 1926, was denied its appeal in the U. S. Supreme Court last Monday and now must cease operations. Deadline is July 1 unless FCC grants temporary continuance to wind up affairs.

Charles C. Carlson, WJBW licensee, had appealed an FCC decision which refused to grant renewal of license to the station on grounds of repeated technical violation of Commission standards and rules. Before taking his case to the highest court, Mr. Carlson had been denied relief in the U. S. Court of Appeals for the District of Columbia [BROADCASTING, April 4, Feb. 21].

WJBW is assigned 250 w fulltime on 1230 kc. These facilities were awarded by the Commission to Mr. Carlson's former wife, Louise C. Carlson, for a new station WADW there, when WJBW was denied renewal. Mrs. Carlson has sought and been denied special authority to take over WJBW pending completion of her own station.

EDUCATION MEET

Radio, Visual Session Set

CONFERENCE of State Directors of Audio-Visual and Radio Education will be held in Chicago Aug. 2-3, Earl James McGrath, commissioner of education, Federal Security Agency, announced last week. Invitations have been extended to chief state school officers to designate representatives to attend.

Floyde E. Brooker, chief of the Office of Education's Visual Aids to Education Section, and Franklin Dunham, chief of the Educational Uses of Radio Section, are planning the conference agenda.

Commissioner McGrath said the conference, first of its kind sponsored by the Office of Education, indicated the growing importance educators attach to the radio and audio-visual instruction techniques.

Whitehall Names SSC&B

WHITEHALL PHARMACAL Co., a division of American Home Products Corp., New York, has appointed Sullivan, Stauffer, Colwell & Bayles, New York, to handle the advertising of Kolynos tooth paste and Kolynos Anti-Decay tooth powder effective July 1. The agency has been handling the company's Bi-So-Dol powder and Bi-So-Dol mints. The agency will be receiving the billing on the four network daytime shows Kolynos sponsors in part.



LOGS ELIMINATED

3 Ga. Stations Fight Move

THREE Columbus, Ga., stations, WDAK WRBL WSAC, have refused to accede to a demand of the Columbus *Ledger* (evening) and *Enquirer* (morning) that they pay regular advertising rates amounting to more than $10,000 a year for radio log space in the newspapers.

Use of the three stations' logs as a news feature was discontinued by the papers June 12 after Maynard Ashworth, publisher, had called in managers of WDAK WRBL WSAC and notified them of the impending action.

The stations promptly drafted a joint statement which was run on all of their local newscasts explaining the action and why they would not pay $10,000 a year to have the newspapers run their logs.

" . . . no other daily newspaper in Georgia or Alabama has forced such a demand upon local radio stations for program listings," said the statement. It continued:

"It was also pointed out [to Mr. Ashworth] that the *Ledger-Enquirer's* own survey of subscribers showed that the radio log is far above average in reader interest and preference. Mr. Ashworth admitted all this was true but remained firm in his stand . . . WDAK WRBL and WSAC were all of the opinion that the *Ledger-Enquirer's* position . . . was high-handed, unjustified and unfair—both to the stations and to Columbus newspaper subscribers. Accordingly, these three stations refused to pay a pro-rata share of the $10,000, regardless of the action which might be taken by *Ledger-Enquirer* station, WGBA.

"In this morning's *Enquirer* the program listings in the radio log include *only* those of the radio station which is owned by the newspapers and the programs of the networks. It is not known whether a charge for this listing is being made to the networks or to WGBA; however, . . . the . . . stations not affiliated with the Columbus newspapers have unanimously agreed to remain steadfast in their determination to resist any unreasonable or impossible demand made upon them by the *Ledger-Enquirer*."

In addition to carrying the joint statement, WDAK had this added comment for its listeners:

"From our first day on the air in Columbus, we have regularly purchased display advertising from the *Ledger-Enquirer*. We are perfectly agreeable to continuing this practice. But now we must serve this notice to the *Ledger-Enquirer* newspapers. For legitimate display advertising, WDAK is willing to spend its dollars—but for *Ledger-Enquirer* tribute, not one single WDAK penny!!"



NBC's supervisor of announcers, Pat Kelly (l), celebrating 20 years with network's announcing staff this month, leads a songfest with (l to r) Ed Herlihy and Ben Grauer, NBC announcers; Lyle Van, freelance commentator and a former NBC announcer, and Ed Thorgersen, Fox Movietone News sports commentator. Mr. Thorgersen was NBC chief of announcers before Mr. Kelly.

ALL-RADIO FILM

Story Treatment Approved

ALL-RADIO Promotion Committee Inc. last Tuesday approved the story treatment of the proposed promotional film and authorized preparation of a shooting script. Script will be submitted to movie production companies from whom bids will be solicited.

The shooting script will be written under the direction of Victor Ratner, CBS vice president in charge of advertising and sales promotion, and will probably be completed in six weeks. According to present plans, the picture is expected to run 35 to 49 minutes.

TRAVEL ADS

Canada Gives Radio $35,000

CANADIAN government's travel bureau has allocated a last-minute $35,000 to radio for its 1949 media campaign, following protests that it was soliciting free time while buying white space [BROADCASTING, May 23].

The Canadian travel agency has asked NAB to invite stations within 300 miles of the Canadian border to submit availabilities to Cockfield, Brown & Co., Montreal, the government's agency.

Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, described the allotment as a "token victory," because it promises "recognition of radio by more and more advertisers as the preeminent mass medium of advertising." NAB had protested Canada's original 1949 campaign because paid radio time was omitted from the media list. "We can see prospects of a much larger share of the Canadian travel bureau's million-dollar appropriation for next year," Mr. Mitchell said.

REMOTE PLAN

Proposed Rules Announced

IMPLEMENTATION of its new broadcast remote pickup allocations has been started by FCC with announcement of proposed rules for the service. The new allocation, amending earlier proposals and providing additional channels for remote pickups, had been announced in early May [BROADCASTING, May 9].

The proposed rules also provide for interim operation by TV stations of aural relaying in the remote pickup bands until equipment is developed to relay both the aural and visual signals in the higher frequencies designated for TV relays. Comments on the proposals were invited by FCC until July 18.

The new allocation provides for channels in the bands 25-30 mc, presently used 152-162 mc (including additional frequencies 166.25 and 170.15 mc) and 450-460 mc.

KELLY FAREWELL

NBC Honors Announcer Chief

PAT KELLY, head of NBC's announcing division, was to be given a farewell party last Saturday and honored by a special broadcast, *The Inside Story of Pat and Mike*, commemorating his 20th year at the NBC microphone.

The program and party were to be given in connection with Mr. Kelly's sailing for Bermuda on the *Queen of Bermuda*, aboard which the festivities were to be held. Mr. Kelly was given the trip by members of the NBC announcers Feedback Club. Those on hand to send him off were to include Jimmy Wallington, Howard Petrie, Tiny Ruffner, George Hicks, Milton Cross, and others, most of whom have been in radio since its pioneering days.

LOUIS-WALCOTT

Fight Debate on WKAN WKIL



Mr. Allain moderates the debate between the Bomber (l) and Jersey Joe.

* * *

SPORTS scoop is claimed by WKAN WKIL (FM) Kankakee, Ill., in its broadcast of a debate on the disputed decision of the first Jersey Joe Walcott-Joe Louis fight. Featured debaters were none other than the fight's principals—the Brown Bomber and Jersey Joe.

Orren Allain, sports director of WKAN WKIL, cornered the two when the Champ, now a promoter with the International Boxing Club, dropped into Jersey Joe's camp to watch the latter train for his championship bout with Ezzard Charles in Comiskey Park, Chicago June 22. Despite the fact that they were looking at each other over the mike instead of across the ring, Mr. Allain reports that both fighters stuck stubbornly to their original stories—each insisting he won the bout.

During the month preceeding the Walcott-Charles fight, WKAN WKIL is presenting *Title Talk*, a program emanating from the fighters' camps, with Mr. Allain interviewing visting fight celebrities.

WIRED-WIRELESS outlet, WMCRS is on the air at Middlebury College Middlebury, Vt., on 758 kc. Station takes paid advertising but is non profit, self-sustaining organization. Ernest Goldberg, chief engineer, and John Bowker, head announcer, students, are temporarily operating station.

WMIL..... means MILWAUKEE

REPRESENTED BY FORJOE

LEWIS VS. CHESTER *Charges Hurled By Both*

CHARGES and counter-charges of "irresponsibility" continued to fly between Commentator Fulton Lewis Jr. and Writer Giraud Chester last week, in the wake of an article by Mr. Chester last month in Princeton U.'s *Public Opinion Quarterly* [BROADCASTING, May 23].

The *Quarterly*, Mr. Lewis said, has offered to print an article giving his reply to Mr. Chester in its next edition.

The nub of the controversy was an article by Mr. Chester, former assistant professor of speech at Cornell U., on "What Constitutes Irresponsibility on the Air?" It criticized Mr. Lewis on the basis of some of his broadcasts and campaigns, which it undertook to analyze.

Mr. Lewis retorted that the writer had represented himself about two years ago as having a commission to do an article on Mr. Lewis for a national magazine, and that the editor of the magazine later told him Mr. Chester had no such commission and that his article was rejected because it was inaccurate. "It evidently has taken Mr. Chester a long time to find a magazine willing to print such tripe," Mr. Lewis asserted.

Mr. Chester told BROADCASTING he did have authority to approach Mr. Lewis as a writer for the *American Mercury*, and that he was given no explanation when the magazine rejected his article. But he said the managing editor wrote him at that time (Oct. 28, 1947):

"As I had feared, I have to return this. I suggest that you send it immediately to ———. I have a strong hunch that they will grab it up. I advise you to send it directly to———. If you want to mention my name, that will be all right."

"This evidence," said Mr. Chester, "supports the inference that the managing editor thought my article was worthy of publication."

He accused Mr. Lewis of "swinging wildly" in his references to the *Quarterly*. "That journal," he said, "is probably the most distinguished professional publication in its field. On its masthead appear the names of Frank Stanton, Niles Trammell, Paul Lazarsfeld, and a host of outstanding scholars."

Mr. Chester challenged the commentator to "face the issue squarely and point out any inaccuracies that would invalidate my conclusions." He said his 10-page article carried 53 footnotes "giving the source of every factual statement I make."

"In the absence of contrary evidence," he continued, "my statements stand undisputed as true. Thus, after comparing Lewis' testimony under oath in a court deposition with one of his radio scripts, I charge him with deliberately misstating a fact on the air or of not knowing the meaning of his own language. Which alternative does he choose?"

Mr. Lewis, accusing Mr. Chester of "deliberate mendacity," promised to give a documented reply in the answer he is preparing for the *Quarterly*.

Analysis of Mr. Chester's articles, he told BROADCASTING, "proves it to be replete with misstatements, misrepresentations, quotations that are dangerously taken out of context and twisted to the convenience of the author, and downright untruths.

"The publication has graciously offered to print, in its next edition, an article by me, replying to Mr. Chester," he said. "In it I shall demonstrate, by chapter and verse and complete documentation, the specific distortions, untruths, and half truths on which his attacks are based. I shall demonstrate further—using his own articles as evidence—that the young man's mendacity was deliberate and conscious, not accidental."

Meanwhile, Editor Lawrence Spivak of the *American Mercury* issued a statement saying that "although Mr. Chester was not 'commissioned' to do the piece [when he visited Mr. Lewis], he certainly was writing it for the *American Mercury*." His statement, which he said was designed to keep the record straight, continued:

The article he submitted to us was rejected almost two years ago and I have no way of knowing what he has done to it since. Mr. Angloff, our managing editor, had all the preliminary discussion and correspondence with Mr. Chester about his article and when the piece was completed, he sent it to me with a favorable recommendation.

When I discussed the article with Mr. Angloff he told me of a discussion with Mr. Chester which led me to conclude that Mr. Chester could not write an unprejudiced piece on Mr. Lewis. I therefore said to Mr. Angloff: "I don't like the smell of the piece and don't think we ought to print it." I did not mean by that that I knew the piece had inaccuracies and misstatements. I just wasn't sure enough that it was accurate. . . The controversy, it seems to me, is one between Mr. Chester and Mr. Lewis, and what we thought about the article two years ago may have little bearing on it today.

Telestatus

(Continued from page 36)

kets in number of new accounts during May, with an increase of 21 over the April total. Erie, Pa., and New York added a net of 17 accounts, and Memphis added 16. Toledo showed a drop of 16 accounts, and Milwaukee's total dropped by six accounts. The decline shown in the table for Baltimore is due to the fact that WBAL-TV no longer reports its totals.

* * *

TABLE III
ADVERTISERS BY MARKETS

Markets	No. of Reporting Stations	Net.	Spot	Loc.	May Total	April Total	Gain or (Loss)
Albuquerque	1	3	1	2	6	4	2
Atlanta	2	18	14	26	58	51	7
Baltimore	2	52	27	54	133	152	(19)
Boston	2	49	33	36	118	103	15
Buffalo	1	31	25	53	109	110	(1)
Chicago	4	44	52	42	138	132	6
Cincinnati	2	17	33	33	83	73	10
Cleveland	2	46	23	31	100	88	12
Columbus	1	8	9	9	26	—	26
Dayton	1	14	13	11	38	17	21
Detroit	3	47	40	47	134	127	7
Erie	1	11	6	20	37	20	17
Ft. Worth-Dallas	1	12	14	9	35	37	(2)
Houston	1	9	11	7	27	24	3
Los Angeles	6	25	41	103	169	167	2
Louisville	1	16	14	8	38	34	4
Memphis	1	14	11	25	50	46	16
Miami	1	3	3	24	30	—	30
Milwaukee	1	29	21	43	93	99	(6)
Minn.-St. Paul	1	13	14	9	36	28	8
New Haven	1	22	17	8	47	51	(3)
New Orleans	1	12	12	11	35	37	(2)
New York	6	56	112	55	223	206	17
Philadelphia	3	55	59	76	188	180	8
Pittsburgh	1	32	10	20	62	62	—
Richmond	1	29	8	10	47	47	—
Salt Lake City	1	10	9	29	48	43	5
San Francisco	1	12	13	11	36	34	2
Schenectady	1	32	10	27	69	62	7
Seattle	1	11	9	15	35	33	2
St. Louis	1	32	19	17	68	62	6
Syracuse	1	9	3	4	16	19	(3)
Toledo	1	25	6	21	52	68	(16)
Washington	4	56	31	62	149	143	6

CROOP NAMED

Chief of Gannett D. C. Bureau

ASSIGNMENT of A. Vernon Croop as permanent chief of the Gannett News Bureau in Washington was announced today (June 20) by the radio-newspaper group. Mr. Croop had been temporary chief of the bureau for the past six months.



Mr. Croop

Among the major objectives of the bureau, it was stated, is to develop original radio programs as a public service for the listening audience of the six Gannett stations.

Gannett stations are WHEC Rochester, WABY Albany, WENY Elmira, WHDL Olean, all New York; WTHT Hartford and WDAN Danville, Ill. These stations, through the D. C. bureau, receive *Capital Memo*, 15-minute weekly show, featuring top government and national figures in discussions with Gannett staff members.

WGAY Silver Spring, Md., received two special awards of merit from Silver Spring Civitan Club for "outstanding contribution" made by station in promoting club's Good Citizenship Week program.

WOC FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

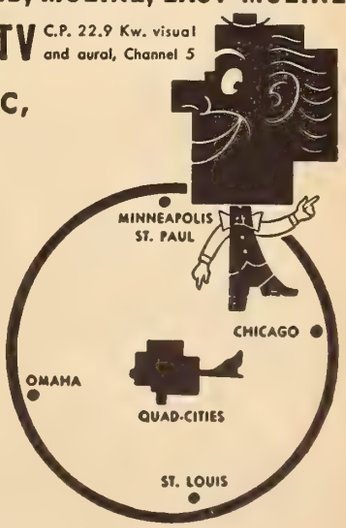
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

ARMED FORCES
Ad Council Starts Drive

PLANS for the first coordinated advertising campaign for all U.S. armed forces are being distributed by The Advertising Council Inc., New York.

Object of the campaign is to build prestige for service personnel, and to heighten the appeal of armed forces service, the Council said last week.

Radio advertisers and networks are expected to cooperate by sponsoring messages written from a Radio Fact Sheet, available through the council.

Gardner Advertising Co. and J. Walter Thompson Co., both New York, are the council's volunteer agencies for the Joint Armed Forces Prestige Campaign. H. M. Warren, vice president, National Carbon Co., is coordinator, and Edward F. Royal is the Ad Council's staff executive on the project.

World Signs Haymes

SIGNING of The Three Suns, popular Victor recording vocal-instrumental trio, and Dick Haymes, vocalist, was announced last Wednesday by World Broadcasting Co. Both contracts are long-term and exclusive. The Three Suns will start recording for the World library immediately.

FIAR-REGION 2
Scheduled To End This Week-End

JOINT SESSION of the Fourth Inter-American Radio Conference and the International Telecommunication Union's Region 2 Conference appears headed for conclusion this coming weekend.

Meeting since late April at the State Dept. in Washington, the FIAR-Region 2 delegates have been working out general allocation of frequencies between 10 and 4,000 kc and related matters to implement on a hemisphere basis the provisions of the 1947 Atlantic City treaty [BROADCASTING, May 2].

Start Plenary Sessions

With committee and sub-group work substantially complete, the conference swung into plenary sessions last week to consider drafting the formal resolutions. By the end of the week, however, the majority of ground was yet to be covered, such as the allocations table itself which includes the broadcast band proposed as 535-1605 kc. It was pointed out that what broadcast use may be considered for the controversial 540 kc channel will not be touched upon but will be entirely up to the delegates at the forthcoming revision of the North American Regional Broadcasting Agreement this fall [BROADCASTING, April 25].

Outstanding feature of the conference has been the harmony and cordiality of relations in working sessions. Delegates on various committees went out of their way to resolve issues by compromise and informal agreement rather than put them to vote and defeat desire for unanimous approval.

Indicative of the international solidarity feeling were two resolutions adopted by the plenary session relating to use of radio to advance desire for peace and wipe out illiteracy. Both were introduced by Dr. Arno Huth, representing the United Nations Economic, Social and Cultural Organization.

The first recommended that "radio communications should be used deliberately and to the greatest possible extent to combat illiteracy and ignorance, and to foster basic education." It urged that "material and technical aid" be given those countries lacking in radio facilities and that "the professional training and exchange of radio personnel should be developed for the benefit of all countries in the Western Hemisphere."

The second endorsed the similar UNESCO-sponsored resolution adopted at the world high-frequency conference in Mexico City [BROADCASTING, April 18] and recommended:

That . . . all radio facilities in the Western Hemisphere should be used in the interest of peace, for advancing international cooperation and mutual understanding of peoples, and that all appropriate steps should be taken to the end that this resolution be followed by practical measures on the part of the Governments concerned, and that such measures are brought to the attention of the International Telecommunication Union, the United Nations and UNESCO by the countries members of these organizations.

LEGISLATION
Awaits Truman Okay

LEGISLATION giving President Truman broad powers to reorganize the executive branch of government — including FCC — was passed by Congress and sent to the White House for signature late last week. Mr. Truman reportedly has prepared several reorganization plans for early submission to give effect to recommendations of the Hoover Commission on Organization of the Executive Branch, but the agencies and departments involved have not been disclosed. Under the bill finally agreed upon in Congress after prolonged wrangling [BROADCASTING, May 30, June 6], reorganization plans submitted to Congress by the President shall become effective within 60 days unless disapproved by a majority of either House.

GUILFORD
Greensboro AM Grant

PROPOSED decision was reported by FCC last week to grant application of Guilford Broadcasting Co. for new AM station at Greensboro, N. C., on 1400 kc with 250 w full-time. Firm is owned solely by Guilford Hutchison, general manager of WBIG Greensboro.

Although the proposed station would not meet FCC requirements as to nighttime metropolitan district coverage, the majority voted to grant the application in view of the limited services now available there. Comrs. Rosel H. Hyde and George E. Sterling voted to deny the application and Comrs. Wayne Coy and Frieda B. Hennock did not participate.

The Commission also issued a memorandum opinion and order to deny petitions of WSIC Statesville, N. C., and WHLF South Boston, Va., requesting FCC to reopen the record in the case to accept a statement from Mr. Hutchison as to whether he would proceed with the new outlet in view of his recent WBIG promotion. FCC found that no or only very slight interference would be caused these stations by the proposed outlet.

SOCIALISTS
Protest FCC Ruling

THE SOCIALIST Party protested to FCC last week against the Commission's New Mayflower Decision permitting radio stations to broadcast editorials [BROADCASTING, June 6]. Revocation of the decision was urged.

"Even today it is almost impossible for minority viewpoints to get a fair hearing," the party's national secretary, Harry Fleischman, declared in a letter to FCC Chairman Wayne Coy.

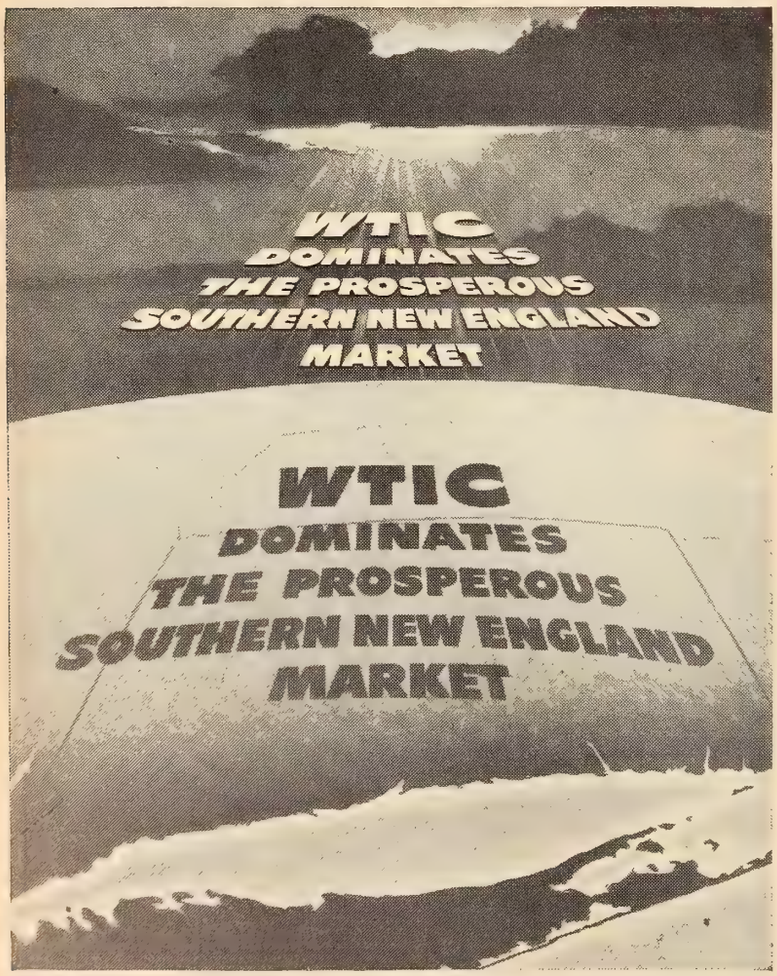
He charged that all four major networks have been "guilty of . . . not granting equal time for the discussion of both sides of controversial subjects." Under the editoralizing decision, he predicted, "conditions will be even worse than before." Since networks and stations depend upon advertising, he said, "their economic interests will lead them, consciously or unconsciously, to an editorial bias in favor of the point of view of private capitalism. . . . Your decision vitally impairs real free speech for the people of America."

Finch Heads WJIM

HOWARD K. FINCH, vice president in charge of production at WJIM Lansing, Mich., has been appointed WJIM general manager, Harold F. Gross, president and owner, has announced. With the exception of four years in the armed forces, Mr. Finch has been with WJIM since it was established in 1934. His promotion comes shortly before the station's 15th anniversary celebration.



Mr. Finch



Paul W. Morency, Vice-Pres.-Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.



NBC Central Division vice president, I. E. Showerman (l), picks the first winner in Taylor-Borroff's monthly Blue Ribbon Bulletin competition for agency timebuyers. E. R. Borroff identifies the $50 prize-winner as Clifford Bolgard, radio director of Sherman & Marquette, Chicago.

'48 AD MONEY

Expenditures Near $5 Billion

TOTAL U. S. advertising expenditures in 1948 reached $4,830,700,000, a new high, according to a survey prepared for *Printer's Ink* by Dr. Hans Zeisel, associate director of research of McCann-Erickson Inc., New York.

The figure included expenditures for not only time and space but also for art and production. Basic source for Dr. Zeisel's annual estimates of radio advertising was BROADCASTING YEARBOOK. To its figures for net time sales he added his estimated production costs to come up with a 1948 total of $596,900,000 radio advertising expenditures.

The $596,900,000 spent by advertisers for all types of radio advertising in 1948 was a 7.5% increase over 1947. Dr. Zeisel, dividing radio advertising into two categories —national and local—said national radio increased 5.9% in 1948 and local radio rose 10.5%. The 7.5% increase represented the average of all radio.

Total radio advertising in 1948 was second only to newspapers. In 1948 newspaper advertising expenditures reached $1,749,600, an 18.6% increase over 1947.

PEGLER CASE

Columnist Agrees to Appear

COLUMNIST Westbrook Pegler last week agreed to appear in legal action against him and his syndicate, King Features, brought by Drew Pearson, columnist and ABC commentator [BROADCASTING, May 30]. Summons had been served on the syndicate but efforts to find Mr. Pegler had failed until he agreed to appear.

Next step in the action, which is being brought in New York Supreme Court by Mr. Pearson's lawyers, Greenbaum, Wolf & Ernst, New York, will be service of the complaint. Two of Mr. Pegler's columns, charging Mr. Pearson and Walter Winchell with irresponsible attacks on the late Secretary of Defense, James Forrestal, are said to be the reason for the action.

'TOWN CRIER' SUCCESS

Utility Firm Show Marks 14 Years on WMBD

FURTHER proof of the value of radio advertising to a public utility firm [BROADCASTING, May 23] has been reported by WMBD Peoria, Ill., and the Central Illinois Light Co.

This month marks the 14th year the utility company has sponsored *Cilco Town Crier* on WMBD. The program was started for the following purposes: (a) to offer valuable service, without charge, to the people of Central Illinois; (b) to create good will for the sponsor; (c) to increase the use of gas and electricity in the area served by Central Illinois Light Co., and (d) to increase the sale of electrical and gas appliances, primarily for the sponsor, secondly for associated dealers.

Cilco Town Crier has fulfilled all of these requirements for the sponsor, according to WMBD. Daily at 10:30 a.m., the tolling of a bell ushers in the 10-minute program. In informal dialogue fashion, the show features brief, newsy announcements of social and civic events in the Peoria area.

Only those affairs open to the public and operated for no profit are announced. Any church, club or organization sponsoring such an affair has the free use of the show to promote the event. During the 14 years the program has been aired it has been used for 56,000 public service announcements. An average of 255 organizations are served and approximately 38 central Illinois cities are represented each month on the broadcast.

Central Illinois Light Co. also realizes a substantial saving each year from the use of the program by civic organizations. Many groups which previously asked for cash donations from the firm prefer to have their affairs publicized on the *Town Crier* rather than request gifts.

Several tests of the pulling power of the program also have been made with satisfying results, WMBD reports. A contest for the oldest gas and light bill was held, offering 38 prizes including gas and electrical appliances. Thousands of entries were received not only from Peoria but for a radius of 60 miles. Of special interest to the sponsor was that all prizes were awarded for bills dated from 1860 to 1898.

Radio is definitely a "must" in Central Illinois Light's advertising budget. Because of its impact and ability to use a unique programming technique to solve a public relations problem, the firm recently purchased a half-hour Saturday program, *Kitchen Party*, in addition to its daily *Cilco Town Crier* on WMBD.

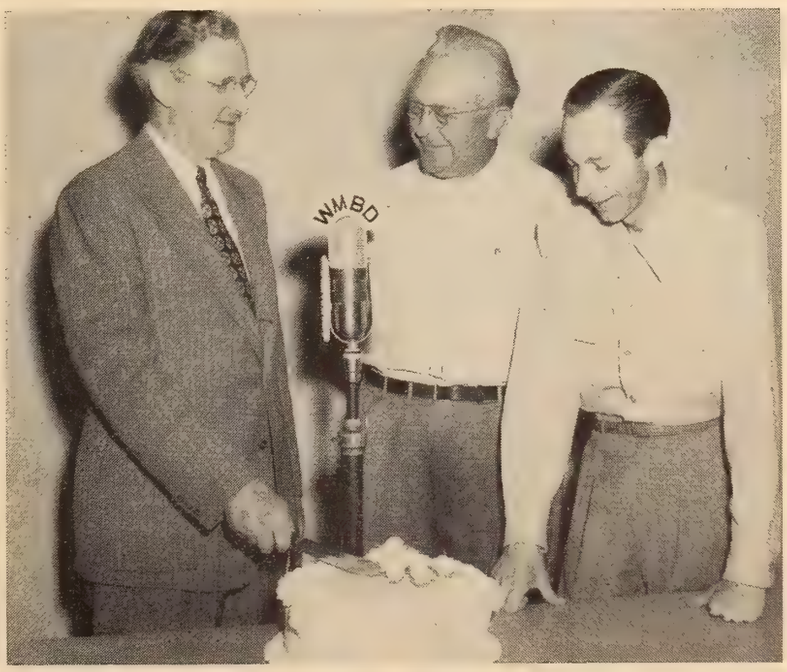
Summing up the utility firm's satisfaction, R. K. Dallas, service sales manager, wrote WMBD:

"The *Cilco Town Crier* renders a public service in furnishing to the home, through the medium of radio, information of interest to the householder. We have found this program an excellent way by which to send information of our services to our customers."

* * *

ARTHUR GODFREY, CBS radio-TV star, won silver plaque in Twin Beech class of third annual Spring Air Regatta, Wings Field, Ambler, Pa.

* * *



Mr. Dallas cuts birthday cake celebrating Cilco Town Crier's *14th year. Waiting for a slice are WMBD announcers, Emil (Farmer) Bill (center) and Milton Budd, who appear on the show.*



LANGUAGE STATIONS

Clinic Hears Mogul

EMIL MOGUL, president of the New York advertising agency bearing his name, last week told a clinic of foreign language broadcasters that if some of their members would improve business practices, they could tap millions in new advertising revenue.

Mr. Mogul, whose agency handles such heavy radio accounts as Barney's Clothes and Canadian Fur Co., New York, spoke at a luncheon session of a one-day clinic of representatives from foreign language stations. The clinic, proposed and organized by Ralph Weil, general manager of WOV New York, attracted executives of some 30 stations. It was held at New York's Roosevelt Hotel.

The agency executive, explaining he intended his criticism to be helpful in improving business for broadcasters, said he had encountered astonishing derelictions, delays and disinterest in trying to buy time on some foreign language stations.

He said it was not unusual for a station to fail to respond to letters from the Emil Mogul Co. seeking time availabilities and market information needed to purchase time for clients.

"Frankly," he said, "we can't get the proper information from the stations to make it possible for us to expand our foreign language business."

Mr. Mogul cited examples of campaigns that were cancelled because clients either tired of waiting for delayed responses from stations or found information that was provided was either inadequate or undependable.

"Recently," he said, "we had a client who wanted to do a foreign language campaign in 12 or 15 markets. We sent letters asking for availabilities and market information to stations in those places. Do you know that although we sent as many as four letters to some of those stations, and even wired some, we never got replies?"

Mr. Mogul also charged that in some instances he had found noticeable discrepancies between rates quoted to him by station managements and rates for similar time quoted by brokers to whom stations had apparently wholesaled time periods for resale.

He recalled one instance in which the rate for a particular spot quoted by "a broker" was 40% less than that quoted by the same station's management for a similar period.

Apparently, Mr. Mogul said, some foreign language stations pay little if any attention to the disposition which persons to whom they have consigned blocks of time make of the periods.

Mr. Mogul said the kind of information that agencies needed from foreign language stations included statistics on "every foreign language group you broadcast to" and case histories showing successful use of the station by advertisers.

"Scores of agencies that don't use foreign language stations now would be glad to do business with you if you presented your story to them," he said.

Urges Unity

Urging that independent broadcasters unite to act in default of action by networks "who have one foot in radio and one in TV, and are getting splinters in their rears," Ted Cott, WNEW New York vice president and chairman of NAB Unaffiliated Stations Committee, keynoted the morning session.

United effort on the part of unaffiliated broadcasters will lead advertisers to allocate 50% of their radio dollars to independent stations, and not just for spot announcements, Mr. Cott said. The specialist broadcasters, he said, doing things as an aggressive group, will attain leadership relinquished by the networks because of "defeat psychology."

Other speakers included Read Lewis, director of the Council for American Unity; Yaroslav Chuz, council's director of program operations division, who declared that one sixth of the total U. S. population spoke another tongue in addition to English; A. D. Willard Jr., NAB executive vice president, who said that video is destined to be the greatest of all mass communications media, but radio is by no means dead.

A panel on programming problems was moderated by Arnold Hartley, WOV New York program manager. Participants in the discussions were Robert O. Miller, WSBC Chicago, who outlined details of his station's programming with eight "specialists" groups; Shelly Dobbins, French Broadcasting System, who offered to foreign broadcasters programs in French recorded abroad and requested French language programs be transcribed for broadcast in Europe; Pat Stanton, WJMJ Philadelphia, who outlined his station's progress since its change from exclusively English broadcasting to a foreign language station. WJMJ, he said, now programs five and one half hours daily of Italian programs; has built "an Italian broadcasting station within a station," offering every type of program.

Mucio Delgado, representing the State Dept.'s Voice of America, offered foreign language broadcasters free of charge special programs made by the Voice for broadcast in foreign languages overseas.

Following luncheon, Dr. Sidney Roslow, director of The Pulse Inc., New York, presented "Auditing Your Foreign Language Audiences," demonstrating with the WOV audit material.

He pointed out that the same survey could be applied to any small station willing to spend "a small amount." The project, he said, needn't be as extensive as the WOV operation, nor must it be done by The Pulse. It does, however, he emphasized, have to be done individually, as government census figures are inadequate for the job.

Before adjournment of the clinic, a national sales panel formed the nucleus of a national foreign language network, which it is hoped will grow as a foreign language quality group, covering the major markets in the major foreign languages. Officers are to be appointed in key spots throughout the country, and contributions were accepted by Mr. Weil, for the immediate establishment of a secretariat.

MANAGER SHIFT

KGVL's Fletcher to WEAR

CHANGE of managers at KGVL Greenville, Tex. (250 w unlimited, 1400 kc), was announced by Truett Kimzey, of Fort Worth, owner of the station, last week.

Taking the place of Earle Fletcher, KGVL manager since 1946, is Leo Hackney, who joined the station May 15, 1947, and has been its commercial manager since May 1948. Mr. Fletcher has resigned to become manager of WEAR Pensacola, Fla., July 1. He has purchased 45% interest in WEAR and also holds 10% in KSST Sulphur Springs, Tex.



by spending 8 weeks this summer at the.....

TELEVISION WORKSHOP'S

SUMMER SESSION AT LAKE GEORGE, N. Y.

JULY 5 to AUG. 27



Graduates now in 85% of America's TV stations —from New York to San Francisco, Canada to Mexico. Prepare for this fall. Combine training with a vacation at our Lake George session. Live inexpensively at our non-profit, cooperative student camp. Sailing, swimming, fishing . . . all sports. Summer theatres. Wives and children welcome. G. I. Bill.

FREE PLACEMENT SERVICE

TELEVISION WORKSHOP

1780 Broadway, N. Y. C. 19. PLaza 7-3721

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.



6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL

Owned and Operated by

ART CROGHAN & GENE AUTRY

HARDEST WORKERS ON YOUR COMMUNICATIONS TEAM

G-E BEAM POWER TRANSMITTING TUBES



GL-2E26

—always ready for dependable service—minutes or hours of it!

—need low drive, so ask less of your power supply.

—replacements are convenient to obtain...you can secure new tubes fast from your local G-E tube distributor!



GL-807



GL-829-B



GL-813

DESIGNERS of equipment give first place to General Electric beam power *economy* tubes. Their low drive requirements — a characteristic of this type — pay off in less space needed for the driving stages of a transmitter. That's Saving No. 1! And drain on the battery or other source of power supply is reduced . . . Saving No. 2.

If you operate police, taxicab, or ambulance radio equipment — if you maintain an airport, ship-to-shore, or other communications system — the benefits of a more compact transmitter and lower power consumption are matched by G-E tube dependability. These beam power types are amply proved in tough service!

A complete line of General Electric tubes is available, spanning the range of outputs and frequencies in communications work. Designers and builders of equipment, through their nearby G-E electronics office, may call on experienced G-E tube engineers to help select the right types for new circuits.

Transmitter owners will find that same-day, often same-hour service is given by their local G-E distributor on tube replacements. From coast to coast, stocks are in readiness for *your* emergency call! Get to know your G-E tube distributor; he's equipped to serve you fast . . . and well! *General Electric Company, Electronics Department, Schenectady 5, New York.*

Ratings (ICAS) for typical operation, Class C plate-modulated

Type	Plate voltage	Plate current	Driving power (approx)	Power output (approx)	Freq. at max ratings
GL-2E26	500 v	54 ma	0.15 w	18 w	125 mc
GL-807	600 v	100 ma	0.4 w	42.5 w	60 mc
GL-829-B	600 v	150 ma	0.9 w	70 w	200 mc
GL-813	2,000 v	200 ma	4.3 w	300 w	30 mc



Photo by courtesy N. Y. State Police

GENERAL ELECTRIC

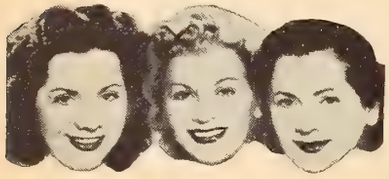
180-H4

FIRST AND GREATEST NAME IN ELECTRONICS

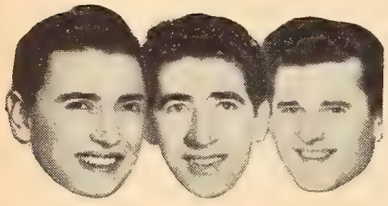


on
new "DJ" couplings
from RCA VICTOR*

THE
FONTANE SISTERS



and THE PAGE
CAVANAUGH TRIO



I'm A Little Cuckoo
The Turtle Song DJ-716

LARRY
GREEN
Lover's Gold
There's Yes! Yes!
In Your Eyes
DJ-717





CHARLIE
VENTURA
Barney Google
Smoke Gets
In Your Eyes
DJ-719

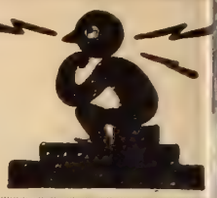
FRAN
WARREN
Homework
You Can Have Him
DJ-718



*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

Programs



FAMOUS Barnee-Lowe orchestra of Washington's Shoreham Hotel is being featured in summer music series over MBS. Program is originated from hotel's terrace by WOL (Mutual affiliate in Washington). Acting as host and co-m.c. is Barnee Breeskin, who in addition to conducting the music, will feature as weekly guests diplomats, statesmen and legislators of many states and nations. Paired with Mr. Breeskin is Maxim Lowe as director and producer. Program is aired Saturday 11-11:10 p.m.

'Petroleum on Parade'

DUE TO oil industry's growth and importance in Tri-State area—Indiana, Illinois and Kentucky—WJPS Evansville, Ind., has started new Sunday afternoon program, *Petroleum on Parade*, under sponsorship of Ryan Oil Co. Dedicated to oil producers, workers and land owners, *Petroleum on Parade* comprises feature stories on oil, news of current Tri-State oil activities, biographical sketches of owners of oil-producing land, and predictions of coming oil developments. Program is prepared and aired by George C. Compton, station's principal news reporter.

'Wrightville Folks'

ONE OF WTIC Hartford, Conn.'s most popular programs more than decade ago, *The Wrightville Daily Clarion*, has returned to station's air waves with title of *Wrightville Folks* as a summer replacement. Played by its original cast, program is based on life in typical old New England village which has maintained its character despite modern influences, and where language idiom and proverbial New England twang are delightfully preserved.

'Girl About Town'

EACH WEEK Eileen Kneeland, woman's program director of WHAV Haverhill, Mass.. and station's *Girl About Town*, takes her wire recorder to call on noted New England personalities in their homes, and for chats with visiting celebrities. She has interviewed such people as Ben Ames Williams, Anya Seeton and Jessica Dragonette.

'Fashions in the Air'

TELEVISION show, *Fashions in the Air*, featuring clothes from Coleman's Fashion Shop, Boston and Wellesley, made its debut early this month over WBZ-TV Boston. Initial quarter-hour show (8:45 p.m.) displayed gowns by such famous American designers as Sondheim, Chapman, Simpson and McCardell. Murial Williams Hart, as fashion commentator, was assisted by three Hart models, with music supplied by Al Navarro and the Quintet.

Air Disaster Coverage

LOG FOR WAPA San Juan, P. R., discloses station aired 27 programs and announcements concerning air disaster which occurred off Point Salinas, P. R., the worst in Caribbean history. Station aired first flash at 6:55 a.m.; at 6:30 p.m. it fed ABC story of disaster, and at 10:20 p.m. gave report on raising of plane and continuance of rescue work.

'Story Time'

SERIES of children's programs designed for classroom listening has been completed by WAVL Vandergrift-Apollo, Pa. In cooperation with Hamburg Bros., RCA Victor distributor in Pittsburgh, station aired *RCA Victor Story Time* at 2:15 Tuesday and Thursday afternoons. Students from schools in several surrounding counties assembled in classrooms to hear program. Station reports teachers and pupils hailed program as educational and interesting.

'Sketch-a-Quiz'

NEW PROGRAM which made its debut on WOIC (TV) Washington last Monday as daily feature gives viewers opportunity for on-the-spot participation with possibility of winning wide assortment of prizes. Titled *Sketch-A-Quiz*, program features studio artist progressively drawing portrait of well known person. Viewers are invited to call m.c., Judd Whiting, and make identification of person whose portrait is being drawn. If identification is not established on first night, progressive drawing of portrait continues throughout week until viewers give correct identification. Announcement of identification is withheld until three people have provided correct answer, with first, second and third prizes being awarded. Additional prizes are awarded each day. Program is produced by James S. McMurry, and art work is under direction of Buddy Pappas.

Aid for Police

JIM MONROE, news editor for KCMO Kansas City, Mo., has added something new to his 9:30 p.m. Sun.-Fri. newscast. Working directly with Kansas City traffic police he maintains complete listing of all street intersections in city where traffic accidents have occurred frequently. Detailed information on number of accidents, injuries or fatalities at each spot enable Mr. Monroe to pin-point one particular intersection for a traffic safety story each evening. Also tied in with this information is full account of any traffic accident that may have happened during day, with complete instructions about traffic regulations at that particular intersection.

Washington Weekend

OPPORTUNITY to spend an all-expense paid weekend in Washington is offered on WLOW Norfolk, Va.'s *Weekend in Washington*, daily half-hour show. Contestants must give best reasons why they should take th trip, and winners are picked by boar of judges. Trip includes stay Wardman Park Hotel, sight-seein tour, and tour of WNBW (TV) Wash ington. Program, which originate in Norfolk's Burroughs Restauran is emceed by Dick Gould and Bo Drepperd and is sponsored by Hayne Furniture Co. and Philco.

'Teen Magazine'

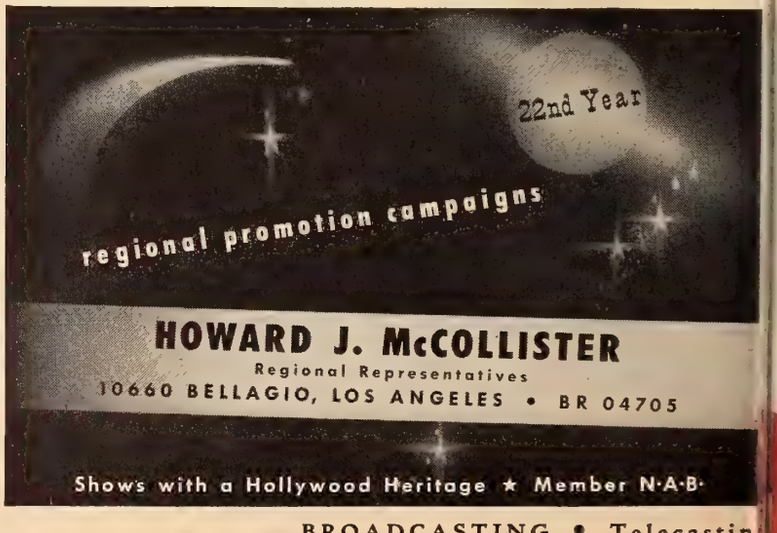
VIDEO program for teen-agers WAAM (TV) Baltimore's *Teen Mag zine*, telecast Tuesdays at 7 p.m. consists of various visual pages, eac edited by teen-age editor. All pa ticipants on each section of show a talented teen-agers chosen from var ous high schools. Such pages as e tertainment, fashions, odditie sports, teensters' problems, etc., a offered.

Guest Appearance

AFTER SUCCESSFUL experiment i May, WOL Washington has set a regular feature of its Saturday ma inee *John Ball Show* guest appea ances by Washington radio listene whose favorite records are feature during broadcast. Mr. Ball has i vited each guest to assist in produ tion of his show by introducing th disc brought to WOL for the occasio Number of guests has to be limite in order to assure each a position o program, and show is aired fro WOL's audience studio to provi space for audience.

Visitors Week

GUESTING on Beth Lee's *Women Page of the Air* over WPTR Alban N. Y., were visitors from Santa Cla and two internationally known edu cators. On June 6 Edward D. Stit and S. A. Duff of Butler Bros., n tionally-known wholesaler of chi dren's toys, brought some of Santa samples to Miss Lee's program. A on June 8 Joseph Konive, secreta of board of education of Luxembour and Antonio Maceda, division supe visor of schools in the Philippine who were touring New York, appear on show and discussed educational o ganization of schools in Luxembou and the Philippines.



out Aug. 15

IOWA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	1949 Radio Families	Retail Sales 1948, 1,000's	Employment Mid-March 1947	Taxable payrolls—Jan. to Mar. '47, in 1,000's	Mfg. Value Added 1947, 1,000's
Adair	0,000	00.0	0,000	0,000	000	000	0,000
Adam							
Allamakee	0,000	00.0	0,000	0,000	000	000	0,000
Appanoose	0,000						
Audubon	0,000						
Benton	0,000						
Black Hawk	0,000						
Boone	0,000						
Bemer	0,000						
Buchanan	0,000						
Buena Vista	0,000						

1949 BROADCASTING MARKETBOOK

(Specimen)

IOWA (Contd.)

CEDAR RAPIDS, Linn, 23,000 Fam., 97.9% Radio, 22,517 Radio Fam.

KCRG, 5kw, 1600 kc, MBS, Pearson, BMB

	Sta.Break	1Min.	5Min.	15Min.	30Min.	1Hr
D	6.00	10.00	13.00	26.00	39.00	65.00
N	10.00	15.00	25.00	50.00	75.00	125.00

WMT, 5 kw, 600 kc., CBS, Katz, Hooper, Conlan, BMB

D	13.00	19.50	24.00	48.00	72.00	120.00
N	20.00	30.00	37.50	75.00	140.00	250.00

2 AM affiliates, aver. 1 time day rate:

9.50	14.75	18.50	37.00	55.50	92.50

2 AM affiliates, aver. 1 time night rate:

15.00	22.50	26.25	62.50	107.50	187.50

CLINTON, Clinton, 9,700 fam., 97.9% Radio, 9,497 Radio Fam.

KROS, 250w., 1340kc, MBS, Everett-McKinney, Conlon

D	5.50	6.60	9.90	19.80	33.00	55.00
N	6.82	8.25	15.84	31.68	52.80	88.00

KROS-FM, Chan. 241, 96.1 mc, 14kw, Bonus.

COUNCIL BLUFFS, Pottawattamie, 14,000 Fam., 96.6% Radio

KSWI, 500 w D, 1560 kc, Everett-McKinney, Webber

D	6.00	7.00	12.00	24.00	56.00	60.00

CRESTON, Union, 2,590 Fam., 96.1% Radio, 2,489 Radio Fam.

KSIB, 1 kw D, 1520 kc, Everett-McKinney, Conlan

D	7.00	8.00	16.00	28.00	48.00	80.00

with

SPOT RATE FINDER

FOR EVERY COMMERCIAL STATION

A new, easy way to compute the cost of a spot campaign in your market. In one minute, the buyer will get facts he formerly spent days to uncover.

The Spot Rate Finder, devised by BROADCASTING in cooperation with the leading Station Representatives and key radio buyers, will show: (1) One-time day and night rates for every station (2) Average rates for each market for network stations and for independent stations (3) Average rates by class of market, regions and other geographical divisions. (4) Network, station representative, power, frequency, available surveys.

For the first time the radio buyer will have at his immediate disposal all essential market facts and spot rate figures in one comprehensive volume. The 1949 MARKETBOOK will have a guaranteed circulation of 17,500, with complete coverage of national advertisers and agencies assured. Regular rates and frequency discounts prevail. Advertising deadline is July 15.

"RADIO BUYERS SAY . . ."

"Your 1949 Marketbook with the Spot Rate Finder should surpass your excellent 1948 Marketbook which I still am using.

Jack Purves
N. W. Ayer & Son

"What the doctor ordered . . . the basic facts that any advertiser needs to select markets."

Burns Lee
Rexall Co.

"A genuine service that will be widely used and constantly referred to . . ."

Lillian Selb
Foote, Cone & Belding

"Highly useful and a great time saver for arriving at estimated costs. It is something I have personally advocated for several years."

Richard Grahl
William Esty Co.

RESERVE SPACE NOW. GUARANTEED CIRCULATION 17,500. DEADLINE JULY 15.

Management

JAMES A. McFARLAND, former chief engineer of WPGH Pittsburgh, has assumed position of general manager of station.

THOMAS DALHASEN, formerly with WGN Chicago and Cramer-Krasselt Adv., Milwaukee, has joined KWFC Hot Springs, Ark., as assistant to the general manager.

RICHARD WEIL Jr., a director of Bamberger Broadcasting Service (WOR New York, WOIC (TV) Washington), has been elected president of New York store of R. H. Macy & Co. He will remain as a vice president, member of board and of the executive committee of the parent concern. He also is a director of L. Bamberger & Co., a Macy division.

J. P. (Pat) WILLIAMS, executive vice president of WING Dayton and WIZE Springfield, Ohio, and president of Transportation Sales Inc., has been appointed member of Community Chest Campaign Advisory Committee for 1949 campaign in Dayton.

ARNOLD F. SCHOEN Jr., general manager of WPRO and WPRO-FM Providence, has been elected and installed as first president of Advertising Club of Providence Chamber of Commerce. **KENNETH M. CURTO,** also of WPRO, was appointed to club's board of governors.

EDGAR KOBAK, former president of MBS and now a business counselor, has been elected president of Georgia Tech Club of New York.

NETWORK EDITORIALIZING

Vadeboncoeur Cautions Licensees on Use

"THE RIGHT to editorialize, with 'fairness' as the keystone of that right, was granted to broadcast licensees and the way that right is exercised is the responsibility of each individual licensee. . . Whether it is wise for station operators to allow a network to use their facilities to broadcast editorial viewpoints formulated in New York, Chicago or Hollywood is a serious question."

"This warning is expressed by E. R. Vadeboncoeur, vice president of WSYR Syracuse, N. Y., in a letter to BROADCASTING concerning action of the FCC in lifting the Mayflower ban.

"As one of those who was active in the fight against the Mayflower rule," Mr. Vadeboncoeur writes, "I think it is extremely important for broadcasters to consider carefully a problem which now arises." Concern expressed by the WSYR executive is the result of an announcement by one network that it will now begin carrying radio editorials "from time to time."

"Whether this is a proper use of the freedom which has been granted to station licensees is a question every station operator must decide for himself," Mr. Vandeboncoeur says. He continues:

"There is a great distinction between a network editorial going out over an affiliated station and an editorial broadcast over that station by its management. Except in the case of network owned and operated stations, the network has no responsibility to the FCC or to the public, so far as license obligations are concerned, for what it may be saying editorially over the individual station.

"Meantime, every time a network editorial is broadcast over an independent affiliated station, the operator of that station has delegated the right given him by the FCC to another party.

"The editorial viewpoint of many network stations may vary widely on any given question. Every network has stations in the South, in the Border States, in the North and in New England. Every network has stations in the East and in the West. For many reasons a New York viewpoint may be quite different from the viewpoint of Portland, Me., or Shreveport, La., or San Diego, Calif.

". . . Every individual station operator is responsible to the FCC for the way he uses his license and, particularly, now, for the way in which he uses this new right given to broadcasters. Every individual station owner is also responsible to his community.

"The right to editorialize, with 'fairness' as the keystone of that right, was granted to broadcast licensees and the way that right is exercised is the responsibility of each individual licensee. It is difficult to see how he can retain that right fully in so important a matter if he is to pitch a switch and pipe in editorial viewpoints formulated in New York City.

"It is hardly a solution to say that the station operator will be notified in advance and may take or leave such an editorial program. In the first place, the very factor of time may make it impossible for him to fully check the subject matter and the wording of the editorial before he is called on to take it or leave it. There is every sort of opportunity for slips and misunderstandings in such a system and it should be studied with great care by the individual broadcaster who will have to take responsibility, in the final analysis, for what goes out over his station.

"While it is not an exact parallel, the best comparative situation I can think of is the relationship between press services like Associated Press, United Press and International News Service, and their client newspapers. For almost exactly the same reason I have set forth above, these news services do not attempt to use the columns of their client papers for editorials. They provide news, features and so forth, and leave it to each newspaper to write their own editorials.

"This seems to be the safe and sensible way to handle such a relationship and it would be just a valuable a philosophy in radio a it now is in journalism.

"I have never advocated networ editorials but I feel that this i a matter which should be handle completely between the affiliate stations and their networks, with out trying to make any rule or la concerning it.

"I do believe that every netwo affiliate should remember that th right which has been granted hi has been granted *to him* and tha everything which goes out over hi air is still his responsiblity an that it is particularly so in thi question."

ELLIS ATTEBERRY

Leaves KCKN To Head WJB

ELLIS ATTEBERRY, manager o KCKN Kansas City, Mo., for 1 years, has resigned to become man ager of WJBC Bloomington, Il He was to assume his new dutie last Wednesday (June 15). Mr Atteberry succeeds Hale Bondu ant, who has been named manage of KFBI Wichita, Kan. [BROAD CASTING, May 30]. Mr. Bonduran will remain at WJBC until July when he leaves to take over th KFBI post.

Mr. Atteberry was with KCK for 17 years. He previously oper ated his own advertising agency i Kansas City before joining KCK (then WLBF) in 1932. Mr. Bond urant has been with WJBC for tw years. BROADCASTING, May 30, in correctly reported that he joine the Bloomington station in 194 Mr. Bondurant previously had bee sales manager of WHO Des Moine for 10 years, having joined tha station in 1932.

INTERSTATE Bakeries Corp. an Potts-Calkins & Holden Adv. Agenc have presented the *Cisco Kid* pro motion award to KMA Shenandoa Iowa, for outstanding job of launchin the new show. Eleven stations pa ticipated in contest.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

25 YEARS

of continuous service to Roanoke and Southwest Virginia, and our 20th consecutive year with CBS.

1924—1949

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., National Representatives

RESULTS?
THAT'S US
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!
Interested? Ask
JOS. WEED & CO.
350 Madison Ave., New York

HARRY B. SMART has joined Chicago staff of Blair-TV Inc., television station representative firm. Mr. Smart formerly was with Dancer-Fitzgerald-Sample, Chicago, in radio research and analysis, and for past six months had been member of agency's new business team, specializing in media research and distribution analysis.

THOMAS HAMILTON, formerly network account executive with ABC, has joined CBS network sales department in same capacity. He replaces A. H. FLATEN, who was recently named account executive with CBS-TV sales staff [BROADCASTING, June 13].

DAN STARR, formerly with Ruthrauff & Ryan, Seattle, has joined KRSC-TV Seattle. He will work on TV sales.

TBS SALES PLAN

Firm Selling for Outlets

TRANSCRIPTION Broadcasting System last week began negotiations with 30 sponsors on behalf of its members, seeking to sell the advertisers TBS programs carried by the affiliates.

It was said that 14 deals were being negotiated in New York, three in Detroit, two in Chicago and one each in 11 other markets.

The transcription network also announced the addition of 13 new members, bringing the total to 155. New members: WQAN Scranton (Pa.); KWRN Reno; WFUR Grand Rapids, and these New York State stations—WKIP Poughkeepsie, WGNY Newburgh, WHCU and WVFC (FM) Ithaca; WFNF (FM) Wethersfield, WVBT (FM) Bristol Center, WVCN (FM) De Ruyter, WVCV (FM) Cherry Valley, WVBN (FM) Turin, WSLB-FM Ogdenburg.

AD-HELP SERVICE

Available on Monthly Basis

DEALER Ad-Help Reporting Service, established 18 months ago by *The Publishers' Auxiliary*, is to be made available on a monthly basis, publication has announced.

The service, which could be used by stations in merchandising radio accounts, hereafter will "be carried in a monthly page as part of *The Auxiliary*," the announcement said. It added that a periodic report, possibly published semi-annually or annually, will summarize all of the monthly reports in directory form.

The report, George H. Bechtel, *Auxiliary* editor, explained, simply seeks to tell advertising men what assistance is available to their local merchants in the way of materials for use in retail advertising. Report can be obtained by writing to Dealer Ad-Help Reporting Service, Thorn Hill, Frankfort, Ky.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

Commercial



JIM BLACK, formerly with WCPO Cincinnati, has joined sales staff of WKRC Cincinnati. He replaces HUGH STUMP, who has moved to San Francisco.



Mr. Black

JOHNNY YOUNG and JOHNNY DICKSON have joined KBUC Corona, Calif., as account executives and assistants in station production. Mr. Young, formerly with KCSB San Bernardino, Calif., will air his *Johnny Young Show* previously on that station; Mr. Dickson, was formerly with KFBC Cheyenne, Wyo., and before that with KHSL Chico, Calif. He will handle sports features and special events for KBUC.

EVERETT-McKINNEY Inc., New York, has been appointed national representative by WLAM Lewiston-Auburn, Me.

BARTON K. FEROE, formerly in charge of radio and television at Foltz-Wessinger Inc., Lancaster, Pa., has joined WGAL-TV Lancaster's sales department.

TAYLOR-BORROFF Inc., station representative, has moved its Dallas office from Construction Bldg., to 1714 M&W Tower Bldg.

SCOTT DONAHUE, member of sales staff of WPIX (TV) New York for past year, has been named assistant sales manager.



Mr. Donahue

GEORGE ROESLER has joined sales staff of WHFC Cicero, Ill.

ROBERT I. FOREMAN has been appointed sales manager of WLDY Ladysmith, Wis. Previous to his appointment, he was salesman on station staff.

HAL HOFFMAN, San Francisco manager of Forjoe & Co., is the father of a boy.

JOHN H. WHITE, salesman for KXOK St. Louis, is the father of a girl, Elizabeth Hill.

PHIL LEWIS of WCCO Minneapolis sales department is the father of a girl, Vicki

Response ±2.5 db, 40 cps to 15 kc; Output -46 db

Broadcast Engineers Helped Design it!
Network Shows Use it!
Now Compare it with Any in Your Studios!



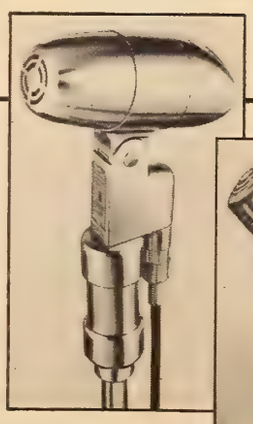
New "650"
Response ±2.5 db,
40 cps to 15 kc.
Output —46db.
External Shock Mount.
Impedance Selector
List Price.....$150

You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant Has E-V Acoustalloy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.

Write for full facts today!

Electro-Voice INC., BUCHANAN, MICH.

Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab



New "645"
Response ±2.5 db,
40 cps to 15 kc.
Output —50 db.
External Shock Mount.
Impedance Selector.
List Price.....$100



The "635"
Response ±2.5 db,
60 cps to 13 kc.
Output —53 db.
Impedance Selector.
For Hand or Stand.
List Price.....$60

ACTIONS OF THE FCC

JUNE 10 to JUNE 17

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
STA-special temporary authorization | CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

June 10 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Jones

Easley Bcstg. Co., Easley, S. C.—Granted petition for leave to amend application to specify 1050 kc 250 w D in lieu 1490 kc 250 w unl.; accepted amendment; on motion severed above application and that of Spartanburg Radio Co. for new station at Spartanburg, S. C. from hearing involving applications of William M. Drace, Greer, S. C. and Piedmont Bcstg. Co., Greenville, S. C.; continued indefinitely Easley application, Easley, S. C., and ordered that hearing on Spartanburg application be heard in separate proceeding at time, place and date previously scheduled by Commission order; dismissed petition filed May 31 to amend application of Easley Bcstg. Co., Easley, S. C.

Beachview Bcstg. Corp., Norfolk, Va.—Granted petition requesting dismissal without prejudice application new station.

By Examiner Litvin

WKRM Columbia, Tenn.—Continued hearing of Hermitage Bcstg. Corp., Nashville, Tenn. to July 12 at Washington; referred to Commission en banc petition requesting amendment of issues set forth in notice of hearing of application.

By Examiner Cooper

WMAW Milwaukee, Wis.—Granted continued hearing on applications for license to cover CP and consent to involuntary transfer of control to August 15, Milwaukee, Wis.

By Examiner Johnson

WORK York, Pa.—Granted continuance of hearing on application to Sept. 20.

June 10 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGAN Kingman, Ariz.—Mod. CP new AM station for extension of completion date.

Mod. CP new AM station to increase power etc. for extension of completion date: KYOS Merced, Calif.; WRUF Gainesville, Fla.; WKVM Arecibo, P. R.

License Renewal

WPAX Thomasville, Ga.—Request for license renewal AM station.

Request for license renewal noncommercial educational FM station: WLSU Baton Rouge, La.; WTDS Toledo, Ohio.

Modification of License

WEAW Evanston, Ill.—CP to change ERP to 47 kw.

WSYR-FM Syracuse, N. Y.—CP to change ERP to 10.5 kw, ant. to 640 ft.

License for CP

WDTV Pittsburgh—License for CP new commercial TV station as mod. and for approval studio location at 4100 Grizella St.

June 13 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Jones

H. Neil Black—Granted petition requesting that application for purchase of KGFN Grass Valley, Calif. be dismissed without prejudice; on Commission's motion removed from hearing docket application of 49er Bcstg. Co. (assignor) and Joe D. Carroll (assignee).

James Louis Killian, Fort Payne, Ala.—Granted petition for leave to amend application to specify power of 500 w in lieu of 250 w on 1290 kc D; accepted amendment; on Commission's motion removed application from hearing docket.

KGDM-AM-TV Stockton, Calif.—Granted petition requesting that applications for additional time to complete construction of stations KGDM and KGDM-TV Stockton be dismissed without prejudice.

KLZ Bcstg. Co., Denver—Granted petition requesting application be dismissed without prejudice.

Antilles Bcstg. Systems, Inc., Rio Piedras, P. R.—Granted petition requesting application be dismissed.

WDSM Superior, Wis.—Granted petition for leave to amend application to alter certain of operating constants of proposed DA; accepted amendment; insofar as petition requests amendment and removal from hearing it is granted; insofar as it requests grant without hearing it is dismissed.

Beer & Koehl, Ashland, Ohio—Granted petition requesting time in which to file exceptions to proposed decision extended to June 20.

Central Michigan Radio Corp., Lansing, Mich.—Granted petition for extension of time within which to file exceptions to the proposed decision to June 1.

KGBS Harlingen, Texas—Granted petition to take depositions in re application.

By Examiner Cooper

Radio Lakewood Inc., Lakewood, Ohio—Granted petition for continued hearing on application; date to be announced later.

By Examiner Hutchison

Jackson Assoc. Inc., Attleboro, Mass.—Granted petition to amend application to operate 1320 kc, 1 kw unl. DA-2, in lieu D; to show revised corporate structure, financial and program data.

By Examiner Litvin

WXKW Albany, N. Y.—Granted petition for postponement of hearing on petitions of WHDH Boston and KOA Denver, Col. for reconsideration of Commission action granting mod. CP application of WXKW, for designation of said mod. CP application and permittee's license application for hearing, for termination or mod. of authority for WXKW to conduct program tests, etc.; hearing continued to Sept. 22.

By Examiner Smith

Costen-Tompkins Bcstg. Co., Ironto Ohio—Granted petition for continu hearing on application to Sept. 14.

Radio Corp. of Arizona Inc., Phoeni Ariz.—Granted petition for continu hearing on application to July 18.

June 13 Applications . . .

ACCEPTED FOR FILING

Modification of License

WCCP Savannah, Ga.—Mod. licen to change name licensee from Car C. Peterson to Carter C. Peterson as Dixie Bcstg. Co.

AM—910 kc

KAVR Havre, Mont.—CP to chan from 1240 kc 250 w unl. to 910 kc 1 k unl. DA-N.

AM—850 kc

WCAV Norfolk, Va.—CP to chan from 860 kc 1 kw D to 1350 kc 1 k unl. DA-DN AMENDED to requ change from 1350 kc to 850 kc wi DA-N only.

Modification of CP

Request for extension of completi date new FM stations: WHMA-FM A niston, Ala.; KVME Merced, Cali KTRB-FM Modesto, Calif.; KSDO S Diego, Calif.; WAZL-FM Hazleton, P. WLAB Lebanon, Pa.

TENDERED FOR FILING

AM—1050 kc

WIVY Jacksonville, Fla.—CP change from 1050 kc 1 kw D to 1050 1 kw unl.

AM—1240 kc

KDDD Dumas, Tex.—CP to chan from 800 kc 250 w D to 1240 kc 250 unl.

APPLICATION RETURNED

KROG Sonora, Calif.—RETURNI June 9 application for license to co CP. Incomplete.

June 14 Decisions . . .

BY THE SECRETARY

WJBB Haleyville, Ala.—Granted cense for new AM station 1230 kc w, unl.

KFRD Rosenberg, Tex.—Same—kc 500 w, D.

WNAV Annapolis, Md.—Same—1 kc 500 w, unl., DA-N.

WESB Bradford, Pa.—Granted m license to change main studio locati

WBSR Pensacola, Fla.—Same.

WBLK Clarksburg, W. Va.—Gran CP to reinstate CP install new verti ant. mounting of FM ant. on side of tower, make changes in trans. equ ment and change trans. location.

WNAC-TV Boston—Granted appli tion for mod. CP reducing ant. fr 566 ft. to 500 ft.; vis. ERP from 32.7 to 26.6 kw; aur. 32.7 to 13.3 kw.

KRON-TV San Francisco—Gran mod. CP to change ERP from vis. 16 to 14.5 kw; aur. 8 kw to 7.7 kw and make ant. changes; ant. increased fr 1,270 ft. to 1,325 ft.

Following were granted mod. CPs extension of completion dates as show WATV Newark, N. J., to 1-9-50; KEC TV Los Angeles to 12-30-49; KOB-Albuquerque, N. M., to 10-1-49; WBN TV Columbus, Ohio, to 1-1-50; KT Los Angeles to 12-31-49; WFBM-Indianapolis to 12-31-49; WPIX N York to 1-8-50; KBIG-FM Des Moi to 9-27-49; KOH Reno, Nev. to 11-30-KSTN Stockton, Calif. to 12-31-WRUF Gainesville, Fla. to 7-7-KCRI Cedar Rapids, Iowa to 9-1-WBMS Boston to 11-29-49; WLAV-Grand Rapids, Mich. to 10-15-WDOD-FM Chattanooga, Tenn. 9-15-49; WCOH-FM Newman, Ga. 12-21-49; WMBI-FM Chicago, to 10-1-KGDM-FM Stockton, Calif. to 12-9-KFSA-FM Fort Smith, Ark. to 1-1-KDTH-FM Dubuque, Iowa to 4-1-KYOR San Diego to 10-29-49; WE Columbus, Ohio to 1-1-50; WFBC-Greenville, S. C. to 1-1-50; WM New Orleans to 12-6-49; WEPM-Martinsburg, W. Va. to 12-21-WBML-FM Macon Ga. to 7-21-WCIL-FM Carbondale, Ill. to 1-1-WKFM Sandusky, Ohio to 8-29-WNAC-FM Boston to 10-1-49; KY San Antonio to 12-22-49; KCMO-Kansas City, Mo. to 10-10-49; WS

(Continued on page 75)

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News

JULIAN BENTLEY, member of WBBM Chicago staff since 1947 and prior to that news editor of *Prairie Farmer* and WLS Chicago, has been named news editor of WBBM. FRANK BARTON, writer and supervisor of two news shorts at station since 1944, was named assistant news editor. Mr. Bentley replaces EVERETT HOLLES, who resigns to work on television news in New York following vacation in Europe.

MARTIN AGRONSKY, ABC commentator, was awarded Master of Arts degree, *honoris causa*, from Rutgers U. Degree was conferred on Mr. Agronsky, member of Rutgers class of 1936, for his "accurate, objective and illuminating interpretations of contemporary world events."

ALLAN JACKSON, CBS news reporter, has been transferred from New York to network's Washington news staff, and will be heard from the capital on his regular programs, Saturday and Sunday at 11 a.m.

E. W. ZIEBARTH, newscaster-analyst for WCCO Minneapolis-St. Paul will leave this month on extended observation tour of Europe. Mr. Ziebarth is also consultant in education for CBS, and will act as roving foreign correspondent for network while he gets first-hand information on European situation for WCCO listeners.

PAT FLANNAGAN, popular CBS Chicago sportscaster, has returned to WENR-TV, ABC's Chicago station, for five-a-week sportscast, 6:45-7 p.m. (CDT). Mr. Flannagan, who has been living in Phoenix for past five years, may cover other TV sports activities.

CHARLES (Budd) DAILEY Jr. has joined WLEX Lexington, Ky., as sports director.

NORM KELLER and LOU HARRIS, former general manager and program director, respectively, of WVAW(FM) Cheviot, Ohio, are working with WCNH Quincy, Fla., as news team.

BILL DAY, director of news and special events at KOA Denver, has been appointed to handle press duties for station. His department henceforth will



Mr. Day



Mr. Allen

be known as news, special events and press. DON ALLEN, formerly head of KOA's press department, has been appointed director of public service programs.

BOB JOHNSON, formerly of WKBZ Muskegon, Mich., has joined news staff of WTAM Cleveland.

CHANNING COPE, farm commentator for WCON Atlanta and prominent Georgia farmer, has announced publication of his first book, *Front Page Farmer*.

SID ZIFF, sports editor of San Fernando (Calif.) *Valley Times*, has started quarter-hour daily sportscast on KFWB Los Angeles.



DISCUSSING future plans and activities of the Carolinas Radio News Dire tors Assn. during the groups' convention [BROADCASTING, June 13, 6] are to r): Gren Seibels, WIS Columbia, S. C., new CRNDA president; Jack Kne WBT Charlotte, N. C., retiring president; Richard Harkness, NBC comme tator, and Harold Essex, vice president-general manager, WSJS Winston-Sale N. C., and president of North Carolina Assn. of Broadcasters.

WFDR (FM) STARTS

Third FM Outlet of ILGWU

(See Hennock story this issue.)

WFDR New York, the third FM station to take to the air under auspices of International Ladies Garment Workers Union, formally began broadcasting at 8 p.m. Thursday.

It kicked off from the stage of Carnegie Hall with a two-hour tribute to the memory of the late President Franklin D. Roosevelt. Mrs. Roosevelt was among those scheduled to participate.

Among others to take part: David Sarnoff, RCA board chairman; FCC Comr. Frieda Hennock; Mayor William O'Dwyer; David Dubinsky, ILGWU president; Henry Morgenthau Jr., president of the Franklin Delano Roosevelt Memorial Foundation; AFL President William Green; Walter Reuther, president of the United Auto Workers, CIO; Lt. Gen. Walter B. Smith, commanding general First Army; Lawrence Tibbett, Jan Peerce, Albert Spalding and many others from the entertainment world. Edward Arnold was given the emcee spot. Salutes from Hollywood came from Eddie Cantor; Ronald Reagan, president of Screen Actors Guild, Gene Kelly and Anna Roosevelt. From overseas came the voice of Leon Blum, former foreign minister of France, and messages from Pandhit Nehru, prime minister of India, and Alcide De Gasperi, Italy's prime minister.

The opening program was carried on the AM facilities of WNY New York, the city's municip station. WFDR will be heard dai from 2 to 11 p.m. on channel 2 (104.3 mc). Other ILGWU F stations are WVUN Chattanoo and KFMV Los Angeles.

RADIO CLINIC

Opens at Denver U. July 2

SALES promotion and radio ne will be the theme of the thi Professional Radio Clinic to held at U. of Denver July 25 Aug. 26. Highlighting the clin and especially designed as sh courses for station personnel, w be three one-week clinics in ra sales, radio for retailers and ra news departments.

Maurice Mitchell, director of t newly formed Broadcast Advert ing Bureau, will lead off this seri the week beginning Aug. 8. F five days Mr. Mitchell will condu the radio sales sessions with t now famous "Mitch's Pitch." B ginning Aug. 15, for five da Howard Abrahams, director sales promotion of the Natio Retail Dry Goods Assn., will ou line ways radio can be used retail stores to tell their story a sell merchandise.

Arthur Stringer, NAB staff rector and secretary of the NA news department, will close t series of one-week clinics with week on radio news departmen that pay dividends.

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J. BALLANTYNE

Dies at Son's Graduation

JOHN BALLANTYNE, 49, chairman of the board of directors of Philco Corp., collapsed and died June 10 while delivering a commencement address at Meadowbrook (Pa.) School for Boys, where his son, John William, 13, was a member of the graduating class.

Mr. Ballantyne, chairman of the school's board of directors, had been speaking only a few minutes when he collapsed. His wife, the former Alberta F. Baker, and their daughter, Dolores Maire, also were in the audience.

A graduate of the Wharton School of Commerce and Finance of the U. of Pennsylvania in 1921, Mr. Ballantyne was an accountant until 1934, when he joined the old Philco Radio and Television Corp. as treasurer. When the present



Mr. BALLANTYNE

* * *

Philco Corp. was formed in 1940, he became treasurer, holding this post until 1941 when he was named vice president of operations.

Mr. Ballantyne served as Philco president from 1943 until June 1948 when he became chairman of the board. A former director of the Radio Manufacturers Assn., he also was a director of the Philadelphia Chamber of Commerce.

In addition to his wife and two children, Mr. Ballantyne is survived by two sisters, Mrs. George Boisbourne and Mrs. Frank Matthew.

WJAY ON AIR

S. Carolina Outlet Starts

WJAY Mullins, S. C., which began operation June 1, was dedicated June 5 with special broadcast ceremonies. Station has 1 kw daytime on 1280 kc.

Located on U. S. Highway 76 between Mullins and Marion, S. C., WJAY was granted in September 1948 to The Mullins and Marion Broadcasting Co. Firm is equally owned by three individuals: W. H. Daniel Jr., farmer and part owner of Daniel & Nichols Warehouse, tobacco house, president; W. L. Harrison, attorney, vice president, and W. G. Smith, farmer and bookkeeper at warehouse, secretary.

B. George Barber Jr.. formerly promotion manager at WCOS Columbia, S. C., is WJAY general manager. Other personnel includes: Jack Ikner, chief engineer; James Atkins, chief announcer; Bruce Petteway and Forest Ramsey, announcer-engineers; Terry Bane, announcer; H. Leon Webster and S. P. Watson, sales representatives, and Mrs. Joe C. Williams, bookkeeper-receptionist.

NEW TBS SERIES

Emcees Signed for Show

TRANSCRIPTION Broadcasting System last Monday announced the signing of Joey Adams and Tony Canzoneri as emcees for the network's 15 minute, across-the-board series *It's a Great Show*. Material for the program was recorded backstage at night clubs, theatres, premieres, etc., before the comedy team's June 13 opening at New York's Copacabana night club. Subsequently, programs will be transcribed at special locations.

It's a Great Show is one of six packages comprising nine hours of weekly programming furnished to TBS member stations.

1947 EARNINGS

Treasury Lists Radio Names

LARGEST single payment listed in the Treasury's report on earnings for 1947, released last Monday, was $857,515 paid by NBC to Fred Waring's Pennsylvanians. The report, which was not complete for the radio industry, included earnings in excess of $75,000, with bonuses and commissions.

Well known radio talent personalities who appeared in the report included Bing Crosby with $112,500; Bob Hope, $115,000, and Dorothy Lamour, $150,916.

Other payments reported for the industry included: NBC—Frank Black $105,580.18, Mary Margaret McBride $103,350, Carleton E. Morse $112,937.73, William Stern $108,023, Aturo Toscanini $102,000, Niles Trammell $90,220; ABC—Mark Woods $85,000; Don Lee Network—F. W. Pabst $140,000, J. C. Symes $129,074.69; L. G. Patee $77,882.80; Foote, Cone & Belding—Fairfax Cone and Emerson Foote each $85,000.08; Zenith Radio Corp.—H. C. Bonfig $76,905.62, E. F. McDonald Jr. and Hugh Robertson each $105,000; J. Walter Thompson Co.—Henry T. Stanton $85,100; Decca Records Inc.—Jack Kapp $99,423; General Electric Co.—Charles E. Wilson $166,750; American Telephone and Telegraph Co.—W. S. Gifford $209,750.

Listed in the top 10 salaries for 1947 were Vincent Riggio, American Tobacco Co. president, who received $484,202, and E. H. Little, president, Colgate-Palmolive-Peet Co., with $350,000. Both firms are heavy users of radio and television. Also named were B. Earl Puckett, Allied Stores Corp., $135,000; Clarence Francis of General Foods Corp. with $130,000, and Theodore G. Montague, Borden Co., $112,500.

KOOS KIDO

Get Better Facilities

INITIAL decision of Hearing Examiner Jack P. Blume reported by FCC Tuesday to grant bids of KOOS Coos Bay, Ore., and KIDO Boise, Ida., for changes in assignments.

KOOS would be granted switch from 250 w fulltime on 1230 kc to 1 kw fulltime on 630 kc while KIDO would change from 2.5 kw day, 1 kw night on 1380 kc, unlimited, to 5 kw fulltime on 630 kc. Both grants must receive site approval by Civil Aeronautics Administration.

The examiner's decision found that both proposals would give first primary service to areas and populations not presently receiving service both daytime and nighttime. There would be no mutual objectionable interference during the day between KOOS and KIDO but there would be some at night. However, the finding concluded this could be tolerated in view of the extended services.

KOOS, established in 1928, is a Mutual affiliate. KIDO is an NBC outlet and also was founded in 1928.

Miss Goold Promoted

LUCILLE GOOLD, head of fashion department of Hirshon Garfield, New York, since November, has been appointed vice president in charge of fashion advertising and merchandising.



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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager wanted by 250 watt station in growing industrial community of 16,000 on east coast. Stable, congenial, civic minded, experienced man will be given opportunity acquire interest on highly favorable terms. Please give complete details, Box 424B, BROADCASTING.

Immediate opening— Commercial manager for south Georgia station. Top salary, must be able to sell. Must send complete information first letter, plus disc and picture and three references. Must have experience. Also, one experienced announcer with initiative. Box 488B, BROADCASTING.

Managerial positions (2)— 250 watt, network affiliate, eastern college town. Open August 1. Present manager promoted. Desire able manager, ability to announce, sell, keep costs at minimum. Also, manager for FM (transitcasting) station. Large metropolitan market. References. Box 496B, BROADCASTING.

Managing executive for local community station, wealthiest market in east offers opportunity trained young radio executive experienced developing high type programs, also sales and operations, to take full charge with salary and bonus. Box 497B, BROADCASTING.

Salesman

Wanted—Salesman. South Georgia station wants progressive salesman. Small market, but good opportunity. Good salary for man who can produce. All inquiries answered. Box 469B, BROADCASTING.

Permanent sales position open for time salesman independent metropolitan New York City station. Must be experienced; agency following, preferably with knowledge of foreign language market. Give all details in first letter, Box 472B, BROADCASTING.

Wanted—Progressive, industrious salesman and sales manager, for new progressive midwestern 5,000 watt independent station, in half-million market. High percentage paid, Must be hustler. Box 478B BROADCASTING.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

Experienced time salesman for established station metropolitan market regional network affiliate. Unlimited ceiling but don't apply unless you have sales experience. We don't need announcers, promotion men or executives, but if you can sell you can make money. Box 530B, BROADCASTING.

Announcers

Morning man. With personality, to put on a distinctive morning show. Preference given to applicant now successfully doing similar program. Detail previous experience, salaries earned and expected and attach snapshot. Box 413B. BROADCASTING.

Wanted—Immediately, combination announcer-engineer. Experience not too important, but good voice and good grammar is. Box 470B, BROADCASTING.

Announcer-operator, first class. Experienced. Montana station. Top wages. Permanent. Airmail Box 471B, BROADCASTING.

Wanted—An announcer with first class license, send disc and full details to KXLF, Butte, Montana.

Wanted—Thoroughly experienced announcer for news, commercial record shows. Can use continuity writer, but only experienced people. Station WBUY, Lexington, N. C.

Help Wanted (Cont'd)

"What's strange about twenty-two replies from a classified ad in BROADCASTING? BROADCASTING never missed yet." Ben B. Sanders, Manager, KICD Spencer, Iowa.

Technical

Wanted — Combination operator-announcer. Heavy on the announcing. Hi altitude, ideal year-round climate. KSUN, Bisbee, Arizona.

Mutual affiliate seeking a GI trainee as transmitter operator. No announcing. Must have FCC license but need not have experience. William T. Kemp, KVER, Albuquerque, New Mexico.

Wanted—Transmitter engineer for 5 kw AM station. Must have car. Please state background and salary expected in first letter. WGAC, Augusta, Georgia.

Engineer—First class license, prefer control room experience. Car desirable. Send qualifications to Chief Engineer, WIBX, Utica, N.Y.

Production-Programming, others

News Director. Must be network calibre newscaster, experienced in local reporting, and rewriting wire copy, with ability to direct department. Proven record in similar capacity with large city station necessary. Give previous experience and salaries. Box 412B, BROADCASTING.

Situations Wanted

Managerial

Educated, aggressive, experienced 12 years all aspects radio. Desire problem station. Box 213B, BROADCASTING.

Manager—Well grounded radio man with 8 years experience in all phases, wants sound propostion. Have know-how to make a station pay off. College graduate with top references. Presently employed as manager. Box 384B, BROADCASTING.

Commercial manager—8 years experience in all phases of radio. Have ability to make money for a station. Consider only sound proposition. College graduate. Best of references. Box 385B, BROADCASTING.

Sales manager-salesman, excellent sales record wants permanent position with progressive station. Sober, dependable, family man, college grad. Box 392B, BROADCASTING.

Manager—Excellent sales background. Understands successful, profitable station operation. Desires position as manager or sales manager. Salary open. Box 393B, BROADCASTING.

Hit new sales records! General manager who can guarantee it is available. Box 473B, BROADCASTING.

Vicissitudes! Vicissitudes! Vicissitudes! Was to have been GM for newspaper-owned independent now voting to return CP before construction. Will be interested now in national, regional or high level local sales, GM for top market low power, net or indie, or top executive chair with high power operation. Ability a matter of record. If potential on commission basis can't top $10,000 let's not waste each others time. Background applicable to TV (ie: motion picture experience), might be interested in the right proposition, major market only. Prefer midwest or west, go anywhere, you pay the postage. Box 464B, BROADCASTING.

Business can be better than ever now! Let me prove it to you as your general manager. Box 474B, BROADCASTING.

Sell time with publicity-promotion-special events director who knows how to utilize these factors to make your station all-round leader in its market. Box 475B, BROADCASTING.

Situations Wanted (Cont'd)

Manager, small market station. 5 years sales manager, 3 years program director, age 35, family. All correspondence promptly answered. Write Box 418B, BROADCASTING.

Manager—Completely qualified station and commercial manager desires advancement. Have had excellent success in small station in highly competitive market. Will arrange interview. Box 486B, BROADCASTING.

Asst. or general manager—Successful record. Ten years manager network affiliate plus ten years experience all departments. Interested in permanency with stable, progressive organization. Box 507B, BROADCASTING.

General manager, commercial manager or both. No hotshot, no miracle man. Just good solid business executive, strong on sales, thorough knowledge of programming and public relations. 15 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best of references. Write Box 515B, BROADCASTING.

Announcer, 21, single. Experienced. News, disc jockey, ad-lib, commercials, control board. Interested in securing position with northeastern station. Good voice. Box 500B, BROADCASTING.

Station managers — The Pathfinder School of Radio Broadcasting is sending out the best-trained announcers and writers available. Sixty-seven stations in twenty-three states have employed our graduates. Starting salary forty to fifty dollars a week. 1329 Oak St., Kansas City, Missouri. Harrison 0473.

Salesmen

Young man with eight years thorough experience desires a position as salesman. Can double on announcing. Full particulars and disc available. Available immediatey. Box 526B, BROADCASTING.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. AM, TV. Top references, travel anywhere. Box 911a, BROADCASTING.

Staff announcer — Graduate leading radio school, Radio City. College, music background. Can write, will travel. Disc available. Box 434B, BROADCASTING.

Topflight announcer with television experience. Currently employed in New York, seeks large network affiliation. Box 346B, BROADCASTING.

Do you want a top sports director? I am presently employed but want a larger market with possible TV future. 13 years sports background. Top play-by-play and recreation. Baseball, football, basketball, racing, boxing. Present baseball commitment makes me unavailable until September 10th. Box 373B, BROADCASTING.

Versatile announcer specializing in sports, desires position in area east of Chicago. Family man seeking security with future. Almost three years experience including one year in Baltimore, where I am presently employed as staff announcer and sports director. Box 460B, BROADCASTING.

Experienced announcer, newscaster; have terrific early morning mail pull disc jockey show. Prefer west. Available immediately. Box 465B, BROADCASTING.

Announcer—Five years experience. Desires opportunity to buy stock and advance on staff, new station. Box 466B, BROADCASTING.

Announcer—Staff. Single, young, versatile. Play-by-play, Class A Eastern League experience. Top references. Disc available. Box 467B, BROADCASTING.

Announcer, experienced, news disc shows, etc. Can do play-by-play baseball. Want immediate change. Prefer midwest. Married vet, presently employed. Best references. Box 468B, BROADCASTING.

Announcer—21—married—will travel, hard worker best references, disc available. Box 476B, BROADCASTING.

Morning man, witty, friendly, dependable. 8 year proven record. First class ticket combination man. Married. Employed. Looking for permanent position $80. Box 477B, BROADCASTING.

Announcer—Experienced all phases, married vet. 25, available immediately. Box 479B, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Experienced, married m desires steady position with progre sive organization in northeast. Ava able immediately. Box 489B, BROA CASTING.

Announcer—Seeks afternoon or nig shift with college town station. T years of college, wants to complete d gree. One year experience with types of programs, writing, and pr ducing. References. Travel anywhe Box 490B, BROADCASTING.

Announcer, young, some experien schooling, versatile, wants to work ha and settle down. Box 493B, BROA CASTING.

Announcer—copywriter position desir by radio school graduate. East, B 494B, BROADCASTING.

Announcer—Vet, 22. Radio school gra uate, pleasing voice. Knowledge of co sole, highly enthusiastic. Tape recor ing available. Box 498B, BROADCAS ING.

Well known, top calibre midwest a nouncer-writer. 7 years experience phases. Considering moving family we or southwest. Large, reputable outf only consideration. Box 499B, BROA CASTING.

General announcer, experienced. New commercials, disc jockey, ad-lib, co trol board. Good voice. Box 501 BROADCASTING.

Sports announcer wants right job. 3 years experience. Play-by-play. Bo network & local experience. Marrie Dependable. Good references. Colle education. Presently employed. B 503B, BROADCASTING.

Announcer—Two yrs. exp. desires o job training writing sales. All-rou knowhow in AM or TV operation. B 504B, BROADCASTING.

Lot-on-the-ball announcer, comple training radio and television; youthf ambitious, will go anywhere. Minimu $45. Box 505B, BROADCASTING.

Announcer, four years experience. Ve satile, operate console. Will travel. B 506B, BROADCASTING.

Announcer—Two years college, sing age 21. Good voice, best training, ope ate console. Want initial break to g needed experience. Box 512B, BROA CASTING.

Excellent morning man or 50 kw st announcer—8 years experience a nouncing and programming. Also c pable salesman. Veteran, 28, colle graduate, excellent record, excelle references. Trained for television. D sire change to greater opportuniti before or shortly after January 1, 19 Box 519B, BROADCASTING.

Announcer—College graduate, expe enced in all types of announcing i cluding play-by-play broadcast. married, willing to travel. Box 521 BROADCASTING.

Graduate School of Radio Techniqu All phases of broadcasting. Strong news, commercials, DJs. Some cop writing. Travel anywhere. Disc a photo available. Box 522B, BROA CASTING.

Recent graduate of School of Rad Technique, Radio City, New Yor Received practical training in a nouncing, reading of all types of cor mercial copy. Good voice, strong sports. Box 523B, BROADCASTING.

Due to a change in management, announcer with eight years experien is now seeking empoyment elsewhe News work desirable. Have been e ployed by three of the better statio Full particulars and disc available request. Box 527B, BROADCASTIN

Available immediately — Staff a nouncer, 4 years, news, sportca music, DJ, console, copy. Disc, phot references request. Box 528B, BROA CASTING.

Announcer — Young, single, matu voice—will travel, 3 years experienc Available now. Box 529B, BROA CASTING.

Announcer—Married, 28, desires pe manent position, pleasing voice, reliab all-round man. c/o O. Berner, 4325 Springfield Ave. Chicago, Ill.

Newscaster—Graduate School Rad Technique-DJ and commercial disc request. Will travel. Edward Egan, Or gon, Wisconsin.

Announcer—Presently employed. D sires advancement with large northe or midwest station. Box 481B, BROA CASTING.

Newscaster - announcer - copywriter salesman, experience 10 years, desir position. Excellent references. Reliabl never fired. Married, two children, a 32. Has car. Box 485B, BROADCAS ING.

Situations Wanted (Cont'd)

Announcer — Experienced, capable newscaster, disc jockey, handles board. Desires position with progressive station. All offers considered. William Hunt, 2715 Division St., Chicago, Ill.

Staff announcer, year experience all phases, will travel. Norman Morris, 329 Woodbine Ave., Philadelphia, Pa. Greenwood 3-440.

Experienced announcer available for your staff. Single, best of references, photo and disc on request. Write Robert J. Nelson, 3224 East 24th St., Minneapolis 6, Minn.

Announcer, experienced all phases, married, vet, 25, available immediately. Box 531B, BROADCASTING.

Announcer, 2 years experience, now employed. Desire change in location, married, reference, operate board. Disc on request. Box 532B, BROADCASTING.

College grad, 22, veteran, ambitious. 5A in radio, interested in radio acting or announcing. Herman Spector, 318 Newport St. Bkln., N. Y.

Alert, aggressive announcer will go anywhere for minimum wage and minimum advancement prospect. Extensive classical music background. Disc jockey, newscasting, continuity ability. Jingle, available immediately. Disc on request. Art Slavin, 79 Columbia St., Bridgeport, Conn.

Technical

New Yorker—Seeking position as engineer within 300 mile radius of New York City. Experienced, intelligent, ambitious, cooperative with a pleasing personality. Good technical background. Will accept combination job. Am presently employed as a combination man. Box 379B, BROADCASTING.

Engineer—Eight years experience, majority at kilowatt. Chief of local at present. Interested in any secure position with good working conditions. Box 419B BROADCASTING.

First class radio telephone license, willing to travel. No experience, vet. Box 431B, BROADCASTING.

Grad of RCA. Will go anywhere, available immediately, 1 year experience. Box 432B, BROADCASTING.

Holder of FCC 2nd class phone. Graduate of ARI. Wishes position with small station. Box 436B, BROADCASTING.

Engineer or chief engineer requests employment. 11 years all phases of radio. Week notice required. Installation. 29. Family man. References. Box 462B, BROADCASTING.

Attention north-eastern stations! Engineer wants to work above Mason-Dixon line 1½ years experience, all phases broadcasting, including AM and FM installation. Graduate RCA general course. Married, have car. Box 484B, BROADCASTING.

Transmitter operator—Two years experience 250 watts. AM or FM. Box 492B, BROADCASTING.

Engineer, 16 months experience, first phone, active amateur, 25, married, car. Desire position in midwest. Available immediately. Box 402B, BROADCASTING.

Operator, veteran, first class license with 2 years experience plus brief combination work. Definitely not a floater, prefer small progressive station. Address Box 508B, BROADCASTING.

Experienced engineer—First class license, EE Degree (communications major.) Vet, 3½ years radio and radar maintenance experience. Can qualify as chief. Prefer Indiana or surrounding states. Box 509B, BROADCASTING.

Ambitious, young man desires position with future. One year experience transmitter, console, remotes and recordings. Have car, am single, 24. Don't drink or smoke. 1st phone. Prefer middlewest. Box 510B, BROADCASTING.

First class radio telephone license, desires broadcast work. Experienced production and test maintenance. Now employed. Box 511B, BROADCASTING.

Radio engineer, employed Washington consulting firm field engineer wishes employment at position not requiring continual travelling. Experienced in high power radio station operation and full range of consultation work from initial investigation through directional antenna design and final directional antenna adjustment and proof of performance. Capable complete station layout and installation including design and construction directional equipment. Interested in position as chief engineer or director of engineering group of stations in west. Box 513B, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—22, single, first phone and second telegraph. Transmitter experience 250 w. Available immediately. Box 517B, BROADCASTING.

First phone, single, vet, age 22. Desires employment as transmitter engineer. Any location. Box 524B, BROADCASTING.

Engineer, announcer, program director. 9 years experience in all phases of radio. Family man wants permanent position with established station. Good record, references, now employed. Prefer west. Write Box 525B, BROADCASTING.

First phone, first telegraph, 3 years telegraph ex. Prefer north middlewest. 25, single, combination acceptable. W. M. Dahlberg, Lot 141, 3600 Sheffield Ave., Hammond, Indiana.

Engineer, first phone, experienced transmitter and control room, age 23, single, veteran. Available immediately. James Ellzey, Rt. 4, Tylertown, Miss.

Transmitter technician, 15 months experience. Graduate 2 technical schools. Go anywhere. Prefer near engineering school. Amateur. Harry T. Hubbart, 1913 South 10½ Street, Springfield, Illinois.

Available immediately. Operator, first license, four years broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Lewis Sherlock, Box 1161, Plainview, Texas.

Production-Programming, others

Losing money? Experienced specialty time-sales organization available for worthwhile percentage deal. Box 981a, BROADCASTING.

Program director, experience. Desires job in North Carolina or Virginia. Box 457B, BROADCASTING.

Experienced combination man desires employment where housing available. Presently employed combination chief engineer-announcer small station at $300.00. Box 398B, BROADCASTING.

Young man, ambitious, some experience in writing & announcing. Excellent sports background. Will travel. Box 354B, BROADCASTING.

Experienced continuity writer servincing by mail. Institutional copy a specialty. Box 403B, BROADCASTING.

Experienced continuity writer, excellent references, modest requirements, wants progressive station. Box 411B, BROADCASTING.

Continuity writer. Personable young lady. Strong selling copy. Program and promotion minded. Over five years radio experience, including 1½ years major network affiliate as assistant program director. College graduate. Box 455B, BROADCASTING.

Program director-salesman can place additional business on small station immediately. Excellent reason for leaving present job. Please write for personal interview. Box 458B, BROADCASTING.

Since your best friends won't tell you about me—I will! I'm a gal with a past in radio and a future in radio-TV. Half a dozen years writing and producing in local and metropolitan radio Am willing to make a change. Box 461B, BROADCASTING.

Assistant program director. Young woman. 5 years radio experience including 1½ years major network affiliate. Strong on all phases continuity writing, promotion, publicity. Box 456B, BROADCASTING.

All I can say is if I am hired as program director I will do my best for you and your station. Box 459B. BROADCASTING.

Aggressive program director-announcer, B. S. Degree radio; 4½ years all-round experience. Employed family man wanting position with secure future. Programs sell, gain and retain listeners; efficiency, economy, cooperation guaranteed. Make station integral part of community. Specialize in production. Top selling voice, news and sports background, operate board. Starting salary $70. Box 463B, BROADCASTING.

Experienced continuity writer wants all types of commercial and script assignments by mail. Rates on request. Box 516B, BROADCASTING.

Continuity, script writer and radio announcer. Will travel. Irving Yormark, 3206 W. Ainslie, Chicago 25, Illinois.

Situations Wanted (Cont'd)

Newscaster, reporter and re-writeman with two years radio and metropolitan newspaper experience wants local radio news bureau spot. Single, can travel. Write or phone: Mort Ross, WJTN, Jamestown, N. Y.

Television

Managerial

General manager-program director experienced all TV aspects plus AM background. Box 397B, BROADCASTING.

Production-Programming, others

TV director available. Young and ambitious. Brought up in show business. Four years network commercial AM experience. TV work for the last year. So will consider combination job. Best of refreences. Now in New York but can go anywhere. Complete resume on request. Box 502B, BROADCASTING.

For Sale

Stations

1000 watt, fulltime regional station, value $100,000.00. Will trade for middlewest or western farm or property. Box 316B, BROADCASTING.

Highly profitable daytime one kilowatt station in large midwestern market. Sale must be consummated soon due to health reasons. Station highly accepted by advertisers and listeners. $125,000. Box 381B, BROADCASTING.

Daytime kilowatt AM and three kilowatt FM independent station in highly diversified industrial and agricultural market in midwest. Only station in city area population of 75,000. Fine schools and colleges. Best equipment. Going business and attractive potential for resident management. This is not a distress property. Best reasons for selling. Price $100,000. Address Box 405B, BROADCASTING.

Florida daytime station in metropolitan market with exceptional coverage on good regional frequency. Power increase and fulltime indicated. $47,000. Box 482B, BROADCASTING.

Equipment, etc.

New transmitter—10% off—Brand new 3kw Westinghouse FM transmitter. 2 crystals, 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 182B, BROADCASTING.

For Sale—RCA 69-A distortion analyzer and C-B type 79-C audio oscillator. Excellent condition. Both $375.00. Box 480B, BROADCASTING.

For Sale—1 250 watt GE FM transmitter, BT-1-A, model 4BT-1-A-1 priced for quick sale. Address Box 491B, BROADCASTING.

One Gates 28-CO limiting amplifier. A very good buy at $165.00 COD. Box 495B, BROADCASTING.

New FM station applicants and engineering consultants. If you plan to place your FM antenna on top of the present tower installation. We can offer you a practically new isocoupler at a low price. Write Frank O. Myers, Manager, KCMC-FM, Texarkana, Tex.

Consolette, RCA 76-B including power supply and full set tubes $550.00 F.O.B. Radio Station KDRO, Sedalia, Missouri. In use until this June 1st when replaced for AM, FM.

RCA 96AX limiting amplifier complete with power supply and tubes, looks and operates like new, $175. Presto 87B recording amplifier in case with speaker and tubes, very good condition, less than half price $135. WBBQ, Augusta, Ga.

Free 120′ Riverside guyed tubular steel insulated tower—you dismantle. For details Sam Weller, WJOB, Hammond, Indiana.

For Sale—Complete, practically new equipment, for 250 watt station, including RCA transmitter, Wincharger tower, Gates console, etc. Address Paul Hunter, WLBF, Leesburg, Florida.

Wanted to Buy

General Electric BT-1-A 250 watt FM transmitter with tubes. Give date purchased, usage, lowest cash price. Box 518B, BROADCASTING.

Interested in purchasing 1-5 kw transmitter and all accessory transmitter equipment necessary for operations. Prospective owner intends to dismantle and ship abroad. Box 520B, BROADCASTING.

Miscellaneous

Unusual circumstances offer opening for reliable, experienced commercial manager, to acquire interest on highly favorable terms, in solvent 250 watt station with bright future in growing industrial community of 16,000 on east coast. Reply fully, in confidence. Box 425B, BROADCASTING.

Employment Service

Mr. Manager, wondering how to fill that opening? The person you need probably is one of the 500 registered here. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Salesman

Broadcast Equipment Sales Engineer

Leading manufacturer has opening for qualified broadcast equipment sales representative to headquarter in established divisional office in Dayton, Ohio. Territory includes Ohio and adjacent states.

Attractive proposition with good future for experienced man with past record successful sales work in broadcast equipment.

All replies will be held in confidence. Write Box 514B, BROADCASTING.

School

The SCHOOL of RADIO TECHNIQUE

● NEW YORK ●
HOLLYWOOD ● CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

Moderate rates. Inquire!

Send for free Booklet B.

Approved for G.I. Training in New York and Chicago Branches.

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

For Sale

Equipment

FOR SALE—Westinghouse (FM-3) 3 KW transmitter used 5300 hours; General Electric FM monitor; Western Electric 54-A 8-Bay Cloverleaf antenna, never used; REL Model 648 FM broadcast technical purpose receiver (44-50) (88-108 mc), never used; Millen secondary frequency standard type 9051 with frequency multiplier; 220 ft. 1⅝" coaxial transmission line; 6 90° Ells for transmission line.

Contact Radio Station KFAB, Lincoln, Nebraska

(Continued on next page)

For Sale (Cont'd)

EXCELLENT

WESTERN ELECTRIC 100-250 WATT TRANSMITTER FOR SALE

Model 20-A complete and set to go on 1230 kc. Very stable; always maintained in perfect condition. Circuit design extremely efficient for sustained 250 watt operation. Will sacrifice. Also for sale RCA 66-A Modulation Monitor, Doolittle FD-1-A Freq. Mon. and various RCA amplifiers and pre-amplifiers.

CONTACT

Chief Engineer, Radio Station WIL

St Louis 8, Mo.

ALL EQUIPMENT FOR COMPLETE STATION

5 KW composite transmitter in good operating condition, 7 years old. Control desk, phasing equipment for two tower antenna system—studio equipment, frequency and modulation monitor, one 215 ft. tower. Priced for immediate sale as complete package or separately. Write or wire KFRE, Fresno, California.

Station

New England daytime station. Whole or part. Only station in good industrial city. Excellent potential. All inquiries confidential.

BOX 448B, BROADCASTING

Situations Wanted

Managerial

WILL TRADE—

successful twenty-two year career for right opportunity with stable, progressive organization. Fully experienced as program director, asst.-manager, general manager 5 kw network affiliate. Broad experience invaluable in time of retrenchment or expansion. Would accept lesser capacity for right opportunity. Identification available from Sol Taishoff or Maury Long at BROADCASTING or write

BOX 533B, BROADCASTING

New Business

(Continued from page 18)

DuMONT DEALERS of AMERICA, in conjunction with Receiver Sales Division, **ALLEN B. DuMONT Labs,** New York, renews *Morey Amsterdam Show* (Thursday, 9-9:30 p.m.) for an additional 13 weeks over DuMont TV network. Agency: Buchanan & Co., New York.

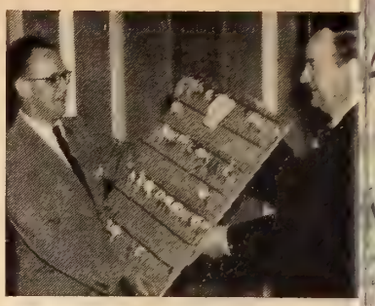
MILES LABORATORIES Inc., Los Angeles (Alka Seltzer, 1-A-Day Brand Vitamins), today (June 20) renews sponsorship for third consecutive year of *Fred Beck* on 12 CBS Western stations, in California, Oregon and Washington. Contract for 52 weeks. Agency: Wade Adv., Los Angeles.

BIGELOW-SANFORD CARPET Co., New York, through Young & Rubicam, New York renews its television program *The Bigelow Show,* currently aired Thursday 9:30-10 p.m. on NBC-TV, effective Oct. 1. Time and network for fall season not yet definitely designated.

Adpeople • • •

H. W. BENNETT appointed advertising manager of John F. Jelke Co., Chicago (Good Luck margarine), subsidiary of Lever Bros. He formerly was director of advertising and sales promotion for Honel Corp. of Bronxville, N. Y., industrial development firm.

GEORGE F. SWARTZ, sales promotion manager of Textron Inc., New York, since 1945, appointed advertising manager.



AT FORMAL opening of new KW St. Louis studios and offices cove ing 52,000 square feet in Glob Democrat Tower Bldg. last Thu day evening, Robert T. Convey (KWK president, received keys studios-offices from James C. Bur ham, secretary-director of *Glob Democrat,* St. Louis morning new paper. As feature of opening, KW entertained 1,000 clients, loc agency people, businessmen and loc and state dignitaries at 5-9 p. cocktail party and buffet dinner

MD'S ON KRNO

Medical Society Buys Show

SAN BERNARDINO County Medical Society has signed with KRNO San Bernardino, Calif., to sponsor a series of 26 weekly programs titled *Doctor's Orders,* James W. Gerrard, president of KRNO, has announced. Contract marks the first time in the history of the area that the society has used radio or newspaper publicity, according to Mr. Gerrard.

An extensive newspaper advertising campaign also is being used by the society to promote the KRNO show. *Doctor's Orders,* a transcribed package, is produced by Radio Providence, Providence, R. I.

Format for the series is built around discussions and dramatizations of health problems. Of particular value for medical society publicity campaigns is the cut-in feature of the show. A different local doctor is interviewed "live" each week as the guest doctor. Script service for this live portion also is provided in the *Doctor's Orders* package.

BCA SHIFT

Sales Offices Are Moved

BROADCASTING Corp. of America, with home offices in Riverside, Calif., has announced that it is transferring to San Bernardino its national sales and network sales offices. The offices will be in the BCA Network Bldg., and Gene Williams, vice president and national sales director of the corporation, is being transferred there from Riverside.

Simultaneously BCA announced that the name of the California Rural Network, which it operates in conjunction with five southern California stations (KPRO Riverside, KREO Indio and Palm Springs, KROP Brawley and El Centro, KUCB Blythe and FM station KROP Riverside), has been changed to The Broadcasting Corp. of America's Rural Network.

Construction of new studios is planned on the second floor of the BCA building in San Bernardino, BCA announced. A daily schedule of network programs will originate from the San Bernardino studios, the announcement said.

Storecast Signs

TOTAL of 124 new supermarkets in Pittsburgh have subscribed to the Storecast System, Storecast Corp. of America announced last week. The markets include the Thorofare, Giant Eagle and Sparkle chains in that city. Broadcasts are carried by WKJF-FM Pittsburgh to homes as well as to fixed-frequency receivers in the supermarkets. Richard J. Cook is in charge of the operation in the Pittsburgh area.

OUSTANDING 4-H county groups in Indiana will be awarded plaques with gold, silver or bronze plates by *Prairie Farmer,* WLS Chicago, for the fifth consecutive year June 23 at Purdue U.

EVANS CASE CO.

Buys on 11 CBS Station

FIRST hookup of CBS stations New England for a commerci series, outside of the war-tir *Wrigley Caravan,* will take pla this week when the Evans Case C of North Attleboro, Mass., begi sponsorship of *Carl Moore's Sho case,* Saturday, 8:30-9 p.m., the 11 Columbia outlets in the are

Deal marks the entrance Evans, manufacturer of cigaret lighters, handbags and fitted tra eling cases, into commercial radi The company has been promine hitherto in giveaways on both national and local scale. Succes ful results from the giveaways a understood to have led to the cor pany's purchase of air time.

Show, a weekly musical varie with a contest to select the be amateur talent in the area, will aired the first three weeks fro the stage of Boston's Keith M morial Theatre and will be fed the other stations by WEEI Bosto Thereafter, WEEI will be the ori inating station on alternate week with the program traveling Providence, Worcester, Portlan Springfield and Hartford on t other dates and originating fro theatres in those cities.

Series will feature WEEI's Ca Moore as host; Gloria Carro songstress; Salvy Cavicchio, xyl phonist; a male quartet; a Frank Bell's orchestra. Contra is for 13 weeks and was plac through Don Horter & Co., Bosto

In announcing the Evans sa Wilbur S. Edwards, assistant ma ager of WEEI, disclosed that t company has also purchased t station's *Top O' the Morning* sh Tuesday, Thursday, and Saturda 7-7:15 a.m., for 13 weeks. St another newcomer to radio, T Davis Fish Co., 80-year-old Bost firm which has always used ma azine and newspaper advertisin also has contracted with WEEI f three spots per week for 52-weel

MAJOR MARKET REGIONAL STATION

Here is one of the outstanding opportunities in radio today for an individual or small group capable of operating a major market facility. With a down payment of $25,000.00 we can arrange financing that will deliver 100% of the stock in a valuable independent station located in a top southern market. Present investment exceeds $100,000.00; including very valuable real estate. Business increasing and profit possibilities are excellent.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	711 Construction Bldg	Ray V. Hamilton
Washington Bldg.	S. Akard and Wood Sts.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

Allied Arts

KARL J. LAMBERTZ, formerly general manager of KFSA Fort Smith, Ark., has been elected executive vice president and general manager of Business Music Inc., Dallas, distributor of Music by Muzak in Dallas and Forth Worth. He has purchased interest in company.

CLYDE B. MELVILLE, manager of Taylor-Borroff Inc., Dallas office, has been elected president of local Muzak organization, but in non-active capacity.

MUSIC CORP. OF AMERICA has been named exclusive representative of AM-TV giveaway package created by TED MATERNA-NELLENE SMITH of American Television Institute staff in Chicago. Plans are to feature a West Coast "name-band."

JAMES R. WESCOTT, former promotion director and circulation manager of now defunct Philadelphia *Public Ledger* and *Evening Ledger*, has been appointed advertising sales manager for *TV Digest*, same city.

RADIO RELEASE Assoc., New York copy checking and writing service, has expanded to include personal program-analysis bureau to be headed by JOHN NEWHOUSE, MBS producer and program supervisor, and dean of radio and senior instructor at New York's School of Radio Technique.

JOHN BRYAN LEWELLEN, vice president of Louis G. Cowan Inc., New York, and program director of *Quiz Kids*, *RFD America* and *The Pet Shop* on NBC, is author of *You and Atomic Energy*, a children's book published by Children's Press. His technical advisor was Dr. Glenn T. Seaborg, co-discoverer of plutonium and member of U. S. Atomic Energy Commission advisory board.

JULIAN SEAMAN, author and former music critic for New York *Mirror* and *Sue* magazine, has been appointed special assistant to RICHARD W. HUBBELL of Richard W. Hubbell & Assoc., New York television management consultant.

WALTER KING, director of radio and television of American Cancer Society, and his wife, former promotion writer at CBS, are the parents of a girl, Diane.

KAT DONATO, eastern manager of C. P. MacGregor (recording studios), and Jean Mary Pippa have announced their marriage.

Equipment

VICTOR J. ANDREW, chairman of board of Andrew Corp., Chicago, has received honorary degree of Doctor of Science from College of Wooster, Wooster, Ohio. Dr. Andrew was graduated from the college in 1926.

GEORGE L. DOWNS has been placed in charge of transformer operation of Raytheon Mfg. Co., Waltham, Mass.

Pulse Adds D. C.

EXTENSION of its surveys to cover Washington, D. C., was announced last week by The Pulse Inc., New York. Coverage of the capital, to begin in July, will be shown in bi-monthly reports, the first of which will cover July-August.



MACK SWITZER (l), director of public service at KLZ Denver, accepts fourth citation station has won in national and local competition for its informative program on heart disease, *Knave of Hearts*. Making presentation is James Sanbourne, representing Advertising Club of Denver, which cited *Knave of Hearts* for its "contribution to public service." Other citations won by KLZ for the program were from the duPont Foundation, City College of New York and the American Exhibition of Educational Radio Programs.

INDIANA U. MEET
On Radio in Education

BROADCASTERS, instructors, school administrators and public service group representatives have been invited to attend the third annual Indiana U. radio in education conference July 14-15 at Bloomington, Ind.

Emphasis will be on planning and production of public service programs, George C. Johnson, the university's educational radio program director, announced. Commercial and educational radio specialists will supervise discussions. Arch Oboler, radio writer, will be one of the speakers.

The U. S. Office of Education will send radio representatives to the conference, Mr. Johnson said. An exhibit of the latest audio equipment is planned.

STACKBIN CORP.
Record Racks Now Available

STACKBIN Corp., Pawtucket, R.I., has announced the availability of its large capacity storage racks for phonograph records. Designed for use by station record libraries and record dealers, the racks were not manufactured during the war or a period following, but the steady rise in record popularity has greatly increased the demand for the product, Stackbin states.

The units are 87 inches high and 36 inches wide and accommodate single records or albums. Standard styles are designed for either 2,400 12-inch records or 2,800 10-inch records. Stackbin also manufactures a unit for storing the new 7-inch long playing records. All units are of heavy-duty welded steel and finished in baked gray enamel. Request for further information should be addressed to Stackbin Corp., 1111 Main St., Pawtucket, R. I. Agency for Stackbin is Horton-Noyes Co., Providence.

'SOUND RECORDING'
Detailed Coverage Offered

ELEMENTS OF SOUND RECORDING. By Dr. John G. Frayne and Dr. Halley Wolfe. New York: John Wiley & Sons Inc. 686 pp. $8.50

DETAILED coverage of those subjects which belong to the restricted field of sound recording and reproducing and which are not discussed in books devoted to such allied fields of electronics, radio engineering, etc., is capably handled by Drs. Frayne and Wolfe. But following the thought that those interested in studying sound recording have widely different kinds of training and experience, some closely related subjects such as electrochemical analogies, acoustics, vacuum tubes and audio amplifiers are discussed briefly.

For added clarity, numerical examples are used in a number of instances to illustrate the use of design formulas. Complex mathematical analysis is limited to those subjects in which it is desirable for a basic understanding of the point under consideration.

Elements of Sound Recording covers topics from the nature of sound to stereophonic recording. The book is illustrated throughout with more than 480 cuts.

EMPORIUM (PA.) IRE
To Hold Aug. 19-20 Meet

INSTITUTE of Radio Engineers, Emporium (Pa.) section, will hold its tenth annual summer seminar Aug. 19 and 20, in that city's high school auditorium.

Roger W. Slinkman of Sylvania Electric Products Inc., chairman of the Emporium section, said that speakers will include engineers from RCA, DuMont Labs and Stromberg Carlson Co., who will speak on technical phases of communications, including television deflection, orthicon camera chains and video receiver design.

Following Saturday morning's sessions, the seminar committee will sponsor a picnic to which the public will be invited. George Brunner, of Sylvania, is seminar committee chairman.

Technical

RALPH L. KETTERER, former transmitter supervisor of WPGH Pittsburgh, has been appointed chief engineer. FRANK P. DOMETROVICH has joined station as transmitter supervisor.

EUGENE F. JENKINS and ROBERT O. SPEARS have joined engineering department of WOAI-TV San Antonio, which expects to be on air by late fall. Mr. Jenkins was formerly with Crosley Broadcasting Corp. in Cincinnati, and Mr. Spears has just completed two and one half years of study at American Television Institute of Technology, Chicago, after three years as radar maintenance man in U. S. Signal Corps.

MARTIN ENGHAUSER, formerly technician at Klensch Radio Service, Queens Village, N. Y., has joined WHIL Hempstead, L. I., N. Y., engineering department.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, announces first commercial application of its new "Symmetron" high-frequency, high power amplifier. It is available either as complete 50 kw FM transmitter, or amplifier to convert existing 10 kw FM transmitters to 50 kw operation.

OTIS FREEMAN, assistant chief engineer at WPIX (TV) New York, and LOUIS CLIMENT, WPIX maintenance supervisor, are instructors in summer course on "Operation and Maintenance of Television Equipment" being offered by New York U. in cooperation with WPIX.

DOUG JOHNSON has been appointed to engineering staff of CBH Halifax.

MAX ANDERSON, station engineer at WBAP Fort Worth, and MARY ELIZABETH SCOTT, station's transcription librarian, have announced plans to be married.

SUNOCO 3-STAR EXTRA, aired over NBC, 6:45 p.m., will retain its present format during summer months with Ray Henle, editor in chief, Felix Morely, foreign affairs editor, and Ned Brooks, national affairs editor, taking vacations in relays.

IN CINCINNATI, WHAT STATION HAS THE LOWEST COST PER THOUSAND?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Promotion



PACKAGED neatly in small boxes, new golf balls have been distributed to the industry by WBBB-FM Burlington, N. C. Box is printed with such slogans as: "FM Is the Hole in One of Radio"; "WBBB-FM Gives You a Slice of Better Listening!"; "You Keep Out of the Static Traps by Tuning to WBBB-FM"; "You Really Drive Your Message Home on WBBB-FM."

Key to Success

SHACKLED in leg irons was Buddy Barnick, contestant on NBC's *Truth or Consequences* who had to wade through 35,000 keys to find the ones that would release him from chains and then back through the keys to find the one that would fit the Nash car *Truth or Consequences* promised him. With key number 4,572, Mr. Barnick hobbled to KSTP Minneapolis studios, presented it to Randy Merriman on KSTP's *Fun For Your Money* program, who obliged by removing the locks. Mr. Barnick went through series of trials and tribulations from finding his car was a 1918 Nash to discovering the chauffeur that came with the 1949 Nash, which he finally obtained, could speak only French, to having his leg irons "accidently" left on again when he posed for a picture, and finally wading through thousands of keys again when *Truth or Consequences* told him they would mail him the key to release.

What They'll Say

TICKETS to WFAA Dallas' *Early Birds* breakfast-time show are being distributed to people who want to attend studio broadcast. Post-card size, the tickets (complimentary) contain blanks for visitors to fill out, with name, age, hometown, etc., and a line which reads, "If I get to talk on WFAA, I won't say 'Hello' on the air, but I will say:—." Attached is detachable postcard with photo-cartoons of *Early Birds* cast, which visitors can keep or studio will mail free to address given. Posters, 9 by 12 inches, reproducing picture card, are being placed in 750 drugstores throughout Texas by Red Arrow Labs. Inc., Dallas, which began sponsorship of three quarter-hour segments weekly of *Early Birds* on June 4. Customers of drugstores are invited to obtain tickets to broadcast for use when they're in Dallas.

'Old Maids' Day'

THERE'S Mother's Day, Father's Day, Children's Day, and every other kind of day, but J. Arthur Lazell, WNAR Norristown, Pa., newscaster, has distinction of being "co-founder" of Old Maids Day. Several weeks ago two women walked into WNAR's studios and asked for help in publicizing Old Maids Day (June 4). Mr. Lazell helped them. It was celebrated with a banquet in Norristown at which he was invited to read special poem written by an Indianapolis spinster for the occasion. United Press radio bureau in Philadelphia did two features on the "Day," one about Marion Richards of Jeffersonville, Pa., actual founder of new event. One of objects of anniversary is to encourage spinisters everywhere to celebrate June 4 as their day.

TV Investment Safe

TO RE-ASSURE present and prospective TV set owners in its area that their television investment is safe, KSD-TV St. Louis distributed prints of an editorial, "TV Timetable (Technicolor, Too)," which appeared in BROADCASTING, May 30. The editorial also was reprinted on radio page of St. Louis *Post-Dispatch*, owner of KSD-TV.

Deluge for '50

OPENING 1950 reservations for her *Fifty Club* program with one announcement and conducting a "Riddle Dee Dee" contest on *Morning Matinee* program over WLW Cincinnati, "femcee" Ruth Lyons was deluged with 1,766 contest entries in a week and 1,925 requests for reservations in two days. *Fifty Club*, aired five days weekly from Hotel Gibson, seats 50 women each broadcast who have made reservations. Entire 1949 broadcast was sold out in two days, and block reservations among requests for 1950 show covers schedule for next year. Entrants in riddle contest tell why they like the program, *Morning Matinee*, and winning letters are followed by calls to listeners. A car, fur coat, television set, silver and other prizes are offered to listener who solves the riddle.

General Clay's Homecoming

WHEN Gen. Lucius Clay arrived in his home town of Marietta, Ga., WFOM Marietta "was there." Station carried reception at airport, the general's speech, and was only station to cover barbecue that followed. WFOM interviewed Gen. Clay's staff who were with him, and many prominent Georgians who participated in event.

Promotion for 'Tulsa'

CONTEST requesting contestants to choose the "best" of three recordings of music from motion picture "Tulsa" and tell in 20 words why it was their choice, sparked KAYX Waterloo, Iowa's, promotion for picture. Station cooperated with local Paramount Theatre and Mid Continent Petroleum Co. in sponsoring contest. Winner, Mrs. Ken Bloes, received an all-expense paid trip to Tulsa for two and 99 other prizes from Waterloo merchants.

KYW's 'Radiotime'

NEW FORMAT is being used by KYW Philadelphia for its printed program schedule. It is now arranged on single page of "Radiotime," new bi-weekly publication of program schedules, with standardized symbols and identical layouts—seven columns across the page (one for each day) in chronological order. Prior to distribution of new schedule, KYW sent letters to timebuyers telling of new program schedule format and pointing up availabilities and who to contact for purchase of time.

'Knothole Gang'

FOR SECOND successive year WLOW Norfolk, Va., has organized the Norfolk Tar Knothole Gang, 3,500 boys and girls (girls were left out last year, but were included this time as result of petition signed by 200) who are admitted free to Saturday afternoon games of Norfolk Tars. Clinic is held each year for the young baseball hopefuls, with members of Tars instructing boys in playing various team positions. Weekly half-hour studio show with club members participating. is aired by Mark Scott, WLOW sports director and organizer of club. High Rock Ginger Ale Co. is sponsor of program and club this season.

Welcomes GM Train

TO WELCOME General Motors' "Train of Tomorrow" to Evansville, Ind., WJPS Evansville special events director, Verne Paule, and announce Glenn Webber, traveled with trai from Vincennes to Evansville, wi recording description of train's ir terior and interviews with variou train personnel and distinguishe passenger-guests. Wire recording wa played back on WJPS a few hou later the same evening.

Award Piece

MARKING fact that it receive George Foster Peabody Radio Awar for "outstanding public service by regional station" for its *Fores Aflame* program, KNBC San Francis has distributed mailing piece depic ing medal which it received.

RADIO IDEAS

Morgan Takes Top Honor

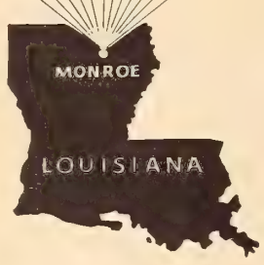
FIRST PRIZE of $50 has bee awarded Robert Morgan of WMB Auburn, N. Y., for his *Christma Eve in Auburn* in the National Re search Bureau's fourth monthl competition on radio ideas. H received second prize in th bureau's third contest.

Four other awards, ranging fro $40 to $10. were announced la week, along with 19 honorabl mentions at $5 each. Other wi ners: second, Jack Irvine, KOO Coos Bay, Ore., *Everybody's Idea* third, Edward L. Blossom, WHO Allentown, Pa., *The Chorus Car van;* fourth, Bernard S. Morle WTNS Coshocton, Ohio, *One fo the Money*, and fifth, O. E. Whela WGLU Safford, Ariz., *The Gue Book.* Roy Morgan of WIL Wilkesbarre, Pa., won two hono able mentions, making a total seven in the past eight month Mr. Irvine, second place winne also was cited for *The Mixin Bowl.*

Other honorable mentions went Floyd C. Smith, KGBC Galveston; Rol ert O. Johnson, WPWA Chester, Pa Tom Miller, KLWT Lebanon, Mo A. T. Sheilds, WLDY Ladysmith, Wis Frederick P. Laffey, WLAW Lawrenc Mass.; James W. Higgins, WWNY W tertown, N. Y.; F. Douglas Ching WHBY Appleton, Wis.; J. D. Cossac CKSO Sudbury, Ontario, Can.; Dc Pierce, WRRF Washington, N. C Marian Potter, WNAE Warren, Pa.; V F. Young, WHTC Holland, Mich.; Lou ise S. Stephenson, WRAL Raleigh, N. C Jim Dunlevy, KMED Medford, Ore Paul Vargo, WOBT Rhinelander, Wis Connie Prusia, KBUR Burlingto Iowa, and Charles M. Tierney, CFR Ottawa, Ontario, Can.

Entries are judged for program adaptability to small stations.

97,410 RADIO HOMES



KMLB

MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives
TAYLOR-BORROFF & CO., Inc.

Affiliated with
AMERICAN BROADCASTING CO.

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

NBC AFFILIATE

On All Accounts

(Continued from page 12)

three-year-old son, David.

On his return to civilian life, Irv rejoined Safeway, this time in the newly created position of public relations manager for Western Washington. Then, in April 1948, he joined Fred Baker as partner, office manager and account executive.

Among the advertising and public relations accounts which Irv now directs are those of Alaska Steamship Co. (three newscasts a week on each of five Alaska stations), Hardeman Hat Co., Peoples National Bank and Seattle Chevrolet Dealers Assn. He also handles regional advertising for the Boeing Airplane Co., including last year's all-out advertising campaign which was the company's response to the strike of 14,500 members of the Aeronautical Mechanics Union [BROADCASTING, July 19, 1948].

Using paid advertising to bring Boeing's side of the dispute before the public and to recruit workers, the Baker organization relied heavily on radio spots over all eight Seattle stations.

Radio took about 50% of the emergency ad budget spent in Seattle by Boeing during the 15-week strike, and Irv comments: "The flexibility of radio is what can up our spot schedule above what we'd normally have considered. A break might come Saturday afternoon at 2, and by 4 o'clock we'd have a whole new set of spots on eight stations, running through Monday morning. This gave us close to a 48-hour jump on ads in the dailies."

Mr. Stimpson also has used radio effectively in promoting the civic projects in which he is interested. As publicity chairman of the Chamber of Commerce, he recommended development of an institutional series with a minimum of "commercial" copy—and the resulting weekly quarter-hour *Seattle Story* is now in its second year on KOMO.

Irv's spare time—what there is of it—is taken up with reading current books and magazines, and with mowing the lawn at his home, in the north end of town.

Production

DRESSER DAHLSTEAD, head of announcing staff for ABC Western Division, has been named production manager for division. He replaces **LEONARD REEG,** recently appointed ABC Eastern program manager. [BROADCASTING, May 30]. Mr. Dahlstead continues as announcing head.

ROBERT GOULD, production manager of WBAP-TV Fort Worth, has been appointed program director. **THOMAS L. THOMPSON,** studio director, succeeds Mr. Gould as production manager.



Mr. Gould



Mr. Thompson

DWIGHT B. OLSON, with WGIL Galesburg, Ill., since 1942 as announcer, news director and chief announcer, has been appointed program director of station.

RUTH CRANE, director of women's activities for WMAL WMAL-TV Washington, has been elected first vice president of Women's National Press Club for coming year.

MORDI GASSNER, formerly art director of Einson-Freeman Lithographers, has been appointed art director of WPIX (TV) New York. Winner of two Guggenheim Fellowships for creative painting, Mr. Gassner also has designed sets for stage and screen productions and styled radio receivers.

JANE TIFFANY WAGNER, NBC director of education, has been named national public relations chairman of Home Economics in Business, division of American Home Economics Assn.

ED LALLY, program director of WBAP Fort Worth, has been given first and only lifetime membership to date in Fort Worth Gridiron Club for his work during past two years on club's annual dinner "roasting" Texas celebrities. The 1948 dinner, with musical direction by Mr. Lally, was cited for national Sigma Delta Chi journalism award.

HERBERT B. CAHAN has been promoted to program manager, and **ANTHONY FARRAR** has been elevated to production manager in charge of live studio production at WAAM (TV) Baltimore.

THOMAS HAYS, former announcer at WMAK Nashville, Tenn., has joined announcing staff of WJPS Evansville, Ind.

ADELE RYERSON, former script writer at WBRK Pittsfield, Mass., has joined script and continuity department of WHLI WHLI-FM Hempstead, L. I., N. Y.

MARCIA and **SAMMY ROEN** have joined WORZ Orlando, Fla., where they are doing a "Mr. and Mrs." show from their home each weekday. Mr. Roen formerly was publicity director for Music Corp. of America.

ARTHUR GODFREY, CBS television-radio star, served as mayor of Boys Town, Neb., for a day, Thursday, June 9. Office was bestowed in recognition of radio-TV accomplishments of Mr. Godfrey, an ex-newsboy.

VINCE JOYCE, announcer at WWSW Pittsburgh, received his A. B. degree from U. of Pittsburgh. He was graduated with honors, completing four year course in three years.

JANET ROSS, director of KDKA Pittsburgh Shopping Circle, and **VICKEY COREY,** KDKA educational director, left for Europe June 16 on special program assignments. Miss Ross will accompany 25 costume design teachers to France and England for four-week study of fashion production. Miss Corey, who is KDKA's observer, goes to Europe as educational expert for UN. She will prepare material for special radio programs and lectures on conditions in UN countries.

EDWARD MAXWELL has joined announcing staff of WTAM Cleveland. He was formerly with WERD Atlanta; WFMJ Youngstown, Ohio, and was news director at WHIT New Bern, N. C.

MYLES EITER is producer-director of college talent variety show over WNYC New York.

ZETTA HORST, known to listeners of WHBC Canton, Ohio, as Carol Adams, and Blake Sommer have announced their marriage. **MARIAN E. MUCKLEY,** continuity writer at WHBC, and Herbert H. Zwallen have announced plans to be married July 3.

DON McLEOD, announcer at WJBK Detroit, and Valerie Weddington have announced their marriage.

WILLIAM FROUG, co-writer on CBS *Green Lama* series, is the father of a girl, Susan Leslie.

JERRY McCUMBER of KOMO Seattle is the father of a boy.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 31 OF THIS ISSUE

THE LONG ISLAND STORY

WHLI

daytime listenership now tops 3 network stations in Long Island's Hempstead Town where **net income** exceeds $552,573,000-a-year . . . $5,961-a-family . . . $1,715-a-person.

Net income here is 31% than the U.S. average.

Data sources: Sales Management 1949 Survey of Buying Power; Conlan, January 1949.

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS L GODOFSKY President

THE PROOF OF THE PUDDING IS IN THE "EATING",

So dip *Your* spoon

into the rich Memphis Market via—

WMPS 10,000 WATTS DAY 5,000 WATTS NIGHT 680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

The Texas Rangers
"AMERICA'S FINEST WESTERN ACT"!



The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MEEKER ASSOCIATES

Milestones

► FIFTEENTH anniversary of FCC occurred yesterday (June 19), date on which the late President Roosevelt signed the Communications Act to consolidate under one agency the regulation of interstate and foreign communication by wire and radio.

The Communications Act, besides giving the new FCC added authority, provided for the transfer of records and personnel from the Federal Radio Commission plus other records from the Interstate Commerce Commission and the Post Office Dept. Part of the act became effective July 1, 1934, while the remainder went into effect with the formal organization of FCC on July 11.

About 125 men and women have been with FCC since its inception. Many more have been with the Commission since the summer and winter of 1934. Vice Chairman Paul A. Walker was an original Commissioner, taking his oath of office July 11 that year. Present Comrs. Rosel H. Hyde and George E. Sterling had served in legal and engineering capacities respectively with the FRC and FCC.

Nearly one-tenth of the FCC's present personnel was with the Commission at its very beginning. An alphabetical list of such persons who were on the rolls in June 1934, many now holding key positions, follows:

Bureau of Engineering—Olive A. Cain, Edward W. Chapin, Elizabeth L. Childress, Lillian M. Conley, Mary E. Corridon, Irene M. Durgin, Julia M. Gilbert, Nathan Hallenstein, Landon C. Herndon, Eva E. Hocutt, Daniel Jacobson, George L. Jensen, Frank Kratokvil, William N. Krebs, Carl W. Loeber, Howard C. Looney, Ivan H. Loucks, Helen L. J. Nikka, Stacy W. Norman, Leiland Quaintance, John A. Russ, George S. Turner, Edwin L. White, Euna P. Wiley, John A. Willoughby.

Field Engineering and Monitoring Division—W. Irving Abbott (Dallas), Adolph Anderson (Laurel, Md.), Lewis S. Anderson (Grand Island, Neb.), Herbert H. Arlowe (Seattle), Irl D. Ball (San Juan, P. R.) Arthur Batcheller (New York), Edward Bennett (Norfolk), Sigfred F. Berge (Juneau, Alaska), Walter Butterworth (Boston), James M. Chapple (Portland, Me.), Kenneth G. Clark (San Francisco), Eugene C. Cochran (New York), Hyman A. Cohen (Baltimore), William Corcoran (New York), Richard J. Cotton (Detroit), Lee R. Dawson (Honolulu), Theodore G. Deiler (New Orleans), Louis J. N. Dutreil (New Orleans), Gertrude Eickhoff (St. Paul), Anna M. Ellert (Baltimore), Paul R. Fenner (Honolulu), Charles Finkelman (New York), Arthur S. Fish (Miami), William R. Foley (Kingsville, Tex.), Harold T. Gallaher (Chicago), Margaret Gourlay (San Francisco), Marian P. Gunnison (Atlanta), George G. Harr (Grand Island), Harold D. Hayes (Chicago), Edwin S. Heiser (Detroit), Paul H. Herndon Jr. (Atlanta), Maggie L. Holleman (Chicago).

James A. Homsy (Los Angeles), John H. Homsy (Dallas), Walter J. Howell (New York), Anna T. John (Los Angeles), William D. Johnson (Atlanta), Charles C. Kolster (New York), Ernest G. Landell (Philadelphia), Robert Landsburg (Portland, Ore.), Emery H. Lee (Detroit), Bernard H. Linden (Los Angeles), Charles T. Manning (Anchorage, Alaska), Louis L. McCabe (Houston), B. McCarthy (Boston), William J. McDonell (Kansas City), Blanche McEntyre (Atlanta), Joe H. McKinney (Houston), Charles Mencher (New York), Lulu A. Moyer (Detroit), Roger E. Phelps (Philadelphia), Anna L. Poloske (Boston), Hazel L. Powell (Boston), Francis V. Sloan (San Francisco), Haytivick V. Smith (Los Angeles), Myron A. Tong (Boston), Maxine E. West (Grand Island), Irving L. Weston (Allegan, Mich.), George V. Wiltse (Seattle).

Bureau of the Secretary—Roger L. Baker, Katherine Bancroft, Sara G. Barnitz, Jessie R. Blaine, Lawrence P. Dent, Lenah J. Ferro, Leila Fowler, Frank Gentile, Catherine Grady, L. L. Hollingsworth, Marguerite Hubbard, Lavelle W. Hughes, Annette Hutterly, Clara M. Iehl, Joseph N. Jackson, Helen A. Marston, William P. Massing, Leonora E. Miller, Paul H. Sheehy, Marguerite Van Dyke, Charles W. Worthy.

Bureau of Law—Tyler Berry, David H. Deibler, Lester W. Spillane.

Hearing Examiners—Fanney Litvin.

Bureau of Accounting — Mary E. Lynch, Charles R. Makela, Glenn F. Murphy, LeRoy Schaaff, F. Richard Stuart.

Bureau of Administration—James H. Ballard, Nina B. DeWitt, Pansy E. Wiltshire.

Commissioners' Office—Mollie V. Burgess, Ernest S. Gross, Ruth T. Koppialky, Grace E. Miner.

Information Office—Mary O'Leson.

► Horn & Hardart Baking Co., Philadelphia's *Horn & Hardart Children's Hour*, aired Sunday on WCAU Philadelphia and WNBC and WNBT (TV) New York, marked its 20th anniversary June 5. Agency for firm is The Clements Co., Philadelphia, and Alice Clements is both AM and TV producer.

► *Seattle Story*, weekly quarter-hour dramatic narrative sponsored on KOMO Seattle by local Chamber of Commerce, is marking its second year on air.

► WPIX (TV) New York, video station of *New York Daily News*, celebrated its first birthday June 15. Station has increased its program operations from 169 hours 14 minutes in July 1948—its first full month—to 228 hours, 30 minutes in May 1949.

► Joe McNaughton, president of WCRA Effingham, Ill., staged party marking second anniversary of station on June 4. Party was held in court house park, and featured three hours and 15 minutes of entertainment by station's talent groups.

► Charles G. Burke, general manager of KFGO Fargo, N. D., has just celebrated his 20th year in broadcasting. He started his career with WDAY Fargo, and subsequently was with Free Peters Inc. and WJR Detroit.

► Arizona State Prison Band program *Stars Behind Bars*, aired on KTAR Phoenix, is celebrating its first anniversary.

Buys GE Equipment

COMPLETE transmitter and studio equipment for AM broadcasting has been purchased by the Oswego County Broadcasting Co., Fulton, N. Y., from the Transmitter Div. of General Electric Co., according to a GE announcement. D. J. Kesterke, president of Oswego County Broadcasting, has announced the Fulton station is scheduled to go on the air on 1300 kc with 1 kw daytime approximately Sept. 1. No call letters have been assigned as yet. The GE purchase includes a 1 kw transmitter, two-studio consolette, amplifiers, microphones and other associated equipment.

ACCEPTANCE POLL
'Riley' Rated as Top

COAST-TO-COAST collegiate voted *The Life of Riley* the "cleanest" comedy during the past year in the Radio Acceptance Poll conducted by St. Joseph's College, Collegeville, Ind.

The *Riley* show, which stars William Bendix, was given a rating after tabulation of 28,16 votes cast by 5,090 college students from Oct. 16 through April 1. Fourteen other "acceptable" programs, listed in order of preference were Dennis Day, Jack Benny, Fred Allen, Red Skelton, Eddie Cantor, Phil Harris, Burns and Allen, Charlie McCarthy, Bob Hope, Jack Carson, *Village Store*, *Duffy Tavern*, Abbott and Costello and *It Pays To Be Ignorant*.

Digger O'Dell in *The Life of Riley* and Dennis Day on the Jack Benny show each earned a "high acceptable" rating of 83. One performer to be rated "barely acceptable" was Lulu McConnell in *It Pays To Be Ignorant*.

"VIC" DIEHM SAYS:



Get in the Know-Now!

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact

Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

AFFILIATED WITH NBC - MBS

WAZL
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
Established 1932 - Hazleton, Pa.

FCC Actions

(Continued from page 69)

Decisions Cont.:

FM Bridgeton, N. J. to 9-30-49; KOH-FM Ogden, Utah to 9-1-49; WOAI-FM San Antonio to 1-7-50; WBMS-FM Boston to 11-29-49; KOIL-FM Omaha, Neb. to 10-3-49; WMIN-FM St. Paul, Minn. to 9-30-49.

KANE New Iberia, La.—Granted license install new trans.

KGBC Galveston, Tex.—Granted license install aux. trans.

WTIC-FM Hartford, Conn.—Granted license change in FM station; Chan. 243 (96.5 mc) 8 kw 705 ft.

WBML Macon, Ga. — Granted license for changes in vertical ant. and mounting FM ant. on AM tower.

WLOG Logan, W. Va.—Granted license for changes in vertical ant. mounting FM ant. on AM tower, change trans. type and location.

WBRY Waterbury, Conn.—Granted request for cancellation CP make changes in DA and install FM ant.

WTSP St. Petersburg, Fla.—Granted CP to install old main trans. for aux. with 1 kw DA-N.

California Inland Bcstg. Co. Fresno, Calif.—Granted CP new STL KMA-26.

WJPR Greenville, Miss.—Granted CP change trans. location, and employ FM supporting tower as AM vertical radiator.

WEDR Birmingham, Ala.—Granted mod. CP for approval ant. and trans. location, and change type trans.

WSPC Anniston, Ala.—Granted mod. CP for approval ant. and tower.

KBIG Des Moines, Iowa.—Granted mod. CP for extension of completion date to 90 days after approval of application for mod. CP for change in trans. location.

KELT Electra, Tex.—Granted mod. CP to change type trans.

James A. Hardman North Adams, Mass.—Granted CP for reinstatement CP for new STL KCA-36. Granted license to cover CP as reinstated.

KOVO Bcstg. Co., Provo, Utah—Granted license new remote pickup KOA-414.

The Kansas City Star Co., Kansas City—Granted CP new exp. TV relay KA-3486.

WELI New Haven, Conn.—Granted license use old main trans. as aux.

WKBO Harrisburg, Pa.—Granted license install new trans.

KXJK Forrest City, Ark.—Granted license new AM station 950 kc 1 kw D.

KALB-FM Alexandria, La.—Granted license changes in FM station Chan. 245 (96.9 mc) 11 kw; 380 ft.

WBCM-FM Bay City, Mich.—Granted license new FM station; Chan 241 (96.1 mc) 41 kw 420 ft.

WGBI-FM Scranton, Pa.—Granted license new FM station; Chan. 267 (101.3 mc) 1.8 kw 1,200 ft.

WGYN New York—Granted license new FM station; Chan. 250 (97.9 mc) 4 kw 905 ft.

WKBZ-FM Muskegon, Mich.—Granted license new FM station; Chan. 293 (106.5 mc) 4.7 kw 230 ft.

WDUN-FM Gainesville, Ga.—Granted license new FM station; Chan. 280 (103.9 mc) 300 w 255 ft.

KWJJ-FM Portland, Ore.—Granted license new FM station; Chan 238 (95.5 mc) 3.4 kw 850 ft.

WCMI-FM Ashland, Ky.—Granted license for new FM station; Chan. 229 (93.7 mc) 4.4 kw 200 ft.

KWOC-FM Poplar Bluff, Mo.—Granted license new FM station; Chan. 233 (94.5 mc) 16 kw 190 ft.

WSAN-FM Allentown, Pa.—Same—Chan. 260 (99.9 mc) 8 kw 700 ft.

WFMF Chicago—Granted license changes in FM station; Chan. 262 (100.3 mc) 33 kw 540 ft.

WHSC Hartsville, S. C.—Granted CP to install a new vertical antenna.

WFBR's Pirie Connects

WHEN it comes to directing national sales for WFBR Baltimore, Bill Pirie believes in straight drives with no putting around. Transferring this same philosophy to the Baltimore Country Club course early this month, Golfer Pirie won coveted honors for himself. He knocked off a hole-in-one on the ninth green and promptly landed in the local newspapers, WFBR reports.

June 15 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KIFI Idaho Falls, Idaho—Designated for hearing application CP to change from 1400 kc to 1060 kc, 250 unl. to 10 w unl., intall new trans., change location and utilize DA-DN.

Request Denied

WCSR Cobleskill, N. Y.—Denied request for replacement of expired CP and directed application be treated as new application 1420 kc 1 kw D.

Hearing Designated

WEBS Oak Park, Ill.—Designated for hearing application for mod. CP to make changes in vertical ant. and change trans. and studio locations. Granted mod. CP for extension of completion date to 60 days after final Commission action on BMP-4373.

Extension Granted

WJBA Sparta, Wis.—Granted request for extension of 30 days in which to comply with terms of permit.

Extension Denied

KTMS Santa Barbara, Calif.—Denied request for extension of time in which to complete construction authorized to change facilities.

Extension Granted

D. O. Kinnie Coalinga, Calif.—Granted extension of time for 60 days in which to file application for mod. CP to specify trans. site and ant. system.

Hearing Designated

WGBS Miami, Fla., WKRG Mobile, Ala., and KURV Edinburg, Tex.—Designated for hearing applications of WGBS for CP to change from 710 kc 10 kw-N 50 kw-D DA-2, to 710 kc 50 kw unl. DA-1, WKRG for mod. license to change from 710 kc 250-N 1 kw-D DA-N to 710 kc 500 w-N, 1kw-D, DA-N, and KURV to change from 710 kc 250 w-D to 710 kc 1 kw unl. DA-N, in consolidation with hearing on application of Bamberger Bcstg. Service, Inc. (WOR), New York, N. Y.; amended order designating WOR application for hearing to include above applications and issue to determine on comparative basis which, if any, of applications in this consolidated proceeding should be granted; made WKJB, Mayaguez, P. R. party to proceeding; hearing to be July 18, at Washington.

Petition Denied

Charles Wilbur Lamar Jr., Morgan City, La., Supreme Bcstg. System Inc., New Orleans; Royal Bcstg. Corp., New Orleans; New Orleans Bcstg. Inc., New Orleans—Denied petition of Lamar to reconsider and grant without hearing his application for new station; designated same for hearing with applications of Supreme Bcstg. System Inc., Royal Bcstg. Corp., and New Orleans Bcstg. Co. Inc. for new stations at New Orleans, La., each requesting 1450 kc 250 w unl.; amended order previously designating Lamar for hearing to delete therefrom reference in issue No. 4 to WNOE New Orleans and adding issue No. 7 to determine on comparative basis which, if any, of applications in consolidated proceeding should be granted, and to include above applications.

Hearing Designated

Martin L. Schulman and Clinton County Bcstg. Corp., Plattsburg, N. Y.—Designated for consolidated hearing applications new station to operate on 1340 kc 250 w unl.; made WMSA Messena, N. Y. party to proceeding.

Hearing Ordered

Commission June 10 ordered that hearing on application of Lincoln Operating Co., as Trustee for Sun Coast Bcstg. Corp (assignor), and Sun Coast Bcstg. Corp (assignee) for consent to assignment of CP WMIE Miami, Fla., commence June 27 at Miami and thereupon after adducing necessary testimony at Miami, be adjourned and transferred to Cleveland, Ohio for purpose of taking further testimony.

June 15 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

WKCT Bowling Green, Ky.—CP to change from 930 kc 1 kw D to 940 kc 1 kw-D 500 w-N DA-DN AMENDED to request 930 kc DA-N.

AM—1230 kc

Pampa, Tex.—CP new AM station 1230 kc 250 w unl. AMENDED to change name of applicant to Hugh DeWitt Landis and Ross B. McAlister d/b as Radio Station KICA.

AM—1490 kc

KTYL Mesa, Ariz.—CP to change from 1490 kc 250 w unl. to 1310 kc 1 kw-D 500 w-N AMENDED to request 1 kw-D 250 w-N.

License for CP

License for CP new AM station: KWBE Beatrice, Neb.; KENE Belen, N. M.; WRXO Roxboro, N. C.; WEAB Greer, S. C.; WJAY Mullins, S. C.; WSVS Crewe, Va.

License Renewal

WSKI Montpelier, Vt.—Request for license renewal new AM station.

Modification of CP

Request for extension of completion date new FM station: WADW-FM New Orleans; WHDH-FM Boston; WLYN-FM Lynn, Mass.; WLAV-FM Grand Rapids, Mich.; KONO-FM San Antonio; WCFC Beckley, W. Va.; WJPF-FM Herrin, Ill.; WDHN New Brunswick, N. J.

License for CP

KCMC-FM Texarkana, Tex.—License for CP new FM station.

License Renewal

KRVM Eugene, Ore.—Request for license renewal noncommercial educational FM station.

Modification of CP

Request for extension of completion date new commercial TV station: KRON-TV San Francisco; WNBK Cleveland, Ohio; KBTV Dallas.

TENDERED FOR FILING

KIEV Glendale, Calif.—CP to change from 870 kc 250 w D to 870 kc 10 kw D.

Petition to Reinstate Application

KSTA Coleman, Tex.—Assignment of license from Charles L. South, H. H. Jackson, Alton Stewart and Ross A. Bohannon d/b as Coleman County Bcstg. Co. to Coleman County Bcstg. Co.

APPLICATION DISMISSED

Alban J. Bastarache, Sanford, Me.—DISMISSED June 10 application new AM station 1230 kc 250 w unl.

Van Wert Bcstg. Co., Van Wert, Ohio—DISMISSED June 9 application new AM station 1580 kc 250 w D.

June 16 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WPDQ-TV Jacksonville, Fla.—Set aside Commission action of May 4, denying application for additional time to commence and complete contruction of TV station; designated said application for hearing on issues relating to diligence.

Extension Denied

WSEE St. Petersburg, Fla.—On basis apparent lack of diligence denied application for extension of completion date from June 26 to Dec. 26; informed applicant that if requests hearing within 20 days denial will be set aside pending outcome.

Extension Granted

WSAZ-TV Huntington, W. Va.—Removed from hearing and granted application for extension of completion date to December 15.

License Renewal

WIND & Aux. Chicago—Granted license renewal WIND and auxiliary for period ending May 1, 1952.

KOPR Butte, Mont.—Granted license renewal for period ending May 1, 1952.

KWAL Wallace, Idaho—Same.

License for CP

KVAK Atchison, Kan.—Removed from hearing and granted application for license CP.

Issue Amended

WMIE Miami, Fla.—Amended issue No. 1 in notice of hearing dated July 30, 1948 re application for assignment of CP so as to determine whether Arthur B. McBride and Daniel Sherby, stockholders in the proposed assignee (Sun Coast Bcstg. Corp.) are legally, financially and otherwise qualified to be stockholders in a radio broadcast station.

STA Granted

W. H. Greenhow Co. Inc. Hornell, N. Y.—Granted request from W. H. Greenhow Co., licensee of FM station WWHG and permittee of new AM station in Hornell, for STA for both stations to rebroadcast programs of 10 w satellite FM station also located in Hornell, for period not to extend beyond Aug. 31 or not after such time as telephone facilities are available prior to Aug. 31.

June 16 Applications . . .

ACCEPTED FOR FILING

License for CP

License for CP new AM station: WNER Live Oak, Fla.; KMCM McMinnville, Ore.

(Continued on page 76)



Trade Papers Unusually Kind to WLS This Year

Radio and advertising papers have been unusually kind to WLS this past year as the station added new entertainment power to its 25-year-old National Barn Dance and celebrated its Silver Anniversary.

Items like these appeared — "WLS National Barn Dance to go on nearly 100 ABC stations for Phillips Petroleum" . . . "Newest member of WLS Barn Dance staff is 18-year-old vocalist Phyllis Brown" . . . "Bob Atcher, veteran folk singer, inks contract with WLS, Chicago" . . . "Captain Stubby and the Buccaneers, currently at the Village Barn in New York, become WLS staffers January 31" . . . "Bill Bailey, former WOWO, joins WLS to emcee Barn Dance" . . . "WLS Barn Dance new TV feature Mondays on ABC" . . . "Dave Denney, RCA Victor recording artist, signs with WLS" . . . "Extra two hour show Saturday night to celebrate 25th anniversary of WLS National Barn Dance" . . .

Adding new stars, creating television and other new programs, WLS more than ever won attention this past year as it marked a quarter century of broadcasting leadership in Midwest America.

WLS
1924 — — — 1949
Chicago 7
Represented nationally by John Blair

Adv.

Mr. Richard C. Wright
Ward Wheelock Co.
Philadelphia, Pa.

Dear Dickie:

You fellers is allus impressed by results, so lissen ter this! A wumman bought some new slip covers, an' left them on th' curb when she got on a bus. She immejetly put an ad in th' "Daily Mail," and th' gal at th' paper mentioned it on their program on WCHS. Lessen an hour after th' broadcast, th' wumman called th' paper an' tole 'em ter kill her ad — someone had heerd th' radio an' called her pronto! That's th' kind er results yer gits when yuh uses WCHS! In findin' lost property er in sellin' fer fellers like you, Charleston's Number One station literally delivers th' goods!



Yrs.
Algy

WCHS

Charleston, W. Va.

FIRST... WHERE THERE'S MOST!

WJDX

NBC AFFILIATE IN Jackson MISSISSIPPI

According to latest Sales Management estimates, Jackson—capital city of Mississippi—ranks 64 in the top 200 cities of the U.S. in Per Capita Effective Buying Income. The steadily growing, balanced economy of Jackson has a place on every schedule that calls for sales.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

Docket Actions . . .

INITIAL DECISION

WPAB, Ponce, P. R.—Portorican American Broadcasting Co. Inc., initial decision to grant renewal of license. WPAB is assigned 1370 kc 5 kw unl. Initial decision June 10. See story page 90, BROADCASTING, June 13.

KOOS Coos Bay, Ore.—Initial decision to grant application to change from 1230 kc, 250 w unlimited to 630 kc, 1 kw unlimited. Initial decision to grant KIDO Boise, Idaho, change from 1380 kc, 2.5 kw-D, 1kw-N to 630 kc, 5 kw unlimited. Both subject to approval of transmitter site and antenna system by CAA. Initial decision June 14. See story this issue.

PROPOSED DECISION

Elizabethtown, Ky. — Acme Broadcasting Co., proposed denial for new station to operate on 1450 kc 250 w unlimited. Proposed decision June 10. See story page 90, BROADCASTING June 13.

Manistee, Mich. — Manistee Radio Corp., proposed decision to deny application for a new station on 1340 kc, 250 w unlimited and to deny application of Door County Broadcasting Co. Inc., Sturgeon Bay, Wis. for same facilities. Proposed decision June 13. See story this issue.

Greensboro, N. C.—Guilford Broadcasting Co., proposed decision to grant bid for new station 1400 kc, 250 w unlimited. Proposed decision June 14. See story this issue.

ORDER

KGAR-AM-FM Garden City, Kan.—Order dismissing proceeding re revocation of CP's issued to Albert Pyatt, since permittee has surrendered permits. Order June 10. See story page 90, BROADCASTING, June 13.

MEMORANDUM OPINIONS

Monrovia, Calif.—San Gabriel Valley Broadcasting Co., memorandum opinion and order denied petition for review of action of Motions Comr. denying petition for leave to amend application. Record reopened to show the demise of Mr. William J. Omer, which fact is incorporated in the record and the record closed. Decision June 13.

WSIC Statesville, N. C. and WHLF South Boston, Va.—Denied petition requesting Commission to reopen record in case involving Guilford Broadcasting Co., Greensboro, N. C. as to whether applicant plans to continue application in view of general managership of WBIG Greensboro. See story this issue.

Non-Docket Actions . . .

AM GRANTS

Longmont, Col. — Longmont Broadcasting Co., granted 1050 kc, 250 w daytime. Estimated cost: $18,101. Partners: K. L. McConchie, 20% owner KTAE Taylor, Tex., 30%; Graham Gillis Conoley, manager and 40% owner KTAE, 20%; Killis Campbell Jr., 50% owner Taylor Motor Co., Taylor, Tex., 30%; Jack Dubberly, KTAE assistant manager, 20%. Granted June 15.

WQXI Buckhead, Ga.—Robert W. Rounsaville granted increase in power from 1 kw daytime to 5 kw daytime. WQXI is assigned 790 kc. Granted June 15.

FM GRANTS

Charleston, W. Va. — Charleston Broadcasting Co., granted CP new Class B station, Channel 225 (92.9 mc), ERP 47 kw, antenna 535 ft. Estimated cost $36,500. Charleston Broadcasting Co. is licensee WCHS there. Granted June 16.

Charleston, W. Va. — Kanawha Valley Broadcasting Co., granted CP new Class B station, Channel 253 (98.5 mc), ERP 5.2 kw, antenna 210 ft. Estimated cost exclusive of land and buildings $16,806. Kanawha Valley is licensee of AM outlet WGKV same city.

TRANSFER GRANTS

KWFC Hot Springs, Ark.—Granted assignment of license from Clyde E. Wilson to Spa Broadcasting Co. in which Mr. Wilson retains 25% interest and is vice president. Principals in new company are: N. B. Burch, physician and owner of Wade Clinic and Burch Clinic, president 11.25%; Frank A. Brown, manager WENK Union City, Tenn., secretary and treasurer 1.25%; N. B. Burch, Frank A. Brown and Catherine Burch Brown jointly own 62.50%. KWFC is assigned 1340 kc, 250 w unlimited. Granted June 16.

Granted consent to transfer of control of Gannett Co. Inc., from Frank E. Gannett, an individual to Frank Gannett Newspaper Foundation. Grant affects indirect control of WHEC-AM-FM Rochester, N. Y.; WTHT-AM-FM Hartford, Conn.; WENY-AM-FM Elmira, N. Y.; WABY Albany, N. Y.; WHDL-AM-FM Olean, N. Y.; WDAN Danville, Ill. Granted June 15.

FCC Actions

(Continued from page 75)

Applications Cont.:

Modification of CP

WHHH Warren, Ohio—Mod. CP new AM station to increase power etc. for extension of completion date.

AM—690 kc

Prineville, Ore.—Radio Central Ore. —CP new AM station 650 kc 1 kw daytime. AMENDED to request 690 kc 1 kw daytime.

AM—1240 kc

KDDD Dumas, Tex.—CP to change from 800 kc 250 w D to 1240 kc 250 w unl.

License Renewal

WHUM Reading, Pa.—License renewal new AM station.

WPTL Providence, R. I.—Renewal of license noncommercial educational station.

Modification of CP

Request for extension of completion date new FM station: KREC Redlands, Calif.; WHKY-FM Hickory, N. C.; WCMW-FM Canton, Ohio; WEOL-FM Elyria, Ohio; KLUF-FM Galveston, Tex.

WILM-FM Wilmington, Del.—Mod. CP new FM station to change antenna height to 330 ft.

WTCN-TV Minneapolis, Minn.—Mod. CP new commercial TV station for extension of completion date.

APPLICATION DISMISSED

KDON Monterey, Calif.—DISMISSED application for June 13 CP to change from 1240 kc 250 unl. to 1520 kc 10 kw-D 5 kw-N DA-DN.

James Gerity Jr., Adrian, Mich.—DISMISSED June 14 application new FM station.

FCC ROUNDUP

New Grants, Transfers Changes, Applications

Box Score

SUMMARY TO JUNE 1

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearin
AM Stations	2,000	1,956	216	...	419	240
FM Stations	728	358	519	17*	54	30
TV Stations	64	11	108	...	333	182

* 5 on air

CALL ASSIGNMENTS: KJCF Festus, Mo. (Jefferson County Radio and Television Co., 1010 kc, 250 w, day); KTUR Turlock, Calif., changed from KTRK (Turlock Bcstg. Co.,); WCOJ Coatesville, Pa. (Chester County Bcstg. Co., 1420 kc, 1 kw, day); WDVR Dover, Ohio (Mrs. Agnes Jane Reeves Greer, 1450 kc, 250 w, unlimited); WRIO Rio Piedras, P. R. (The Master Bcstg. Co., 1140 kc, 1 kw day, 500 w night, unlimited); WSGW Saginaw, Mich. (Booth Radio Stations Inc., 790 kc, 1 kw, unlimited, directional); KFGQ-FM Boone, Iowa (Boone Biblical College); WAVU-FM Albertville, Ala. (Pat Murphy Courington); WFMA Rocky Mount, N. C., changed from WCEC-FM (John L. Horne); WOOK-FM Silver Spring, Md. (United Bcstg. Co.).

Deletions . . .

FOUR FM authorizations, one AM license and one TV construction permit deleted by FCC last week. Total dropouts since first of year are: AM [BROADCASTING, May 2]; FM [BROADCASTING, June 13], and TV [BROADCASTING, May 9].

FM DELETIONS

WBRY-FM Waterbury, Conn.—American Republican Inc., CP June 14. Permittee has decided to withdraw due uncertainties of business at this time and the part television may play in the future of broadcasting.

WBBC-FM Flint, Mich.—Booth Radio Stations Inc., CP June 14. Applicant desires to devote energy and resources to furtherance of its TV application.

WVOW Wausau, Wis.—Central Broadcasting Co., CP June 14. Unable to secure permission for transmitter site on Rib Mountain from federal and state aeronautical bodies.

WWON-FM Bridgeport, Conn.—Associated Electronic Enterprises Inc., CP June 16. Failure to prosecute.

AM DELETION

WTWS Clearfield, Pa.—Airplane Marine Instruments Inc., license May 25. Licensee states it is not feasible to continue operation.

TV DELETION

WEEK-TV Peoria, Ill.—West Central Broadcasting Co., CP, June 8. Denied additional time by FCC to complete.

New Applications . . .

AM APPLICATIONS

Tampa, Fla.—Hillsboro Broadcasting Co., 1590 kc, 1 kw daytime; estimated cost $17,150. Principals: E. P. Martin partner in law firm, 33⅓%; Alpha Martin 33⅓%; Elmo B. Kitts, Frankl

When It's BMI *It's Yours*

Another BMI "Pin Up" Hit—Published by Hill & Range

ROOM FULL OF ROSES

On records: Dick Haymes—Dec. 24632; Sandy Sims —Coral 60067; Eddy Howard—Mer. 5296; Sammy Kaye—Vic. 20-3441; George Morgan—Col. 20594; Paul Weston-Starlighters—Cap. 57-617; Sons of the Pioneers—Vic. 21-0065; Jerry Wayne—Col. 38525.

On Transcriptions: Eddy Howard—World; George Wright — NBC Thesaurus; Foy Willing — Lang-Worth; Jan Garber—Capitol.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

Sales & Service (radio repair & sales) 33⅓%. Filed June 15.

Caruthersville, Mo.—Pemiscot Broadcasters Inc., 1370 kc, 1 kw daytime; estimated cost $16,854. Principals: C. T. Baird, owns and manages real estate, president 21½%; William R. Smith, formerly newscaster KBOA Kennett Mo., vice president 24%; James Floyd Patterson, secretary and manager Chamber of Commerce, secretary-treasurer 5%; James Eric Taylor, part owner, Powell's Ferry, Taylor Bros. Ferry and Taylor Sand and Gravel Co., 21½%; Emmett F. Smith Jr., program director, 14%; Sanford J. Willis, chief engineer WJMW Athens, Ala., chief engineer 14%. Filed June 15.

Racine, Wis.—Belle City Broadcasting, 1460 kc 500 w daytime; estimated cost $17,500. Principals: Gene Posner, partner in Posner, Perkins & Solomon law firm, 25% owner Wisconsin Screw Co., 33⅓% Racine Screw Co., president and 50% owner WMIL Milwaukee, secretary-treasurer 49%; Jerome Sill, secretary-treasurer and 34% owner WMIL, president 50%; Ruth Posner, 50% interest E & R Real Estate, vice president 1%. Filed June 15.

Kokomo, Ind. — Kokomo Pioneer Broadcasters, 1400 kc, 250 w unlimited; estimated cost $28,550. Principals. Donald A. Burton, 98.3% owner WLBC and WMUN Muncie, president 33⅓%; William F. Craig, 5.1% owner WLBC and WMUN vice president 33⅓%; Ralph J. Whitinger, public accountant and owner Judson Corp. real estate development, 33⅓%. Filed June 15

Bad Axe, Mich.—Saginaw Broadcasting Co., 1540 kc, 250 w daytime; estimated cost $2,500. Applicant is licensee of WSAM-AM-FM Saginaw, Mich. Transmitter tower and monitor recently removed from WSAM will be used as well as other equipment on hand accounting for the low construction cost estimated. Filed June 16.

TRANSFER REQUESTS

WAVZ-AM-FM New Haven Conn.—Assignment of license and FM construction permit from New Haven Broadcasting Corporation to WAVZ Broadcasting Corporation. Principals in new corporation: Victor W. Knauth, editor and 33⅓ owner of Omnibook Inc., president 45%; Daniel W. Kops, formerly editorial assistant to M. Kipinger, Washington, D. C., vice president 54⅔%; Nancy Kops ⅓ of 1%. Consideration is $67,500. The amount of accounts receivable will be assigned to purchaser not to exceed $12,500. If accounts are not collected in ninety days seller will reimburse purchaser. WAVZ is assigned 1260 kc, 1 kw daytime. WAVZ-FM operates on Channel 236 (95.1 mc). Filed June 7.

KNET Palestine, Tex.—Transfer of license from Gordon B. McLendon tr/as Palestine Broadcasting Co. to a corporation consisting of Billy Averitte Laurie, owner KEBE Jacksonville, Tex., 50%; Leita Moye Laurie, employe KEBE, 49%; Jo Ann Laurie Spencer, employe KNET 1%. Mr. McLendon who wishes to withdraw to devote his time to management of business outside of Palestine sells for $32,500. KNET is assigned 1450 kc, 250 w daytime. Filed June 2.

KCNY San Marcos, Tex.—Assignment of license from Charles L. Cain and Merl Saxon d/b as Hays County Broadcasting Co. to a new corporation to be known as Central Broadcasting Co. Mr. Cain who previously held 75% in old firm now has 59% in new corporation; Mr. Saxon who held 25% now has 20%; Jesse Mae Cain newcomer holds 1%. 20% of stock is to be deposited to the account of Central Broadcasting Co., the purpose of which will be to sell to twenty new stockholders. KCNY is assigned 1470 kc, 250 w daytime. Filed June 2.

WNLK Norwalk, Conn.—Relinquishment of control in Norwalk Broadcasting Co. Inc. from Benjamin Ginzburg, acting for Ginzburg-Lipset-Gaines family majority stockholders by sale of 1 share of stock to Miles Pennybacker for $100. Ginzburg-Lipset-Gaines family hold 386 shares of the 771 issued and by transfer of 1 share reduce the family holdings. Mr. Pennybacker is president and principal owner of Voltare Tubes Inc. WNLK operates with 500 w daytime on 1350 kc. Filed June 8.

WGNI Wilmington, N. C.—Transfer of control in New Hanover Broadcasting Co., from J. S. Brody to Suffolk Broadcasting Corp. 100 shares of new voting stock are issued and sold to Suffolk for $300 per share. Ownership is now: J. S. Brody 30%; Leo Brody 15.70%; Charles Brody 14.80% and Suffolk Broadcasting Co. 40%. WGNI is assigned 1340 kc, 250 w unlimited. Filed June 8.

KNAF Fredericksburg, Tex.—Transfer of ½ interest in Gillespie Broadcasting Co., from Walter T. McKay and Arthur Stehling who each own 50% to Hon. O. C. Fisher, M. C. After transfer each will have 33⅓%. Consideration $7,550.90. KNAF is assigned 1340 kc with 250 w unlimited. Filed June 8.



Flames eat close to the WVCH transmitter building.

AM PROPOSAL

To Grant Manistee

PROPOSED decision was reported by FCC Monday to grant application of Manistee Radio Corp. for a new AM station at Manistee, Mich., on 1340 kc with 250 w full-time. The Commission would deny competitive bid of Door County Broadcasting Co. for the same facilities at Sturgeon Bay, Wis.

Reversing the recommended decision of Hearing Examiner Basil P. Cooper, the Commission preferred Manistee in view of the "fair and equitable distribution" provision of the Communications Act. Mr. Cooper, considering all other factors equal, chose the Sturgeon Bay applicant because that area had only one bi-weekly paper while Manistee had a six-weekly and a bi-weekly paper.

The Commission, with Chairman Wayne Coy and Comrs. Paul A. Walker and George E. Sterling not participating, found that Manistee receives no primary service day or night and that the proposed station would serve 18,203 persons daytime and 9,443 nighttime. It found that the Sturgeon Bay proposed outlet would serve 20,212 persons daytime and 6,100 at night. The latter receives primary daytime service from WMAM Marinette, Wis., but none at night.

Ownership of the applicants:

Manistee, Mich., — Manistee Radio Corp., 1340 kc, 250 w, unlimited. Principals: Darwin S. Evens, hardware and appliance store owner and musician, president 31.16%; his father, Lloyd M. Evens, retired, vice president 31.16%; Eugene D. Emunson, public relations counselor, vice president 29.65%.

Sturgeon Bay, Wis.—Door County Broadcasting Co. Inc., 1340 kc, 250 w, unlimited. Principals: Edward Allen Jr., announcer-producer, WMAQ Chicago, president 52.09%; Frank H. Kellner, drugstore owner, vice president 20.20%. There are nine other local stockholders.

Script in Cornerstone

A KLZ DENVER script outlining the U. of Denver's history has been placed in the cornerstone of the university's new classroom annex. The script, a feature of KLZ's *Enterprise Unlimited*, sponsored by the U. S. National Bank of Denver, has been sealed up, along with newspapers and other items relating to Denver's history. Participating in the placing of the script in the cornerstone were: Charles Roberts, KLZ program director; R. Russell Porter, radio director for the university, and Richard Woellhaf, *Enterprise Unlimited* narrator.

RADIO JOURNALISM

Stations Honored for Aid

CERTIFICATES acknowledging service to radio journalism in providing radio news internships were sent to a score of stations last week by the Council on Radio Journalism, established in 1945 by NAB and American Assn. of Schools and Depts. of Journalism. The program was set up to raise standards of radio news through a teacher training program.

Receiving awards were WGAR Cleveland, WFAA Dallas; WTIC Hartford; KMBC Kansas City; KFI Los Angeles; WOW Omaha; KOIN Portland, Ore.; WSYR Syracuse; KVOO Tulsa; KPRC Houston; WHBC Canton, Ohio; WHO Des Moines; WTMJ Milwaukee; WHAM Rochester; WOC Davenport; KGO San Francisco; KIEM Eureka, Calif.; WJOB Hammond, Ind.; WMBD Peoria, Ill.; WPTF Raleigh, N. C.; WSB Atlanta.

Russ Morgan Series

RUSS MORGAN Productions, under direction of Charles Crosson and Co., Houston advertising agency, last Wednesday announced release of first series of the new transcribed *Russ Morgan Show*. The package stars the band leader as m. c. and includes informal patter about his life and musical experiences. Russ Morgan Productions has offices in Hollywood and Houston. All scripting, recordings and promotion are handled by the Crosson radio department.

FIRE AT WVCH

Station Saves Transmitter

WVCH Chester, Pa., saved most of its broadcasting equipment when a $150,000 fire June 13 enveloped the country estate on which its transmitter is located. The station was back on the air seven hours after the blaze, which had threatened the transmitter building, was extinguished.

Buildings adjoining the transmitter structure were destroyed, but quick thinking by Bill Maldonado, WVCH engineer, and a score of firemen enabled the station to save its equipment, WVCH reported. A wall of the structure was knocked out and the equipment jerked loose and dragged more than 100 feet to a spot safe from the fire. Firemen then kept streams of water on the building.

After the blaze had been brought under control the broadcast equipment was dragged back into place and engineers started making new connections.

The fire was doubly threatening, WVCH said, because it was necessary to stretch 1,500 feet of hose to the Chester River to get water to fight it. All phone and power lines on the farm were burned out quickly, and additional help was summoned by the state police via shortwave.

NBC PLANS

Revealed for UN Week

PLANS for NBC's part in the fourth annual United Nations Week, in which the network is cooperating with the American Assn. for the United Nations and the National Education Assn., were revealed June 9 by Sterling Fisher, manager of the NBC public affairs and education department.

All of NBC's religious and forum programs during the week, Oct. 17-24, will be devoted to UN topics, Mr. Fisher said. He added that sponsors of the network's commercial programs will be asked to work references to UN into those broadcasts as well. Building up to the special week, Mr. Fisher reported, NBC will broadcast a series of eight documentary programs dealing with the various aspects of UN. Another NBC series of UN programs, he said, will be designed for listening by assemblies of school children in the country's schools. Many TV as well as sound broadcasts will be devoted to UN by NBC.

Mr. Fisher discussed NBC's part in celebrating UN Week, in which some 100 national organizations are expected to participate, at a luncheon meeting sponsored by the AAUN in New York. Clark M. Eichelberger, director of the association, described the overall project, to start with the opening of the UN Assembly Sept. 20 in New York and conclude on UN Day, Oct. 24. This year's theme he said, is "The UN Works for You," with the aim of informing the American public how UN's activities and achievements affect their daily lives.

At Deadline...

YANKEE ASKS REHEARING

YANKEE NETWORK Inc. Friday petitioned FCC for rehearing of its order denying request of network to dispose of WAAB Worcester, Mass., and WMTW Portland, Me., through lease arrangement with Radio Enterprises Inc. [BROADCASTING, May 30]. Latter would acquire facilities for minimum of $325,000 for five years. Yankee told Commission in its petition that FCC erred in not observing agreement than Yankee "shall have no right whatsoever of control or supervision over conduct of the business" of Radio Enterprises. Petition also hit delay in issuing decision.

TWO TV APPLICATIONS

TWO NEW TV station applications filed with FCC Friday by Charles S. Cornell, Beverly Hills, Calif., for Knoxville and Chattanooga. Tenn. Radio artist, conductor-composer, Mr. Cornell seeks Channel 8 (180-186 mc) in Knoxville and Channel 10 (192-198 mc) in Chattanooga. Powers of both stations would be 30 kw visual, 15 kw aural. Studios would be leased. Estimated cost of each about $160,000, first year operating cost $75,000. Revenue not estimated.

OHIO APPEAL DENIED

APPEAL of Sky Way Broadcasting Corp. in Lima-Columbus, Ohio, 1150 kc case denied Friday by U. S. Court of Appeals for District of Columbia. Court said, "We find no error in the record. The order of the FCC is therefore affirmed." FCC had favored new station grant on 1150 kc with 1 kw fulltime at Lima to Northwestern Ohio Broadcasting Corp. over bid of Sky Way for facility in Columbus. In notice of appeal last fall Sky Way said it had been deprived of full benefits of oral argument and hence denied fair hearing [BROADCASTING, Nov. 15, 1948, March 21].

1,300 ATTEND AS KWK TAKES OVER NEW SITE

RIVAL station managers and 1,300 business men and agency executives on hand as KWK St. Louis took over new Globe-Democrat Tower Bldg. Thursday night. Speakers: A. N. Hult, MBS vice president in charge of midwest operations; Robert T. Convey, KWK president; Joseph M. Darst, St. Louis mayor, and George Smith, St. Louis Chamber of Commerce president.

Globe-Democrat, St. Louis morning newspaper, operated KWGD-FM in Tower Bldg. Dec. 19, 1948, to March 29. Operation ended when newspaper bought interest in KWK.

LEVER-HOPE ARBITRATION

ARBITRATION proceeding will settle contract problems between Lever Bros. and Bob Hope following refusal of sponsor to permit tape recording of last few shows this season [CLOSED CIRCUIT, June 6]. Quality of tape not vital factor. Willingness of Lever Bros. to arbitrate is interpreted as intent by soapmaker to continue Hope contract. Current pact does not cover television but this issue is expected to come up when arbitration is concluded.

S. F. ORDINANCE REVISED

FEE of $2.50, advance permit (with 17-day delay) and later inspection requirements eliminated from San Francisco city ordinance covering TV antenna installations. Remaining in ordinance are rules governing antenna and lead-in installations.

TBA ASKS PARTIAL LIFTING OF TV FREEZE

TELEVISION Broadcasters Assn. is asking FCC for partial lifting of "freeze" on new TV station applications now pending. Letter written by J. R. Poppele, WOR New York, TBA president, and made public today, points out that "a study of the present allocation chart reveals at least 11 market areas, comprising 22 channels, sufficiently separated cochannelwise to permit immediate action on applications pending in those areas."

Areas are: Amarillo, Tex. (5 channels); Denver (1); El Paso (2); Sacramento, Calif. (3); Salt Lake City (1); Corpus Christi, Tex. (3); San Diego (2); San Francisco (1); Seattle (1); Stockton, Calif. (2); Tacoma (1).

Lifting of freeze in these markets, Mr. Poppele explained, would pave way for additional stations to take air far sooner than if applications were continued "frozen" until FCC proceedings and subsequent action late this year. It would aid nation's economy by stepping up production of TV transmitters and manufacture and distribution of TV sets; avoid jamming of orders for transmitters and sets when overall freeze finally ends.

SEES GREAT TV IMPACT ON MARKETING METHODS

TELEVISION will have greater impact on American marketing methods than anything that has preceded it, Fred Fiddler, J. Walter Thompson Co. vice president and Pacific Coast manager, told Northern California chapter, American Marketing Assn.

TV, said Mr. Fiddler, is active and dynamic in midst of general attitude of "uncertainty and inaction and pessimism. I maintain," he added, "that television today is an advertising and marketing adult while still an entertainment child and mimic."

Despite its entertainment and marketing potency, television is not going to be dangerous competitor of radio, movies, sports, night clubs and other forms of entertainment, Mr. Fiddler believes.

FC&B LATIN APPOINTMENTS

TWO new Latin American appointments were made last week by Foote, Cone & Belding International: Bessie Balbraith de Reyes, formerly advertising director of H. Steele & Co., Mexico City, was named regional director for Mexico; Luis de Llano, formerly with NBC International and radio director of Grant agency in Mexico City, appointed radio, movie and television director for Latin America.

DETROIT DEBACLE

FREEZE-OUT of radio-television coverage of LaMotta-Cerdan middleweight championship fight at Detroit backfired Thursday night and resulted in financial headache as well as bad press (see early story page 38). Report of gate receipts Friday morning showed gross of only $159,762 from crowd of 22,183. Minimum $350,000 was reported needed to break even. LaMotta got $17,000, Cerdan about $51,000. Bad weather also was factor.

Closed Circuit

(Continued from page 4)

gineers going on in seven cities on wages a "local matters" reported making little pro ress. Parleys in Boston, Chicago, Minneapol St. Louis, San Francisco and Hollywood mar ing time pending developments in New Yo IBEW has not changed original dema amounting to as high as $35 weekly increase some categories. CBS standing pat.

GENERAL MILLS taking five one-minu daytime spots in 12 Cake Mix and 13 Chee markets to bolster "inadequate coverage," a cording to Lowry G. Crites, advertising ma ager.

UNLESS NAB board does something abo reorganization or realignment at meeti scheduled in New Hampshire July 11-13, ad tional resignations are in offing. One 50,0 watter already has conditionally resigned a WBAL Baltimore has resigned as of June 1.

HOT DISPUTE among corridor kibitzers la week over legal technicality in FCC hors race program hearing on WTUX Wilmingto Del. (See story page 23). Question is wheth Commission can grant immunity to witness ordered to testify over their objection to pos ble self-incrimination. Two witnesses WTUX hearing, promised immunity from fe eral prosecution under Communications A wondered if they would be immune from sta action.

UNLESS nomination of Comr. E. M. Webst is confirmed by Senate before his term expir June 30, FCC will have to rock along wi only six members (four actually in Washin ton) until Senate acts or goes home. He ca not serve after expiration of term whi Senate is in session; if Senate adjourns wit out confirming, President Truman could th name him—or anyone else—to recess appoi ment, subject to confirmation when Congre reconvenes. Hearing this month is still e pected, though Senate Interstate Commer Committee passed up chance to question hi last week when he appeared before it to testi for FCC on railroad radio matters.

SUPREME COURT's Standard Oil Co. d cision is getting close scrutiny among rad lawyers for possible parallel bearing on rad particularly FCC's network regulations. D cision, issued last week on 5-4 vote, stru down exclusive-sales contracts on grounds th lessen competition. FCC authorities note th network regulations have approval of SCOTU itself, but say they always look carefully in any Supreme Court opinion which casts dou on principles involved in their own operatio

IT'S UNLIKELY now that FCC Chairm Wayne Coy, who has been in Europe sin mid-May as chairman of American delegati to International Telephone and Telegraph Co ference, will return prior to conclusion of se sions in Paris and in London until late Ju or early August. It had been thought he wou make quick trip home this month but he's a vised associates that pressure of conferen activity will preclude that.

SAMUEL R. ROSENBAUM, impartial trust of AFM free music and employment fur may become permanent trustee in event Taf Hartley Law is repealed. Trust agreement pr vides if T-H law changes, AFM shall appoi trustee. President James C. Petrillo of AF said at union's San Francisco convention, th he liked "good old Sam Rosenbaum" for jo Mr. Rosenbaum, Philadelphia lawyer, is form president of WFIL Philadelphia and, as a Army colonel commanded Radio Luxembou during World War II.

KMBC KFRM

HEART BEATS

Special Trade Paper Edition

from the Heart of America

Kansas City, Early Summer, 1949

KFRM Again First In 1949 Survey

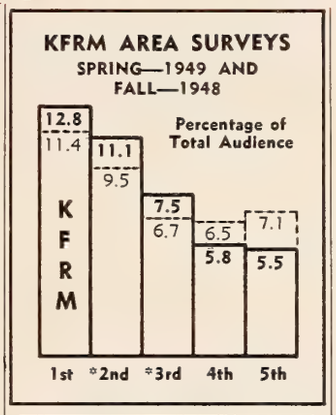
KMBC AGAIN FIRST CHOICE OF KANSAS CITY LISTENERS

Proof that KMBC continues to be the most listened-to station in Greater Kansas City is contained in the latest Kansas City survey released by Conlan & Associates.

This general coincidental telephone survey was conducted in March to April, 1949, under the joint sponsorship of KC radio stations including KMBC. Over 70,000 basic calls were made during the one week survey period between the hours of 7:00 a.m. and 11:00 p.m.

Although KMBC rated first mornings, afternoons and evenings, most spectacular ratings were in the forenoons when KMBC topped its nearest competitor 34%. KMBC led its competition in this survey by an even greater margin than in a similar survey in November, 1948.

This new survey and other surveys giving detailed information on listening habits throughout the Kansas City Trade Area — western Missouri, all of Kansas, and portions of adjacent states — are available to advertisers and agencies for their examination and study. Simply call any KMBC or KFRM man, or any Free & Peters "Colonel".



LEGEND:

The larger figures and solid lines indicate the March, 1949 Survey, and the small figures and dotted lines denote the Fall, 1948 standing. The asterisks denote Wichita stations. 79 Kansas counties, 5 Oklahoma counties and 4 Nebraska counties were included in the March, 1949 Survey. 73 Kansas, 5 Oklahoma, and 4 Nebraska counties were included in the Fall, 1948 Survey.

A total of 62,368 basic calls were made and 14,423 listening homes surveyed in this new study.

The Kansas, Oklahoma and Nebraska counties are dramatically pictured on the map below. All counties are within KFRM's 0.5 mv/m contour.

Kansas Farm Station Tops 1948 Fall Rating 12%; Remains First Choice of Kansas Listeners Daytime

Kansas radio listeners have again named KFRM as the most listened-to station, daytime, in the Sunflower State. Moreover, the "Kansas Farm Station" leads its competition by a greater margin even than before according to a March 1949 radio survey made by Conlan & Associates.

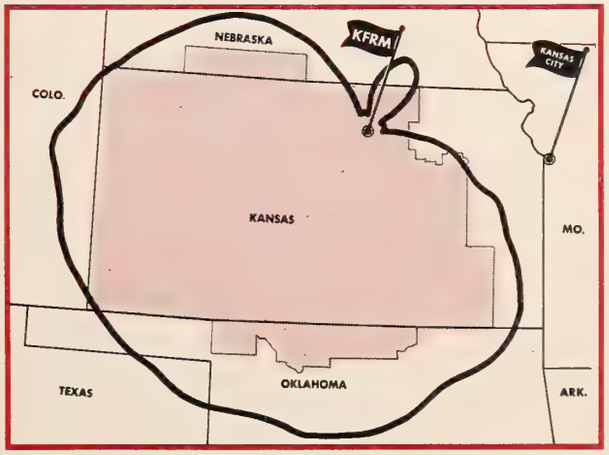
This coincidental survey, one of the largest of its kind ever conducted, required over 62,000 telephone calls within KFRM's half-millivolt contour.

Essentially rural in nature, this Conlan Survey covered 79 counties in Kansas (all except the eastern-most and northeastern Kansas counties), four in Nebraska and five in Oklahoma. Population of these 88 counties is 1,038,146, not including the metropolitan centers of Hutchinson and Wichita, Kansas which were not surveyed.

KFRM leads all broadcasters for the morning periods, and is first during the afternoon periods —first in listener preference for both time periods, as well as for the entire survey.

KFRM's programming is specifically designed for the area served, including up-to-the-minute daily livestock and grain markets direct from Kansas City, as well as other outstanding daily farm features. In addition, KFRM programming presents special newscasts, women's programs, sports, special events, educational features, as well as top-flight entertainment programs featuring members of the KMBC-KFRM talent staff. This popularity indicates that listeners are getting the kind of program service they like and need from KFRM.

KFRM joined with KMBC forms The KMBC-KFRM Team. Together, The Team provides advertisers with the most complete, effective and economical coverage of the huge Kansas City Primary Trade Area!



CBS STARS
ARE ALWAYS SHINING
OVER *EASTERN IOWA*
VIA **WMT**

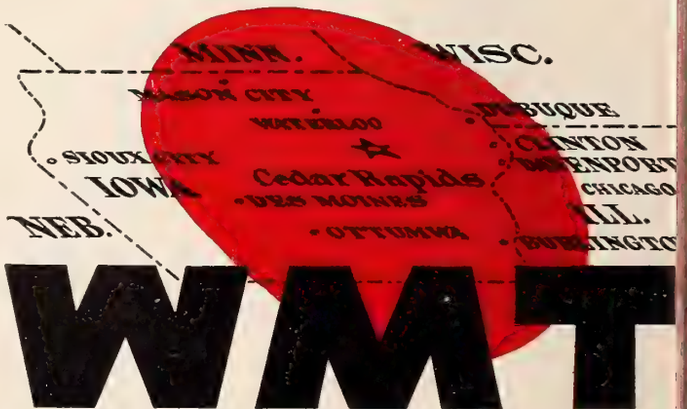




Spike Jones Commits Musical Mayhem; WMT is a Willing Accessory in Eastern Iowa

Restraint is not one of the Spike Jones virtues. According to some musicologists, what he does to music would make a gypsy cry. According to others, what he does to audiences is a mighty fine thing, not the least of which is to inspire regular and appreciative listening. In common with much of the rest of the nation, Eastern Iowa takes to Mr. Jones and His City Slickers, hardware, tuned doorbells and all.

WMT is a willing accessory, bringing the CBS "Spike Jones Show" every week to one of the world's most prosperous markets. With exclusive CBS programming, plus thorough news and special events reporting, WMT covers this balanced farm-and-industrial market. Ask the Katz man how WMT can ring doorbells for you in WMTland.



600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGH

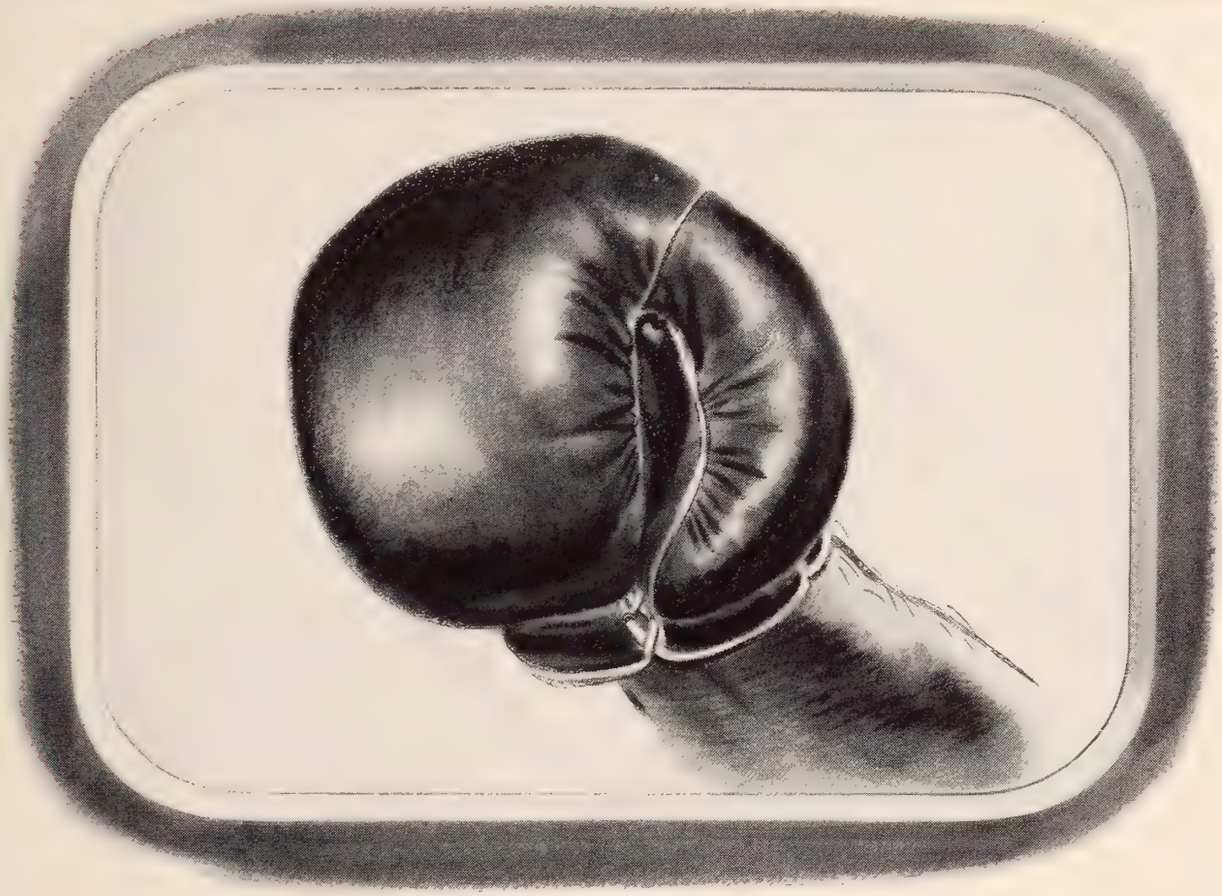
Basic Columbia Network

JUNE 27, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



Right where it SELLS!

Ever observed people watching a good TV Show? . . . Then you've noticed that their eyes and ears both are "at attention" . . . that a good TV commercial can hit them with the impact of a punch right on the button.

To make sure your TV punch reaches the greatest possible number of people, be sure to schedule Fort Industry's 3 TV stations: WSPD-TV (NBC, CBS & DuMont), Toledo; WJBK-TV (CBS & DuMont), Detroit; WAGA-TV (CBS & DuMont), Atlanta. Get your guard up—call Katz for availabilities. Now—today!

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, Ohio • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, Ohio • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, Ohio • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

IN THIS ISSUE: MONTHLY TELECASTING SHOWSHEET

OUR 25TH ANNIVERSARY YEAR





One WLS market broadcast made these folks $200!

IN 1924 Mr. and Mrs. Charles K. Stembel, of Boswell, Indiana, had a carload of hogs ready to sell. Listening, as usual, to WLS market reports, they learned record hog receipts had dropped prices, so held their hogs to sell at a dollar a hundred higher—an extra profit of over $200—thanks to WLS.

The Stembel family have been daily listeners to WLS since the station went on the air 25 years ago. Chiefly poultry farmers (they've raised 85,000 chickens a year), the Stembels have kept a record of noontime poultry quotations on WLS every day since the station started.

Besides market service, the Stembels hear the 5:55 a.m. weather report every day. More than 20 years ago, before hybrids, they saved their seed corn because of a WLS fall frost warning . . . the following spring a WLS weather report saved their baby lambs. Through WLS they heard of a new baby chick ration that helped raise their huge flocks cheaper than ever before!

Not alone for business do the Stembels listen to WLS. They heard the first WLS National Barn Dance in 1924, still tune regularly to this and other WLS programs.

A new generation has grown up in this typical Indiana family since WLS first went on the air, and they, too, enjoy the service and entertainment we bring them . . . the broadcasts about farming, homemaking, education, religion, and the good wholesome entertainment. "One of the family" in Midwest America, we enjoy their confidence and belief—a confidence that extends also to advertised products introduced to them by their old friend, WLS.

A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

Announcing WAFM-TV

"Television Alabama"

The first television station in Alabama on the air June 15, 1949

On June 15, WAFM-TV ("Television Alabama")—first TV station in Alabama and one of the most powerful in the nation—began commercial operation.*

From an antenna towering nearly 1,000 feet above Birmingham, WAFM-TV brings to nearly 1,000,000 people the kinescoped programs of both CBS-TV and ABC-TV . . . plus selected films and local programs.

For rates and availabilities on WAFM-TV—operated by WAPI (Alabama's first AM station) and WAFM (Alabama's first FM station)—call your nearest Radio Sales Office.

---

*With 26,000 watts visual and 13,600 watts aural power, "rural" classification.

WAPI *"The Voice of Alabama" • Alabama's first radio station*

WAFM *"Radio Alabama" • Alabama's first FM station*

"Television Alabama" **WAFM-TV**

channel 13

Alabama's first TV station • Birmingham

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

NEGOTIATIONS virtually completed whereby WLIB New York will be sold by Dorothy Schiff Thackrey, publisher of *New York Post-Home News*, to group in which Morris S. Novik, radio consultant and manager of WNYC New York under Mayor LaGuardia, is identified. Indicated price for 1,000 watter operating on 1190 kc limited time is in neighborhood of $175,000.

IF SENATE PLACES FCC over barrel by failing to confirm Comr. E. M. Webster for new term of seven years when his present term expires next Thursday, move may develop to name him interim chief engineer, post which has been vacant since George E. Sterling moved into Commissionership Jan. 2, 1948. Thereby, it's felt, Webster projects (i.e. techincal consulting committee, State Dept., Mobile and Safety Services, etc.) could be kept moving. Then he could reassume Commissionership status whenever Congress ratifies nomination or should President Truman give him recess appointment when Congress adjourns.

FOR WHAT It's Worth Department: Report rampant last week that Benedict P. Cottone, FCC general counsel, is next in line for any vacancy on FCC, including chairmanship. It's pointed out, however, that promotion would hardly occur with Comr. Frieda B. Henock on Commission since she also is New York Democrat. Cottone promotion would place Harry M. Plotkin, acting general counsel (Mr. Cottone is in Europe), in line for long coveted general counselship.

WHO GOADED Dept. of Justice into its investigation of "possible monopoly in broadcasting?" That's question being asked following disclosure by James E. Kilday, chief of anti-trust's transportation section, to Senate committee handling McFarland radio bill [BROADCASTING, June 20]. Some insiders are disposed to lay inspiration at door of FCC law bureau, but in other quarters it's thought that Gordon P. Brown, owner of WSAY Rochester, sparked it as sequel to litigation against networks alleging monopoly.

SUDDENLY called meeting of world TV committee meeting (CCIR) at Zurich, starting next week, is first round in battle to decide if U. S. or British video standards will prevail. Stakes are high for manufacturers eyeing equipment and receiver markets. Calling of meeting on short notice believed British maneuver.

IT WASN'T REPORTED on Washington's calling calendar but delegation of 10 members of United Electrical Workers (CIO) called on FCC Acting Chairman Hyde last week to protest TV freeze, arguing that it is resulting in union layoffs. Mr. Hyde told them that FCC's TV timetable was designed to thaw freeze as expeditously as possible.

Upcoming

June 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.

June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, B. C.

June 27: NAB Radio News Committee, Drake Hotel, Chicago.

June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.

June 27-July 11: Seminar on Educational Radio, U. of Illinois, Urbana.

(Other Upcomings on page 38)

Bulletins

GROVE Labs., St. Louis, to sponsor *The Shadow* on more than 400 MBS stations effective Sept. 11. This in addition to sponsorship of series in selected eastern markets by DL&W Coal Co. for Blue Coal. Grove agency is Harry B. Cohen Adv. Co., New York. Program aired Sunday 5-5:30 p.m.

Business Briefly

MATHES NAMED ● Capehart-Farnsworth Corp., now IT&T subsidiary, names J. M. Mathes Inc., New York, as agency. Firm will continue radio-TV set production. Advertising plans nebulous but likely to include TV and possibly radio.

NU-ENAMEL AGENCY ● Nu-Enamel Co., Chicago, names Mitchell-Faust, same city, as agency. National AM spots to be used, and TV spots are planned in fall. Earl Sproul is account executive.

WALLPAPER PLANS ● United Wallpaper Co., Chicago, names Ruthrauff & Ryan, same city, to handle advertising for all divisions—United Wallpapers, Nancy Warren Wallpapers, Varlar Inc. and Trimz Co. Radio and TV expected to be used.

SHOE SPONSORS ● International Shoe Co. (Roberts, Johnson & Rand branch), St. Louis (children's shoes), Aug. 17 starts sponsorship of *Howdy Doody* on NBC-TV, Wednesday, 5:45-6 p.m. Agency, Henri, Hurst & McDonald, Chicago.

FCC Would Ban WHAS Sale to WLW

COMMON OWNERSHIP of 50-kw clear-channel WHAS Louisville and WLW Cincinnati would violate FCC rules and policy against concentration of control, FCC Examiner Leo Resnick ruled Friday in tentative denial of WLW-owner Crosley Broadcasting Corp.'s $1,925,000 stripped bid for WHAS properties.

In initial decision which under new procedure will become final in 40 days unless principals take exception and ask for oral argument before full Commission — which seemed foregone conclusion—Examiner Resnick concluded:

. . . The control of WLW and WHAS would be so complete, the overlap [of signals] so continuous throughout the round-the-clock operation in effect at WLW and proposed for WHAS, the overlap areas and populations so vast, and the competitive service to the nighttime overlap area so restricted that it affirmatively appears that the public interest would not be served by the multiple ownership proposed.

Indeed, to permit a single corporation to own and control these two powerful stations, which operate on two of the nation's 24 most desirable clear-channel frequencies, and which serve, to a considerable extent, the same vast areas and populations, would be to render Sec. 3.35 [duopoly rule] a nullity and to abandon the Commission's long-established policy in favor of competition and against concentration of control.

Decision did not deal with request of *Courier Journal* and *Louisville Times*, WHAS owner, for additional time to complete WHAS-TV, though this application was heard with transfer case [BROADCASTING, March 7, 14, April 18]. Decision on this is in preparation.

Though transfer denial not final, there was immediate speculation on next step if it's not reversed by Commission. Spokesmen for Barry Bingham family, which own WHAS properties as well as newspapers, have made it clear that sale was occasioned by expansion of other interests and desire for "complete financial self-containment." Accordingly it was felt other proposals for sale or partial sales would be entertained if acquisition by Crosley does not go through.

Overlap was "crucial" question of transfer case. Mr. Resnick noted there is none of consequence between WHAS-FM and WLWA (FM), and will be none at all between WHAS-TV and WLWT (TV). But, he found, AM stations' primary service overlaps in area representing 28.7% of combined unduplicated areas during daytime, and about 30.8% at night.

Mr. Resnick thought this would be less significant if listeners in overlap areas had "abundance" of service from other stations, particularly 1-A clear-channel stations. However, he found that "6,070 square miles in the nighttime overlap area (34% of the total nighttime overlap area), containing a population of 282,346, receives no other primary service at night and is thus wholly dependent upon WHAS and WLW for AM primary service." Further, he said, separate network affiliations of WLW (NBC) and WHAS (CBS) "tend to enable them to retain or secure more listeners in the overlap areas than if they had the same network affiliation."

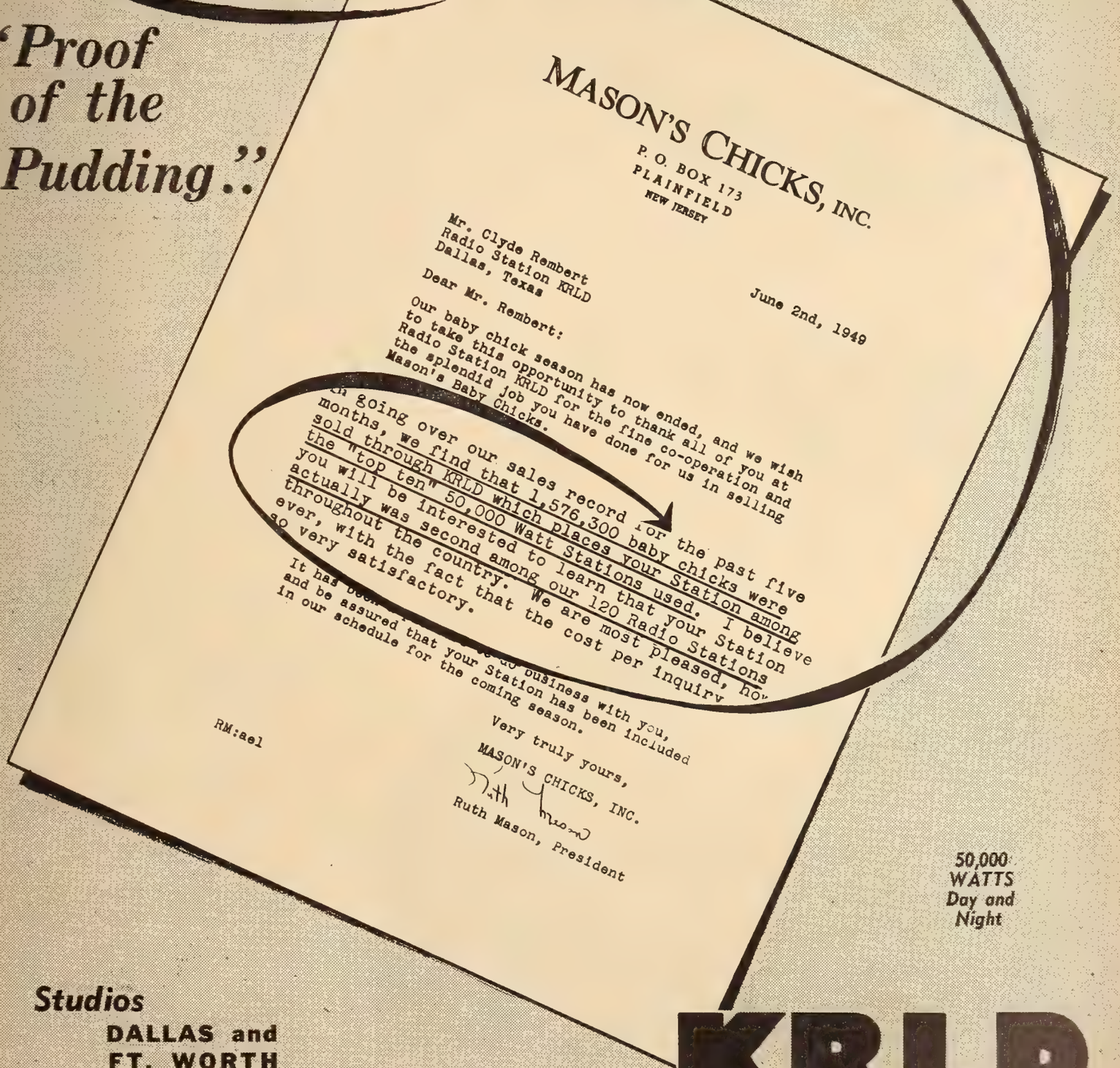
Decision cited Crosley's interpretation of clear-channel service as requiring region-wide rather than strictly local appeal, and pointed out that WLW's so-called "merchandisable area" includes "not only practically all the areas within WLW's primary service, day and night, but also practically all of the areas to which WHAS renders primary service, day and night." WHAS is on 840 kc; WLW on 700 kc.

This Is Why

KRLD

Is Your Best Buy

"Proof of the Pudding."



MASON'S CHICKS, INC.
P. O. BOX 173
PLAINFIELD
NEW JERSEY

Mr. Clyde Rembert
Radio Station KRLD
Dallas, Texas

June 2nd, 1949

Dear Mr. Rembert:

Our baby chick season has now ended, and we wish to take this opportunity to thank all of you at Radio Station KRLD for the fine co-operation and the splendid job you have done for us in selling Mason's Baby Chicks.

In going over our sales record for the past five months, we find that 1,576,300 baby chicks were sold through KRLD which places your Station among the "top ten" 50,000 Watt Stations used. I believe you will be interested to learn that your Station actually was second among our 120 Radio Stations throughout the country. We are most pleased, however, with the fact that the cost per inquiry so very satisfactory.

It has been a pleasure to do business with you, and be assured that your Station has been included in our schedule for the coming season.

Very truly yours,
MASON'S CHICKS, INC.
Ruth Mason
Ruth Mason, President

RM:ael

50,000 WATTS Day and Night

Studios
DALLAS and FT. WORTH

KRLD

The TIMES HERALD Station
★ CBS ★

BMB DAY 692,670 NIGHT 842,560

KRLD-TV
Now Under Construction

The Branham Company
Exclusive Representatives

WIP Produces!

Example # 15

15 years ago Tappins Stores, retailers in Jewelry and Optical Goods in the Philadelphia area, started buying time on WIP. They have been with us—52 weeks a year—without interruption ever since. And they have just renewed for another year.

WIP

Philadelphia

Basic Mutual

•

Represented Nationally

by

EDWARD PETRY & CO.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

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IN THIS ISSUE . . .

BROADCASTING TRENDS: 54.5% Vote NAB Work Average 23
NAB Committee Studies Facelifting Demands.... 23
BMB Deadline Aug. 15..... 24
NAB Groups Scan BAB..... 25
ABC Asks Revisions in Affiliation Contracts..... 25
No Requiem for AM, Says Wolfe..... 26
Justice Dept. Mum on Probe..... 27
Quick Action Unlikely on McFarland Bill..... 27
RWG Freelance Contracts Signed..... 28
Gill Explains Survey Method..... 28
Chicago Transit FM Tested..... 39
Super Farm Voice Planned..... 41
Video Talent—By Richard Marvin..... 45
Cutting Film Costs Stressed..... 46

DEPARTMENTS

Agencies	10	News	62
Allied Arts	67	On All Accounts	12
Commercial	61	Open Mike	8
Editorial	34	Our Respects to	34
FCC Actions	68	Production	66
Feature of Week	12	Programs	64
Film Report	56	Promotion	70
Management	59	Radiorama	18
Milestones	40	Technical	71
Network Accounts	16	Telestatus	54
New Business	16	Upcoming	38

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

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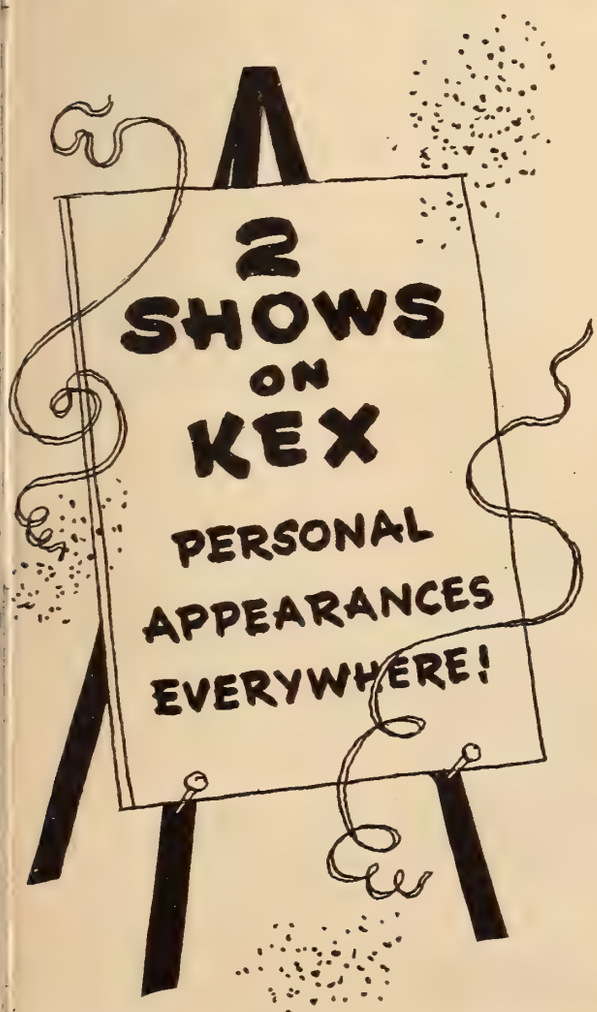
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JACKSON'S SOLID!



MEET Roy Jackson and his Northwesterners! Plenty of Pacific Northwest people *do* meet Roy, both at KEX studios and at *countless personal appearances* throughout this vast market. That's why advertisers get such a tremendous "bonus" in sponsoring Jackson programs!

Each Friday night at 9:30, the Jackson gang hits the air with a fun-packed western musical show, now in its third year of continuous local sponsorship. And *every weekday afternoon,* the boys keep listeners happy with a solid half-hour beginning at 1:00 o'clock.

This live, lively afternoon program — an ever-popular show on Oregon's most powerful station — is an ideal vehicle for *your* sales story. For availabilities, check Eldon Campbell at KEX, or Free & Peters.

KEX

PORTLAND, ORE.
•
50,000 WATTS
•
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Interest Appreciated

EDITOR, BROADCASTING:

Thank you . . . for sending me a tearsheet of . . . the Dr. Pepper-Tracy Locke story. You handled it nicely in the interests of both concerns. We appreciate your kindly interest in us. . . .

Raymond P. Locke
Tracy-Locke Co. Inc. Adv.
Dallas, Tex.

* * *

'Topflight Job'

EDITOR, BROADCASTING:

I want to take this opportunity to tell you what a topflight reportorial job TELECASTING is doing for the entire television industry. The coverage of West Coast video, including activities of the Television Producers Assn. and the Academy of Television Arts and Sciences, is always alert and distinguished by good judgment. Both BROADCASTING and TELECASTING are basic reading for everybody in the trade.

Mal Boyd
President, Television Producers Assn.
Public Relations chairman, Academy of Television Arts and Sciences
Hollywood

* * *

Advice to Graduates

EDITOR, BROADCASTING:

This is in partial reply to . . . A. A. Wisgardie [BROADCASTING, June 6], re: Mr. Williamson's survey of the personnel requirements of stations. In the first place, if Mr. Wisgardie would take the trouble to really read the article in question, he will find that it had to do with radio stations only, TV was not mentioned. . . .

Mr. Wisgardie wants to know "how to get experience"—there is only one way—and that is to WORK for it. This is distasteful to the majority of graduates of these so-called courses in radio and/or TV (most of them taught by people who never worked *successfully* in commercial stations of either media). These graduates—and I speak from experience—expect to take "a 72 week course," and come out knowing *all* about everything,—and to step into a responsible (if not an executive) job immediately.

. . . both radio and TV are, in the final analysis, show business—and no one ever learned that from books! In short, what Mr. Wisgardie should do is to: (1) Get a job where he will learn something about the theatre, music or motion pictures (regardless of the capacity), or, (2) get a job in a small station—and a *small* job, at that.

. . . I am not trying to say that study . . . is not of great value. But . . . people should first do some of the work . . . establish their aptitude and ability, and then study. There are a number of extension courses . . . which are top notch. . . .

W. H. Lancton
Radio and TV Director
Jackson & Co.
New York

* * *

'Quit'—A Strong Word

EDITOR, BROADCASTING:

Reference is made to Frank Silvernail's article on Page 26 of the June 13 edition of BROADCASTING.

He says "BROADCASTING tells me that in 1948, 4 AM stations folded, 49 gave back their construction permits, and 132 FM stations quit. So far in 1949, only 15 AM stations have folded or given back their permits, and 96 FM stations have quit."

I think it is appropriate to emphasize that of the 132 FM stations that "quit" in 1948 and the 96 FM stations that "quit" in 1949 only a very small proportion (I believe it is under five, but this may be checked with the FCC) were actually on the air.

It should be pointed out that applications for new FM stations are still coming into the FCC office each week and people that put an application in for anything *now* generally mean business as opposed to the immediate post-war influx of applications.

Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

* * *

Editorial Discussion

EDITOR, BROADCASTING:

Congratulations on the fine editorial [etaoin shrdlu] in the June 13 issue.

I especially compliment you on the common sense discussion of the Commission's ruling on editorializing. . . .

R. T. Mason
General Manager
WMRN Marion, Ohio

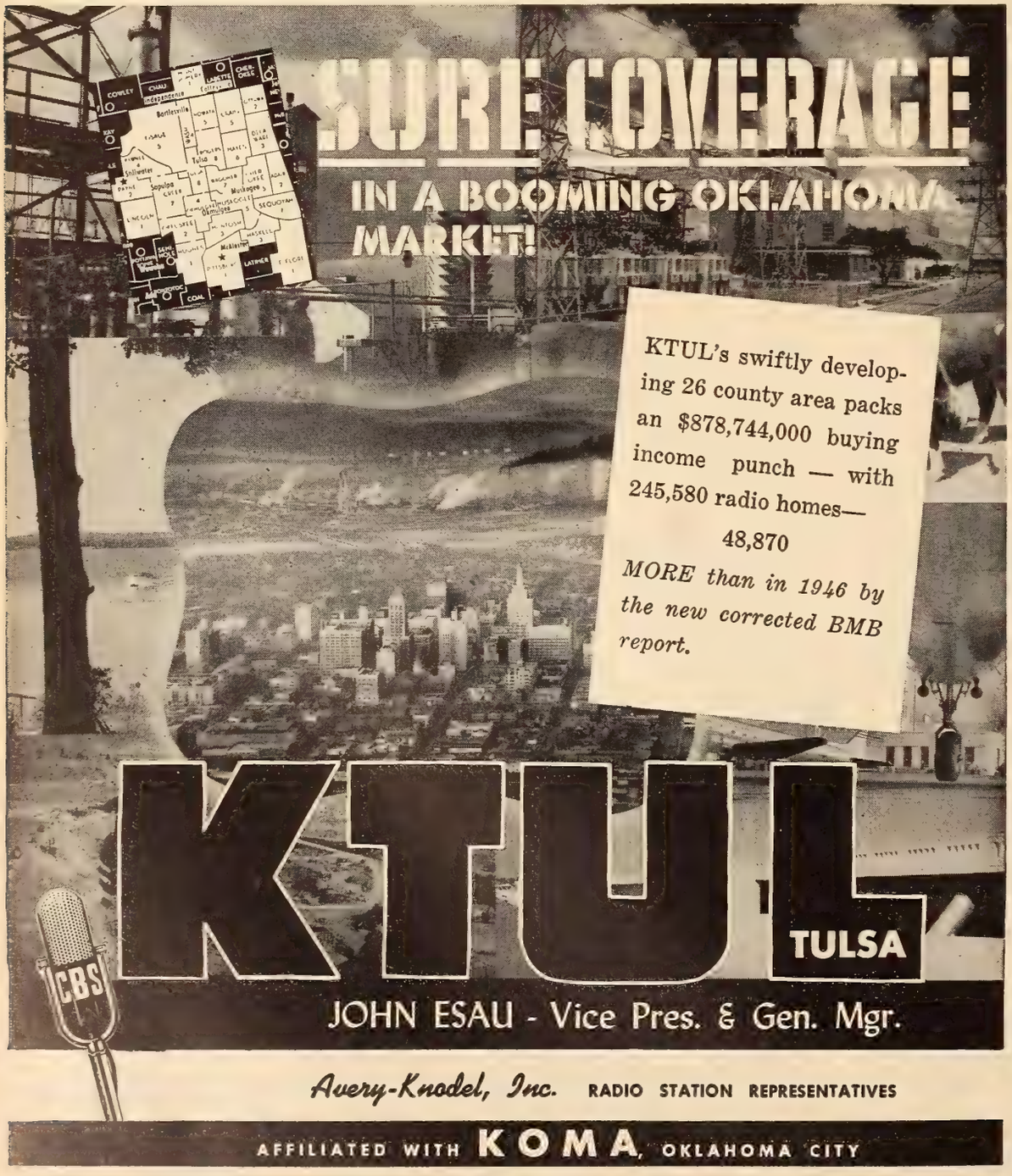
* * *

Appreciate Effort

EDITOR, BROADCASTING:

. . . We realize how much you have done during the past many years to improve the art of broadcasting. We expect you to do just

(Continued on page 14)



How are your sales in..



Increase your sales in this six billion dollar market.
Hitch your sales curve to WGAR . . . and watch it soar!

and here's why:

*WGAR is consistently the leader in regular audience reports . . . WGAR ratings exceed national averages . . . WGAR is the only Cleveland radio station to have gained listeners over last year . . . WGAR has nine of the top fifteen daytime programs . . . WGAR has eight of the top fifteen evening programs . . . more than all other Cleveland stations combined!

Add to this the fact that WGAR has the strongest, most listenable signal in Cleveland, in Akron, and in Canton! Here you have an open door to an assured audience in a rich market area. To sell them . . . simply tell them your sales story through Cleveland's Friendly Station.

*Cleveland Winter-Spring
Hooper Report
Dec. '48—April '49



WGAR

50,000 WATTS *Cleveland*

Represented Nationally by Edward Petry & Co.



WTAR delivers more listeners per dollar, too!

in the Big, Able, and Eager-to Buy Norfolk Metropolitan Market

Yes, most folks in the Norfolk Metropolitan Market listen most of the time to WTAR. WTAR delivers more listeners per dollar than any other Norfolk station, or any combination of Norfolk stations. Any Hooper report you look at shows this consistent, overwhelming preference for WTAR. And on the basis of listeners-per-dollar . . . WTAR is an even better buy.

So, for bonus audience and extra sales, let WTAR sell for you in the Norfolk Metropolitan Market.

P. S. You may be missing extra sales if the Norfolk Metropolitan Market isn't included in your radio plans. This amazing market—Norfolk, Portsmouth, and Newport News, Virginia—continues to grow.* Mate the mighty potential of this big market with the buyers' preference for WTAR, and watch your sales soar and profits more so.

*See Sales Management Survey of Buying Power, 1949, Page 128.

WTAR
WTAR-FM
WTAR-TV (CP)

N. B. C. Affiliate 5,000 Watts Day and Night
Nationally Represented by
Edward Petry & Co.

Agencies



FRED FREELAND resigns as program coordinator at WBKB (TV) Chicago to assume duties as television director at Ruthrauff & Ryan, Chicago. He succeeds **FRAN HARRIS**, transferred to R & R's Hollywood office to handle video.

SAMUEL SHEPLOW, formerly publicity director U. S. Treasury, Bonds Division, joins Luckoff, Wayburn & Frankel, Detroit, to head radio-TV unit of agency's activities. He has been a writer and producer.

MILTON DOUGLAS, formerly producer and director at DuMont TV network, appointed manager of television department of Stanton B. Fisher Inc., N. Y.

SAMUEL C. KLORES, president of Eastern Adv. Co., and **HARRY CARTER**, former executive vice president of Lester L. Wolff Adv., both New York, formed Klores & Carter Inc., with offices at 129 West 52d St., New York.

VINCENT V. VAN BUREN, account executive of W. Earl Bothwell Inc., New York, elected a vice president of agency.

LOU HOLZER, radio director of Lockwood-Shackelford Adv., Los Angeles, elected vice president in charge of radio and member of board of directors.

MAHLON G. REMINGTON and **FREDERICK W. BURNS Jr.** appointed to merchandising staff of Leo Burnett Co., Chicago. Mr. Remington is former merchandising director of Needham, Louis & Brorby, same city. Mr. Burns was a regional sales manager for Converted Rice Inc.

HAROLD M. WALKER, formerly creative director for Ruthrauff & Ryan, Seattle, named general manager of Rhoades & Davis, San Francisco.

CLAUDINE BARNETT, San Francisco accountant, joins Guild, Bascom & Bonfigili, same city, as treasurer.

JEFF YORK, formerly account executive with KLAC and KLAC-TV Los Angeles, joins Hunter Adv., that city, in same capacity.

EDWARD KOBLITZ announces formation of his own Los Angeles agency under name of Edwards Agency at 1367 S. Figueroa St. Telephone: Richmond 7-0427. Mr. Koblitz was formerly account executive with H. C. Morris & Co. and before that with Berghoff and Assoc., both Los Angeles. Accounts include Howard Automobile Co., Los Angeles Buick dealer, and Green & Hinkle Co., Beverly Hills (retail furniture).

M. GLEN MILLER, president of Chicago agency bearing his name, elected president of Executives Club of Chicago. He is former president of Chicago Federated Adv. Club.

NEW MEMBERS of Southern Calif. Advertising Agencies Assn. are **Baxter & Struthers**, 3160 W. 6th St., and **Neale Adv. Assoc.**, 448 S. Hill St., Los Angeles.

ROBERT HIXSON, president of Hixson & Jorgensen Inc., Los Angeles, elected to Southern California Assn. of Advertising Agencies board of governors to complete unexpired term of **HOWARD ERHLICH**, president of Abbott Kimball of Calif.

BEATRICE KENTZ, media assistant at BBDO, Los Angeles, elected president of Los Angeles Advertising Women Inc.

LANNAN & SANDERS ADV., Dallas, announces opening of Los Angeles office at 1127 Wilshire Blvd.

MacBRIDE PANTON, formerly with H. W. Kastor & Sons, and Blackett-Sample-Hummert, New York, joins Harry B. Cohen Adv., New York, as writer on copy staff.

VIVIAN COOPER, formerly with promotion department of WIP Philadelphia, announces opening of her own copywriting office in same city to do freelance work for agencies.

ALBERTO ORTEGA, former advertising and public relations director of Pan American Coffee Bureau, appointed director of Caribbean division of Foote, Cone & Belding International Corp. Agency also announced appointment of Publicidad Guastella, Cuban agency, as exclusive associate of FC&B International.

SAN JULE & STOFLE ADV., San Francisco, moves to new offices at 604 Montgomery St. Phone remains Market 1-1044.

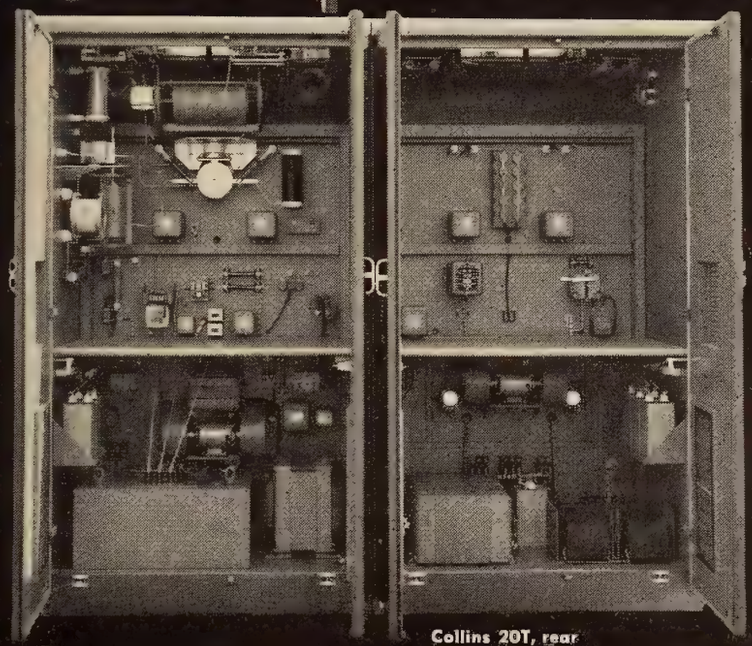
RICHARD L. DAVIS, radio and television director at Foote, Cone & Belding, Chicago, and **ANN LIBBERTON**, NBC Chicago video script girl, announce plans to be married June 30.

The transmitter that has the reputation

in the 1 kw AM field



Collins 20T, front



Collins 20T, rear

Here are some of the reasons why the Collins 20T 1,000 watt AM transmitter is held in such high esteem by broadcasters who are using it and the many engineers who have examined it:

- Sound, modern design throughout
- Finest components, conservatively rated
- Roomy cabinet construction
- Complete accessibility; easy maintenance
- Forced air ventilation
- Dust covers and filters
- Door interlocks and shorting switches for personnel protection
- Full a-c and d-c overload relay complement
- Constant voltage regulation on filament circuits
- Wiring coded for quick circuit tracing
- Fused high voltage capacitors
- Three cycle overload reset
- Dual plug-in oscillators
- All monitor connections provided
- All stages metered
- Complete front-of-panel tuning
- Pull-to-start, push-to-stop switch
- Automatic sequence starting
- Instant power change
- Individual modulator bias adjustment
- Continuous operation rating at 100% modulation
- Triode tubes in audio system
- Feedback for audio stability

Are you planning a 1 kw AM station, or intending to modernize your present station? By all means, write us for more information about the 20T.

FOR THE FINEST IN BROADCAST EQUIPMENT, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd St. NEW YORK 18 | 2700 West Olive Ave. BURBANK | M & W Tower DALLAS 1 | Talbot Building DAYTON 2 | Fountain City Bank Bldg. KNOXVILLE

For Profitable Selling
INVESTIGATE

WDEL
WILMINGTON
DELAWARE

WEST
EASTON
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WRAW
READING
PENNSYLVANIA

WGAL
LANCASTER
PENNSYLVANIA

NBC AFFILIATES

Represented by
ROBERT MEEKER
ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

Feature of the Week

RADIO is an excellent medium for launching new products, George J. Abrams, advertising manager of the Block Drug Co., Jersey City, N. J., told BROADCASTING. Its merits were proven again early this year when his company opened its $2 million campaign to introduce their new ammoniated dentifrice, Amm-i-dent, with impressive results in a series of test cities.



Mr. Abrams

The campaign, launched in February, skyrocketed demand to the extent that production had to be increased 4,000% in 90 days and brought output to a point where one day's production equaled total sales in January. Spot radio, newspapers and magazines were used.

Scope of Campaign

Radio alone was used in Columbus and Fort Wayne in the form of eight announcements a day. In Philadelphia and Pittsburgh 53 announcements were used during the first week on all major stations, in addition to participation programs. Comparable schedules were set up for St. Louis, Milwaukee, Minneapolis, Seattle and Detroit.

The New England and Yankee networks also were brought into the schedule, and in New York the company co-sponsored Mary Margaret McBride and Margaret Arlen over WNBC and WCBS.

Sales Volume Rises

"Excellent results were obtained," Mr. Abrams said. "Sales volume is showing a steady increase. Results were less immediate than those from newspaper advertising but better sustained."

In addition to the schedules indicated above, all of which were devoted to promoting Amm-i-dent, the Block Drug Co. bought time on more than 200 individual stations in connection with other products during the past year. The Amm-i-dent campaign, too, is continuing steadily in a number of cities.

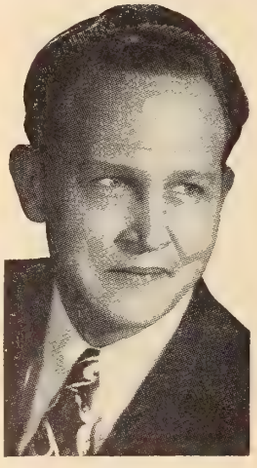
Cecil & Presbrey, New York, is the agency.

On All Accounts

HIS first introduction to radio resulted in a 10% wage reduction before even going to work. This might have deterred a less stouthearted citizen, but not Marvin Young.

And proof of his ability to stay with it is tersely reflected in his current status as Hollywood head of radio for Ruthrauff & Ryan. Originally he joined the agency in May 1947 as business manager and was promoted to his current job in July of the following year.

The pay cut which preceded any actual performance occurred at NBC San Francisco in late 1934. Marv went to work at NBC as a writer-producer; and as he recalls it there was no work letup corresponding in any way to the pay cut, for he was busied with the writing and/or producing of 29 shows weekly. The writing ranged from dramatic material to continuity for musical and variety formats.



MARV

In fact one of these shows involved a young man named Hal Peary in songs and patter; later this chap blossomed as "Gildersleeve." Among the programs produced, the youthful Mr. Young had a hand in shows for such advertisers as Chevrolet, Folger's Coffee and Cardinet Candy.

About a year after joining NBC in San Francisco, he was transferred to Hollywood operations as production manager. As such he assisted in the starting of such programs as *Kraft Music Hall* and *Bob Hope Show*. On the latter show, he recalls it was at first difficult to round up an audience for the then little-known comedian. And it was necessary to lead people from the exit of the adjacent studio to the Hope studio, thereby insuring an audience.

In 1937 he was named assistant program manager of NBC Western Division and continued in that capacity until entering the service as a major in July 1941. As such he organized from the beginning the entire live entertainment program of, and for, the Army, Navy and Marine Corps.

This included supervision of all USO Camp Shows, domestic and overseas stars and entertainment units. He organized a soldier show entertainment program which included the training of over 50,000 enlisted men in providing their own entertainment. Marv also or-

(Continued on page 74)

Mr. MacLean Chandler
Leo Burnett Co.
Chicago, Ill.

Dear Mac:

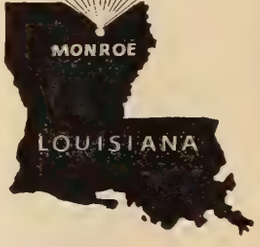
Allus hated ter hear a feller brag lessen hit would do someone else some good. That's why I'magonna brag a leetle now, 'cause I figgers there somethin' 'bout us you should know. When I was acleanin' up this mornin' I noticed in th' paper thet Charleston is th' fourth best business city in th' whole United States! Think o' thet! Th' home town of WCHS is way up yonder toards th' top! Now, you fellers is allus alookin' fer business, so why not look whar th' business is at? An' don't fergit, th' Hooper Survey jist completed proves that now, more than ever, WCHS is Charleston's Number One Station!



Yrs.
Algy

WCHS
Charleston, W. Va.

97,410
RADIO HOMES



KMLB
MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT
National Representatives
TAYLOR-BORROFF & CO., Inc.
Affiliated with
AMERICAN BROADCASTING CO.



QUESTION: What radio trade publication has the largest paid circulation?

ANSWER: We do . . . over 15,000 copies.

QUESTION: Do you maintain, according to the "readership projection formula", that each copy is read by an average of four people?

ANSWER: We do . . . it means a total readership of over 60,000.

QUESTION: Do you have a convenient circulation breakdown which shows the types of radio people your magazine reaches?

ANSWER: We do . . . BROADCASTING reaches them all. These figures are from our sworn circulation statement of June 27, 1949.

Radio Advertisers (National and Regional) . .	2,904
Advertising Agencies (National and Regional)	2,305
Station and Network Personnel	5,695
Representatives and Services	759
Others	3,775
TOTAL	15,438

QUESTION: Do you find, from impartial sources of information (linage figures, for instance), that BROADCASTING is considered the finest advertising buy in the field?

ANSWER: We certainly do.

LEADERSHIP MEANS READERSHIP

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Open Mike

(Continued from page 8)

as much for TV in the future as you have done for AM and FM in the past and will continue to do during the years to come. . . .

Clair McCollough
President,
WGAL AM-FM-TV
Lancaster, Pa.

* * *

Misplaced Travis

EDITOR, BROADCASTING:

Paramount Pictures will hate you. In your recent Milwaukee Survey, you correctly reported that I was the first general manager of Milwaukee station WMIL but incorrectly added that I am now with Paramount. Since my resignation from WMIL (WMLO) I have been in radio advertising.

Your report also said I was with WMIL three months. Correction: nearly eight months. Considering hours and effort, I can join the entire original staff in saying we all did a good year's work in a very short time, putting the station on the air months ahead of schedule. . . .

I can . . . appreciate the tremendous job done for WMIL by Jerome Sill, the station's present manager. . . .

William Travis
Director, Radio-TV Dept.
The Chernow Co. Inc. Adv.
New York

* * *

A Prediction

EDITOR, BROADCASTING:

I see by BROADCASTING, June 13, the moon gal, Kate Smith, is going to do a two-hour network disc jock show. This reminds me of flop Paul Whiteman made as a record flipper on this same network not so long ago. . . .

Making Katie a member of the Dee-Jay profession is comparable to asking her to be prexy of the Union Pacific Railroad. . . .

So—ala Drew Pearson—I predict: Kate Smith, the disc jockey, will last no more than 26 weeks. . . . Kate Smith, the good cause kid, will last and last and last.

Jack Davis
Disc Jockey
WQUA Moline, Ill.

* * *

'Only One'

EDITOR, BROADCASTING:

A recent employer once asked me which of the trade magazines I considered most important. The question surprised me, just as much, I believe, as my answer surprised the boss. I simply stated that there is only ONE trade magazine: BROADCASTING.

All this of course took place before you started augmenting your service with your very complete TELECASTING section, something every broadcaster may not be ready for, but is certainly very interested in. If I am ever asked the same question, my answer would still be the same if not a little stronger. There is only one radio trade magazine: BROADCASTING. The only magazine I anxiously wait for every week.

Bill Sinor
Sales Mgr.
KGVO Missoula, Mont.
KANA Anaconda, Mont.

* * *

Popularity Proved

EDITOR, BROADCASTING:

The popularity of BROADCASTING has certainly been proved by the many telephone calls and letters I have received in regard to the article about me contained in the [May 30] issue. . . .

Herman E. Fast
Manager
WKRC Cincinnati

* * *

'Key to Magic Reading'

EDITOR, BROADCASTING:

. . . it's your magazine that "they" scramble for at this station, as much as ever. Even though there are six of us who subscribe, we still have to keep the prize reading under lock and key else it "drifts away." You certainly have the key to magic reading. . . . In fact, Monday is the cat's night out, and my night in to read BROADCASTING. . . . We often find program changes in your magazine before it comes from the New York office! This assists us in our long range planning. Thanks for the work you put into it to meet that weekly deadline. Here's trusting you will continue to keep mention of "the little peanuts" and the local retailer. . . .

Lou Peneguy
Program Director
WARD Johnstown, Pa.

* * *

Comments on FM Ads

EDITOR, BROADCASTING:

I have been reading BROADCASTING from cover to cover for the past 15 months, and have found it to be full of interesting articles about everything in the field of broadcasting. My one complaint so far has been the lack of articles on FM stations.

. . . May 30 . . . you published an article, "Zenith Target" . . . that is obviously a misrepresentation . . . you criticize Zenith for using newspapers and magazines in . . . advertising . . . they should use every available medium. . . . Independent FM stations do not begrudge the advertising in newspapers and magazines because it will reach many people who do not have FM sets. . . . We received one of the Zenith Major FM sets and are delighted with its sensitivity. . . .

Roger L. Dyer
Chief Engineer
WFML Washington, Ind.

We're BIG

Within a radius of 50 miles from WBIG's 5,000 watt transmitter live over 1,075,000 people who spend over $500,000,000 annually in retail sales. WBIG has been serving this area faithfully for 23 years.



greensboro, n. c.
5000 w. day & nite
columbia affiliate
gilbert m. hutchison,
general manager
represented by hollingbery


1949 is the Silver Anniversary for
the Silver State's only 50,000 watt station
FIRST IN DENVER
KOA
NBC
50,000 WATTS • 850 KILOCYCLES
Program Schedule
FOR MONTH OF JUNE, 1949
All KOA Programs are Broadcast Simultaneously Over KOA-FM, 95.7 mc.
SWAN SONG!
This will be the final KOA schedule to be produced in this form. Effective June 20, the schedule of NBC's owned and operated Denver outlet will appear bi-weekly in a new publication, RADIOTIME.
RADIOTIME has been acclaimed by busy time buyers in the nation's leading advertising agencies as filling a long-felt need. It will circulate to approximately 4,000 agency people, advertisers and representatives every two weeks. KOA's schedule will be included in RADIOTIME along with schedules of most of the nation's stations, in one convenient, standardized publication. Regional distribution of RADIOTIME will be handled by KOA, and all firms now receiving this KOA schedule will be mailed RADIOTIME henceforth.
Thank You KOA!
REPRESENTED BY NBC SPOT SALES
RADIOTIME, INC.
53 WEST JACKSON BLVD.
CHICAGO 4, ILLINOIS

The Patroon* of the week

JIM LUCE
Time Buyer,
J. WALTER THOMPSON COMPANY



In addition to assisting on network time buying, Jim buys all spots on the following accounts: P. BALLANTINE & SONS, GENERAL CIGAR COMPANY, J. B. WILLIAMS and FORD DEALERS' FUND. Jim is now a full-fledged Patroon, having been presented by the Rambeau rep with a membership scroll and the deed to a tract of land in the heart of the Patroon country. A happy, prosperous Patroonship to you, Jim.



*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

Advertisers have confidence in WPTR because the station does not cut rates, double spot or make back door deals, and most important of all, WPTR sells merchandise.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business



RICHFIELD OIL Corp., Los Angeles, June 28 goes into its first television campaign with eight-week series on nine Pacific Coast TV stations. On that date firm starts one-minute film spots on KFI-TV KNBH KTSL Los Angeles, KPIX KGO-TV San Francisco, KRSC-TV Seattle, KFMB-TV San Diego; June 29 begins three weekly ten-minute newsreel on KTLA Los Angeles; July 1 starts half-hour weekly *Pantomime Quiz* on KTTV Los Angeles. Spot films prepared by Polaris Radio & Television Productions, Los Angeles. Agency: Hixson & Jorgensen, same city.

WHITEHALL PHARMACAL Co. (division of American Home Products Corp.) appoints Duane Jones Co., New York, to handle Anacin special radio campaigns. Agency will continue to handle advertising and promotion of Hill's Cascara Quinine cold tablets and Soothol suppositories.

BURDETT COLLEGE, Boston, appoints L. Richard Guylay & Assoc., New York, to handle its advertising. Radio plans, which are still indefinite, call for a student-teacher-businessman program, slanted toward vocational guidance. Programs to originate in Boston, will probably be transcribed for placement on stations in New England market, with concentration on area within a 40 mile radius of Boston. No stations have been selected as yet, but further details are forthcoming in August. **Gar Schmitt** is account executive.

M. J. B. Co., San Francisco, through BBDO New York, launched campaign for its M. J. B. coffee using participations on video programs on four Los Angeles stations. Programs, times and stations are: *Designer for Women,* Thursday, 8:30-8:50 p.m., KNBH; *Tricks and Treats,* Tuesday, 7:15-7:30 p.m., KTLA; *It's a Neat Trick,* Monday, 7:45-8 p.m., KTSL; and *Kay Mulvey's Open House,* Thursday, 7-7:15 p.m., KLAC-TV.

LINNEN MART, Wilmington, Del., appoints Weightman Inc., Philadelphia, to handle its advertising. Radio will be used.

PRUNE ADV. COMMISSION of Idaho appoints Pacific National Adv. Agency, Seattle, to handle its promotion. Recently formed, Commission will use radio.

ACOUSTICON OF SAN FRANCISCO (hearing aids) June 13 extended radio schedule with three week spot campaign on five western stations: KGO San Francisco; KING Seattle; KNAK Salt Lake City; KXL Portland; KOOL Phoenix. Firm currently running participations on KXLA Pasadena, Calif. Agency: Atherton Adv., Los Angeles.

H. R. BASFORD Co., San Francisco distributor electrical supplies, appoints Beaumont & Hohman, same city, to handle advertising. Radio and television will be used.

VERONICA OIL Co., Oakland, Calif. (Panther Peanut Oil), appoints Brooke, Small & Gautreaux, same city, for promotional campaign. Radio will be used.

LAUREL RACEWAYS MEET, June 24 to July 23, at Laurel, Md. track appoints Kal, Ehrlich & Merrick, Washington, to handle advertising for event. Radio and television being used in Washington and Baltimore.

CAPITOL MILLING Co., Los Angeles, June 20 started schedule on four stations for promotion of ready-mix tortilla preparation among Spanish-speaking population of Southern California. Firm running quarter-hour weekly recorded music program on XEGM Tijuana (Mex.) for 52 weeks and month's series of daily spot announcements on KVOE Santa Ana, KVVC Ventura, and KPMO Pomona, all Calif. Agency: Milton Weinberg Adv., Los Angeles.

Network Accounts • • •

WHITEHALL PHARMACAL Co., New York, appoints Benton & Bowles, same city, to handle newly-purchased video property, *Armchair Detective.* Show is emanating from KTLA (TV) Los Angeles. Anacin, Kolynos and Bisodol will be the sponsoring products on a CBS network.

MINNESOTA VALLEY CANNING Co., Le Sueur, Minn. (canned vegetables), renews *Fred Waring Show* on full NBC network for 52 weeks from July 16, (Saturday, 9-9:30 a.m. CDT). Firm's current sponsorship of Friday morning segment on five-a-week show will cancel July 11 to make way for *Welcome Travelers* (Procter & Gamble). Agency for Canning Co. is Leo Burnett Co., Chicago.

INTERNATIONAL SHOE Co., St. Louis, contracted for Friday, 4:45-5 p.m. CDT segment of *Howdy Doody* on 21-station interconnected NBC-TV network effective Aug. 17. Contract is for 39 weeks. Agency: Henri, Hurst & McDonald, Chicago.

TO OVERCOME TODAY'S INCREASED SALES RESISTANCE USE KXEL

THE STATION THAT'S CHANGED LISTENING HABITS IN IOWA

● Let's not kid ourselves—it takes real "KNOW-HOW" selling to meet and overcome the increased sales resistance of today's buying public.

● That's why your clients need the "Buying Public Acceptance" of KXEL—the most dominant advertising medium in all Northeast Iowa—*bar none.* KXEL makes the sales—Northeast Iowa is the market—and, there's proof of this acceptance—but plenty!

● The proof is the 165 local and regional accounts—not counting national accounts—who use the extended facilities of KXEL (over 100 miles in all directions from transmitter). Many of these advertisers are now in their *8th year of consecutive advertising on KXEL.*. These smart merchants use KXEL continuously because KXEL floods this great Northeast Iowa Market of people and dollars with unbeatable sales impact . . . TO OVERCOME TODAY'S INCREASED SALES RESISTANCE.

● *Before you make up your fall list, see your Avery-Knodel representative. Call him today.*

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

ABC Outlet for Waterloo, Cedar Rapids, and all Northeast Iowa

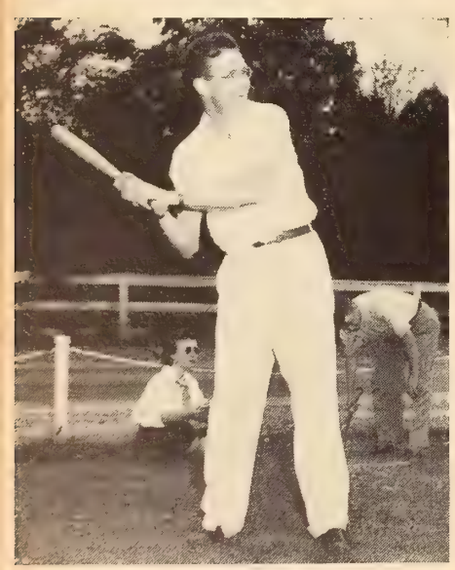
Radiorama



SIMULCASTS (AM FM TV) of U. of Minnesota home football games this season will be carried by WTCN Minneapolis-St. Paul under the sponsorship of Chevrolet Dealers Assn. of the Twin Cities. Completing arrangements are (l to r): Seated—Bud Grossman, dealer; Chester R. Roan, assistant to athletic director at university; Jack Finch, dealer; standing—Rollie Johnson, WTCN WTCN-TV sportscaster; F. Van Konynenburg, stations' vice president and general manager, and Sam Kaufman, Bozell & Jacobs Advertising Agency.



HONORED guests at opening of new KWK St. Louis studios are (l to r) Adolf N. Hult, MBS Chicago v.p.; Robert T. Convey, KWK pres. and gen. mgr.; St. Louis Mayor Joseph M. Darst and C. Arthur Weis, board member of *Globe-Democrat* and KWK.



CHIEF BATTER Philip L. Graham, president of WTOP Inc., Washington, and president and publisher of *Washington Post*, gets into swing of scrub game at annual picnic of WTOP personnel. WTOP staffers welcomed *Post* personnel.

PINNING flowers on Janet Ross, KDKA Pittsburgh's *Shopping Circle* director, as she leaves for month's assignment in London and Paris, is Joseph E. Baudino, KDKA mgr. On hand for occasion is Norman Klages, Pittsburgh Ad Club pres.





HONORARY degree of Doctor of Engineering is awarded Dr. Allen B. DuMont (l), DuMont Labs president, by Dr. H. S. Rogers, president of Brooklyn Polytechnic Institute, at institute's commencement exercises [BROADCASTING, June 20].



CONTRACTING for Richardson Turner & Sanders, Atlanta, as ne advertising agency for WGST At lanta, are (l to r) Bill Richardso of agency; John Fulton, WGS general manager, and Paul Sar ford, WGST adv.-prom. directo



RELAXING at CAB Convention are (l to r) Mrs. A. E. Unger, Frederic W. Ziv Co., New York; Andy McDermott, H. N. Stovin & Co., Toronto; Ruth Jones, Benton & Bowles, New York; A. E. Unger, Ziv Co.; D. Longmore, Imperial Tobacco Co., Montreal.

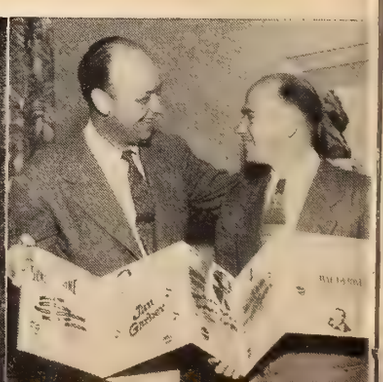
PLEASED about sale of *Eva Showcase* on 11 CBS New Englar stations to Evans Case Co. [BROA CASTING, June 20] are (l to Wilbur Edwards, WEEI Boston ass mgr.; H. Roy Marks, WEEI sale man; Audrey Twomey, D Horter & Co., Boston agenc



FRENCH Medal of Liberation is presented CBS Correspondent Larry Lesueur (r) by M. Robert Betoland, Minister of War Veterans, during decoration ceremonies for former war correspondents visiting Europe on VJ-Day.

CHECKING inventory with Walt B. Davison (l), general manage Transcription Div., Capitol Re ords Inc., is Adrian K. Robert divisions's new eastern and middl western representative, former with firm's New Orleans offic





Looking for the winner?

New York's winning afternoon show is WCBS' "Hits and Misses"



For the six-month period since its return to the air, "Hits and Misses" averages a higher rating than any other local program broadcast between 12:00 Noon and 6:00 PM on any of the four New York key stations!

AVER. ¼ HOUR RATINGS, NOV. '48-APRIL '49

Hits and Misses	**3.8**	**Program E**	**2.9**
Program B	**3.3**	**Program F**	**2.2**
Program C	**3.3**	**Program G**	**2.1**
Program D	**3.0**	**Program H**	**2.0**
		(All others below 2.0)	

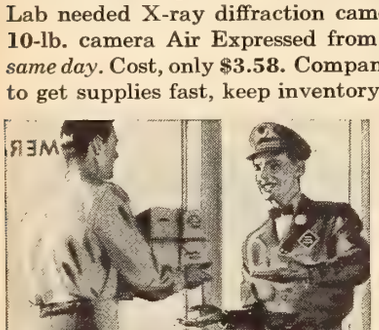
Pulse of New York Reports

Represented by Radio Sales

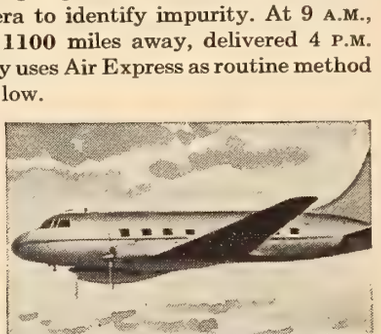
How SPEED helped catch "bugs" in the lacquer



Final finish on pianos mysteriously going "sour." Production halted. Lab needed X-ray diffraction camera to identify impurity. At 9 A.M., 10-lb. camera Air Expressed from 1100 miles away, delivered 4 P.M. *same day*. Cost, only $3.58. Company uses Air Express as routine method to get supplies fast, keep inventory low.



That low $3.58 figure was total cost for Air Express and included door-to-door service. That makes the world's fastest shipping method exceptionally convenient, complete, and easy to use.



Scheduled Airlines carry Air Express shipments on every flight. Speeds up to 5 miles a minute! Direct by air to 1300 cities; air-rail for 22,000 off-airline offices. Serves many foreign countries, too.

Facts on low Air Express rates

Package of blueprints (4 lbs.) goes 800 miles for $1.54.
Special tools (21 lbs.) go 600 miles for $3.87.
(Every kind of business finds Air Express pays.)

Only Air Express gives you all these advantages: Special pick-up and delivery *at no extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THERE FIRST



Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.

In the Public Interest

Missing Person

CROWNING glory so far in WWJ-TV Detroit's program *Bureau of Missing Persons* came when the picture of a gentleman whose disappearance had been under investigation four days was flashed on screen. A customer in a local tavern, who had been watching the feature half-heartedly, sat up with a start. "That's me," he cried, and lit out for home.

* * *

Cancer Marathon

WHEN KIOA Des Moines learned that city's cancer drive had bogged down short of its $30,000 quota, station staged 24-hour marathon to raise funds. Officials of Cancer Society "kicked off" the broadcast and from then on, KIOA reports, station "rocked" to constant parade of name bands and professional entertainment supplied by supper clubs in Des Moines. Local merchants contributed merchandise prizes to be auctioned off, including a Holstein calf. At conclusion of marathon nearly $7,000 had been raised for the fund.

* * *

WCVI Sparks Drive

WCVI Connellsville, Pa., last month presented a two-hour *Cancer Drive Program*. Program featured local talent plus leading business and professional men. In two-hour period show was aired, over $500 was raised, more than one-sixth of total goal of $3,000 set for city.

* * *

WLAT's Aid

WLAT Conway, S. C., through several public service spots, succeeded in bringing comfort and aid to the Wilson family of Little River, S. C. The Wilson family was struck by fire which resulted in loss of two lives, two expected to die, and several seriously injured. WLAT reports that as result of its announcements, the citizens of Horry County came to the aid of this family.

* * *

All Out Effort

WGNI Wilmington, N. C., went all out in its effort to aid American Cancer Society fund drive when the station aired 17½ hours of continuous programming for fund raising campaign. Lou Essick and Paul Porter, disc jockey-announcers, spent entire time "chattering" to raise funds. Station efforts in raising the $2,000 were praised in an editorial in *Wilmington News* and letter from the Cancer Society.

* * *

Over the Top

CREDIT for assisting the 1949 cancer fund-raising campaign in Nassau County, N. Y., to be the first division in nation to surpass its quota was attributed to all-out effort given drive by WHLI and WHLI-FM Hempstead, L. I., N. Y., station reports. Stations carried 18 special programs, including a pre-campaign "radio workshop" for 300 cancer canvassers, plus daily spot announcements.

* * *

Good Neighbors

WRNL Richmond, Va., joined in local "good neighbor policy" recently with result that a Virginia farmer—whose family of seven was made homeless by fire—now has a new house, complete with furniture and filled pantry. Hearing of family's plight and move by neighbors to come to rescue, Polly Daffron, WRNL's women's commentator, and Mike Novello, m. c. of *Mailbag* program, devoted their shows to telling listeners the story. On-the-spot broadcasts were aired, a "Parade of Pennies" was started, and food, clothing, building materials and skilled labor were donated to give family new start.

* * *

Hospital Campaign

WITHIN five days, WCSS Amsterdam, N. Y., reports that it logged total of 47 hours, 33 minutes of free public service time in behalf of that city's half-million dollar building fund campaign for St. Mary's Hospital. Schedule included daily remote broadcasts from downtown store windows, spots, baseball broadcasts, news, dramatic shows and musical programs.

* * *

Reunion Through Sports

SPORTS broadcast on KSD St. Louis led to reunion between a Scottish newspaperman and two American relatives—a brother in Milwaukee whom he had not seen in 40 years and a niece in St. Louis whom he had never met. Archibald Wilson, sports editor of Glasgow *Times* and *Herald* was in St. Louis for an exhibition game between Scotland's championship soccer team and a St. Louis all-star aggregation. During his visit he participated in a KSD broadcast under his pen name, Alan Breck. His niece, Mrs. Robert Glass, who heard the program, recognized the pseudonym as that of her uncle. Mrs. Glass telephoned station and then telephoned her father, Mr. Wilson's brother, in Milwaukee and he immediately entrained for St. Louis. The result, an unexpected family reunion.

* * *

Picnic Time

SOME 1,000 orphans from British Columbia had a day of music, fun, food and prizes galore, when CKNW New Westminster held its Orphans Picnic. Special busses picked up youngsters, who then boarded a steamship to Bowen Island for their day of fun.

* * *

Disc Show Dollars

AS RESULT of two, four-hour telephone request shows WIDE Biddeford, Me., raised $500 for local Red Cross chapter.

HIGH in quality...



LOW in cost

23C SPEECH INPUT EQUIPMENT for AM and FM Stations

HERE is a complete, compact, high-quality Amplifier and Control Assembly—available at minimum cost!

The Western Electric 23C Speech Input Equipment serves either one or two studio layouts, in either AM or FM stations—can be used as part of a larger system, with outputs switched in a master control room.

The 23C incorporates four microphone input circuits with pre-mixing amplifiers and one input circuit for incoming program lines—all combined in a 5-channel mixer. Three-stage amplifier boosts signals to level needed for outgoing program lines or output switching systems. Also includes independent monitoring amplifier.

The 23C will handle 8 studio microphones or low-output-level transcription turntables; 4 remote lines or other medium-level inputs; control room announce and talkback mike. Controls are conveniently arranged, easily operated.

Get the full facts on the 23C from your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Distributed by GraybaR — OFFICES IN 100 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

—QUALITY COUNTS—

Western Electric

23,422 Dimes



Since KVOO's establishment in 1925, farm programming has been of prime importance. A 240-acre Demonstration Farm is operated by KVOO. Sam Schneider, KVOO Farm Editor, is active in local, state and National Radio Farm activities.

KVOO farm radio listeners in 16 states recently sent 23,422 letters, containing 23,422 dimes, to the KVOO Farm Department for a package seed offer.

All announcements featuring the offer were made on Farm Department programs during February, 1949. No other promotion was used.

Such gratifying response is powerful evidence of the large and faithful KVOO Farm program audience. Each letter received is proof that our listeners know *any* offer made by KVOO is a *good* offer.

Programming such as the KVOO Farm Department offers "in the money" farmers and ranchmen in the Southwest, will pay you big dividends, too!

For more facts on one of the Southwest's oldest and best known radio farm departments see your nearest Edward Petry & Co. office or phone, wire or write KVOO.

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

BROADCASTING
TELECASTING

Vol. 36, No. 26 WASHINGTON, D. C., JUNE 27, 1949 $7.00 A YEAR—25c A COPY

NAB DISSECTED

54.5% Vote Work Is Average

By ROBERT LUCE

JUSTIN MILLER, NAB's president, ran consistently ahead of his ticket, the NAB itself, in the results of a TRENDS Survey, just completed by BROADCASTING's Research Dept. A 55% majority of station managers gave Judge Miller's work an "excellent" rating.

The poll was designed to determine the opinion of broadcasters about their trade organization, the National Assn. of Broadcasters, and was sent to members and non-members alike. It is the 20th in a series of BROADCASTING TRENDS Polls.

Broadcasters' opinions of the National Assn. of Broadcasters will be reported in a two-part series of articles, of which this is the first.

Overall opinion of the work of the NAB showed a majority describing it as "average." More than half (54.5%) said they would rate the job NAB is doing as "average," while a quarter of the station managers (26.7%) said the job was "excellent." At the other end of the scale, 17% said NAB's work was poor. (See Table I.)

Among NAB member stations the opinion of the organization and its president is higher. More member station managers rated NAB "excellent." Nearly a third (30.4%) described the overall job NAB does in these terms, while 56.7% said NAB's work was "average." Fewer members rated NAB "poor." The total of answers from members that fell in this category was 11.5%.

Judge Miller's "excellent" total was higher among members than among total respondents. He rated 61.7% "excellent" among those in the organization, 27.9% "average," and 5.8% of the members said his work was "poor." Only 4.6% said they had no opinion of his work as NAB's president (Table II).

Among non-members of NAB, a few of whom had recently resigned from the organization, the opinion of Judge Miller and the NAB was considerably different. Almost half, 46.4%, said NAB's work was "poor," and another 42.8% said "average." Only 7.1% of non-members rated NAB's overall job "excellent."

Judge Miller again fared better than his organization among non-members. About one-third (32.1%) rated his work "excellent"; 42.8% said it was "average," and 17.8% rated it "poor."

These divergences between opinions of members and non-members are to be expected. Those most dissatisfied with the organization would quite naturally be found in the non-member group, and the poll accurately reflects this sentiment among the minority of stations that do not belong to the NAB.

Among members and non-members alike the poll indicates that Justin Miller has a personal reputation in the broadcasting art that serves to support him in his work with the NAB.

In these replies broadcasters were given four choices: "excellent," "average," "poor" and "no opinion." Many participants in the poll did, however, amplify their comment on these questions. These qualifications were difficult to evaluate, but wherever possible, an evaluation was made placing the answer in one of the categories listed.

After giving an opinion of the overall work the NAB is doing, broadcasters were then asked for opinion about the specific departments and functions of the organization. In these detailed questions, the broadcasters were more critical, and had an opporunity to praise or damn individual parts of the NAB.

Generally, the work of the departments got higher praise than the organization taken as a whole. About 33% of the check marks for departments fell in the "good" category, higher than the 26.7% rating of "excellent" on the previous question. (See Table I.)

The top ranking department in

(Continued on page 24)

TABLE I

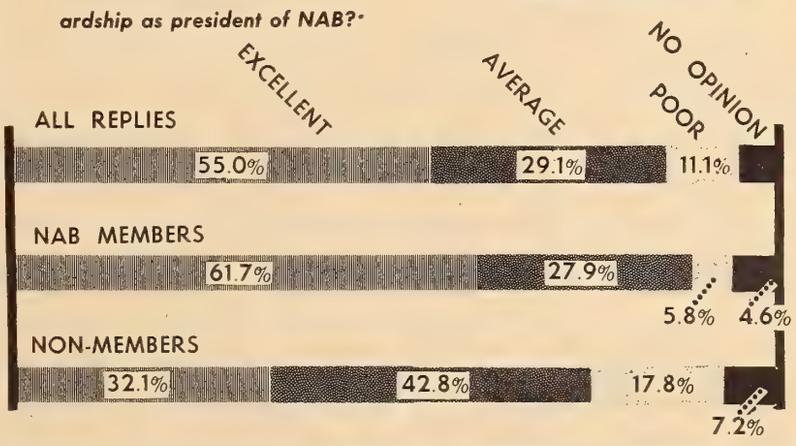
Which of the following best describes your opinion of the overall job NAB is doing?

	Excellent	Average	Poor	No Opinion
All replies	26.7%	54.5%	17.0%	1.7%
Members of NAB	30.4	56.7	11.5	1.3
Non-Members	7.1	42.8	46.4	3.6

TABLE II

MILLER'S STEWARDSHIP

THE QUESTION: *How would you rate Justin Miller's Stewardship as president of NAB?*





Judge MILLER

FACELIFTING

NAB Committee Studies Demands

By J. FRANK BEATTY

NAB will undergo a face-lifting designed to meet the demands of members—and non-members, too—for a redesigning of the entire association aspect. This was obvious as the six-man board Structure Committee convened Friday morning at NAB headquarters in Washington.

Concrete evidence that there is dissatisfaction with the existing NAB structure was found in the latest BROADCASTING TRENDS survey (see TRENDS story, this page). The committee was presented a resume of the survey results shortly after it convened.

The Structure Committee took up where the board left off last April. At that time it submitted a plan to move many of the specialized NAB functions into the president's office and organize aural and visual departments. The board considered results of the committee's studies in April but deferred final action other than to set up Broadcast Advertising Bureau as a substitute for the Dept. of Broadcast Advertising.

As the reorganization situation stood Friday morning, the committee was confronted with two basic types of remodeling. The first type, as outlined above, was a vertical approach in which aural and visual departments or divisions would utilize the specialized NAB services.

Last February the board authorized creation of a television section within the NAB structure. NAB President Justin Miller has offered the difficult job of heading this section, or whatever structural unit eventually handles NAB's video

(Continued on page 38)

Trends

(Continued from page 23)

the NAB, according to broadcasters, is labor relations. "Good" was checked by 80.8% of the respondents, and only 3.6% rated labor relations work as "poor." (See Table III.)

On the other end of the scale, the category of programming advice was thought to be "inadequate" by 38.1% of the respondents, and "good" by only 14.3% of broadcasters. The remainder checked it off as "average," or had no opinion about this work.

Other departments which rated on the "good" side included legal affairs, which received a "good" ratings from 54.3% of the respondents, 28% checked "average," and 10.9% said the legal affairs function of NAB was "inadequate."

NAB's research department was endorsed as "good" by 32.3% of the respondents, and an equal number thought it was "average"; 21.1% thought it "inadequate," and a rather large group (14.3%) had no opinion.

Publicity and public relations received more "good" opinions than "inadequate," but the plurality of votes was in the "average" category. Opinions were divided as follows: 29.9% "good"; 34.1% "average"; 28.1% "inadequate," and 7.8% "no opinion."

There was no distinction made in this question between the two separate functions of this department—publications and publicity—so it is difficult to discover which of the two functions was being rated most often when the broadcasters filled out their ballots. In general, it should be taken as a rating of the department as a whole, and not of the publicity or publications work separately.

BALLOT

A Continuing Study of Executive Opinion

The poll was launched before NAB's new Broadcast Advertising Bureau had a chance to get into operation, and the responses indicated a dissatisfaction with the past work in promotion and advertising which may be obviated by the work of BAB when it gets into full operation. Only 16.2% indicated they were satisfied with the NAB's work in this field, and 43.7% declared it "inadequate." About one third (33.5%) said it was "average" and 6.6% had no opinion.

Broadcasters often commented on this phase of NAB's operations in marginal notes, expressing hope that BAB would remedy the situation, and that NAB would concentrate more on all-radio promotion than it has in the past. Changing business conditions have made this a more pressing problem, according to many station managers, and they urged speed in launching the work of BAB.

Legislative and lobbying work was also categorized as below average by the broadcasters. In this phase of the NAB's operation, the responses were divided as follows: 24.2% said "good"; 29% "average"; 37.3% checked "inadequate." The proportion of "no opinion" responses was 9.4%. This aspect of NAB's operations was classified, then, as slightly below average because the percent of those who checked "good" was not quite as high as the percent marking "inadequate."

TABLE III

Listed below are NAB's principal activities. How would you rate performance in each respect?

	Good	Average	Inadequate	No Opinion
1. Engineering Service	37.2%	41.5%	8.5%	12.8%
2. Labor Relations Work	80.8	13.2	3.6	2.4
3. Legal Affairs	54.3	28.0	10.9	6.7
4. Legislative & Lobbying	24.2	29.0	37.3	9.4
5. Overall Management	26.1	42.8	25.0	6.1
6. Programming Advice	14.3	38.1	38.1	9.5
7. Promotion & Advertising	16.2	33.5	43.7	6.6
8. Publications & Public Relations	29.9	34.1	28.1	7.8
9. Research	32.3	32.3	21.1	14.3
10. Women's Activities	16.1	36.0	13.0	34.9
Average rating for all departments	33.0	32.9	23.1	10.9

Note: Totals will not necessarily add to 100% because of rounding.

* * *

Engineering Service Rated

NAB's engineering service was endorsed as "good" by 37.2% of the broadcasters, and "average" by 41.5%. It was rated "inadequate" by a relatively low percentage (8.5%) of respondents. About 13% said they had no opinion of the work NAB is doing in this field.

Women's activities were apparently unfamiliar to many broadcasters, and 34.8% marked "no opinion" in this section of the ballot. Among those who did venture an opinion, 36% said "average"; 16.1% said "good," and 13% said "inadequate."

Total returns on this survey were high—about 70% of those who received ballots. The matter of the industry's trade association and its performance is obviously one of interest to most broadcasters. The percent of ballots returned with additional comment on them was higher than usual, also. Many broadcasters accompanied their ballots with letters, amplifying their opinions as expressed in the form balloting.

The sample of station managers was carefully selected to represent AM, FM and TV, regional location, class of station, and membership or non-membership in NAB. The sample was selected at random within the indicated limits of the sample design.

The total number of ballots received was 211.

Next week, the second part of this series will discuss station managers' opinion about network membership in NAB, the balance of power within NAB, the NAB annual budget, and what type of structure NAB should adopt in terms of TV and FM stations.



Drawn for BROADCASTING by Sid Hix

"Another letter from the Senator from Colorado."

Luckies Buys Time

AMERICAN TOBACCO CO., New York (Lucky Strike cigarettes), through its agency BBDO, New York, effective early in September, will take over the 7-7:15 p.m. across the board time on NBC recently released by Chesterfield. It was understood that American Tobacco would place Frank Sinatra in the period and contracts were drawn up and all but signed late last week.

BMB DEADLINE

Aug. 15 Set for Broadcasters

BROADCASTERS who have not yet subscribed to BMB must do so by Aug. 15 if they wish to receive the study on time. That date has been set as the deadline for final assembly of data to be included in BMB's second nationwide study of station and network audiences by Kenneth H. Baker, acting president of the Bureau.

The deadline is necessary, Dr. Baker said, so that tallying of information on the hundreds of thousands of ballots returned by listeners from every county in the country may be completed in time to assure delivery of the report in the fall.

"We have all of the material in our shop now," he said. "We intend to process it in the following sequence: First, subscriber data; second, non-subscriber data asked for by subscribers.

"Because of the vastness of this task, we will not be able to interrupt the flow of material on the production line for insertions of post deadline subscribers. Those whose subscriptions are received after the deadline is past, consequently, will not get their reports until all other data requested by subscribers, advertisers and agencies have been completed."

The matter of publishing full reports for advertisers and agencies, and the question of how much information on non-subscriber stations should be included in such reports, if published, are still undetermined. However these matters are settled, it is certain that to insure his audience data being included in the original reports a broadcaster must get his subscription to BMB by Aug. 15.

SURF ACCOUNT

Lever Invites Agency Bids

LEVER BROS., Cambridge, has asked four advertising agencies "other than those already handling Lever products" to submit presentation bids on Surf, a $2 million account.

Three of the agencies—BBDO, N. W. Ayer & Son, and McCann-Erickson—have submitted presentations, it was understood. Kenyon & Eckhardt also was invited to participate in the bidding but turned down the offer.

Surf, a detergent, formerly was handled by Day, Duke & Tarleton Inc., New York.

Decision as to which of the agencies will be appointed to handle the account is expected within the next 10 days.

Bright Joins Mogul

BOB BRIGHT, head of his own radio and television package agency, Bob Bright Productions, and previously commercial manager of WDAR Savannah, has joined the Emil Mogul Co., New York, as director of radio and television.

BAB'S FIRST STEPS

NAB Groups Scan Work

NAB's new Broadcast Advertising Bureau, moving swiftly into its job of matching the sales efforts of competing media, underwent official scrutiny last week and prepared to expand operations with a $200,000 budget.

The sales promotion agency of NAB was scanned before two association groups—the BAB Policy Committee and the Sales Managers Executive Committee. These two sales-promoting committees have interlocking membership and functions.

Under chairmanship of Robert D. Enoch, KTOK Oklahoma City, the policy committee looked into the whole BAB setup at its Wednesday session. The committee approved BAB's transfer from Washington to New York where it has taken over much of the office space at 270 Park Ave., where BMB is located. The two agencies are sharing space, BMB having greatly curtailed its front-office force.

'Hard-Hitting' Operation

"BAB will be a hard-hitting sales operation," Mr. Enoch told BROADCASTING after the joint meeting. "It will promote all branches of the industry and will take a strictly positive approach. We propose to sell radio's power to move goods and services rather than merely to attack competing advertising media." Mr. Enoch was the original sponsor of the BAB idea at the NAB's board meeting last April.

After the all-day policy meeting, BAB was analyzed again Thursday at a joint meeting of the NAB sales Managers Executive Committee and the policy group. Chairman John J. Gillin Jr., WOW Omaha, of the sales managers committee, also is a member of the five-man policy committee. Chairman Enoch, in turn, is NAB board liaison member of the sales group along with John F. Meagher, KYSM Mankato, Minn.

It was the first meeting of the newly appointed SMEC. Much of the Thursday session was devoted to a review of BAB operations by BAB policy committee members.

Among steps taken by the policy group was decision to restrict a new BAB slide-film sales pitch to NAB members. The oral portion of the slide film was previewed by Maurice Mitchell, director of BAB. The presentation is to be used at all types of meetings and functions as well as in direct-selling efforts. It presents radio as the pre-eminent advertising medium and can be used to sell individual stations.

BAB will copyright the film, as well as all other material it publishes or distributes, under policy committee instructions.

Distribution of a new version of the NAB's dealer cooperative radio advertising project was approved. The study is based on returns from manufacturers themselves and the facts about their cooperative campaigns will be distributed on 5x8-inch file cards for easy station reference. Originally the cooperative data were published in booklet form and were based for the most part on information from stations.

Two spokesmen for national representatives appeared at the policy meeting, Frank Headley of Headley-Reed Co. and Eugene Katz of Katz Agency. They offered suggestions for BAB's sales promotion drive.

Next meeting of the policy committee will be held July 29 in New York. By that time the sales and advertising files of NAB, along with personnel, will have been moved to the New York offices.

Taking part in the policy meeting Wednesday and the joint meeting with SMEC Thursday were Chairman Enoch; Frank U. Fletcher, WARL-FM Arlington, Va.; Mr. Gillin; Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C. All but Mr. Gillin are board members.

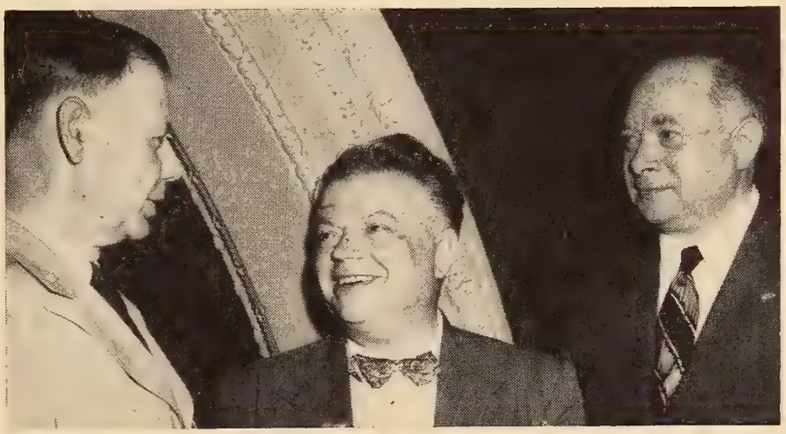
Participating for NAB were President Justin Miller, C. E. Arney Jr., secretary-treasurer, and Mr. Mitchell.

The SMEC Thursday agenda centered around indoctrination into BAB functions. President Miller explained to the new committee its exact duties. Gordon Gray, WIP Philadelphia, president of the All-Radio Presentation, traced progress of this industry movie film project, soon to go into actual shooting.

Planned for Friday consideration was appointment of SMEC subcommittees, including one covering television. Also on the agenda was discussion of plans for sales session during the autumn series of NAB ditrict meetings.

Attending the SMEC meetings were these committee members: Chairman Gillin; John M. Outler, WSB Atlanta; Mr. Gray; Eugene S. Thomas, WOIC (TV) Washington; Arthur Gerbel Jr., KJR Seattle; Pete Schloss, WWSW Pittsburgh; Simon R. Goldman, WJTN Jamestown, N. Y., with Messrs. Meagher and Enoch as board liaison.

NAB staff officials taking part included President Miller; Mr. Mitchell; Charles A. Batson and Lee Hart, assistants to Mr. Mitchell.



BACKSTAGE at Carnegie Hall before two-hour broadcast opening WFDR (FM), International Ladies Garment Workers Union station in New York, were (l to r): Lt. Gen. Walter B. Smith, Commanding General, First Army, and former ambassador to Russia; David Dubinsky, ILGWU president, and Brig. Gen. David Sarnoff, board chairman of NBC and RCA. Gen. Sarnoff and Gen. Smith participated in inaugural broadcast [BROADCASTING, June 20].

Gregory Joins Durstine

SHERMAN GREGORY, formerly with Campbell Soup Co. and before that with Schenley Distillers, has joined the executive staff of Roy S. Durstine Co., New York.

AFFILIATIONS

ABC Asks Contract Revisions

ABC has proposed revisions of its affiliation contracts to require stations to carry, without compensation from the network, 252 hours of commercial network programming per year rather than the 208 they are now obliged to broadcast.

Representatives of the ABC station relations department have been visiting numerous stations with the proposal, BROADCASTING learned last week, and some stations are said to have accepted it.

The endeavor of ABC to increase its revenue from commercial time marks the first wholesale change in the basic financial relationships between any network and its stations since the FCC imposed its network option time limitations in 1943 [BROADCASTING, June 14, 1943] and the major networks revised affiliation agreements.

The new agreement which ABC is seeking from its stations will require the affiliates to waive compensation for 21 hours of network commercial programs per calendar month, or a total of 252 hours per year.

The former ABC agreement, which the new one is intended to displace, provided that stations waive compensation for 16 hours of such programming each 28 days, or a total of 208 hours per year. Thus the network would be able to retain the revenue from 44 more hours of commercial time per year —without splitting it with its stations—than it has in the past.

It was understood that ABC representatives had made the proposal on the grounds that a change from the 28-day period to straight calendar months compensation would be in accord with most station accounting systems. Further, they were said to have explained, the network needed the added revenue to defray its expenses in television.

Reaction Unknown

Whether the latter argument had been received with universal warmth was not known.

No other network is contemplating any change in its station compensation system, a survey of executives disclosed.

Mutual and NBC require their affiliates to take 16 hours of network commercial time per 28-day period, a total of 208 hours per year. If ABC succeeds in revising its station contracts, the network commercials carried by its stations without compensation will be slightly less than the amount carried by affiliates of CBS.

CBS Provision

It has been a standard provision of CBS affiliate contracts that the stations broadcast five hours of network time per week without payment from the network, or a total of 260 hours per year.

The number of stations approached by ABC with its new proposal could not be learned, although it was believed it was considerable. It was said that all stations whose contracts were subject to renewal within the near future were involved.

No official comment was forthcoming from ABC headquarters as to the state of the contract negotiations, but the fact that the network intended to pursue its proposed revisions vigorously was indisputable.

NO REQUIEM FOR AM

It's Here to Stay—Wolfe

IF one had taken seriously some of the things printed about the future of radio during the past few months—utterances by the prophets of doom—he would have done two things: First, he would have quit the radio advertising business right on the spot—convinced that it had no future. Then he might have dressed himself in his most ministerial black, and conducted a memorial service—you might call it a mock funeral.

He could have set up a tombstone with this inscription: HERE LIES AM RADIO. BORN 1922, DIED 1949, THE VICTIM OF TELEVISION. Over that tombstone he could have said a little prayer: "AM radio made an awful lot of noise in its lifetime, O Lord. Nevertheless, may its soul rest in peace."

Of course, there are some people who think there should be twin tombstones. The second one would have read: HERE LIES TELEVISION, DIED IN CHILDBIRTH, 1949, THE VICTIM OF A PROTRACTED DELIVERY. And over that tombstone he could have said another little prayer: "Forgive the country's advertisers, O Lord, for they know not what they do. By failing to support it sufficiently, they killed the embryonic television medium before it was born."

However, he is not concerned with the comparatively small group of pessimists who doubt that advertising revenue will ever be sufficient to maintain the costly television broadcasting business.

A 'Desperate Plight'

Instead, he is going to devote his attention to the more frequently heard—and more publicized prediction—that AM and FM radio will not be long in this world. According to the pessimistic oracles, conventional broadcasting is in such a desperate plight that now the only way it can hold its audiences is with a rope.

To explain "the faith that is in him—that is, why he believes AM and FM radio—and radio advertising — will continue indefinitely, let him first recall to mind some of the more ominous predictions that have been tossed about. The chief pessimist—among the radio-is-about-to-die oracles—is probably Deac Aylesworth, a former network executive — who used the April 26 issue of *Look* Magazine to predict that "Radio Is Doomed." Mr. Aylesworth prophesied—No sound radio within three years.

Then along came another crystalball gazer—Wayne Coy—Chairman of the FCC—who joined in forecasting radio's demise—only Mr. Coy's prediction slightly modified the conditions under which sound radio would pass on. And if he made the statement that has been credited to him in the press, he flatly predicted—"Five years from now most Americans will be getting most of their broadcast information, education and entertainment from television."

However, it is a popular belief that five years from now *most* Americans will *not* be getting *most* of their broadcast information, education and entertainment from television—but will still be getting it from regular, conventional AM or FM radio.

While the prophets of radio's doom do cite some current facts and figures, it would seem that their chief line of reasoning is based on what they consider an inevitable historical cycle — the power of a new and better invention or development to completely supersede and eliminate its predecessor. They cite the horse and buggy giving way to the automobile. More specifically, they refer to the silent motion picture completely disappearing in favor of the talking film. It is the latter example which has been a favorite theme of the anti-radio prognosticators.

They say that conventional radio will rapidly dissolve under the impact of television, just as the silent pictures quickly gave way to the talkies. And they would be right—except for one thing: The parallel they are trying to draw is not entirely parallel. Both silent and talking pictures take place in theatres—largely in the evening—and exist as entertainment media alone. But listening to broadcasting takes place in homes—at any time of day or even late at night—and broadcasting exists as both an entertainment and an advertising medium.

Here are just two illustrations of why these differences will mean that AM and FM radio—conventional broadcasting—will survive despite television, even though silent pictures did not survive when talking pictures came along. First, consider this: it took a comparatively short time to equip silent picture theatres with sound projectors; but it will take a much longer time to get television sets into most American homes. Again, it was comparatively easy for people to come downtown to see and hear the first sound films; but it's not so easy for television signals to be transmitted across the country, into all cities, and to villages and farms.

There are many other points which could be made to suggest why there is by no means a perfect parallel between silent-vs-sound films and radio-vs-televison. But, coming right to the point, here are the possible eight reasons why so-called *blind* radio, that is, conventional AM or FM broadcasting, will continue indefinitely.

"Television will glitter brilliantly, but radio will also continue to shine." Those are the conclusions reached by Charles Hull Wolfe, director of Radio and Testing Bureau of Batten, Barton, Durstine & Osborn and author of the book, "Modern Radio Advertising." His reasoning is set forth in this article which is based on a talk made by Mr. Wolfe before the Baltimore Advertising Club.



Mr. Wolfe

(1) Radio continues to improve, with better programs, more effective commercials, clearer reception (through FM), and the possibility of sight-plus-sound without televison (through facsimile).

(2) Television still must run a gruelling obstacle race before it is thoroughly established programwise and commercially.

(3) Radio first became a major factor in advertising as a low-cost medium, and it will continue to win favor in this cost-conscious period for its economy; and it should prove superior to TV on a cost-per-listener basis even if not on a cost-per-sale basis. If a depression comes, as many economists and laymen believe, the economy advantage of conventional radio will become even more pronounced.

Budget Proportions

(4) Even though television will take advertising revenue from radio on a percentage basis (by cutting itself a slice of the nation's advertising expenditures) this does not necessarily mean that radio will lose drastically in actual billing since total advertising expenditures in the U. S. continue to grow.

(5) Sound alone is quite adequate for two basic types of radio programming: news and music.

(6) Radio by its very nature is an all-day and even all-night medium, while TV (like motion pictures) appears to be primarily an evening entertainment device, secondarily an afternoon and morning medium.

(7) Many sponsors feel that their products do not particularly need visual display. Radio sometimes suggests a more appealing picture—by playing upon the imagination—than TV can actually portray. (For example, and this one the men at least will understand, reading a novel, the sultry heroine is more desirable and curvacious than any creature painted by Varga.)

Finally, there will always be some tradition-minded radio advertisers who will prefer radio to TV simply because they have had successful experience in radio.

Now, up to this point have been presented some opinions based on factual information—but not the current facts and figures themselves. Of course, it is too soon to have the facts and figures which will really tell the story of radio vs television. But let's see what is on hand up to this time.

Video Great Strides

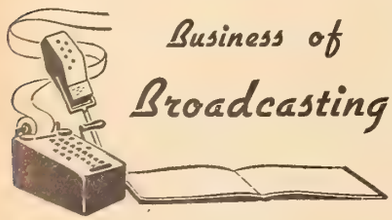
It is a fact that the last 12 months have been the biggest year in television's history. During these 12 months there was great growth in the number of TV stations, the number of TV sets, and the number of TV advertisers. Yet radio today, in spite of all the published worries about its future, is delivering more as an entertainment and advertising medium than it ever has before.

There has been a steady and continued growth in the number of radio homes from 1940 to 1948. And, according to A. C. Nielsen, daily listening increased by seven minutes per family during 1948. This fact, together with the estimated increase of over a million radio homes in 1948, results in a 6% gain in the total radio listening time of all families. No other major amusement showed comparable strength.

Again, radio's net revenue is still gaining. According to the *Fifteenth Annual Business Index*, local time sales increased in 1948, spot time sales increased, and network time sales increased. Moreover, in spite of the steady increases in actual dollar cost of network time over the past years, the cost of reaching people has not increased to any noticeable extent. And it's worth noting that there are few, if any other media, of which that is true.

On the other hand, 1948 also has been a great year for television. In a single year, 850,000 new families bought TV sets—and by the year's end 49 stations in 29 cities were sending out signals for the benefit of over one million viewers, and over 800 advertisers. Already U. S. television set ownership has passed the 1,200,000 mark—and according to fairly conservative estimates, TV set owner-

(Continued on page 38)



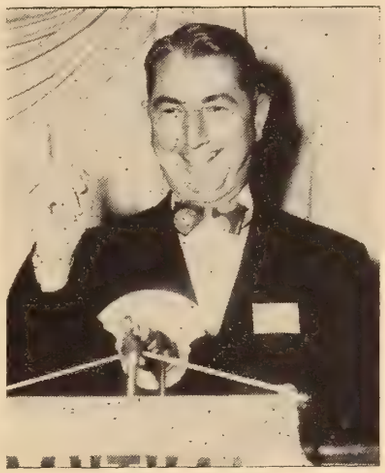
One of a Series

JUSTICE MUM ON PROBE

Clark Said Not Pleased With Tack

JUSTICE DEPT. officials kept strict silence on their announced monopoly investigation of broadcasting last week, while reports circulated that Attorney General Tom Clark had disclaimed knowledge of it.

The Attorney General, it was reported, had heard from several quarters on the investigation disclosure, and presumably was making his own inquiry. Sen. E. W. McFarland (D-Ariz.), author of the McFarland Bill to reorganize the FCC (S-1973), who had been sharply critical of Justice Dept. testimony objecting to alleged anti-trust implications in the bill during hearings the preceding week [BROADCASTING, June 20] declared simply that the request he had made during the hearing for a letter confirming the monopoly inquiry was as far as he had pursued the matter. It was reported unofficially, from another authoritative source, that Mr. Clark said he had never been consulted about an investigation of possible monopoly in radio and indicated he was not pleased with the tack taken in the department's testimony.



Mr. CLARK

Departmental executives, however, gave no indication of any change in what one of them described during the hearings as "a mild investigation" being conducted within the Anti-Trust Division based on complaints of monopoly in broadcasting. Nor had the Senate Interstate Commerce Subcommittee on Communications, which held the hearings, received any official word from the department, although Sen. McFarland had asked for written confirmation of the statement submitted by department witnesses.

FCC Studies Policy

Meanwhile, FCC reportedly was pondering whether to attempt to establish an overall policy toward anti-trust violations, or approach the question on a case-to-case basis. Although there appeared to be no disposition on the part of the Commission to hold up action unnecessarily, it seemed unlikely that any decision would be reached before Chairman Wayne Coy and Vice Chairman Paul A. Walker return about mid-August from the International Telephone and Telegraph Conference in Paris.

For several months the Commission has been studying the question of qualifications of persons and companies involved in anti-trust cases. This was started following the Supreme Court's anti-trust decision against the major motion picture producers in mid-1948, and has been extended to other applicants involved in anti-trust decisions. Licenses held by these companies have been extended temporarily upon expiration, pending completion of the study.

This FCC study was described in the Justice Dept.'s statement on the McFarland Bill as involving the question whether either motion picture exhibitors or producers should be allowed to own television stations, and the possibility of "revocation" of licenses held by the producers.

The department's statement expressed special concern over the possibility of newspaper and motion picture interests getting a monopoly hold on broadcasting. Presented by David Hume of the Anti-Trust Division's Transportation Section, the statement protested that:

This bill would substantially weaken a number of important safeguards against monopoly and against monopolistic restraints contained in the present law by (1) compelling the renewal of licensees without regard to whether other applicants may be better qualified to serve the public interest; (2) terminating the Commission's authority to refuse an application for a license on the ground that the applicant has been found guilty of anti-trust violations; (3) eliminating the express disclaimer contained in present law of any estoppel against the assertion by the U. S. or any person of a claim under the anti-trust laws against a licensee; and (4) prohibiting refusal of a license to applicants already engaged in certain occupations, thus upsetting present policies of the Commission designed to discourage ownership of radio stations by newspapers and designed to apply the anti-monopolistic purposes of the Communications Act in determining the qualifications of applicants for licenses.

Sen. McFarland professed amazement at the department's stand. He claimed FCC's duty to issue licenses in the public interest is clearly provided in other sections of the law; that his proposal to eliminate the "double jeopardy" provisions of the anti-trust section was based on his belief that a licensee should not be required to try his case before the Commission as well as the courts; that the anti-discrimination proposal was designed to keep FCC from banning or indefinitely holding up applications merely because they're filed by newspapers or motion picture companies; and that when a new applicant seeks an existing station's facilities he thought the burden of proof should be clearly upon the new applicant.

Mr. Hume did not agree, though under Sen. McFarland's questioning he admitted at one point that "I wish I did, right now."

The "real purpose" of the anti-discrimination proposal, he charged, apparently is "to prevent the application of competitive, anti-trust principles to newspapers and to the motion picture industry." It might jeopardize FCC's policy of preferring non-newspaper applicants in competitive hearings, or "might go further and have the effect of promoting newspaper ownership of radio stations, based upon the contention that newspapers are better qualified to provide radio service to a community than non-newspaper applicants," he said.

"The possibility of evil consequences flowing from monopolistic ownership of radio stations by newspapers is aggravated by the recent lifting by the Commission of the prohibition against editorializing by radio station operators," he declared.

With respect to both movie and newspaper ownership, he said, a requirement that FCC continue to "grant licenses . . . irrespective of any resulting local monopoly, is inconsistent with the broad anti-monopoly objectives of the Communications Act and, if enacted, may result in numerous violations of the Sherman Act through the creation of such local monopolies."

McFARLAND BILL

Quick Action Unlikely

HOPE for immediate passage of the McFarland Bill to reorganize FCC and its procedures dimmed perceptibly last week, despite mounting evidence of industry approval of the measures (S 1973).

Authorities appeared increasingly doubtful of enactment at this session as they reviewed the opposition, some strong and some light, which was advanced during the previous week's hearings, particularly by FCC and the Justice Dept. [BROADCASTING, June 20; also see story above].

In any event it seemed sure that changes would be made in the bill before it reaches the floor of the Senate—and there was speculation that it might not reach the floor this session, since the existence of any controversial sections is considered tantamount to its defeat.

The Senate Interstate & Foreign Commerce Committee, which is considering the bill, may take it up some time this week, authorities said, if the Communications Subcommittee which conducted hearings on it completes its report in time. The subcommittee is headed by Sen. E. W. McFarland (D-Ariz.), author of the measure.

It was considered almost certain that the bill's proposal to require FCC's Commissioners to divide themselves into two semi-autonomous panels would be deleted. Sen. McFarland concedes that he has never been sold on the wisdom of the panel plan, and in this he is joined by a number of other committeemen, some of whom actively oppose the idea. It seems likely that the committee will take the position that the proposed reorganization of the FCC staff and the provision of legal aides for the Commissioners will make panelization unnecessary.

Possible Revisions

Authorities also thought it likely that the bill's provisions with relation to FCC hearing procedures would be revised to bring them into closer conformity with suggestions advanced by the Commission during the hearings.

Meanwhile, an examination showed that letters received by Sen. McFarland and Sen. Ed. C. Johnson (D-Col.), chairman of the full Commerce Committee, were preponderantly in favor of the measure.

One of the sharpest attacks on FCC was contained in a letter from Edwin H. Armstrong, FM inventor, who expressed hope that the bill would help cure conditions which have made it "impossible to carry on sound and honest engineering before the Commission."

Commending the measure, he was hopeful that "it would render it more difficult for the Commission's legal department to alter the laws of nature to suit their pur-

(Continued on page 36)



Sen. McFARLAND

FREELANCE CONTRACTS

RWG Pact Signed

FREELANCE radio writers last week had their first contract with agencies, sponsors and independent package producers initialed.

Wielding the pen for the management side was Austin M. Fisher, while for the union, Roy Langham, national executive secretary of Radio Writers Guild, performed the honors.

Under the agreement a schedule of minimum fees to be paid for programs was set up. This minimum is exactly the same now governing freelancers and networks. More important to the writers, most of whom make more than the minimum, were provisions regarding various subsidiary rights and air credits. The contract is a five-year pact but it has fee reopening provisions to permit changes in money clauses during its lifetime.

The agreement must now be submitted to the agencies, sponsors and independent package producers for ratification.

The national council of RWG already has approved it. RWG membership will next get the pact for ratification. That is expected to be done within a fortnight. A New York RWG ratification meeting already is scheduled for tomorrow (June 28) at Holland House.

As soon as the agreement is ratified by both sides, RWG will proceed with NLRB certification and election on a national basis. When the certification and election are completed, the agreement will become retroactive to Nov. 4, 1948.

Lengthy Negotiations

Negotiations resulting in the agreement date back to last fall. On the Nov. 4 date, RWG threatened a strike which would have tied up about 140 of the nation's top shows. A federal mediator got the parties together after the guild was actually in a "cold strike" and about to begin picketing of programs [BROADCASTING, Nov. 1, 1948].

Under the schedule of fees set up by the agreement, a once-weekly program of five minutes or less calls for a minimum of $35 sustaining and $200 weekly, when done on a six-time a week basis.

A 15-minute show on a once-weekly basis calls for $75 sustaining and $120 commercial. If on a six-time weekly basis, the program calls for $250 sustaining, $400 commercial.

A 30-minute show on a once-weekly basis calls for $150 sustaining, $250 commercial. If on a six-time weekly basis, the fee is $445 sustaining, $710 commercial.

All the fee schedules are based on program units. Thus, if one writer is employed on a once-weekly 30-minute show, his fee would be $150 sustaining, $250 commercial. If two writers were employed on the same show, and the minimum were paid, they would split the $150 sustaining or $250 commercial fee. The contract permits the payment of fees above the minima, but not under them.

Writing covered by the contract is primarily dramatic and comedy material. Specifically excluded are news, commercial copy, speeches, religious scripts, physical culture copy, lectures, forums and writing of government employes.

Air credits are required on all comedy and dramatic shows. Air credit is to be extended once weekly to each writer. On all other shows, the producer has the right to give credit if he feels it warranted by the importance of the writer's contribution. In the case of a group written show, where the producer and writer can't agree on credits, the union will decide allocation of the air by-lines. It is not necessary, however, to give air credit to a writer "where special characteristics of the show make it essential not to reveal that the show was written by any person or persons other than the performer." The latter clause is interpreted to mean that no air credit for a writer would be necessary on comedy shows by big-name comedians.

There are elaborate provisions on subsidiary rights. Some of the rights adhere to the producer, some to the writer.

Repeat broadcasts for supplementary coverage on any station not carrying the original show is permitted without extra fee if done within 60 days of the original broadcast. The producer also is permitted incidental use of the script without fee for such purposes as promotion and advertising.

One-time shows and unit series programs generally become the property of the writer after the original broadcast, but he can not use the script for television until 13 weeks after the original airing nor for AM or FM until 44 weeks after the original performance.

In the case of serials, where the writer owns the series, full ownership in the script vests in him 60 days after the original broadcast. Where the producer owns the serial, the writer may with the producer's consent use "extricable material" under conditions set forth.

Where serials are re-used for radio or television, a second minimum fee must be paid the writer if the material is used as is. Where the material is adapted or rewritten, the original writer is entitled to 50% of the minimum fee.

Writers also are entitled to subsidiary fees, in accordance with schedules and formulae provided in the contract for such re-uses of the script or its material for phonograph records, book publication, comic strips, legitimate theatre and motion pictures.

The agreement is admittedly complex and to rule on the matters sure to come up under it, a joint adjustment board consisting of three members appointed by the union and three by the employer is provided. So, too, are arbitration clauses.

Reopening of the minimum fees also is provided on the initiative of either party on Nov. 16, 1949, 1951 and 1953. It is expected that on such reopenings, the RWG will continue to work toward obtaining uniformity with the agreement between freelance writers and radio networks.

FCC ACTIONS

GRANTS for one new AM station and changes in facilities of five existing stations, including switch to regional assignment for WLEE Richmond, Va., were issued by FCC last week. Authorizations also were announced to grant five station transfers. Deletions of five FM authorizations, one AM license and one AM permit were reported. Details of these Commission actions are carried in FCC Roundup, page 76.

GILL EXPLAINS

Method in Survey

AN EXPLANATION of the methods used in his controversial survey was released by Sam Gill, director of research, Sherman & Marquette, New York, last week.

The survey which has caused so much comment showed that AM listening in TV homes jumped back almost to its former level 9 to 13 months after the TV set was installed. The survey was confined to the five boroughs of New York, and was conducted over a period of 18 months [BROADCASTING, June 6].

The survey showed daily AM listening per home was 4.13 hours before buying a TV set; 2.14 hours 0-3 months after purchase; 2.92 hours 3-6 months after purchase; 3.56 hours 6-9 months after purchase; 3.97 hours 9-12 months after purchase.

Conclusions Challenged

Mr. Gill's conclusions were challenged in some industry quarters [OPEN MIKE, June 13]. With his explanation of methods issued last week, Mr. Gill said he had no further comment to make.

He declared that his original sample included 2,106 homes, of which 287 or 13% were TV equipped. The survey employed the diary technique, with participants keeping separate logs for listening and for viewing.

His explanation follows, in full:

The Effect of Television Ownership On a Sample of Radio Homes

The objective of this study was to attempt to measure the effect of television ownership on a sample of radio equipped homes, both in listening habits and general changes in family life.

The philosophy upon which this study was based was outlined as admitting that television ownership would undoubtedly change the way of living, the radio listening, reading, entertainment habits and other phases of the average home life. Therefore, such a study should be undertaken early enough to trace the effect that the television ownership would have on family activities.

Inasmuch as television ownership and television transmitting stations were, at the time this study was planned, largely concentrated in a few large metropolitan areas, it was decided to confine the scope of the study to the five boroughs of New York City.

The study originally planned in September-October of 1947 went into the field in November 1947.

The original sample was in excess of 2,000 homes in New York City area (2,106) chosen by the probability sample technique.

These homes were at that time all radio equipped but the sample has currently been reduced to 727. Two hundred and eighty-seven, or somewhat in excess of 13%, of the original sample are now television equipped.

All data from this report is based on the panel method. That is to say, of the original sample each home was called upon on the average of once a week so that it was possible to trace the listening and living habits week by week, of each member family of the panel.

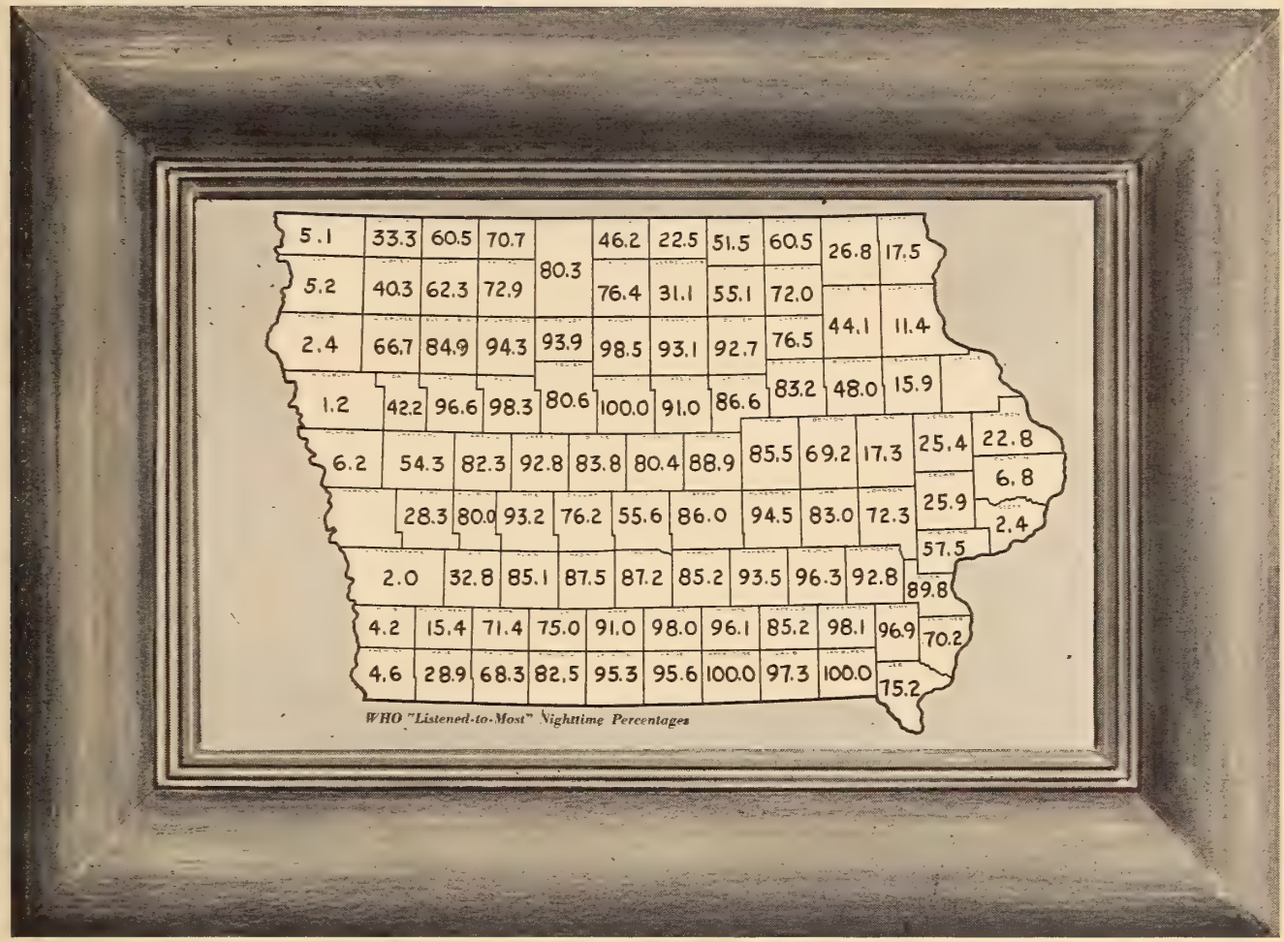
No member family of this panel has been compensated in any way for its cooperation in this study.

To obtain information on listening habits the printed roster technique was used throughout the study. One roster covered AM listening and a second covered television listening. Data on the general living habits of the family were obtained by personal interviews at the time of the call. In the majority of cases all interviews were conducted in the evening hours between 6 p.m. and 9 p.m. in order to cover as many members of the family as possible.

Over the 18 months of this study the percentage of total calls made in this 6 p.m. to 9 p.m. period total slightly better than 62%.

Details of sample composition, both original AM sample and current homes within the sample, are available upon written request.

AMERICA'S PRETTIEST "RADIO PICTURE"!



NIGHT and day, WHO is the most "listened-to" station in Iowa. The 1948 Iowa Radio Audience Survey* gives "listened-to-most" figures for each of Iowa's 99 counties. *WHO gets the highest nighttime rating in 70 of these counties, the second-highest in 15, third-highest in 8.*

Daytime figures of course follow the same general pattern.

Outside Iowa, WHO scores a remarkable "*Plus*"—has a daytime BMB audience in *130 additional counties in 8 states* and pulls year-'round mail from listeners in 46 states.

This overwhelming listener-acceptance is proof of WHO's inspired and public-spirited programming. Ask us or Free & Peters for all the facts.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the Iowa radio audience and its listening habits.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



LATEST TRENDS in labor relations were discussed last Monday by NAB Employe-Employer Relations Committee. Taking part: Front row (l to r) Chet L. Thomas, KXOK St. Louis; O. L. (Ted) Taylor, KGNC Amarillo, Tex.; Richard P. Doherty and Judge Justin Miller, NAB; Leslie C. Johnson, WHBF Rock Island, Ill., chairman; Clyde F. Coombs, KARM Fresno; Gunnar O. Wiig, WHEC Rochester; Harold Essex, WSJS Winston-Salem, N. C. Back row—C. E. Arney Jr., Charles H. Tower, David J. Farber, NAB; Howard L. Hausman, CBS; James D. Shouse, WLW Cincinnati; Joseph A. McDonald, ABC; Ernest de la Ossa, NBC; Adolph Opfinger, MBS; William B. McGrath, WHDH Boston. The committee endorsed expansion of NAB labor studies (see adjacent story).

MARISTANY

Will Head Cuba Delegation At NARBA Session

CARLOS MARISTANY, who headed Cuba's delegation to the Interim NARBA Conference in Washington in 1947, made clear last week that he intends to appear in the same role at this fall's NARBA session and "defend Cuba's rights as vigorously as I have done in all previous similar meetings, whether this is liked or not."

The conference is to get underway in Canada in September to draw up a new North American Regional Broadcasting Agreement. The prior NARBA expired March 29, but the various nations reportedly have indicated they will abide by its principles pending negotiation of a new treaty.

Mr. Maristany's assertion was made in a letter taking exception to the word "deposed" in a story on his demotion from Minister to Under-Secretary of Communications of Cuba [BROADCASTING, June 6]. Text of the letter:

EDITOR, BROADCASTING:

It is customary in Cuba for newspapers and magazines to publish the replies of public officials object of their criticism in the pages used to express them.

Assuming that this fair democratic procedure is also followed in the United States, I would accordingly ask you to kindly insert my reply to the comments appeared on page 72 of your June 6 issue under the caption MARISTANY 'Deposed in Cuba,' as follows:

MARISTANY'S REPLY
NOT 'Deposed'

I have not been "deposed" as Minister of Communications. My return to my permanent position of Under-Secretary, in charge of the high administrative part of the Department, after a brief period of Minister, clearly shows that I continue to enjoy the confidence of the President, the Honorable Dr. Carlos Prío Socarrás. In fact, it was at his personal request that I filled the position anew, which I have held for quite a number of years including past administrations.

It was precisely due to the deep ties of understanding and mutual respect existing between the Chief Executive and myself that he did not hesitate in calling on an old friend to leave the Minister's position to make room for Congressman Dr. Illas in a moment of political crisis.

Said crisis was coincident with my struggle with certain powerful interests which took advantage of the opportunity to ally with political foes to make it appear that I had been "deposed."

You are right in assuming that I will be sent to Montreal in the near future presiding the Cuban Delegation to the NARBA Conference, where I will defend Cuba's rights as vigorously as I have done in all previous similar meetings, whether this is liked or not.

Regarding my position as Director of the Inter-American Radio Office, the President of Cuba in appointing me merely complied with provisions of the 1937 Inter-American Radio Convention and in line with the 1940 Cuban Constitution which authorizes public officials to discharge whatever special missions our government entrust them. It is to be regretted that this appears to be in conflict with the "traditional viewpoint" of the United States of America, which is but one of the 21 American Republics which are part of said 1937 Inter-American Agreement.

Carlos Maristany
Oficiana Interamericana de Radio
Inter-American Radio Office
Bureau Interamerican des Radiocommunications
Roparticao Interamericana de Radio
La Habana, Cuba

ZIV, WORLD

Show, Library Sales Made

PURCHASE of three Frederic W. Ziv shows was announced last week by the New York and Cincinnati producer of transcribed programs. The *Guy Lombardo Show* was purchased by the Queen City Brewing Co., Cumberland, Md., for sponsorship in Culpeper, Fredericksburg, Staunton and Winchester, all Virginia, and Fairmount, W. Va.

WIP Philadelphia purchased the Wayne King and Barry Wood shows on long-term contracts.

World Broadcasting Co., a Ziv subsidiary, announced the signing of Larry Fotine, former arranger for Vaughn Monroe and his orchestra, under a long-term contract, with recording for the company's library service to start this week.

The library service reported, too, that the following stations had subscribed to its facilities: WCAE Pittsburgh, WFJL Chicago, WCAO Baltimore, KOTA Rapid City, S. D.; KDON Monterey, Calif.; WCNB Connersville, Ind.; WJPA Washington, Pa.; KAND Corsicana, Tex.

WARDEN NAMED

Becomes Agency V. P.

KENNETH WARDEN, at one time advertising manager for Lever Bros., has been appointed a vice president of White Berk & Barnes Advertising Agency, New York.

Mr. Warden, following his association with Lever Bros., has been president of the Hellman Division, General Foods Corp.; Supervisor, national advertising, Hearst Newspapers; general sales manager, Seagrams Distilling Corp. He has been out of the advertising business since the war, having returned to the field of industrial engineering, in which he was educated, at that time.

NAB STANDARDS

Enforcement Group Named

NEW committee to promote enforcement of the NAB Standards of Practice was named Thursday by NAB President Justin Miller, in accordance with a directive issued by the board at its April meeting.

Chairman of the group is Eugene Carr, WHBC Canton, Ohio, representing medium stations. Other members are Robert T. Mason, WMRN Marion, Ohio, small stations; G. Emerson Markham, WGY Schenectady, large stations; William E. Ware, KFMX (FM) Council Bluffs, Iowa, FM; Eugene Thomas, WOIC (TV) Washington, TV; Lawrence W. McDowell, KFOX Long Beach, Calif., unaffiliates; William B. Quarton, WMT Cedar Rapids, Iowa, board liaison.

Advisory members are: George Brett, The Katz Agency, station representatives; George Ogle, AAAA, agencies.

Serving for the NAB staff are Harold Fair, Program Dept. director, executive secretary; Richard Jencks, attorney; Robert K. Richards, Public Relations & Publications Dept. director, for public relations.

Still to be named are a network representative and advisory member for advertisers.

Supplementing previous committee appointments, Judge Miller announced these members of the NAB-Radio Mfrs. Assn. Liaison Committee: Leonard L. Asch, WPTR Albany, N. Y.; L. E. Pettit, General Electric Co. Named to the FM Executive Committee is Ray A. Furr, WIST Charlotte, N. C. New member of the Public Relations Executive Committee is R. A. Borel, WBNS Columbus.

RADIO JOBS

NAB Study Endorsed

EXPANSION of NAB studies of station job classifications and continued research on operating costs were endorsed last Monday by the NAB Employe-Employer Relations Executive Committee, meeting at NAB Washington headquarters.

The wide range of labor relations activities received committee approval as the departmental work was reviewed in detail. The committee reviewed a current study of station operating costs by Richard P. Doherty, department head, and Dr. Kenneth H. Baker, research director [BROADCASTING, May 30].

This project covers all types of operating costs, with emphasis on labor, and reflects current economic trends for all classes of stations in all regions. It is described as the most extensive analysis ever made of the economics of broadcasting.

The committee reviewed the Boston personnel study being conducted by Massachusetts Institute of Technology. The MIT research covers seven stations and evaluates station jobs. Tentative draft of the study was discussed.

Current union discussions in the industry were analyzed by the committee. A review was submitted of the Taft-Hartley labor legislation in Congress.

NAB President Justin Miller met with the committee and joined the discussion of labor services provided stations by the association. (For list of those present see photo on this page.)

'SPEND FOR PROFIT'

Hill Advises Meeting

ADVERTISING is "probably the most important of all means of spending for profit," James Hill Jr., president of Sterling Drug Inc., said last Monday following a three-day meeting of the company's standing committees held at the Greenbrier Hotel, White Sulphur Springs, W. Va. "At this time we see no reason why our advertising appropriation should not be the same next year as this year," Mr. Hill continued. "We do not propose to cut any appropriations for 1950 which we believe may help to maintain or increase profits."

Business must continue to "spend for profits" even though present conditions require "more than usual avoidance of extravagance," Mr. Hill told the meeting. He drew a sharp distinction between what he described as the "ordinary accepted economy wave" and "judging every expenditure made in the light of possible profits." He emphasized that "we are not and should not be in an economy wave, but needless expense must be eliminated to provide funds to finance projects to keep business moving ahead." Advertising, he pointed out, is an important expenditure.



EVER SEEN A KUDU?

You're looking at a picture of one now. And those big horns of his were to help him fend off trouble as he roamed the deserts of Abyssinia.

There's a good way for you to fend off any sales troubles you may be having in Baltimore. You just buy W·I·T·H, the big independent with the big audience.

W·I·T·H regularly delivers more listeners-per-dollar than any other station in this rich, competitive market. That's why you can get such big results from so little money on W·I·T·H.

So if you're interested in getting low-cost results from radio in Baltimore, call in your Headley-Reed man and get the full W·I·T·H story today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* **HEADLEY-REED**



HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES

In these days of changing times, with sales fluctuating on both old and new products . . . when it seems the cream is gone . . . do the butterflies invade your interior? Are you wondering what next? And, more important, where the next sale is coming from?

Consider WSM's millions of loyal listeners. They live in cities and towns, and on farms in one of the nation's most stable markets — the Central South . . . a section rich in agriculture and growing in industry.

WSM's staff of 200 can produce for you a network quality show that will sell your products in this section as we have for hundreds of other advertisers for many years.

What's more, the merchants under the big 50,000 watt clear-channel umbrella of WSM's signal are cooperative, too. They are ready to help sell goods backed by the power they know resides in WSM's deep, intimate relationship with this market.

All this can add up to a sure way to still the butterflies.





50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

Editorial

etaoin shrdlu: II

CIO MEMBERS should keep an eye—and an ear—on the radio industry in the future and report to the FCC any abuses of the new freedom to editorialize.

Allan L. Swim, CIO publicity director, in the CIO News

IN its new propaganda role, every broadcasting station is subject to certain rules laid down by the Commission. Every union member who listens to the radio should keep these rules in mind.

Gordon H. Cole, editor, The Machinist

These are typical of the observations being made by union spokesmen in appraising the FCC's Mayflower repealer, permitting stations to editorialize. They regard the tortured "fairness" yardstick as a blanket invitation to run to Uncle Sam whenever a station presents a viewpoint in disagreement with theirs.

We expected nothing less from the labor press. We have no doubt that there will be many "incidents," particularly during election years. There will be repercussions in Congress. There will be litigation. And gradually, we surmise, the courts or the Congress will draw some straight-line logic from the FCC's circumlocutions.

Boxing Lays an Egg

THE RECENT LaMotta-Cerdan middleweight title fight was a boxoffice flop. Its promoters expected a $325,000 gate. It drew but $159,762.

Radio and television can't be blamed for the acres of unfilled seats at Detroit's Briggs Stadium. Like half the expected customers, radio and television weren't even there.

Indeed, the bout was the first title contest of any consequence in 20 years at which radio was frozen out. To hear many shortsighted promoters in boxing tell it, that alone should have assured boxoffice success.

Assuredly, had the LaMotta-Cerdan event been aired and had the gate been so poor, a great cry of alarm would have gone up. The accusing finger of the pugilistic industry would have pointed to broadcasting and telecasting with the cry: "They did it!"

Now, other reasons must be found for the tiny till. Reasons like the unpopularity of the card and even just bad weather.

In all this, we believe there is a lesson. It is that broadcasting and telecasting have long been unjustly blamed for bad boxoffice.

We believe, too, there is another lesson. One for the boxing industry. It is that running away from an audience of any kind is the wrong tack to take. A big gate just doesn't lie in that direction. When boxing had to hide from the law and ordinary citizens back in the barge days, it was a small-time activity—like cock fights today. We don't think its future lies back in that direction. Boxing got big when it came out in the open—when its details were reported in the press and on the radio; when the people, as opposed to just insiders, became interested in it.

We think its future is in bringing its spectaculars to as many people as possible. Prize-fight industry entrepreneurs would be well advised to solicit, rather than ban, radio and TV pickups. Let them take a leaf from the books of baseball and football (not to forget wrestling) which really came into their own when they discovered radio. The future of all sports rests with the people. Radio (aural and visual) brings it to them. The gate and sponsor fees must necessarily follow.

Fool's Gold

IN COLUMBUS, Ga., the management of the evening *Ledger* and morning *Enquirer* has joined the dwindling ranks of short-sighted papers charging for program logs.

Columbus has been a four-station market. But on the heels of the program log charge has come news that the newspapers will buy WSAC, MBS affiliate; drop the 1 kw daytime assignment on 620 kc for their station WGBA, and take over the fulltime WSAC 1 kw on 1460 directional while retaining the WGBA call letters. A consolidation, by the way, which comes in the wake of the WMOB Mobile sale [BROADCASTING, June 20] and may portend a trend to consolidation in over-stationed markets.

The Columbus papers are in for a tough fight on the log charge from the two remaining stations. WDAK and WRBL are manned by radio stalwarts who will battle until the bitter end. Jim Woodruff Jr., of WRBL, is a past NAB director and Allan M. Woodall, of WDAK, is newly elected to the same post. Both say they will not pay for the logs.

In assessing the charge, Columbus papers have ignored the storm of protest which has followed each time newspaper management has attempted to barter program logs, one of their best read and highest rated features, for more advertising revenue. Other papers have met negative and often disastrous experiences in attempting this "ignoble experiment."

Last January the three San Antonio newspapers capitulated to reader demand and restored program logs to their columns after the stations had refused to pay. In every city where the experiment has been attempted there has been an instantaneous demand that the logs be restored. In a few areas stations have been forced to buy space. But it is a tribute to the sagacity of newspaper management that in the vast majority of cities the logs are running as an editorial service, along with sports, theatre and other local news.

We feel that the Georgia case will be another where the newspaper quest for the golden glitter of radio dollars will produce no revenue but only the usual shower of complaints from irate subscribers who look to their papers for a listening guide.

Webster & Work-Loads

FOR REASONS we cannot fathom, Chairman Edwin C. Johnson has permitted the nomination of Comr. E. M. Webster to languish before his Senate Interstate Commerce Committee for two months.

Comr. Webster's present term expires this Thursday. If it isn't acted upon by then, the FCC will find itself hobbling along with only four voting members. Chairman Wayne Coy and Comr. Paul A. Walker are not expected to return from Europe until August. The President cannot make a recess appointment until Congress adjourns, sometime this summer.

Chairman Johnson has criticized the FCC for being behind in its work. The FCC laments its "work-load." We assume the Johnson committee has plenty to do and that it believes it is taking first things first.

We know of no concerted opposition to Comr. Webster, who, during his two years of stewardship, has managed to keep out of controversy but has never ducked one. Certainly the Committee can squeeze in an hour prior to next Thursday to approve the President's nominee and send it to the Senate where the confirmation would be virtually automatic. By so doing it could save the Government (and that means the taxpayer) many thousands of man-hours through actions that the FCC otherwise might have to hold in abeyance with a bare four-man quorum.

Our Respects To —



EDWARD SEAYERS WHITLOCK

IT WAS over ten years ago that "Eddie" Whitlock got into radio by accident. An acknowledged expert in the electrical appliance field, he happened through Richmond while on a vacation trip, was told that station WRNL needed a sales manager, and decided to take the job.

After one year as sales manager of WRNL, Edward Seayers Whitlock was then appointed general manager of a mushrooming operation—a post he holds today. Mr. Whitlock is sketchy about his early jobs, dealing with radio from the angle of the power company, the appliance store, the distributor. His interest in broadcasting as such was to seek its own level only in the late '30's after a beach vacation and a few calls on friends—and then inadvertently.

Eddie Whitlock was born in Prince Edward County, Va., Sept. 14, 1901, and was reared in the county seat at Farmville, where he attended high school. During World War I he joined the electrical engineering department of the duPont Co. in Hopewell, Va.—but only after he had just about given up hope of employment there.

"Due to age and young appearance," Mr. Whitlock recalls, "it is estimated that I wore out three pairs of trousers sliding up and down the benches in the duPont employment office before being employed."

After the war he was connected with an electrical contracting firm in Newport News, Va., as assistant to the president.

Other jobs followed from 1920 to 1938 with the Hobbs Electric Co., Suffolk, Va. (the world's largest peanut market), and the Virginia Electric & Power Co. With the latter, he served as Norfolk sales supervisor, then sales manager. A department store—Thalhimer Bros., Richmond—then hired him as merchandising manager of its appliance and radio division for seven years. From there he moved to A. K. Sutton Inc., Charlotte, N. C., Philco distributor, to become general manager for two years.

It was at this point, Mr. Whitlock points out, that it "can be said truthfully a man got into radio broadcasting by accident." After leaving the Sutton firm, he promised his family he would take a three months' vacation, since he hadn't had one in 10 years.

The Whitlocks perched themselves along the Virginia coast for a real rest. While enjoying the vacation, Mr. Whitlock received a letter from a former Thalhimer official who asked him to visit Cincinnati and see the president of the

(Continued on page 60)



How Shelley would have loved us! He dreamed "of some world far from ours, where music and moonlight and feeling are one." And today, to find that world, he would have only to turn the dial of his radio to WQXR and WQXR-FM. That's what more than half a million New York families do every day. And they keep their dials glued so constantly to WQXR and WQXR-FM, no other stations can reach them so effectively. Choice families, these are...who love good things as they love good music, and can afford to buy them. Advertisers know them as one of the choicest markets within this biggest of all markets. Let us show you how to mix music and moonlight and feeling into more business for you.

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

McFarland

(Continued from page 27)

poses, and less difficult for the members of the Commission to get at the correct engineering facts before making decisions of grave public import."

Others who gave broad endorsement to the measure in letters on file last week included Theodore C. Streibert, president of WOR New York and vice chairman of Mutual; James D. Shouse, president of Crosley Broadcasting Corp.; James A. McKenna Jr. of the Washington law firm of Haley, McKenna & Wilkinson; Ernest A. Gross, State Dept. legal expert; Paul Raibourn, vice president of Paramount Pictures, television licensee and applicant; E. J. Hudson of Paramount's United Detroit Theatres Corp.; and U.S. Comptroller General Lindsay C. Warren. NBC President Niles Trammell had endorsed the bill in a letter entered earlier.

Hits Reallocation

Renewing his long-standing criticism of FCC's reallocation of FM from the 50 mc area to its present 88-108 mc band, Dr. Armstrong declared:

My experience indicates that it is particularly important that the Legal Bureau of the Commission be reduced to its proper status, in lieu of the dominant position that that bureau has taken in some of the proceedings in which I have been involved.

As I have observed it, it has been the tendency of the Legal Bureau to take the positions of advocacy, and then to attempt to establish that the scientific facts—the laws of nature—supported these positions. The result, in a number of important instances, has been that the Commission has been induced to make, and to act upon, findings or assumptions of fact, concerning radio phenomena, which were contrary to the observations of those scientists and experimenters who had been working in the particular fields, and contrary to the best engineering advice that the Commission could get. Some of those findings or assumptions were later proved to have been flatly wrong—too late, however, to undo the harm that had come from the Commission's having taken action on erroneous premises.

Under such conditions it has been impossible, during the last several years, to carry on sound and honest engineering before the Commission in the field of radio communications.

Dr. Armstrong reiterated his charge that television has been "unsoundly engineered," and should be in the 500 mc region. To try to establish it in the 50 mc area, he said, is "like trying to run 20-ton trucks over country lanes."

He cited the Commission's imposition of the current television freeze, within four and a half months after his testimony on television's "engineering trouble," as an answer to the question as to "who correctly presented the engineering facts to the Commission and to the committees of Congress."

Dr. Armstrong charged that RCA—"the dominant factor in the industry"—has been permitted by FCC to "run away with the ball." Reviewing the past 10 or 12 years, he said "it seems fair to [conclude] that FCC has not, except during brief periods, been an effective instrument of Congressional policy."

Mr. Streibert offered "hearty approval" of a "needed corrective measure" which he felt would "insure the effectiveness" of FCC functions and "assure full protection of the rights of those who appear before it."

Mr. Shouse considered the bill "highly constructive" and a means toward a "very substantial improvement of conditions" at FCC. He particularly endorsed the proposal to lift Commissioners' salaries from $10,000 a year to $15,000.

Triple benefits were foreseen by Mr. Raibourn, who felt the bill would (1) attract better informed personnel via its salary increases; (2) wisely separate review functions from those of prosecution, and (3) "widen each Commissioner's independent knowledge and breadth of view" by providing able legal assistants.

Sees Improvement

Mr. McKenna, Washington radio attorney, saw "substantial improvements" on the present Communications Act. He suggested, however, an additional provision to give the right of oral argument to one who protests a non-hearing grant because of "adverse effects such grant would have on his station or application."

State Dept. has no objection to the legislation, Mr. Gross told Sen. Johnson. He pointed out, however, that "because the control of radio communications is a rapidly changing field, it would seem undesirable in general to write into law some of the detailed matters of organization and operation included in the bill. . . ."

Comptroller General Warren, passing judgment on portions of the bill relating to FCC expenditures for rent, etc., found no objection to the measure.



APPLE POLISHING in front of KPQ Wenatchee, Wash., studios is station's general manager, J. W. Wallace. It all came about after Wenatchee Valley had accomplished a coup in sending first cherries from Northwest into Atlantic seaboard markets this season. Usually Lower Yakima Valley carries off the honor. KPQ reports that ten-row bings were being dispatched East via air express by Western Fruit and Produce Co., under whose sponsorship Martin Agronsky, A B C commentator, is heard on KPQ. One box of fruit went to Mr. Agronsky, the others to Krass Joseph Co., New York, with instructions that proceeds go to Damon Runyon Cancer Fund. New Yorkers bought the cherries at $100 a lug, and there were four lugs.

ARE RADIO NEWS PRESENTATIONS FAIR?

87.7% of Listeners Say 'Yes' in Indiana U. Survey

LISTENERS in general seem to be surer of the fairness of the news they hear by radio than they are of the adequacy of its local coverage.

This was one of the conclusions reached in Indiana U.'s Third Annual Radio Listener Survey, conducted under the direction of H. J. Skornia, the university's director of radio. Survey was made by 60 radio students in their home towns during the December 1948-January 1949 Christmas holidays. It covered 28 Indiana communities, 11 U. S. communities outside Indiana and one Canadian city. The students' total of personal interviews and telephone calls for purposes of the survey was 1,957 (1,200 in Indiana).

On the question of fairness of radio news, professional people and residents of large cities seemed less sure than other groups, Mr. Skornia reported. In the occupational classification 83.5% of professional people interviewed answered "yes" to the question: "Do you feel that radio is fair in its presentation of news?" Average of all occupational groups replying "yes" to the question was 87.7%.

The percentages of "yes" replies to the question: "Are you satisfied with the amount of local news you get?" were lower. Least satisfied was the agriculture-forestry-fishery occupational group, with 66.6% replying "yes." Average of all occupational groups answering "yes" was 75.9%.

Farmer Satisfaction

Commenting on this phase of the survey, Mr. Skornia said, in part: "Could the farmers, least satisfied with the amount of local news available, be thinking of farm and market news? What do the other groups understand by the word 'local,' or to what extent are their replies colored by their liking for sports, or their interest in special types of news?"

Mr. Skonia believes that "considerably different methods from those commonly practiced must be developed before radio stations have wholly reliable data, either on listening to the radio or the impact of radio on listeners." "Until more reliable techniques are developed," he says, "competitive stations in the same town are likely to continue to buy and use for sales purposes contradictory survey compilations. It would be simpler and less confusing to sponsors and broadcasters alike if there were only one survey, but unfortunately such simplicity is not always truth. . . ."

The latest Indiana U. survey took up other questions, including commercials. An average of 61.6% of all occupational groups interviewed replied "yes" to the question: "Are there radio-commercials you find enjoyable?" Population group listings showed residents of cities of more than 50,000 finding the least enjoyment in commercials.

The question, "Are there any products you refuse to buy because of what you consider bad commercials?", also was asked. "Professional persons," says Mr. Skornia, "seem to be found most likely of all groups to boycott products sponsoring 'bad' commercials." And he adds: "Not so expected was the discovery that farmers, who made up all but about 20% of the agricultural-forestry-fishery classification, were second highest in this regard."

In the professional group 16.8% said there were products they would refuse to buy because of what they considered 'bad' commercials. The percentage for the agricultural-forestry-fishery classification was 16.0%.

The student interviewers also asked the question: "Do you own a receiver to enable you to hear FM?" An average of 26.5% in the 12 occupational classifications used in the survey said they do. Included in Mr. Skornia's observations about FM, following an examination of the survey results, was this statement:

"Although certain Indiana areas with FM stations were found to have as high as 60% ownership, some Indiana areas with FM stations a year or more old had below 20%. FM stations in low-ownership FM areas would seem to be leaving something to be desired, irrespective of the merits of FM or AM, if they arouse no more curiosity than this about FM."

NASH RECOMMENDS

That Dealers Buy Ziv Shows

NASH MOTORS, Detroit, has sent a letter to all its dealers recommending that they buy Ziv transcribed shows for their local radio programs, as a result of an arrangement made between the company and Frederic W. Ziv Co.

The plan calls for dealers getting the maximum discount allowed on Ziv shows. Five local Nash distributors in Phoenix, Greenfield, Montgomery, Roanoke and San Diego already have placed their orders for the following five shows: *My Favorite Story, Wayne King, Guy Lombardo, Philo Vance,* and *Boston Blackie.*

Tolleson Named

WALTER TOLLESON, NBC Western Division assistant sales manager, has been elected president of the San Francisco Radio Executives Club. Other newly elected officers include: Vice president, Ray Rhoades of Paul H. Raymer Co.; secretary-treasurer, Richard Tyler of McCann-Erickson.

Florence Doubleplay

FACED with the problem of broadcasting a baseball game at 8 p.m. Wednesday, and the Walcott-Charles fight at 8:30, Manager Joe T. Van Sandt, of WJOI Florence, Ala., bought time from WMFT Florence to carry the baseball pickup from 8:30 to conclusion. WJOI listeners were told they could take their choice of two live WJOI programs through WMFT's cooperation.

A. J. FELMAN

Denied Relief by Court

ARTHUR J. FELMAN, onetime owner of WJOL Joliet, Ill., last week was denied relief by the U. S. Court of Appeals for the District of Columbia from a revised proposed decision of FCC which would grant license renewal to the station's present owners.

FCC had proposed the renewal only on grounds that WJOL sever its time reservation contract with Mr. Felman, a condition of the sale which occurred in 1937 [BROADCASTING, Feb. 7]. The court had no opinion in its denying order.

Meanwhile there still is pending a suit by Mr. Felman against FCC in the U. S. District Court of Northern Illinois directed against the new FCC rules which prohibit time reservation clauses in station sale contracts and which provide for termination of existing reservation pacts. The suit seeks to have the rules set aside. The Illinois court is not expected to convene until next fall.

4-A's Officers

PAUL DULLZELL was re-elected president of the Associated Actors and Artistes of America at the annual meeting of the organization's international board. George Heller, AFRA national secretary, was re-elected first vice president. Others re-elected: Reuben Guskin, second vice president; Ruth Richmond, treasurer, and Florence Marston, executive secretary.

TAFT-HARTLEY

Welfare Funds Not Yet In Hill Debate

THE FATE of the controls imposed on union welfare funds by the Taft-Hartley Law was still unsettled last week, as the Senate completed its third week of debate on a proposed new labor law.

The administration's Thomas Bill (S 249) would repeal Taft-Hartley and reenact the National Labor Relactions Act of 1935. Current restrictions on union welfare funds would be removed altogether, and limitations on secondary boycotts would be eased. Teeth removed by the repealer, however, would be restored to a substantial degree by a substitute drafted by Sen. Robert A. Taft (R-Ohio), which has the backing of Republicans and at least some Southern Democrats.

Debate has not yet reached the question of welfare funds.

The Senate Labor and Public Welfare Committee, giving a favorable report to the administration bill earlier this session, cited the 1948 dispute between the recording companies and the musicians' union as evidence of the complications and delays that may arise under Taft-Hartley's provisions governing health and welfare funds.

Minority members of the committee—Sens. Taft, H. A. Smith (R-N.J.), and Forrest C. Donnell (R-Mo.)—conceded that "no one regards the present provision on welfare funds as perfect," but held that "with more than 3,000,000 employes now having part of their earnings diverted into such funds and the practice growing, some protection against misuse of such funds to the detriment of the employe seems imperative."

Sen. Taft's substitute measure proposes several changes from the present law on this subject. Most important, perhaps, is a provision which would require approval of the trust fund by the Secretary of Labor. The fund would have to meet the requirements currently specified in the Taft-Hartley Law. The employer, however, would be permitted to waive his right of representation in the administration of the fund, whereas the employer must now be represented equally with his employes.

WMIE MIAMI

Investigation Underway

INVESTIGATION of the present and proposed ownership of WMIE Miami, Fla., was to begin today (Monday) in Miami by FCC Hearing Examiner Leo J. Resnick. WMIE is assigned 10 kw day, 5 kw night on 1140 kc.

The inquiry centers upon a proposed transfer of control of the station whereby Lincoln Operating Co. ceases trusteeship functions and Sun Coast Broadcasting Corp. assumes direct ownership of WMIE. The hearing was ordered simultaneously with the Commission's revocation of the permit of WTVJ (TV) Miami on grounds of ownership and financial misrepresentation. Certain individuals were reported identified with both operations [BROADCASTING, Aug. 2, 1948].

The Commission, however, has reported an initial decision of Comr. Paul A. Walker to set aside the revocation and which found Wolfson-Meyer Theatre Enterprises Inc. qualified to acquire control of the television outlet [BROADCASTING, Jan 10]. Wolfson-Meyer is 46% owner of Lincoln Operation Co. which is 10% owner of Sun Coast.

FCC also has reported that it wished to determine in the WMIE inquiry "whether Arthur B. McBride and Daniel Sherby, stockholders in the proposed assignee, are legally, financially and otherwise qualified to be stockholders in a radio broadcast station." The Commission has ordered the hearing to commence in Miami and then be recessed to Cleveland for further testimony. Paul M. Segal and David E. Tolman, Washington counsel for WMIE, left the Capital last Thursday to prepare for the case.

Mr. McBride and Mr. Sherby are chief owners of Sun Coast and also own WINK Fort Myer, Fla. Mr. McBride also has cab company interests in Ohio.

Officers of Sun Coast, according to FCC records, include: Mr. McBride, chairman of the board; Mitchell Wolfson, principal officer of Wolfson-Meyer, president; Robert G. Venn, WMIE general manager and one time chief owner of WTVJ, vice president; J. Allen Brown, treasurer, and Otis Spencer, secretary. Lincoln Operating and Sun Coast merged their interests in the Miami venture after FCC had ordered a comparative hearing upon their respective individual applications for new AM stations in Miami and Coral Gables.

Mr. McBride holds 795.5 shares common in Sun Coast, of total 2,000 authorized, while Mr. Sherby holds 745.5 shares, FCC files indicate.



26
Television Stations
now use
ZOOMAR
LENSES
for
STUDIO and
REMOTE
PRODUCTION

WMAR-TV, Baltimore
WBKB, Chicago
WNBQ, Chicago
WENR, Chicago
WGN-TV, Chicago
WLWT, Cincinnati
WCPO, Cincinnati
WBNS, Columbus
WLWC, Columbus
WLWD, Dayton
WBAP, Fort Worth
KTSL, Hollywood
KFI-TV, Los Angeles
KTLA, Los Angeles
KNBH, Los Angeles
WAVE, Louisville
WTMJ, Milwaukee
WNBT, New York
WCBS, New York
WJZ-TV, New York
WPIX, New York
WFIL-TV, Philadelphia
WPTZ, Philadelphia
KGO, San Francisco
WMAL, Washington
WXYZ, Detroit

TELEVISION
ZOOMAR
CORP.

JACK PEGLER
General Manager

292 Madison Avenue
New York, N. Y.

No Requiem for AM

(Continued from page 26)

ship will reach 5 million sometime in 1950—10 million about the beginning of 1952.

Yet even if this prediction of of 10 million TV sets in 1952 comes true—which it very likely will—it has been reliably estimated that television's share of audience would be only 20% of the total radio audience, at which figure television would be approximately as great a factor as a second-ranking radio network. In other words, by this time the effect of television will be that of a fourth major network.

However, in considering the audience which any individual television program may have, one should bear in mind that there will probably be four TV networks—as well as independent TV stations—competing for this share of viewing.

It should also be borne in mind, when considering the size of TV audiences, that Hooperatings now greatly exaggerate the effect of television on radio audiences. Today, about 88% of all television sets are located in those cities in which Hooperatings are gathered—and the ratio of television to radio homes is 1 in 17, as compared to 1 in 37 nationally. Remember that when you hear about television cutting into radio ratings. This condition will exist as long as television set ownership remains concentrated in the major markets.

While considering rating services, it should be remembered that while almost all of the TV audience is measured, a big part of the radio audience is not measured—that is the thousands of persons who listen every day to radios in business places; groceries, drug stores, barber shops, beauty parlors and so on.

Room for More

Taking this data into consideration one concludes that there is room for more than one star in the broadcasting skies of the future. Television will glitter brilliantly but radio will also continue to shine.

Finally, what does the future of radio and television hold for the home listener or viewer? There is no doubt that one will receive more—and perhaps better—home entertainment in the next 10 years than you have ever enjoyed before.

Sooner or later, many more people will buy television sets. Some may want to wait until sets are more perfected and television programs have improved. Others will buy TV sets right away—and take their chances with set reception and the quality of programs.

But whether one buys a television set sooner, later—or not at all—one will still find that radio will give some very entertaining and informative programs in the years ahead.

Even the most ardent television fan will soon find that there are some times—especially in the morning, afternoon, and late evening—when either there is no television program on the air, or at least not the kind of television program that he personally enjoys. In that event, he'll turn back to radio—turn on his set—as a familiar friend that still has a lot to offer.

Again, even if a very enjoyable television program is on the air—a program which one prefers to anything on the radio at the moment—he may often find himself in a position where he is unable to look at the television set. The person may be shaving, or sewing, or driving a car, or off on a picnic, or at the beach. And while his TV set is left behind in his living room, he still can be enjoying a portable radio.

And so, in summation: Television is no longer "just around the corner"—it is here—now. But radio is here, too—and it is very likely here to stay.

THE ASTOR THEATRE, New York, has appointed Donahue & Coe, New York, as its advertising agency. Theatre uses spot announcement campaigns.

FM CAMPAIGN

Aids Providence Set Sales

WPJB (FM) Providence, owned by Providence Journal Co., is using more than 600 columns of newspaper advertising over a two-month period to proclaim advantages of FM and spur set sales. In addition to the newspaper ads, the theme, "Radio authorities say you need FM for the best in radio," is being carried on bus cards, window streamers, counter displays and truck posters.

The WPJB newspaper ads are to include pictures of more than 150 distributors and dealers. Each advertisement proclaims some superior feature of FM reception in an endorsement by the dealer whose picture is used. The WPJB signature cut provides the station tie-in.

An FM set display has been placed in the Journal Bldg. lobby for the duration of the campaign, and one of the sets is tuned constantly to WPJB. H. William Koster, manager of the station, says spot checks on progress of the campaign indicate dealers are experiencing a marked pickup in demand for all kinds of FM models.

* * *



Leo Miller (l), one of cooperating dealers, helps Mr. Koster set up display card furnished by WPJB as part of FM campaign.

Upcoming

June 28: Atlantic Coast and Central Sections of Society of Motion Picture Engineers TV closed circuit meeting, Adelphia Playhouse, New York.
June 30: National Television Film Council first quarterly forum, Roosevelt Hotel, New York.
July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth, N. H.
July 11-15: Third National Freedom Forum, U. of Southern California, College of Aeronautics, Santa Maria, Calif.
July 14-15: Annual Indiana U. Radio in Education conference, Bloomington, Ind.
July 18-19: N. C. Assn. of Broadcasters summer meeting, Ocean Terrace Hotel, Wrightsville.
July 25-Aug. 26: Third Professional Radio Clinic, U. of Denver, Denver.
July 28-30: CBC Board of Governors meeting, Montreal.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 2-3: Audio-Visual and Radio Education State Directors conference, Chicago.
Aug. 19-20: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 2: Clinic for teachers of radio journalism, U. of Minnesota, Minneapolis.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 11-12: NARND Convention, New York.
Nov. 19-20: AWB District 13 convention, Radio House, U. of Texas, Austin, Tex.

Facelifting

(Continued from page 23)

functions, to A. D. Willard Jr., executive vice president. As BROADCASTING went to press Mr. Willard had not yet announced if he would undertake the assignment.

Pending the outcome of reorganization moves, Mr. Willard has made a tour of TV stations in several cities to find out what type of service they desire from a trade association. Last fall Mr. Willard was author of a plan by which Television Broadcasters Assn. would have merged with NAB and operated as an entity through interlocking officials and directors.

Video Owners' Views

The attitude of TV stations becomes important as these expanding industry units face the decision whether to join NAB as an all-industry association or TBA as an association devoted directly to the promotion of television. TBA has considered a plan to increase its budget and hire Wayne Coy, FCC chairman, as president. This plan would be based on financial aid from radio manufacturers.

The division scheme at NAB takes another form—three-way setup of AM, FM and TV units. These would be headed either by vice presidents or division directors. As in the aural-video division plan they would come closely within the control of NAB management, with the specialized NAB services reporting directly to the president.

Second basic form of NAB reorganization is built around the federation or guild idea. It is based on the theory that the growth of TV and FM have made the vertical association impractical and unable to serve the diversified industry elements.

The top federation would handle projects of interest to all segments—AM, FM and TV. These segments in turn would have their own associations and hold their own meetings in connection with an all-industry convention. NAB's specialized departments would serve all associations, which would have proportionate representation on the NAB board. The three associations would be staffed to handle their own sales problems.

Multiple Problems

Any of the various versions of the vertical and federation reorganization plans involve dozens of problems centered around specific functions as well as apportionment of dues. All these issues faced the Structure Committee as it convened Friday morning.

Members of the committee are Clair R. McCollough, WGAL Lancaster, Pa., chairman; Campbell Arnoux, WTAR Norfolk, Va.; Everett Dillard, WASH (FM) Washington; John F. Meagher, KYSM Mankato, Minn.; Paul W. Morency, WTIC Hartford, who retired from the board in April; Henry W. Slavick, WMC Memphis.

NARBA CHANGES

New Facilities Reported

NEW STATIONS and changes in existing stations in Mexico and the Dominican Republic were reported by FCC last week following notification by the respective countries according to the provisions of the North American Regional Broadcasting Agreement. The changes are as follows:

MEXICO

XEJT Guanajuato, Gto.—570 kc, deleted. KEIQ Morelia, Mich.—570 kc, change from 1 kw day, 250 w night to 1 kw fulltime; Class III-B. XEAL La Paz, B. C.—580 kc, 500 w, unlimited; Class III-B. XEZM Zamora, Mich.—650 kc, deleted. XETA Zitacuaro, Mich.—760 kc, assignment of call. New, Zapopan, Jal.—760 kc, 500 w, day; Class II. New, Tijuana, B. C.—800 kc, 500 w, day; Class II. XERX Salamanca, Gto.—970 kc, 500 w, unlimited, change from 1560 kc; Class III-B. New, Tijuana, B. C.—1010 kc, deleted. New, Nuevo Laredo, Tam.—1090 kc, 250 w, day; Class II. XEDK Guadalajara, Jal.—1250 kc, increase from 500 w to 1 kw, fulltime; Class III-B. XEGT Zamora, Mich.—1270 kc, assignment of call; station under same call there deleted on 1490 kc. XEAI Mexico City—1320 kc, increase from 500 w to 1 kw, unlimited; Class III-B. New, Tuxpan, Nay.—1340 kc, 250 w, fulltime; Class IV. XEMX Mexico City—1380 kc, increase from 1 kw to 5 kw, unlimited; Class III-B. XEAB Santa Ana, Son.—1400 kc, 250 w, unlimited; Class IV; XEOX Ciudad Obregon, Son.—1430 kc, change from 1 kw to 500 w night, 1 kw day, fulltime; Class III-B. XETZ Orizaba, Ver.—1480 kc, deleted. XEAE Villa Acuna, Coah.—1600 kc, 5 kw, unlimited, change in call from XEAB; Class III-A.

DOMINICAN REPUBLIC

HI2H Villa Duarte, Ciudad Trujillo—1490 kc, 250 w, unlimited; Class IV.

NAB'S MITCHELL

To Address Seattle Meet

MAURICE B. MITCHELL, director of NAB's Broadcast Advertising Bureau, has been invited by Seattle broadcasters to address a luncheon meeting Thursday which will be attended by leading retailers and agency personnel, it was announced last week. Mr. Mitchell is to speak on radio advertising and its effect on future business.

The luncheon meeting is to be preceded by a breakfast session with radio personnel. General chairman of the Seattle broadcasters' planning committee is Al P. Hunter, commercial manager, KRSC-TV. Serving with him are John Jessup, KJR, and Phillip Reilly, KIRO, on invitations; Roger Rice, KING, on arrangements, and Earl T. Irwin, KVI Tacoma, on finances.

All-Stars Rights

WILSON Sporting Goods Co., Chicago, has exclusive radio rights to the College All-Stars-Philadelphia Eagles football game in Chicago Aug. 12. Broadcast will be on the full Mutual network. Game between the collegians and professional champions will be aired also to overseas military personnel via Armed Forces Radio Network. Harry Wismer will handle the play-by-play, with Red Grange on the analysis and color. Agency is Ewell & Thurber Assoc., Chicago.

CHICAGO TRANSIT FM

Tests Held Last Week

WGNB, *Chicago Tribune's* FM station, conducted tests of radio in public transportation vehicles Monday and Tuesday without fanfare or publicity. Through cooperation of the Chicago Transit Authority and the Chicago Motor Coach Co., riders listened to FM music in a CTA streetcar Monday and a CMC bus Tuesday.

General Electric equipment, supplied by the firm's subsidiary, Omnibus Inc., was used in the test. Fifteen of the nation's 17 FM stations affiliated with local transit companies use Stromberg-Carlson installations in a tie-in arrangement with Transit Radio Inc., national sales representative for the stations.

At least five Chicago FM stations — WGNB, WMOR, WBIK (Balaban and Katz), WFMF (Marshall Field) and WCFL-FM (Chicago Federation of Labor)—have been vying undercover several months for broadcast rights from the transit authority. CTA controls 85 to 92% of public vehicles in Chicago proper. This includes elevated and subway trains, streetcars, busses and trolley coaches. The small motor coach organization operates motor busses only.

CTA spokesmen cited no specific findings from the Monday test, but explained that officials "are continuing to watch the development of FM in transit vehicles" and have received all of the data issued by the American Transit Assn. Any issuance of franchises or air rights will come only after formal action of the board, it was explained.

No report on the tests was issued by WGNB, and station officials declined comment.

Plans Another Test

A CMC official, however, said another transit FM test will be made this week or early next week because findings of the initial experiment were "incomplete." Announcement as to choice of a franchise-holder is expected within the next three weeks after analysis and selection by the operations chief.

Undercurrents of controversy also concern sales organizations to handle the potential volume of $8 million yearly in local, regional and national advertising revenue. Transit Radio, major contender, represents its roster of FM stations in vehicular transportation on a national basis from Chicago sales headquarters. The Car-Card Advertising Co., however, a national sales organization with a Chicago branch, has a contract with the Chicago Motor Coach Co. for exclusive sale of advertising in busses. This clause in similar contracts has previously revealed an escape-hatch, with interpretation limiting Car-Card's realm to visual advertising.

Reports in Chicago place General Electric and its Omnibus organization in top bidding position for the equipment franchise. It has also been reported that Dwight Green, former Illinois governor, is completing plans for an organization which will work with GE in attempting to get exclusive broadcast and equipment franchises from both transit systems. This was unconfirmed.

N. C. Summer Meet

NORTH CAROLINA Assn. of Broadcasters' summer meeting will be held July 18-19 at the Ocean Terrace Hotel, Wrightsville Beach. Agenda for the session will be announced later, according to Harold Essex, NCAB president.

RACE RESULTS

Not Aired by WINS—Park

DENIAL that WINS New York is broadcasting race track results, as reported last week [BROADCASTING, June 20], was made by Eldon A. Park, station vice president. Mr. Park said the station has not carried race reports since April 1, 1944, and that he is sending an affidavit to that effect to FCC.

The anti-horse race policy, he added, has been maintained in spite of sponsor offers to the station to air such information. It is the policy of Crosley Broadcasting Corp., of which WINS is a part, not to broadcast race results except as a particular race might form part of a rounded news or sports news presentation, he said.

WMAQ Tower Down

QUICK gale in Bloomingdale, Ill., Thursday blew down and destroyed completely NBC Chicago's 490-foot AM transmitter antenna. Within a minute and a half, the WMAQ emergency antenna—200 feet high—was put into operation at the same site, 30 miles west of the city. It was erected only a month ago. An estimated $50,000 will be needed to replace the high antenna.

LOBBYING

Joint Committee Planned

THE MOVE to create a Joint Committee on Lobbying Activities received the go-ahead sign last Wednesday from the Senate Judiciary Committee which favorably reported the concurrent resolution (HConRes 62) to the floor with amendments previously reported [BROADCASTING, May 30]. It was promptly referred to the Rules and Administration Committee for further action.

The committee would comprise five rather than seven members from each the Senate and House, with appointments to be made by the Senate Judiciary and House Judiciary committee chairmen, respectively, under amendments now adopted. Previously selection would have rested with the President of the Senate and the House Speaker.

The probe authorized by the bill, which passed the House May 18, conceivably could extend to representatives for radio interests, FCC and other regulatory agencies, and a host of private organizations.

The joint committee will be empowered to investigate all lobbying activities.

The Rules and Administration Committee may not consider the resolution until its next executive session July 6, it is believed, unless committee members press for earlier action. It may then be assigned to a subcommittee for study, before going back to the Senate for passage. It will consider particularly that provision dealing with expenses involved for the Joint Committee. As reported Wednesday, $50,000 would be placed at its disposal, to be paid from the contingent funds of both Senate and House.

Reporting the resolution, Sen. Harley Kilgore (D-W. Va.) said the Judiciary committee felt the proposed investigation of lobbying activities is "desirable and can be of much value."

SPORTSTAMP Publishers, Philadelphia, has appointed Weightman Inc., same city, its agency for advertising and sales promotion. Radio, newspapers, magazines and direct mail will be used.

If you play with matches
YOU'RE SURE TO GET "BURNED",
but
TO "LIGHT UP" A SALES "FIRE"
in Memphis with "Safety", flick on—
WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

Milestones

► Ray P. Jordan and WDBJ Roanoke, Va., celebrated 25 years of broadcasting June 20. WDBJ first took air on June 20, 1924, and Mr. Jordan launched his radio career with station on that date. Under Mr. Jordan's management WDBJ has grown from 20 w local station broadcasting two hours a day, to 5 kw regional network affiliate. Station has been a CBS affiliate for 20 years. WDBJ is licensed to Times-World Corp., publishers of *Roanoke Times* and *Roanoke World News*.



Mr. Jordan

► Marjorie (Margo) Trumbull is celebrating the eighth anniversary of her *Celebrity Session at the Top of the Mark*, aired over KSFO San Francisco.

► WRTA Altoona, Pa., marked its second year on air June 18.

► CBS-TV's *Toast of the Town*, featuring Ed Sullivan as m. c., marked its first birthday June 19 with anniversary show.

► Dick Osgood, commentator for WXYZ Detroit, celebrated his 13th anniversary with Hi-Speed Oil Corp. program, *Musical Treasures*, June 20. Program is aired over an eight-station regional network.

► Norman Brokenshire, veteran announcer, marked his 20th year in radio June 15. Niles Trammell, NBC president, was among those gathered to honor Mr. Brokenshire on his anniversary. Other guests who appeared on Mr. Brokenshire's WNBC (NBC) New York program (12:30-1 p.m.) were Bruce Barton, former advertising executive, and Milton Cross, another pioneer announcer.

► KRIG Odessa, Tex., celebrated its third birthday June 19.

SET OUTPUT

RMA Lists Five Months

PRODUCTION of television receivers in May was maintained near the April level, bringing total TV output for five months of 1949 to 752,335 sets, according to Radio Mfrs. Assn., comprising about 90% of industry production.

AM-only along with AM-FM and FM-only failed to share this pace, showing declines for the month.

Average weekly TV set production was 40,816 units in May, according to RMA, or 163,262 for the month compared to 166,536 in April. The April output had set a record for a four-week work month. The weekly TV rate is running 2% under April but is still 29% above the weekly average for the first quarter of this year.

Of the TV sets, 112,359 were table models, 41,909 consoles and 8,994 phonograph combinations.

AM-FM set production in May totaled 28,388 units, a decline from the 37,563 April figure and 147,733 mark attained in January. Supplementing the 28,388 FM sets are another 38,154 television sets containing FM circuits, bringing the total FM figure for April to 66,542. The RMA figures show only 25 FM-only receivers though at least two manufacturers have recently gone into production of such sets.

Production of AM-only sets dropped from 468,906 in April to 449,128 in May despite a seasonal spurt in portables and auto sets.

Total output for five months of 1949 follows:

	TV	FM, AM and FM	AM Only	All Sets
January	121,238	147,733	561,900	830,871
February	118,938	98,969	498,631	716,538
March (five weeks)	182,361	71,216	607,570	861,147
April	166,536	37,563	468,906	673,005
May	163,262	28,388	449,128	640,778
TOTAL	752,335	383,869	2,586,135	3,722,339

Newsmen Meet at Kent

ARTHUR STRINGER, NAB staff director, was scheduled to deliver the opening address at the first annual Radio News Editors Conference meeting at Kent State U., Kent, Ohio, Saturday (June 25). The one-day "short course in radio news" was conducted under the sponsorship of the Ohio Assn. of Radio News Editors in cooperation with NAB. Director of the conference was Robert S. French, general manager of WVKO Columbus, Ohio. Concluding session of the meeting was scheduled to move from the Kent State campus to Akron's Mayflower Hotel, where Douglas Edwards, CBS television commentator, was to address the evening banquet.

Veale Quits Lever

RESIGNATION of William R. Veale as vice president and general manager of Lever Bros., Cambridge, was announced last week by Charles Luckman, president of the firm. The post of general manager, as a separate office, has been abolished and from now on Mr. Luckman will act as both president and general manager of Lever Bros., he stated.



SECOND BIRTHDAY of WNBW (TV), NBC outlet in Washington, is being celebrated today (June 27) not only by the station but also at individual parties at agencies and other trade organizations in the Capital. WNBW is sending special delivery parties to individual offices in the form of miniature cakes and drinks. Birthday "party-ing" and signing contract for third straight year on the station is George's Radio stores, WNBW's oldest client. Participating are (l to r): Robert Enders, Enders Advertising Agency, handling account; Phil Keller, manager for George's Radio stores; George Wasserman, George's Radio president; William R. McAndrew, general manager of WRC and WNBW; and Mahlon Glascock, stations' sales manager.

SET BUYING

Consumer Buying Intent Lags Says FRB

CONSUMER INTENTIONS to buy radios have dropped 16% from early 1948, according to a Survey of Consumer Finances released last week by the Federal Reserve Board. The average price expected to be paid for these radio sets also has dropped from $120 to $90.

The number of families definitely intending to buy radios at this $90 average price is 1,900,000, according to the Reserve Board's estimates. This is 3.7% of the total spending units in the nation. Actual expenditures have turned out to be higher than estimated expenditures. In 1948 the total number of radios actually purchased (excluding auto radios) was more than double the intended purchases.

A doubled market for TV sets was predicted by the board study, which was conducted by Rensis Likert, director of the Institute for Social Research at the U. of Michigan, under contract to the Board of Governors of the Federal Reserve System. It was taken in the first quarter of 1949.

The survey indicated that more than 1,400,000 families had made definite plans to buy a TV set in 1949. TV was the only item other than automobiles, in a long list of durable goods, that showed a marked increase in demand. Most others held even or dropped moderately in the consumer's proposed 1949 buying budget.

Prospective TV set buyers were well aware of the cost of TV sets—the average price they expected to pay was $340, a figure that is termed "realistic" by the government and industry alike.

The number of people intending to buy radios has dropped more than the number intending to buy refrigerators or washing machines. The survey found the demand for refrigerators to be virtually unchanged from 1948. Demand for washers had begun to shrink slightly at the beginning of the year. In 1948, first quarter, about 1,500,000 indicated that they had made up their minds to the purchase of a washing machine, but in the same 1949 period that number had dropped to 1,400,000.

Spokesmen for radio and television manufacturers indicated that they felt the Reserve Board's estimates of intentions to buy in TV were far below their own estimates of set purchases. The figure used generally in the industry for radio and TV set sales in 1949 is $1 billion.

Perhaps because of lowered set prices, the consumer intention to buy in radios was still relatively strong. The Reserve Board's figures show that an equal number of buyers had made up their minds to buy a radio in 1949 as in the same period in 1947, when radio set sales were at their peak.

Reserve Board officials tempered this figure, however, with some caution, because 1947 was the first year of the survey, and figures were not as accurate as the 1949 figures which are based upon 3,500 interviews throughout the country.

Copies of the survey may be obtained from the Publications Division, Federal Reserve Board, Washington 25, D. C.

TV SOUND

Restrictions Reported

FCC RULED last week that a tone or series of tones—not recordings or duplications of AM or FM programs—is the only permissible aural accompaniment for a television test pattern.

AM or FM programs may be duplicated on the TV sound channel if they are also broadcast on the visual transmitter, however, and aural programs may be originated by the TV station to accompany telecasts of "a printed moving text."

FCC handed down its ruling Thursday in an interpretation of Regulation 3.661(b), which forbids operation of the aural transmitter separately from the visual transmitter, "except for experimental or test purposes." Conceding the rule is unclear, the Commission has been preparing its interpretation for more than a month [CLOSED CIRCUIT, May 23].

In its ruling, FCC held the regulation is "intended to insure that television channels shall be used only for simultaneous visual and aural television programming and for incidental experimental or test purposes, and not for separate aural broadcasts." It held that "to permit a television sound channel to be used either to duplicate AM or FM aural broadcasts, or to originate aural broadcasts only, would not be an economical use of radio frequencies and would not be in the public interest."

The Commission continued:

For the information of television broadcasters, the Commission stated its views as to the correct application of the rule to certain existing practices described below, as follows:

(1) Duplication of AM or FM programs on the aural transmitter of a TV station

(a) while the same program is broadcast on the visual transmitter—is consistent with Section 3.661(b).

(b) while a test pattern is broadcast on the visual transmitter—is not consistent with Section 3.661(b).

(2) Broadcast on the aural transmitter of a TV station of transmissions originated by the TV station

(a) while a printed moving text is broadcast on the visual transmitter—is consistent with Section 3.661(b).

(b) while still pictures or slides are broadcast on the visual transmitter—is not consistent with Section 3,661(b) except for the purpose of necessary tests of station equipment, and except when the aural and visual transmissions are integral parts of a program and the visual transmissions have a substantial relationship to the aural transmissions. (An example of the latter type of program would be a travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture. Another example would be a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events.)

(c) while a test pattern is broadcast on the visual transmitter—is not consistent with Section 3.661(b) except for the purpose of necessary tests of station equipment, and except for the purpose of the actual demonstration of TV receivers to prospective purchasers. In such cases the aural transmissions shall not consist of any program material or musical composition but shall consist only of a single tone or a series of variable tones.

SUPER FARM VOICE

For Nebraska Is Planned

SUPER farm-service station that "will cover more of Nebraska than any other Nebraska radio station" has been reported in the advance planning stage and already advertised as shooting for an October 1 opening date.

Nebraska Rural Radio Assn., Lincoln, Neb., is soliciting funds from farmers, stockmen, ministers, farm organizations and other similar groups throughout the state to support the venture which will cost about $150,000, it was learned last week. The station would be located in the center of the state and would be devoted exclusively to farm news, market reports and weather forecasts every hour, plus "good music" and "wholesome and entertaining programs for the growing child, the busy housewives, the farming farmer."

The NRRA headquarters office in Lincoln last Thursday stated that James Lawrence Fly, ex-FCC chairman and New York attorney, had been retained as legal counsel and that engineering matters were being handled by the Washington consulting firm of Craven, Lohnes & Culver. Ex-FCC Comr. T. A. M. Craven of that firm is handling the details of the engineering presentation to the Commission. Fred A. Palmer, Columbus, Ohio, radio management and operation consultant, also has been retained, it was stated.

While technical details were not revealed, it was learned that four possible sites are under consideration. These are Broken Bow, Lexington, Grand Island and Kearney.

Max Brown, acting secretary of NRRA, was reported to be touring the state to meet with farm organizations to solicit their support. President of the organization is Jay A. Person, Waumeta, Neb. G. W. Erickson is director of information.

A large ad was carried by NRRA fortnight ago in the *Nebraska Farmer*, semi-monthly publication, announcing the venture and soliciting the support of farmers. It stated that the charter membership campaign would close July 4 and invited inquiry for details through use of a special coupon.

The ad stated that "leaders in all Nebraska rural organizations have bought owner-memberships, along with nearly 3,000 other rural Nebraskans." It further said that "nearly $95,000 is paid and pledged" and " more members are joining every day." Membership was said to be restricted to Nebraska farmers, stockmen, landowners and their families, ministers in communities of 500 or less, county agents and vocational agricultural instructors and farm organizations and their employes.

The ad pointed out that in addition to the special farm program features the station would be "a state-wide voice in time of emergency" and "a big rural voice for rural listeners and a friendly country caller in the homes of your city cousins."

Call letters of KRFD have been requested, the ad said, and "application has been filed with the FCC for a radio station that will cover the state to be located in central Nebraska at a cost of approximately $150,000." FCC said last week, however, that it had not yet received the station application or the request for the call KRFD, now assigned to an Alaskan fire control station which is under Interior Dept. supervision.

FCC MEMBERS

Would Serve Until Successor Named

FCC Commissioners would be allowed to continue in office until their successors had been named and qualified, under a Communications Act amendment offered in the Senate last week.

Such a provision in the present law would have obviated the situation which now looms with respect to the renomination of Comr. E. M. Webster. His term expires Thursday, and under existing law he may not serve beyond that time unless the Senate has confirmed his reappointment.

The Senate Interstate Commerce Committee, which passes preliminarily on FCC nominations, has not yet acted in the Webster case nor indicated when it might do so. Confirmation after Thursday would permit him to return to office. Or, if the Senate adjourns without acting on his nomination, he might be given a recess appointment subject to confirmation when Congress reconvenes.

The proposed amendment was one of the three dealing with FCC in almost identical bills designed to bring the laws on regulatory agencies into line with recommendations offered previously by the Hoover Commission or Organization of the Executive Branch of the Government [BROADCASTING, March 14].

The following provisions would be added to the present law:

1. "Any Commissioner may be removed by the President for inefficiency, neglect of duty, or malfeasance in office, but for no other cause." (This amendment was suggested by the Hoover group as a clarification of the President's rights of removal.)

2. "Upon the expiration of his term of office, a Commissioner shall continue to serve until his successor is appointed and shall have qualified."

3. "The functions of the Commission in respect of (1) its internal management, including budgeting and accounting, personnel (including appointments and assignments), supply, management research, information and publications, and other administrative matters; (2) its relations with Congress; and (3) the execution of its policies, shall be performed on behalf of the Commission by the Chairman, and the Chairman shall have exclusive and final authority, on behalf of the Commission, in respect of such functions. Such authority of the Chairman may be exercised, subject to the direction and control of the Chairman, by any officer or employe of the Commission designated by the Chairman for such purposes."

Similar amendments were proposed for the Interstate Commerce, Federal Trade, Federal Power, U. S. Maritime, and Securities & Exchange Commissions, Civil Aeronautics Board, National Labor Relations Board, and Board of Governors of the Federal Reserve System. The bills (S-2059 and S-2073) were introduced by Sens. Joseph R. McCarthy (R-Wis.) and John L. McClellan (D-Ark.), respectively. They were referred to the Committee on Expenditures in the Executive Departments and assigned to a subcommittee composed of Sens. McClellan, James O. Eastland (D-Miss.), and Irving M. Ives (R-N. Y.).

Bush Buys Stock

PRESCOTT S. BUSH, director of CBS, bought 200 shares of the network's Class A stock and, 300 of its Class B in May, according to a Securities & Exchange Commission report. Prior to the purchases he held 210 shares of Class A and 300 of Class B.



CINETEL'S PLAN

13 Stations Already Subscribe

THIRTEEN video stations have already signed license agreements with Cinetel Corp. for the exclusive rights to broadcast films distributed by this company during the coming year. Edwin Woodruff, operating head of Cinetel, told BROADCASTING last week.

Explaining the operations of his company, which has headquarters at 119 West 57th St., New York, Mr. Woodruff said that in essence it is a central buying agency of films for video use, offering the individual stations the advantages of group buying.

Cinetel, he said, offers its licensees exclusive use in their markets of films.

Films selected by Cinetel will be reviewed and approved by a film board before they are submitted to station licensees, Mr. Woodruff said. The board now includes Robert Paskow of WATV Newark, Bert Balaban and Paul Diamond of Paramount Pictures, representing KTLA Los Angeles and WBKB Chicago, and Mr. Woodruff.

Descriptions of films approved by this group will be sent to member stations, who agree to accept at least half of the films submitted by Cinetel. Prices paid by stations for telecasting rights are based on their rate cards: 40% of their hourly rate for features, 20% for two-reel shorts and 10% for one-reel shorts.

Stations already licensed include; WMAR-TV Baltimore, WBT-TV Charlotte, WSB-TV Atlanta, WAFM-TV Birmingham, WKY-TV Oklahoma City, WBNT Columbus, Ohio, WATV Newark, WMCT Memphis, KLEE-TV Houston, KBTV Dallas, WHIO-TV Dayton, WBKB Chicago, KTLA Los Angeles.

COLOR VIDEO

NBS Study May Delay Action

THE ANSWER to the color TV question, it appeared last week, will not come solely from FCC's planned UHF-VHF television hearing in August but from a combination of that proceeding and an independent study being instituted by the National Bureau of Standards.

There was speculation that the NBS color study, set up at the behest of Chairman Ed C. Johnson (D-Col.) of the Senate Interstate Commerce Committee [BROADCASTING, May 30], may result in a delay in reaching the final decision. This belief stemmed from the apparent unlikelihood that the NBS project, not yet in motion, can be completed in time for the mid-August hearing slated by the Commission.

Dr. E. U. Condon, director of the Bureau of Standards, personally is directing the NBS study and has issued invitations to three independent technical experts to serve with him on the committee in charge. The three are Stuart L. Bailey of Jansky & Bailey, Washington radio consulting engineers, who is president of the Institute of Radio Engineers; William L. Everitt of the U. of Illinois, past president of IRE, and Dr. Donald Fink, of *Electronics* magazine and chairman-elect of the IRE-RMA Joint Technical Advisory Committee which is assisting FCC in its television studies.

Dr. Newbern Smith, chief of the NBS Central Radio Propagation Laboratory, will be the fourth member of the committee under Dr. Condon. He currently is taking charge while Dr. Condon is away from his office for about two weeks.

Dr. Smith noted that acceptances had not yet been received from the three others invited to serve, but that he hoped the group could meet in about two weeks to make detailed preparations for the project. He said he did not know whether it would be possible to complete the work in time to take part in FCC's hearing.

Sen. Johnson's request for the independent study pre-dated FCC's late-May television timetable announcement which revived the seemingly dormant color TV question. The legislator professed to be pleased by FCC's action, but nevertheless felt a need for a separate appraisal of the subject by NBS.

For its part, FCC made plain that it would like to make provision for color on an optional basis in either or both VHF or UHF, provided that it won't upset black-and-white operations or cost present set owners too much for conversion. Under FCC's timetable, the issues for its mid-August hearing will be released around July 7.

NBC TELEVISION DATA CHART

JUNE 1, 1949

ESTIMATED TV SET OWNERSHIP

City	No. of Stations	No. of Families 40-Mile (Service Area)**	No. of TV Sets Installed
Albuquerque	1	22,000	900
Atlanta	2	233,000	10,500
Baltimore	3	732,000	63,100
Boston	2	1,175,000	95,700
Buffalo	1	323,000	23,700
Chicago	4	1,438,000	155,000
Cincinnati	2	384,000	26,000
Cleveland	2	695,000	59,100
Columbus	1	225,000	6,900
Dayton	2	291,000	7,300
Detroit	3	839,000	60,000
Erie	1	112,000	4,200
Ft. Worth	1	269,000	5,100
#Dallas		277,000	5,500
Houston	1	217,000	4,800
Indianapolis	1*	281,000	4,500
Lancaster	1*	85,000	8,500
Los Angeles	6	1,372,000	138,000
Louisville	1	188,000	7,500
Memphis	1	177,000	5,600
Miami	1	117,000	6,300
Milwaukee	1	327,000	26,700
Minn.-St. Paul	1	333,000	17,100
New Haven	1	557,000	32,200
New Orleans	1	225,000	4,500
New York	6	3,597,000	650,000
Philadelphia	3	1,184,000	177,500
Pittsburgh	1	742,000	20,000
Richmond	1	130,000	11,500
Salt Lake City	2*	93,000	5,000
San Francisco	2*	825,000	8,200
San Diego	1*	113,000	3,000
Schenectady	1	258,000	25,000
Seattle	1	307,000	6,700
St. Louis	1	474,000	32,100
Syracuse	1	199,000	4,200
Toledo	1	241,000	15,000
Washington	4	691,000	48,000
Total All Operating Stations	(66)		1,784,900

TV OWNERSHIP IN CITIES WITHOUT OPERATING STATION

City	Operation Date First Station	No. of Families 40-Mile (Service Area)**	No. of TV Sets Installed
Birmingham	July 1949	196,000	2,200
Oklahoma City	June 1949	138,000	3,400
Providence	July 1949	1,011,000	10,000
Rochester	June 1949	208,000	2,100
Wilmington	June 1949	183,000	4,000
Others			51,400
Grand Total			1,858,000

STATION STATUS

	Licensed	STA's	CP's	Pending	Total
Total	10	58(c)	50	330(a)	448
Markets (b)	7	38(32)	40(28)	133(85)	152

STATION STATUS NOTES

STA—Operating under Special Temporary Authority
CP —Construction Permit
(a) —164 actual FCC channel allocations applied for
(b) —Figures in parentheses represent additional markets
(c)—WHAM-TV Rochester and WKY Oklahoma City not operating as of June 1.

SET INSTALLATION NOTES

* —New station added
**—Figures represent total number of families in each 40-mile (½ millivolt) service area and may not be combined to show net coverage in two or more cities.
#—Included in coverage area of Fort Worth TV station

VIDEO STANDARDS

For World Discussed

WORLDWIDE adoption of U. S. television standards will be advocated by this nation's representatives at a meeting on the subject to be held at Zurich, Switzerland, July 4-15, by International Radio Consultative Committee (CCIR).

The U. S. position was discussed at a government-industry meeting held Wednesday at the State Dept., with a second meeting slated last Friday afternoon. Harvey Otterman, assistant chief, and Donald R. MacQuivy, divisional assistant, Telecommunications Division, State Dept., called the meeting.

Uniformity in worldwide TV standards will benefit all nations, it was felt at the Wednesday meeting. By using common standards, program exchange would be simplified and costs would be reduced, which in turn would promote cultural interchange and a better understanding among nations.

On the economic side, it was pointed out that manufacture of station equipment would be simplified and costs reduced through use of worldwide standards based on the American experience. Some of the industry spokesmen contend this country is so far ahead in practical television experience that adoption of standards different from the U. S. system would be costly to all concerned.

This applies also to manufacture of receivers, since American companies are achieving low price levels through quantity production and uniformity. Development of new models to meet different standards would require costly developmental and production procedure, it was explained.

British TV interests are advocating a 405-line picture of 25 frames and 50 fields compared to the 525-line 30-60 standard in this country.

WHEN (TV) DEADLINE

FCC Orders Choice

WHEN (TV) Syracuse, N. Y., was given 30 days by FCC last week to decide when and where it intended to build its permanent facilities. WHEN presently is operating on its assigned Channel 8 (180-186 mc) under special temporary authorization.

Commission also denied WHEN's request to increase visual power from 15 kw to 26.7 kw under the STA, which it extended for 90 days. Station's bid for increase in power from 15 kw to 26.7 kw visual and from 7.5 kw to 13 kw aural was placed in the pending file as was its bid for extension of completion date to December 12.

FCC asked WHEN to decide whether it would "proceed immediately and diligently" with construction of its initial facilities or if it wished to accept the partial grant of last Jan. 26, rejected by WHEN, which had approved changes in site but denied an increase in power.

JUNE 27, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



WHAT'S NEW IN TELEVISION?
Take a Look at WPTZ!

JUNE, 1948



In the Merry, Merry Month of May...

52 ADVERTISERS on WPTZ!

When 52 experienced, "show-me" advertisers buy time on this one Philadelphia television station they must have had more compelling reasons than just a desire to get on the TV bandwagon.

It could be coverage. With WPTZ's new antenna system topping downtown Philadelphia by almost a thousand feet, the Philco station reaches out roughly 50 miles to offer television service to 3,306,000 people! Here is one of the nation's fastest growing television audiences, already second largest (42,000 receivers) in the country.

Or facilities perhaps . . . WPTZ's well equipped studio, three complete mobile units, art and scene shop, film production crew, 16mm and 35mm projection equipment, two-way relay to New York for NBC network origination—just to name a few.

Or knowing how to use these facilities. Nine years of actual television station operation coupled with Philco's sixteen years of active television experience have produced at WPTZ what many consider to be the best trained, *professional* staff and crews in the business!

Or maybe it's the alacrity with which the boys in the commercial department will tell you what WPTZ and the Philadelphia television audience have to offer you and your clients. Drop us a note or, better yet, phone—

PHILCO TELEVISION BROADCASTING CORPORATION
Architects' Building, Philadelphia 3, Pa.
Telephone: LOcust 4-2244

NBC TELEVISION AFFILIATE

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

One year later, more than 100 Advertisers are buying TV time on

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC
TELEVISION
AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

JUNE 27, 1949

VIDEO TALENT

Local Development of Properties Urged

By RICHARD MARVIN

THIS TIME, let's profit from the mistakes made by local stations in handling AM talent, and plan the future so individual TV stations will have a stake in the top personalities and the outstanding programs of the future.

Radio, in its formative days, was too hectic a battle for local stations to pay much attention to the future welfare of their programs. Here and there, in isolated cases, canny operators realized that there was a profit to be made from talent as well as from time. But few of them realized that their most popular acts, through careful management and patient work, could be built into long range, profitable projects. Arthur Church, in Kansas City, did it with his *Texas Rangers*. Harry Stone, in Nashville, built *Grand 'Ole Opry* into a national institution. A few others nurtured talent. But the great majority of station owners gave it little moral encouragement, little financial encouragement—and then were surprised and hurt when their top acts left the station to try their luck in New York, Chicago or Hollywood.

Even today, when radio has settled down to its closest approach to a business-like basis, there are very few AM stations which are doing anything to promote their talent on other than a local basis. And right at this time, when the trend is to new, less expensive programs, is an auspicious moment. Why has AM chosen to ignore the prestige and financial advantages of building local headliners into potential network stars of the future? And will TV management make the same mistake?

All Share Blame

In fairness it must be admitted that the blame does not rest wholly with the stations. Networks, advertising agencies and sponsors must share the onus. Many of these executives take the blase attitude that any talent and any program which does not have a New York, Chicago or Hollywood background is automatically of little value. Some executives isolate themselves in New York to the extent where they have no conception of what is going on elsewhere and, what is worse, no desire to learn.

Another theory, often advanced by leading talent agents, is that outstanding personalities and programs eventually gravitate on their own to New York and Hollywood. Why go looking for them? It's a good theory and a proven one—but it doesn't help the local AM station which gave the act its start.

These local shows of network potential can be sold. But because of various inertias and prejudices, it's a tough job. In 1934 I visited Houston and found, on a local station, an act I considered of network calibre. Two boys, the station manager and the commercial manager, had worked it up to fill in sustaining time. I made numerous recordings and then headed north, full of enthusiasm. As radio director of the Chicago office of an advertising agency, I peddled the program among its clients—no luck. The New York clients of the agency wouldn't even listen to the recordings. Finally, because it was cheap, the program got a spot as a summer replacement. The act was Park Johnson's now-famous *Vox Pop*—and brother, was it tough to sell.

Three Years to Sell

Later, in 1936, I first became interested in *Grand 'Ole Opry*. It took three years and experience with two advertising agencies to sell that one.

Still later, in 1941, on the *Al Pearce Show*, we developed a policy of having each week as a guest someone who had had lots of experience on a local station, but never before appeared on the network. We had people from Memphis, Minneapolis, St. Louis and a dozen other cities. Most of them were good. Several of them, with financial assistance and good guidance, could have developed into valuable properties. But, as far as I know, they appeared on the Al Pearce program in Hollywood and then returned to oblivion, without their local station even making an attempt to keep them in big-time.

Yes, due to a combination of prejudice and inertia, there can be little doubt that AM missed the boat when it came to doing anything for its talent and programs—and itself—beyond a local basis.

TV has the opportunity of profiting by this mistake and avoiding the same error. There's no reason why TV management cannot own a "piece" of its outstanding personalities and programs, and profit if, as and when these properties grow. Right now, somewhere in the country on TV, some station may have the Lum 'n' Abner, the Kate Smith, the Blondie, the Ed Gardner, the Bob Hope of five years from now.

While the current big spenders of TV may continue to draw on established name stars from New York and Hollywood, TV is developing a large group of advertisers, some of them potential heavy spenders, who are approaching the medium cautiously and economically. Right now there is a crying demand for inexpensive TV programs which offer new, fresh faces or new, vigorous ideas. Each city in which there is TV has its local favorite—a favorite whose standing may be proven by sales, popularity, fan mail, surveys, etc. This favorite may be a person, a group, a program or, in some cases, an "idea" which could be recast in New York without even disturbing the local situation. There is always the possibility that one of these now-local programs may be the sensation of the industry in the future. Any one of them may hit the jackpot. But what are the stations doing to promote this talent, and will they share in the profits?

One of the big problems effecting the situation is establishing just how the station may put itself in the position where it may legitimately share in this future. It must be done through sweat, tears and financial assistance. Certainly no station is justified in asking for a "piece" of a property without doing work to develop it. It cannot claim a percentage simply because the act started on the station. It must render definite and concrete services to establish its right to a commission on future earnings.

On the financial side, these services can include purchasing extra-special material, extensive publicity campaigns, trips to New York for the talent, paying for network auditions, and preparing planned promotion campaigns to network production people.

Also, the station can offer skillful management of local commitments, the securing and working with a competent talent agent, the intelligent handling of contractual matters, and aggressively offering the property for sale to advertisers on a national basis.

It's not an easy job—or an inexpensive one. Some of the properties which start out with such promise won't hold up. But the development of only one show, or one personality who becomes "tops" in TV's future, is well worth the gamble.

So the question is: Will local TV stations put themselves in the position of legitimately promoting outstanding properties as an investment in prestige, plus a potentially attractive financial return—or will they follow in the shallow footsteps of AM and let talent work out its own salvation? If TV management now, today, will adopt a policy of gambling on the future of properties which it honestly, sincerely thinks are big-time, the result may well be beneficial not only to themselves, but to the entertainment industry as a whole.

NOW freelancing in television, Richard Marvin spent 20 years as radio director of various agencies, including J. Walter Thompson Co. (Chicago), William Esty Co., Ward Wheelock Co. and Grey Advertising. He brought to network radio such programs as *Blondie, Meet Mr. Meek, Luncheon at the Waldorf, Vox Pop* and *Grand 'Ole Opry*. Among personalities whom Mr. Marvin introduced to network airwaves are Arch Oboler, Kay Kyser, Ginny Simms, Bob Crosby, Vaughn Monroe, Johnny Mercer, Herb Shriner and Lionel Barrymore as "Scrooge." With this background, Mr. Marvin speaks with authority on the subject of talent.



Caricature by X. Cugat

Mr. MARVIN



SET WITHIN A SET is shown here. In back of this set for *Cinderella*, half-hour TV show shot at Films for Industry, was another scene for the playlet's next act. Nesting the sets permitted almost continuous shooting, thereby offering considerable savings by keeping crew and actors together. Actually, this set was part of a four-scene nest affair—two larger sets were wrapped around the back of this set; a smaller one previously had fronted this set.

CUTTING FILM COSTS

Backdrop Savings Cited

MANY film producers for television see through their camera sights nothing but great big dollars unnecessarily spent.

That may come as a shock to many advertising agencies and advertisers who entertain the opinion that a film producer never does for one buck what he could just as easily do for five.



Mr. Chesler

"We see plenty of wasted dollars in many films made for television," is the opinion of Hylan Chesler, president of Films for Industry, New York, and his studio manager, Alan J. Jacobson. "The producer would just as soon save his clients money—and he can do it," they say.

Their recommendation is that a client first decide on his budget, then call the producer in at the very start of planning and ask him how it can be done at the price.

The wrong way to go about it, they contend, is to present the producer with a script and set blueprint that must be followed unalterably. By doing that, the client fails to take advantage of the suggestions and know-how the producer is more than willing to make available to his customer.

Ways in which a producer can save his client money, according to Messrs. Chesler and Jacobson, are in adapting old sets instead of building new ones; using camera skills to get the same punch as expensive animation; planning sets and schedules so that shooting can be done in one continuous operation without lost time.

And in still one more way, they say, the picture producer can get the client buying a TV commercial to save money—to have him return to some of the principles of audio selling.

"That last point may come as something of a shock to a lot of advertisers," admitted Mr. Chesler. "They may think I'm selling my own medium—motion pictures—very short."

Mr. Chesler is of the belief that many agencies and advertisers have become so entranced with the idea of visual selling that they have put out huge sums in expensive animations and tricks. These knock the eye out of the viewer—the first time.

But different from audio repetition, in the belief of Mr. Chesler, visual re-runs of spectacular nature lose their effect. He says:

"People don't mind hearing the same thing over and over. Radio's made them used to it and they can't help hearing. But when you repeat a visual impression, people look away. They no longer see it."

Thus he believes that the sound track should have a strong selling message and that money put into elaborate picturization, either by acting or animation, is often wasted because the eye tends to wander away from repetition. Often the result is a production with overacting and underselling.

He also believes that much of the punch derived from animation can be accomplished at no extra expense to a film buyer. Optical tricks and camera angles, for example, can zoom products right into the face of the televiewer, giving the impression of motion. That is something a viewer can't ignore because impact is single and direct. The sound track can then carry the selling message.

Messrs. Chesler and Jacobson believe one of the greatest savings to commercial picture buyers can be effected in sets.

Building a set from scratch through the cycle of design, carpentry, plastering, painting and prop dressing is expensive. Adapting an existing set can often be done at little cost, they say. (See accompanying photos.) With minor changes, Films for Industry has made the same set do as a modern office, a medieval palace room and an up-to-date kitchen.

"In fact," said Mr. Chesler, "by adapting an existing set, an advertiser often can get something more elaborate than his budget would have permitted."

For limited budget commercials, he advocates putting as little money into the wall and as much into props in front of the wall as possible.

By "nesting" sets or telescoping them into each other, it also is possible for shooting schedules to be made continuous in one studio. Recently, Films for Industry did a half-hour play script in which four backgrounds were needed. Studio space was insufficient to accommodate all the backgrounds at one time, and yet it was more economical to shoot continuously, without calling back the cast, director and camera crew on separate occasions.

The last-needed set was constructed first, close to the studio wall. In front of this, so it could easily be broken down, the second set was put together. The other two sets were then built one inside the other in one corner—thus, in one end of the studio there was a nest of four sets. Since each set could be torn down in three quarters of an hour, cast and crew could be kept working almost continuously.

None of the economies possible, however, are apt to be effected without early cooperation between the film producer and the client, say Messrs. Chesler and Jacobson.

Even then they may not be apt to work unless the client, whether it be the advertiser or his agency, appoints some one who can make decisions as they are necessary during the course of production. The Films for Industry organization has found that delays caused by consultations and cross-consultations among producer, agency and sponsor account for as much as one-third of the budget expenses of some commercials.

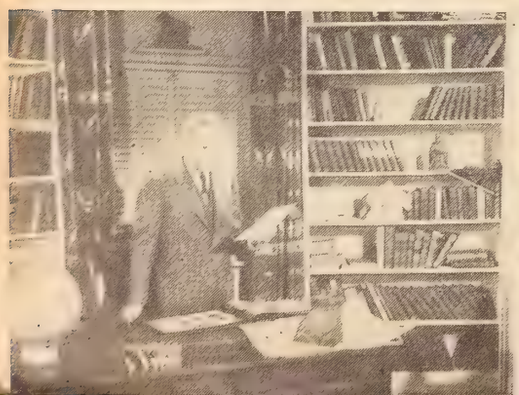
All this can be avoided, they believe, by proper conferences and proper delegation of authority at the start.



One of a Series

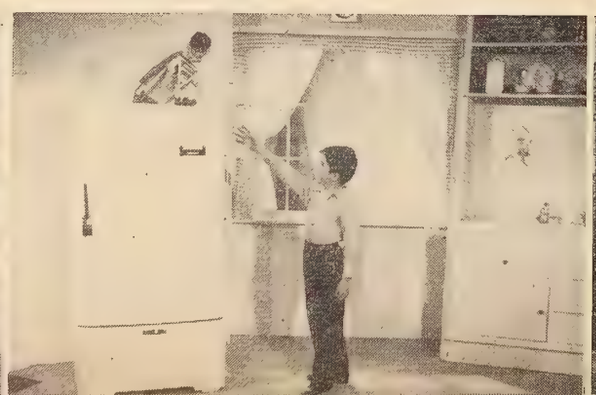
* * *

THIS SET shows the original, basic unit as used by Films for Industry in producing the Film Equities' TV package show, *Tom Terris' Adventure Album*. The same set has been economically changed for two other productions shown in the pictures at the right.



* * *

THROUGH the simple process of changing the props, the office has now become a kitchen for use in a commercial announcement on behalf of Zausner Food Co. (cheese) through Brisacher, Wheeler & Staff. Alterations cost $50, compared to $350 for a new set.



* * *

ONCE MORE the set is adapted—this time to show a palace room for the half-hour TV production of "Rumpelstiltskin" for Tele-Art Films. Latticing of existing windows with wood and hanging of drapes are the major changes. Alterations again were effected at nominal cost.



DR. ZWORYKIN

Receives Lamme Medal

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant of the RCA Labs Division, received the Lamme Medal for his work on electronic apparatus basic to television at the annual meeting of American Institute of Electrical Engineers Wednesday at Swampscott, Mass.



Dr. Zworykin

The award, established in 1928 through a bequest of Benjamin Garver Lamme, chief engineer of Westinghouse Electric & Mfg. Co., was presented by Everett S. Lee, institute president.

He was presented for the award by Brig. Gen. David Sarnoff, RCA board chairman, who hailed Dr. Zworykin as the "scientist extraordinary of this age." Gen. Sarnoff summed up the medalist's contributions to television and electronics.

In his acceptance speech, Dr. Zworykin reviewed the development of television, stating that its growth appears to be limited only by the space in the frequency spectrum.

He has received numerous other awards, among them: The Morris Liebmann Memorial Prize of the Institute of Radio Engineers; the Benjamin Count Rumford Medal of the Boston Academy of Arts and Sciences; the Howard N. Potts Medal of the Franklin Institute; the Rumford Medal of the American Academy of Arts and Sciences; the Gold Medal of the Poor Richard Club; the annual award of the Television Broadcasters Assn. and the Cross of the Chevalier of the French Legion of Honor.

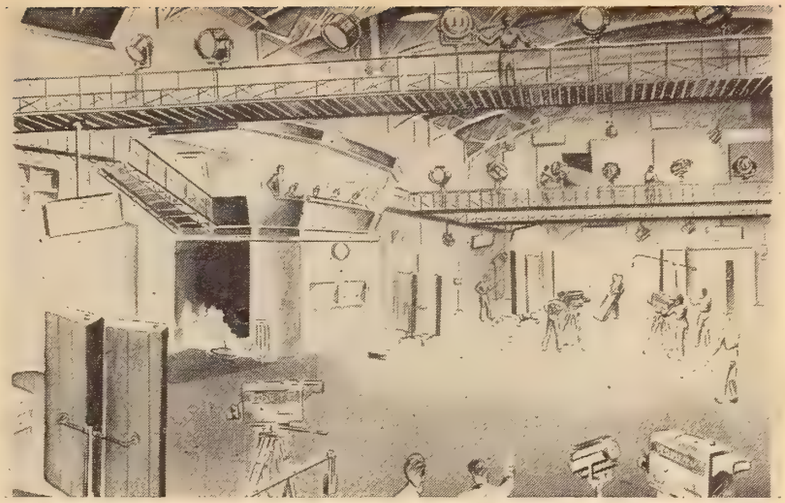
'CRUSADE' SEQUEL

Planned on Pacific War

WHEN the present series of *Crusade in Europe* is completed on ABC-TV (Thursday, 9-9:25 p.m.) it will be followed by a sequel film on the Pacific war. "March of Time" is beginning immediate production on film coverage of the war in the Pacific, Roy E. Larsen, president of Time Inc., publishers of *Time, Life, Fortune* and *Architectural Forum* and producer of the "March of Time," said.

"We have decided to complete the pictorial documentation of World War II, begun with Gen. Eisenhower's *Crusade in Europe*, with a series on the Pacific war," Mr. Larson explained.

The project will have the cooperation of the National Military Establishment. Young & Rubicam is the agency for Time Inc., sponsor of *Crusade in Europe*.



ARTIST'S sketch of the television studio which is to be a part of WDSU New Orleans' new radio-TV center in the Vieux Carre district of New Orleans. The studio will be 100 x 60 feet, according to Edgar B. Stern Jr., WDSU Broadcasting Services president. Firm recently acquired Brulatore Court, 522-524 Royal St., New Orleans, which it will occupy as administrative offices, and an adjoining lot 200 x 60 feet at 616 Toulouse St., on which will rise the new radio-TV plant. Work on studio building is expected to start about Aug. 1. When new building is completed, WDSU will vacate the Monteleone Hotel 14th floor location it has occupied since 1935, Mr. Stern said. Cost of AM-TV equipment for the new plant will be approximately $45,000.

KRLD-TV DALLAS

Plans Oct. 1 Opening

KRLD-TV Dallas is due to take to the air Oct. 1, Clyde Rembert, managing director of KRLD, announced.

Construction is progressing rapidly on the building in downtown Dallas which will house executive offices and studios of the television unit. A tower 566 feet high will top the building.

KRLD-TV will be the exclusive outlet for all CBS-TV productions in the Dallas-Fort Worth area, Mr. Rembert said. As such, the station will have available all CBS-TV releases.

Channel 4 has been assigned to KRLD-TV. The station will be on Patterson Ave., across the street from the Dallas *Times Herald*, the publishing corporation which operates KRLD. The site is about four blocks from the Hotel Adolphus, where KRLD's AM and FM studios are presently located.

Studio 'Rain'

A WOULD-BE miracle was worked at WRGB (TV) Schenectady when actors Howard Reig and Margaret Halbert, spoofing the recent drought in a comedy skit, "How To Make It Rain," did so. The heavy precipitation, which immediately deluged the actors and convulsed the audience, was neither rehearsed, plotted, nor heaven-sent. The break in the dry-spell was caused by a timely but coincidental break in the rubber waterline to the water cooled studio lights.

TV HOOPERATING

Subscribers To Get Results

RESULTS of the first Network TV-Hooperating Report will be divulged tomorrow (June 28) at a subscriber conference in New York's Hotel Biltmore. Meeting will provide a point-by-point analysis of the report, stressing the proper use of its data and their inter-relationship with those of the other Hooper reports on broadcast audiences.

The new Network TV Report, based on random calls made during May in 31 TV cities, will give an estimated network telerating and share of audience among TV homes for each commercial network video program, plus other data.

'OFFSET CARRIER'

Aids WCBS-TV WMAR-TV

BY AN "offset carrier" operation authorized by FCC, WCBS-TV New York and WMAR-TV Baltimore have extended their interference-free viewing areas by 10 miles, according to a claim by William B. Lodge, CBS vice president and general director of engineering.

The change went into effect June 16 and by the next morning viewers sent in unsolicited reports expressing gratification at the improvement, it was said.

The operation involved a slight shifting of the station frequency, so slight, however, as not to affect the tuning of receivers. Until the change, both stations, which are on Channel 2, maintained their frequencies precisely in step. Now they differ approximately 6,200 cycles—only a tiny percentage of Channel 2's band of 6,000,000 cycles.

FOR SALE

prize TV package

"The Pickard Family," a KNBH TV package, is home-delivered each Sunday night to thousands of Southern California television viewers.

A rich, wholesome, all-family show, it has won the hearts of families throughout America's third television area. Spotted at 7:15-7:30 p.m. Sundays, it enjoys one of the best time periods on NBC's key station in the West.

"The Pickard Family" is one of several prize KNBH packages created by top TV showmen and presently available to advertisers anxious to cover the Los Angeles market through its most potent television station. For details, consult your nearest NBC sales office.



The National Broadcasting Company
Sunset and Vine, Hollywood 28

A Service of Radio Corporation of America

TV FILM COUNCIL

Quarterly Forum June 30

PLANS for the first quarterly forum of the National Television Film Council, to be held Thursday, June 30, at New York's Roosevelt Hotel, were announced last Tuesday.

The all-day session, running from 10 a.m. through dinner, with breaks for lunch and from 5 to 7 p.m., will be opened by a forum on film distribution, headed by Chairman John H. Mitchell, in charge of television for United Artists, and William L. Roach, UA attorney. Mr. Mitchell's portion of the forum will discuss station needs and NTFC's film catalogue. Mr. Roach will outline the council's film clearance bureau and what it is doing.

After lunch, from 1 to 3 p.m., a video station forum will be headed by Ed Evans, WPIX (TV) New York film relations director. TV film success stories, standardization of programs, and the agency's TV outlook will be discussed. A production forum headed by Henry Morley of Dynamic Films will round out the afternoon's sessions.

Dinner, scheduled for 7 p.m. at the Brass Rail Restaurant, will feature Col. John R. Howland, assistant to the president of Zenith Radio Corp., who will speak on phonevision and present a film demonstration of its operation.



ADDRESSING the "Television Pre-Vue" dinner which was held by WBT Charlotte, N. C., is George Moskovics, CBS manager of television sales development [BROADCASTING, June 13]. With him at the speakers' table are Joseph B. Bryan (l), president of the Jefferson Standard Broadcasting Co., owner of WBT, and Charles Crutchfield, general manager of WBT WBT-FM WBTV (TV). The dinner was held in the Hotel Charlotte and was attended by distributors, dealers, agency men and business executives in the area to be served by WBTV, which expects to begin operation July 15.

SYLVANIA VIDEO SURVEY

Middle, Lower Income Families Own 58% of Sets

FIFTY-EIGHT percent of television sets in use the last week in February and the first week in March were owned by families earning less than $5,000 annually, according to the latest continuing survey of Sylvania Electric Products Inc.

The survey, published in a 27-page report, also indicated these findings:

1. Rate of set purchase in the under $5,000 group is growing faster than in the over $5,000 group. The trend is toward cheaper sets.
2. Set owners are happy they made their purchases.
3. Set owners largely approve of programs.
4. Five television manufacturers have captured 70% of the market.
5. Most sets are equipped with 10-inch viewing tubes or less. Newer TV areas tend to go for smaller screens.

The survey, datelined June, was released in New York by Frank Mansfield, Sylvania director of sales research. He explained it was conducted in 13 cities that have had television available for different lengths of time, as follows: Two years or more—New York, Philadelphia, Chicago, Cleveland; one to two years—Detroit, Los Angeles, St. Louis, Washington, D. C.; less than one year—Boston, Buffalo, Minneapolis, New Haven, Toledo. Over 24,000 families in these areas were winnowed to secure the sample upon which the findings were based, said Mr. Mansfield.

It was the opinion of the Sylvania sales executive that the growing dominance of the middle and lower income families is the most important influence today in television.

Since Jan. 1, only 12% of all sets sold have been priced above $515, whereas in the last quarter of 1948 they represented 16% of the total market. During January and February, almost half of all sets sold were priced at $335 or lower.

The survey set forth these figures to show that purchasers are progressively paying less for sets:

	DATE OF PURCHASE			
Cost of Set	Jan. Feb. 1949	Fourth Quarter 1948	Earlier Date	Total
Up to $335	49.2%	44.4%	42.5%	45.3%
$336-$515	39.0	40.0	40.2	39.4
Over $515	11.8	15.6	17.3	15.3
Total	100.0%	100.0%	100.0%	100.0%

Satisfaction with television is expressed by an overwhelming majority of set owners—94.4% stating they would buy a receiver if they had it to do over again. Only 4% said they were sorry they purchased, while 1.6% did not know whether they would make the purchase if they had it to do again.

Mr. Mansfield found that as of the survey date, nearly half of all U. S. families now live in TV areas and that 1 family in 14 in those areas owned a set. The 18,500,000 families who can see television owned 1,220,000 sets, he said.

Sylvania, one of the major manufacturers of television tubes, whose products are used in 32 nationally known sets or 75% of the national brands, is itself entering the set business with a full line of receivers to be introduced in the fall. The survey is one of a continuing series undertaken by Sylvania to forecast demand and market conditions in the television field.



CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

KGO-TV STAFF

New Personnel Added

OPERATION of KGO-TV San Francisco since its inauguration May 5 has added 20 new staff members and transferred 11 from the station's AM staff. The television group is divided into three distinct operations — transmitter, studio-field and maintenance.

The TV transmitter group, headed by Harry N. Jacobs, has taken four men from the AM transmitter operation and one from the AM studio-field operation. They are James J. Blanchet, Herbert V. Kramer, John M. Petty, James F. Mehren and Elmer L. Holman.

Newly hired transmitter personnel are Earl H. Holtman, Elwin MacRae and Robert E. Heller.

The studio-field division, supervised by G. Warren Andresen and J. R. McDonnell, has added eight new employes and one transfer from the AM operation. They are: Milton W. Cooper, the AM transferee; Robert M. Moore, Pierce G. Hawk, Norman B. Kay, Stanley W. Younger, Donald A. Horstkorta, Donald P. Schwab, Lawrence T. Barisich and Werner H. Ruhl.

The maintenance group, headed by Merwin C. Jones, has added Richard W. Stevens and Harold R. Brown.

Additions to the KGO AM engineering staff include Frank A. Bindt, Robert V. Stodden, John W. Hall and Norman F. Wallis.

TV at Columbia

TEACHING of television techniques is to be offered by New York's Columbia U. during the 1949-50 academic year. The 25 professional training courses arranged by the university's School of General Studies in cooperation with NBC will have 14 network executives as instructors. Majority of the courses will be given in NBC studios, and will cover basic radio and TV, dramatic writing, news writing, promotion, publicity, use of equipment, production and direction and others.

Sure, Television's amazing



–and it's practical, too!

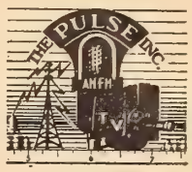
TO SEE HOW PRACTICAL, TURN TO [illegible]

| | | |

drich Time M)	*Sing-Copation* L (E-M)	*Movie Shorts* F (E-M)	*Bon Voyage* L (E-M)	TBA	*Bowling Headlines* L (E-M)	Edelbrew Bowling Headliners L (E)	*Bowling Headliners* L (E)	
	General Electric Fred Waring's Pennsylvanians L (E-M)			*Weekly News Review* L/F (E)				
ods Corp. ts Critics K(M)	Philco Summer Playhouse L (E-M) Starts July 17			*Around the Town* L (E-M)	*NBC Newsroom*			
ance M)	*Skip Farrell Show* L (E-M)	*Roller Derby* L (E-M)						
Ignorant	Ford Motor Co. Show	General Foods Corp. Goldbergs L (E-M)		People's Platform				
p o Fame K (NI)	*Feature Theater*			*Herald-Tribune News*				
Clock	Colgate-Palm.-Peet Co. Colgate Theatre L (E) K (M)	Firestone Tire & Rubber Americana L (E) K (M)		*Village Barn* L	*Newsreel* F			
re ie M)	*Movie Shorts* F (E-M)	*Dr. Fizum* L (E-M)		Co-op Boxing (to midnite) L (E-M)				
	Gulf Oil Corp. We the People L (E)	Electric Auto-Lite Suspense L (E-M)		*Blues by Bargy*				
	DuMont TV Dealers Ted Steele Show L (E-M) K (NI)							
	TBA Starts July 12 L (E)	*Believe It or Not* L (E) K (NI)		*To Be Announced*	*Trotting Races Roosevelt Raceway* L			
		Co-op Wrestling L (E-M)						
o.	*Film*	*Kobbs Korner* L (E) K (NI)		Studio One Westinghouse				
Paynes (NI)	*Court of Current Issues* (E-M) K (NI)							
lack Robe L	Kraft Foods Co. TV Theatre L (E-M)			*Meet the Press* L (E)	10:30 *Newsreel*			
	9-9:25 Time-Life Crus.Europe F (E-M)	9:25-9:30 Pal Blades Pal Headlr	*Quiet Please* L (E-M)	*Roller Derby* L (E) (M)				
	Film		Wine Industries Scott Paper Co. Dione Lucas	*Blues by Bargy*				
BA	DuMont Labs Morey Amsterdam Show L (E-M) K (NI)							
& Co. Show K (M)	Gulf Oil Corp. Gulf Road Show L (E)	Bigelow-Sanford Bigelow Show L (E-M) K (NI)			10:20 *Varies*			
Be Seated -M)	Bristol-Myers Break the Bank L (E-M)	Int.Cellucotton (Kleenex) Fun for the Money L (E-M)						
It Worth (E)	*Play House*							
	Key to the Missing L (E-M)							
	TBA	American Tobacco Co. Your Show Time F (E-NI)	Chesebrough Greatest Fights	Trotting Races				
Fortune -M)	*Paul Whiteman's TV Teen Club* L (E-M)							
m								
	Cavalcade of Stars L (E-M)							
London E)	Crosley Div., AVCO Who Said That L (E-M)	*Saturday Night Jamboree*	*The Dave Garroway Show*					

11:45 Morning Chapel
12:00 Amanda
12:15 P.M. Man On The Street
12:30 Movie Shorts
1:00 Okay Mother (with Dennis James) (Sterling Drug)

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
June 27, 1949
Copyright 1949



HERE are some sports Telefacts from Pulse data for the period of May 1 through May 7, 1949

BASEBALL TELECASTS

	NIGHT		MIDWEEK DAYTIME		WEEKEND DAYTIME	
	# ¼ Hours	Average Rating	# ¼ Hours	Average Rating	# ¼ Hours	Average Rating
N.Y.	22	17.1	64	5.3	45	14.7
PHILA.	33	28.8	10	15.0	34	37.8
CHIC.	—	—	48	10.7	24	29.9
CINN.	—	—	—	—	20	50.2

OTHER SPORTSCASTS for the same week in May

IN NEW YORK rated as follows:

	# ¼ Hours	Average Rating
Boxing	37	16.8
Wrestling	20	15.1
Racing	16	7.0
Roller Derby	16	10.9
Bowling	5	25.3

PULSE CALENDAR FUTURES

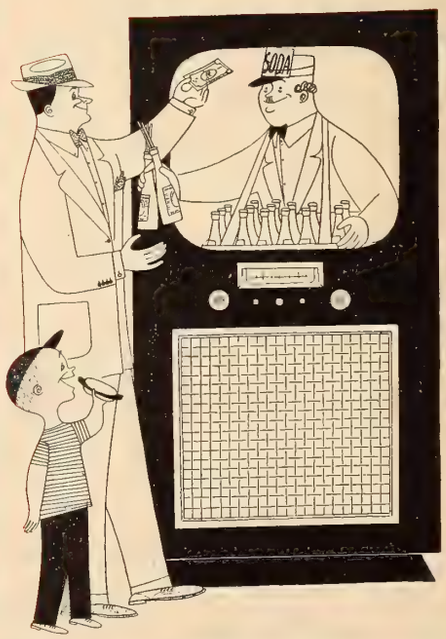
1st 6 Market Network TelePulse
(July 25, 1949)
1st Washington, D. C. Radio Report
(August 25, 1949)
1st Washington, D. C. TelePulse Report
(October 25, 1949)

FOR INFORMATION about these and other Telefacts

Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

Certain facts are starting to pop out of television. One of the most significant is that CBS-TV sponsored programs deliver a larger average audience in New York than any other television network programs. The messages of CBS-TV advertisers earn about a 14% larger family circulation than the messages of advertisers using the next highest television network.



CBS-TV

NOW OPERATING IN 31 MAJOR MARKETS

NBC-TV RATES

Card No. 1 Now in Effect

NBC has issued its Television Network Rate Card #1, effective June 1.

Evening hour rate for the interconnected network of 19 stations is $7,000; for the two stations individually available (WNHC-TV New Haven; WDTV Pittsburgh) $600; for the 13 non-interconnected stations $3,300; for all 34 stations $10,900.

Rate for all 34 stations for an evening half-hour is $6,540; for 20 minutes $5,450; for 15 minutes $4,360; for 10 minutes $3,815; for five minutes $2,725. These rates are in effect from 6 to 11 p.m. Monday through Friday and from 1 to 11 p.m. Saturday and Sunday. The 5-6 p.m. period Monday through Friday is billed at three-quarters of those rates, all other times at half that price.

VIDEO SET USE

May Tops September—Hooper

TV SET owners used their sets more in May than they did last September, according to a survey made by C. E. Hooper Inc. Viewers per set also rose.

Average set use in evening hours during May was found to be 66% in "old" TV set homes (where sets were owned more than a year) and 72% in "new" TV set homes (where sets were owned less than three months). In September the figures were 58% for "old" and 61% for "new" TV set homes.

Number of viewers per set in May were 4.7 in "new" and 3.8 in "old" TV homes. In September the number was approximately 4 persons in each case.

The Hooper organization stated it did not regard the difference between "new" and "old" viewing as important in September but that the widening gap between them in May was significant and was due, perhaps, to the impact of novelty factors. Rise in the overall sets-in-use figure may be due either to the month or wider program selections, it was said.

CANTOR SIGNED

For Chicago Exposition

EDDIE CANTOR will headline three stage shows daily at the second annual National Television and Electrical Living Show in Chicago from Sept. 20 to Oct. 9. His talent fee may exceed the estimated $50,000, according to Arthur M. Holland, owner of Malcolm-Howard agency, Chicago, and publicity director for the exhibition.

Mr. Cantor will be supported by characters on his radio show, a cast of variety acts and a "name" orchestra, Mr. Holland said. He termed the talent outlay "the biggest budget ever set-up by any U. S. industrial show." Contract was signed Tuesday by him and Lou Cohen of the William Morris agency, representing Mr. Cantor.



KUKLA AND OLLIE give their ok to five-year talent contract signed by their creator, Burr Tillstrom (r), with NBC in Chicago. Witnessing are Jules Herbuveaux, manager of the Central Division's TV department, and Beulah Zachary of J. Walter Thompson, producer of the puppet feature, *Kukla, Fran and Ollie*. The five-a-week half-hour show, off the air for two months, returns with a Chicago origination to NBC-TV Aug. 8.

SYLVANIA

Forms TV Tube Division

SYLVANIA Electric Products Inc. last week announced formation of a new division to specialize in the design, engineering and production of viewing tubes for video sets. W. H. Lamb, former general manufacturing manager for television tubes, will be general manager of the new division.



Mr. Lamb

Headquarters to house the new television picture tube division will be established at Seneca Falls, N. Y. Operations in plants there, at Ottawa, Ohio and Emporium, Pa., which were formerly operated by the cathode ray department of the radio division, will continue under the new division.

GE EQUIPMENT

Purchased for WMBR-TV

FLORIDA Broadcasting Co., which operates WMBR Jacksonville, has purchased complete transmitter and studio equipment from General Electric Co. for its television outlet, WMBR-TV.

Paul L. Chamberlain, manager of sales for the GE Transmitter Division, said the equipment includes a 5 kw TV transmitter, a three-bay antenna, rack of transmitter monitoring equipment, wave-form rack, film camera channel and two 16mm movie projectors.

WMBR-TV, assigned Channel 4 (66-72 mc), will be managed by Glenn Marshall Jr., secretary-treasurer of Florida Broadcasting. The firm's president, Frank King, is manager of WMBR.

AIR-COOLED TV

New Transmitter Announced

AN AIR-COOLED television transmitter having a visual power output of 5 kw and aural output of 3 kw has been introduced by Federal Telephone & Radio Corp., Clifton, N. J. The new transmitter is available in both the 54-88 and the 174-216 mc bands. It uses mid-level modulation and has "an ingenious circuit that combines the simplicity of high level with the economy of low level modulation," according to the company.

"By applying the modulation at a mid-level rf stage," the company said, "Federal has developed a transmitter with a moderate sized modulator and few non-critical tuned circuits. Furthermore, this design permits the use of standard types of air-cooled tubes in each stage."

SMPE MEETING

Closed Circuit TV Used

JOINT MEETING via closed circuit TV of the Atlantic Coast Section and the Central Section of Society of Motion Picture Engineers, New York and Chicago, June 28 will feature a demonstration of commercial film lighting techniques for video. Sponsored by the New York group, the meeting will be held at DuMont network's Adelphia Playhouse in Manhattan.

The meeting, to run from 8 to 9 p.m., will be open to society members, the press and television directors of advertising agencies.

Speakers will include E. I. Sponable, society president; D. E. Hyndman, chairman of the Theatre Television Committee; J. A. Maurer, SMPE engineering vice president, and Walter Kiernan, columnist and ABC commentator, who will be master of ceremonies.

Cooperating in the program are DuMont, stations WABD (TV) New York and WENR-TV Chicago; Gray-O'Reilly Studios, Altec Service Co., Eastman Kodak Co., and the duPont Film Division, all New York.

Tickets may be obtained from the SMPE invitation committee at 342 Madison Ave., New York.

CAMPBELL OFFICE

To Handle TV Production

MURIEL CAMPBELL, Broadway theatrical consultant, has opened a TV show production office at 347 Madison Ave., New York, for the creation of both live and filmed shows.

Miss Campbell will represent, in addition to her own package programs, three properties for the now inactive Pioneer Telefilms Co. whose officers, Ralph Cohn and Jules Bricken, have taken over the Television Department of Columbia Pictures.

RCA Victor, Camden, N. J., has annouced extension of TV set production to its Bloomington, Ind., factory.

BIRMINGHAM TV

WAFM-TV Took Air June 15

WAFM-TV Birmingham, television outlet of the Voice of Alabama Inc., owner of WAPI and WAFM (FM) Birmingham, went on the air June 15. Operating on Channel 13 (210-216 mc), the station has visual power of 26 kw and aural power of 13.6 kw.



Mr. Holt

Thad Holt is president and general manager; Ed Norton is chairman of the board, and Lionel Baxter is program director. In addition to local programs, WAFM-TV will carry network programs of CBS-TV and ABC-TV. WAPI is a basic CBS affiliate.

The new television station employs an RCA six-bay superturnstile antenna located almost 1,000 feet above Birmingham atop a four-bay pylon FM antenna on a steel tower. In addition to the RCA transmitter and film camera chain, a new type monitoring and control unit has been installed which permits automatic control, station reports. Unit was especially designed for WAFM-TV by Chief Engineers Norman S. Hurley and James L. Evans, and RCA engineers.



Telestatus

Four Months Network Gross

(Report 65)

THE FOUR TV networks sold $2,561,438 worth of time (at gross rates) to 61 advertisers during the first four months of 1949, according to data released last week to BROADCASTING by Publishers Information Bureau.

Advertising of radios, phonographs, video sets and musical instruments was the top product class in expenditures for network video time, with a gross billing of $651,138 for the January-April period. RCA was the top individual purchaser of video network time with gross time billings of $259,020 for its *Kukla, Fran & Ollie* program, telecast five half-hours a week on NBC-TV to advertise the sponsor's radios, phonographs and TV sets.

J. Walter Thompon Co. placed more TV network business during the first four months of 1949 than any other agency, measured by gross time purchases, which amounted to $439,906 for this agency's clients. In addition to RCA, advertisers whose video network programs were placed by the Thompson organization include P. Ballantine & Sons, New York (beer); Ford Dealers Assn., New York; National Dairy Products Corp., Chicago (Kraft foods); Scott Towel Co., New York (paper towels); Textron Inc., New York (wearing apparel), and Wine Advisory Board, New York (domestic wines).

The top 10 TV network advertisers for the four months are listed in Table I, the five agencies with the largest TV network billings in Table II. Table III shows the rank order of the 10 leading advertisers for each month, January through April, as well as for the four-month period.

The product group breakdown (Table IV) shows tobacco advertising in second place, following the leading class of radio and TV products, with gross time billings of $594,304 for the four months. Third is food advertising, $226,957. Automotive expenditures were fourth, $204,823, and gasoline and oil fifth, $180,445.

The second five product groups according to TV network time billings are: Toiletries, sixth, $169,339; apparel, seventh, $141,607; household equipment, eighth, $107,920; household furnishings, ninth, $103,740; beers and wines, tenth, $80,711.

This rank order is quite different from that of the top AM network advertising categories for the same four months. PIB data on the types of AM network clients [BROADCASTING, June 20] showed the following top 10 categories, the TV rank of each being shown in parenthesis:

1. Food (3); 2. toiletries (6); 3. smoking materials (2); 4. soaps and cleansers (12); 5. drugs (15); 6. household equipment (8); 7. automotive (4); 8. confectionery and soft drinks (11); 9. gas and oil (5); 10. insurance (no TV network advertising in this class).

Following its initial report on TV network advertising covering the first four months of this year, PIB plans to issue similar reports quarterly for the present, stepping up to a monthly release schedule when the volume of and the demand for this information warrant such a move. By special arrangement with PIB, BROADCASTING will publish summaries of the TV reports when they appear as for some time BROADCASTING has summarized the monthly PIB reports on AM network advertising.

* * *

TABLE I

LEADING TV NETWORK ADVERTISERS

Jan.-April 1949

(PIB Figures)

1. RCA	$259,020
2. R. J. Reynolds	256,889
3. Admiral Corp.	164,062
4. Liggett & Myers	147,190
5. Philco Corp.	110,200
6. Texas Co.	93,650
7. P. Lorillard Co.	86,665
8. General Motors	86,195
9. A. B. DuMont Labs	85,326
10. P. Ballentine	73,151

TABLE II

AGENCIES WITH TOP TV NETWORK BILLINGS

(PIB Figures)

1. J. Walter Thompson Co.	$439,906
2. William Estey & Co.	302,039
3. Kudner Agency	259,842
4. Young & Rubicam	248,405
5. Newell-Emmett	147,190

TABLE III

Leading TV Network Advertisers by Rank Order

(PIB Figures)

	4-month	Jan.	Feb.	March	April
RCA	1	2	4	1	1
R. J. Reynolds	2	1	1	2	3
Admiral Corp.	3	7	2	3	2
Liggett & Myers	4	4	3	4	4
Philco Corp.	5	3	5	6	19
Texas Co.	6	14	6	5	5
P. Lorillard Co.	7	6	9	12	10
General Motors Corp.	8	5	12	9	7
A. B. DuMont Labs	9	9	7	7	8
P. Ballantine	10	12	8	10	18
Gulf Oil Corp.	11	11	11	8	13
General Foods Corp.	12	10	14	14	6
American Tobacco Co.	14	15	10	15	9
Colgate-Palmolive-Peet	17	8	16	18	12

TABLE IV

TV Network Billings by Product Groups

(PIB Figures)

	Jan.	Feb.	Mar.	Apr.	Total
Agriculture	$ —	$ —	$ —	$ —	$ —
Apparel, Footwear & Accessories	20,273	33,244	43,038	45,412	141,607
Automotive, Automotive Accessories & Equipment	32,405	30,300	50,050	92,073	204,823
Aviation, Aviation Accessories & Equip.	—	—	—	—	—
Beer, Wine & Liquor	11,254	22,508	26,708	20,241	80,711
Building Material, Equipment & Fixtures	—	—	—	—	—
Confectionary & Soft Drinks	3,285	4,380	4,580	12,514	24,759
Consumer Serv.	—	—	5,800	6,240	12,040
Drugs & Remedies	3,360	840	3,000	2,400	9,600
Entertainment & Amusements	—	—	—	—	—
Food & Food Products	33,660	55,616	67,568	70,113	226,957
Gasoline, Lubricants & Other Fuels	21,480	51,880	57,850	49,235	180,445
Horticulture	—	—	—	—	—
Household Equipment & Supplies	8,780	27,560	31,720	39,860	107,920
Household Furnishings	10,800	15,240	33,780	36,720	103,740
Insurance	—	—	—	—	—
Industrial Materials	—	—	2,583	3,354	5,937
Jewelry, Optical Goods & Cameras	—	—	—	1,088	1,088
Office Equipment & Stationery	—	—	—	—	—
Publishing & Media	—	—	—	—	—
Radios, Phonographs, Musical Instruments, Television & Access.	123,820	131,170	207,277	188,871	651,138
Retail Stores	—	—	—	—	—
Smoking Materials	110,305	148,433	185,286	150,280	594,304
Soaps, Polishes & Cleansers	5,760	5,760	7,200	5,760	24,480
Sporting Equipment & Toys	4,080	2,520	4,580	5,725	15,345
Toiletries & Toilet Goods	32,583	36,914	41,589	58,253	169,339
Transportation, Travel & Resorts	—	—	—	—	—
Miscellaneous	—	5,680	—	—	5,680
Total	$423,285	$576,805	$773,209	$788,139	
Grand Total					$2,561,438

TV CONTRACTS

Actors' Equity Plans Query

ACTORS' EQUITY last week announced it would begin seeking information from its members as to what provisions should be sought in contracts between television performers and management.

In doing so, the union was assuming that the 4A's Television Authority, which is in the blueprint stage, will become a reality very soon. Any information Equity collects will be turned over to the Authority.

Projected to be the one big union for TV talent, the Authority could spring into being shortly after a meeting July 18 of the 4A's international board, if that parent organization approves.

Against the eventuality the Authority will be a-borning, the Equity council decided Equity members should begin considering what scales and conditions the Authority should seek when it begins bargaining.

The Authority is to be another permanent organization of the Associated Actors and Artistes of America. Its original financing is to be supplied by branches of the 4A's as follows: AFRA and Actors' Equity each $100,000; Chorus Equity, $25,000; American Guild of Musical Artists, $5,000, and American Guild of Variety Artists "to the best of its ability." An effort will be made to include Screen Actors Guild on the West Coast in the Authority in some way, with that organization making a $100,000 contribution.

Sets by Cities List

SURVEY of television set distributors in the Lancaster, Pa., area shows 8,497 receivers as of June 5, according to WGAL-TV Lancaster which conducted the survey. BROADCASTING June 20 incorrectly listed the Lancaster set figure as 3,100, the set count for the previous month. The 8,497 figure was erroneously credited to Wilmington, Del. The WGAL-TV survey covers the entire counties of Lancaster, York, Berks and Lebanon, station reports. Also in the same listing, Schenectady was given a 1,154 set ownership figure. Actually, this was not a total count, but represented the increase in sets over the previous month's total of 22,300.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

More results on WMAR-TV in Maryland!

SERIES NUMBER 4

TV Success Story

Submitted by

AMERICAN BREWERY, INC.

1700 N. Gay St.

We at the American Brewery have been able to judge the results we have received from the use of WMAR-TV and attribute to WMAR-TV a goodly portion of the increase in the sales of our product. Recognizing the importance of this new medium in advertising we have increased our appropriation in television from time to time. The actual picturization to many thousands of Marylanders enjoying the benefits of television, plus a few dynamic words, we feel not only attracts but compels the attention of the ultimate consumer to our product. Through the use of television we are best able to impart our message to the eyes and ears of the public.

R. LEITER FITZSIMONS

☆

The television advertising referred to above was placed by

ELMER D. FREE
Radio & Television Advertising
5 West Preston St.

TV Success Story

Submitted by

NORTHCOOL SUMMER SUITS

Manufactured by
A. SAGNER'S SON, INC.
405 W. Redwood St.

The reports that we have received from both the public and the men's stores that sell NORTHCOOL prove that our programming on WMAR has been very effective.
To date, in addition to many spot announcements, we have sponsored the Police Boys' Clubs Boxing Matches, the Pimlico Races and Preakness, and the re-televising of these races on film at night over an entire network. The impact of this consistent and continuous advertising on WMAR is recognized by our retail dealers who feel that it is contributing greatly to the tremendous demand for NORTHCOOL SUMMER SUITS.
I would like to compliment WMAR for an excellent job in televising our complete network show. It was a big and complicated job to handle and our Advertising Agency has informed me that every one of your departments was most cooperative and eager to serve us.

Stanley Sagner

☆

The television advertising referred to above was placed by

I. A. Goldman & Co.
Advertising Agency
7 St. Paul St.
Baltimore 2, Maryland

TV Success Story

Submitted by

J. NORMAN GEIPE VAN LINES

In the thirty-three years that J. Norman Geipe Van Lines, Inc., has operated in Baltimore, we have found our television spot on WMAR-TV to be the most productive medium of advertising we have ever used. We are in the position of being able to directly trace the source of our business and have found that our WMAR-TV spot has delivered the goods time and again.

John W. Geipe

☆

The television advertising referred to above was produced and placed by

Courtland D. Ferguson
Incorporated
525 North Charles

TV Success Story

Submitted by

Baltimore Window Shade & Awning Co.
413 W. Mulberry

Our Miss Evans is a pretty busy young lady . . . thanks to WMAR-TV. Once a week we tell WMAR-TV viewers about our awnings, window shades, and Venetian Blinds. And then we inform them they can get a FREE ESTIMATE if they "call Miss Evans at Lexington 4711." It's astonishing how one minute of advertising can keep Miss Evans busy answering phones for an entire week. Our thanks to WMAR-TV for doing such a super selling job.

Clifton A. Rau

☆

The television advertising referred to above was placed by

HARRISON-PITT
Incorporated
ADVERTISING
334 St. Paul St.



These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Film Report

RUDOLPH POLK, former music director of Enterprise, and **Bernard Luber**, formerly of Paramount and now executive of **Nassour Studios**, Hollywood, have announced formation of production company starring musical and ballet figures to make series of twenty-six minute films for TV, as well as 16mm and theatrical distribution. New company, Mr. Luber says, has signed contracts with Artur Rubinstein, Marian Anderson, Don Cossack Choir and many other artists. Films are not committed to any television network or sponsor but complete financing has been obtained and some artists will participate in both investments and profits, Mr. Luber states. Production scheduled to start in August. . . . Exclusive two-year United States television rights have been obtained by WPIX(TV) New York to 13 motion pictures. In group are "Pygmalion" and "Major Barbara," two George Bernard Shaw pictures, first of his to be released for video. Other films include "A Star is Born," with Janet Gaynor and several Charles Laughton pictures. To begin next month on WPIX films will be offered by syndication to other TV stations.



WGN-TV Chicago has bought rights to series.

Roach and Beaudette Enterprises, Los Angeles, producing series of five one-minute color films for television and theatre for **French Sardine Co.**, San Pedro, for national distribution . . . **IMPPRO Inc.**, Los Angeles, preparing 40 one-minute commercials for **Swiss-American Cheese Co.**, same city. Films will be shown on Los Angeles TV stations starting about August, and later, extended to markets in 11 western states. . . . **Lewyt Corp.** (vacuum cleaners) has completed first series of demonstration shorts for television. Series being offered firm's 7,000 dealers on cooperative basis says **Donald B. Smith**, Lewyt advertising and sales promotion manager. Films were prepared by **Audio Productions**, New York.

Vogue-Wright Studios, Chicago, doing four one-minute and four 20-second spots for **Keeley Brewing Co.**, Chicago (beer). Action: live; agency: **Schwimmer & Scott**. . . . **Atlas Agency**, Oak Park, Ill., has completed two series of one-minute spots for **J. Walter Thompson Co.**, included are three for **Amino Products Division** of International Minerals and Chemcial Corp., Chicago, and two for Swift & Co.'s peanut butter.

Caston Productions, Los Angeles, preparing TV film commercials for **Howard Automobile Co.**, Buick dealer, for its new *Teleword* show. Commercials to be 30 second opening and closing and one-minute middle spots. Agency: **Edwards Agency**, same city. . . . **W. A. Zimmerman**, former managing director of now defunct Television Advertising Productions, has organized **TRI-Z-FILMS** at 360 N. Michigan Ave., Chicago. Firm will specialize in production of sound and silent film for TV. Mr. Zimmerman also expects to package live shows.

India, first in series *The World Dances* in production at **Regency Productions Inc.**, New York. Comprising two films, ten-minute *Fable of the Peacock* and four-minute *The Flower Girl*, they are currently being offered for television, school and theatre distribution. In color and black and white. . . . **Wilding Picture Productions**, Chicago, has completed series of six one-minute live-action shorts featuring *Johnny and Lucille* and Futuramic Mechanics quartet. Same firm in Los Angeles preparing 14 one-minute film commercials for **Parker Pen Co.** for national distribution. Agency: **J. Walter Thompson**. Same number of filmed commercials being made for **Oldsmobile Division, General Motors** for national campaign. Agency: **D. P. Brothers Co.**, Detroit.

Sixty-second spots made by **Sarra**, Chicago, for **Amion** (tooth powder) are being telecast on DuMont's *Cavalcade of Stars*. Sponsor **J. B. Roerig and Co.**, production supervised by **George Bantin**, advertising manager for Amion. Sarra's film, *Human Factors in Safety*, has been commended by **National Safety Council**. This is sixth time that firm's films have been cited by Council.

Telenews—INS newsreel service goes into more video markets. Subscribers include WFIL-TV Philadelphia; WBRC-TV Birmingham; WOW-TV Omaha (sometime near Sept. 1) and WMAR-TV Baltimore. . . . **Foote, Cone and Belding** preparing trailer commercials for RKO's "Outlaw" and Argosy Pictures' "She Wore a Yellow Ribbon." Argosy has just completed three one-minute spots for "Mighty Joe Young." In all cases spots will coincide with picture releases in TV cities. . . . **Video Plays Inc.**, Hollywood, has started production of second thirteen weeks series of *The Mystic Magic Club*, 25 minute open-end films, aimed at national sponsorship. . . . **Better Brands of Illinois Inc.**, Chicago, distributor of Miller High Life Beer, is sponsoring PROJECTALL, with weather, news, pictures and time on WNBQ (TV) Chicago for 13 weeks. Agency: **Frank C. Nasher**. . . . **D. A. Lord Assoc.**, New York TV package producers will occupy offices at 17 East 48th St., new phone number is PLaza 5-1127.

WOW-TV PLANS

Programming by Sept. 1

WOW-TV Omaha will start programming Sept. 1 and test patterns will be telecast about mid-July, John J. Gillin, president and general manager of WOW Inc., announced last week. WOW-TV is assigned Channel 6 (82-88 mc).

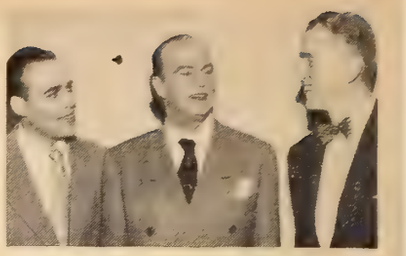
The station and the Omaha Electrical Council started a television preview in the Greyhound bus depot, Omaha, June 13. Eleven makes of receivers—30 TV sets in all—have been set up in the depot, and five shows are presented daily. Tickets are made available free through Omaha electrical appliance dealers.

PAUL PEREZ

Forms Video Firm

FORMATION of Paul Perez Productions, New York, as a separate TV producing company was announced last week by Mr. Perez, director of TV sales for Cinemart Inc., New York.

Mr. Perez is associated with Varian Fry, Cinemart president and executive producer, in some productions currently planned, and with Sidney Ascher, Cinemart's press agent, in others. First production, *Frankly Spooking*, starring Joan Brandon, is said to be under consideration by a New York advertising agency for sponsorship by a household products firm.



EDGAR BERGEN (center), comedian-ventriloquist, announces plans to do a once-a-month show on KTTV (TV) Hollywood, Calif., starting in October. Announcement was made during *Hollywood in Three Dimensions* show on KTTV. Extending congratulations are Mal Boyd (l), Television Producers Assn. president, who is featured on *Three Dimensions*, and Hal Hudson, KTTV program director.

SEATTLE FILMS

Ad Club Gives Awards

TELEVISION and industrial films selected as the season's best were honored with awards during a meeting of the Seattle Advertising and Sales Club.

Winners among the video commercial shorts were "Demings Sirloin Salmon," produced by Stevens - Thompson Productions Inc., for Honig-Cooper Agency, and "Marching Bottles," produced by Criterion Films Inc., for Sicks' Select Beer, handled by Western Advertising Agency.

"Falling Timber," a ten-minute color film with narration, won the nod as "best all around film production." It was produced by Rarig Motion Pictures for a group of loggers associations in the Pacific Northwest. Other first-place winners in various categories were:

Industrial process films—"Miracle of Milk," produced by Western Screen Adv. Inc. for American Dairy Assn. in cooperation with Washington State Dairy Assn.

Indoctrination films — "From Many, One," produced by Korry Film Productions for the Western Conference of Teamsters.

Public relations films—"They Never Stop Trying," produced by Western Screen Adv. Inc. for the "Seattle Post-Intelligencer."

"In the opinion of the judges," according to A. L. Brock, general chairman of the Ad Club's second annual awards competition, "it should be called to the attention of the entire business community that Seattle producers, working with talent and technical equipment available in the city of Seattle, have produced and are capable of continuing to produce films either for orthodox film use or for television broadcasting which are far superior to the generally accepted national standards."

Camels' Video Buy

R. J. REYNOLDS Tobacco Co. (Camel cigarettes), through William Esty Co., New York, has bought the Friday night 8:30-9 p.m. time on CBS-TV effective Oct. 7. A detective series, created by William Esty & Co., will be presented in that period.

TV FILM & PRODUCTION SERVICES

ABT PRODUCTIONS, INC.

SPOTS, COMMERCIALS, ENTERTAINMENT
MOTION PICTURES FOR TELEVISION
SHORTS, FEATURETTES, FEATURES

PRODUCERS OF THE FAMOUS
ALBUM OF SONG SERIES

460 WEST 54th STREET
NEW YORK, N. Y.
COLUMBUS 5-7200

AMERICAN TELEVISION, INC.

VIDEO COMIC STRIPS

"Bob Sterling, American Ranger"
13 HALF-HOUR EPISODES NOW READY
OPEN END FILM AND TRANSCRIPTION
LOW COST • WRITE TODAY
5050 BROADWAY, CHICAGO, 40

V. S. BECKER PRODUCTIONS

Producers of Television, radio package shows and spot commercials
Representing Talent of Distinction
562 FIFTH AVE., NEW YORK
LUXEMBERG 2-1040

BRAY STUDIOS, INC.

EXTENSIVE LIBRARY OF
FILMS
(INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, 19

JULIEN BRYAN PRODUCTIONS

AVAILABLE FOR TELEVISION
WRITE FOR INFORMATION
International Film Foundation
1600 BROADWAY, SUITE 1000, N. Y.
CIRCLE 6-9438

FILM EQUITIES CORP.

SERVING TELEVISION

NEW YORK: 1600 Broadway, CIRCLE 7-5850
HOLLYWOOD: 933 Seward St., GLADSTONE 1625

JAY WILLIAMS
TELEVISION DIRECTOR

GRAY — O'REILLY

COMMERCIAL SPOTS
FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

INS • TELENEWS • INP

TOPS IN TV WITH:

DAILY & WEEKLY NEWSREELS
VIDEO NEWS TAPE & PAGE PRINTER
SOUNDPHOTO SPOT NEWS PACKAGES
PROJECTALL PROGRAMMING EQUIPMENT

235 E. 45TH ST.
NEW YORK 17, N. Y.
MURRY-HILL 7-8800

MARTIN VIDEO PRODUCTIONS, INC.

MEAN THE BEST
IN
TOP PRODUCTION METHODS
TOP FILMING TECHNICIANS
TOP SHOW MATERIAL

501 MADISON AVENUE, NEW YORK
PLAZA 5-2400

NU-ART FILMS, INC.

DEPENDABLE FILMS
FOR TELEVISION
COVERING THE FIELD—

DRAMAS, SPORTS, MUSICALS,
TRAVEL, CARTOONS, COMEDIES,
RELIGIOUS, EDUCATIONAL

SHORTS FEATURES

WRITE OR CALL
W. K. OR G. W. HEDWIG,
145 WEST 45 STREET, NEW YORK 19
LUXEMBERG 2-3273

OFFICIAL TELEVISION, INC.

SUBSIDIARY OF OFFICIAL FILMS, INC.

COMPLETE VIDEO
PROGRAM SERVICE

NEW SHOWS READY SOON.
CONTACT IRVING LEOS.

25 WEST 45TH STREET,
NEW YORK 19, N. Y.
LU 2-1700

RKO PATHE, INC.

625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

SARRA, INC.

TELEVISION COMMERCIALS

MOTION PICTURES

SOUND SLIDE FILMS

NEW YORK - CHICAGO
HOLLYWOOD

SHERMAN PLAN, INC.

CONSULTANTS ON
FILMS FOR TELEVISION
PRODUCERS — DISTRIBUTORS
420 VICTOR BLDG. WASHINGTON, D. C.
- STERLING 0780 -

TELESCRIPTIONS

ANIMATED TV SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

TELEFILM, INC.

COMPLETE FILM PRODUCTION
SERVICES FOR
TV SPOTS-PROGRAMS
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

UNITED ARTISTS TELEVISION

•

729 SEVENTH AVENUE

NEW YORK 19, NEW YORK

CIRCLE 5-6000

UNITED WORLD FILMS, INC.

A SUBSIDIARY OF UNIVERSAL PICTURES

37 YEARS' EXPERIENCE
MAKING HIT MOVIES

WORLD'S TOP TECHNICAL AND CREATIVE TALENT!
UNSURPASSED FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY!

Sparkling film commercials, tailored to your cost needs
Complete film programs available; features, novelties, sports, science

WRITE . . . WIRE . . . PHONE . . .
TELEVISION DEPARTMENT 8T

445 PARK AVENUE
NEW YORK 22, N. Y.

VALLEE - VIDEO

FILMS FOR TELEVISION

6611 SANTA MONICA BOULEVARD
HOLLYWOOD 38, CALIFORNIA

VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS

—FROM SCRIPT TO FINISHED PRINT

OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS

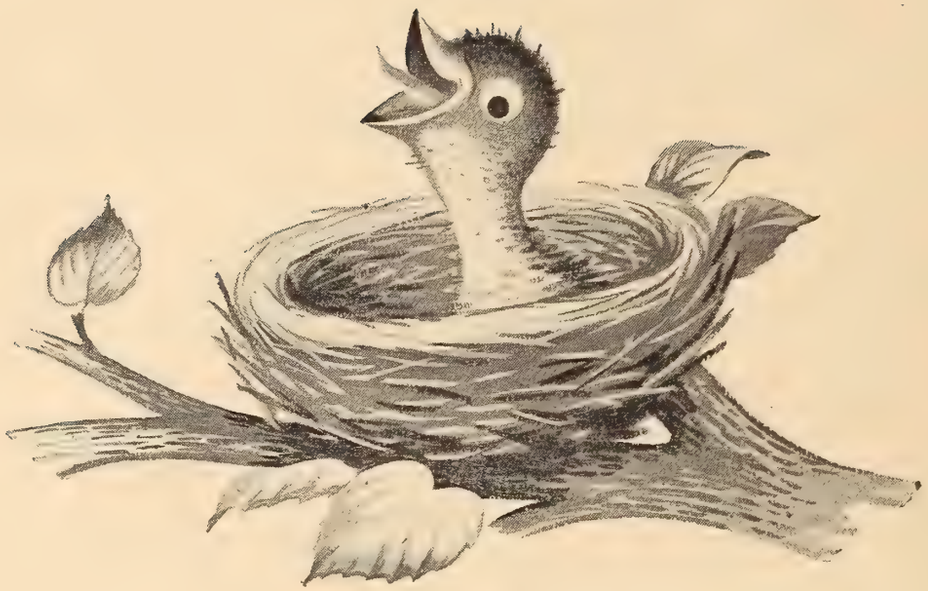
WITH EXPERIENCED MANPOWER
AND COMPLETE FACILITIES

41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING's

FILM & PRODUCTION
DIRECTORY
IS PRINTED THE
LAST ISSUE OF
EACH MONTH

GUARANTEED PAID CIRCULATION
EXCEEDS 15,000



Du Mont has only one "baby."

With the Du Mont Television Network, it's television and
nothing but television. When you talk television advertising
to a Du Mont representative you will talk
only television—he has nothing else to sell.
And over the Du Mont Television Network, your message
can reach 99% of all the television receivers in America.

DU MONT TELEVISION NETWORK DUMONT 515 Madison Avenue, New York 22, N. Y.

COPYRIGHT 19 9, ALLEN B. DU MONT LABORATORIES, INC.

Management



A. G. BELLE ISLE, chief engineer at WSYR Syracuse, N. Y., for past 17 years, has been appointed vice president of station. His appointment marked his 21st anniversary as member of WSYR staff. Mr. Belle Isle will continue in charge of AM, FM and TV engineering. He also is a director of WINR Binghamton, N. Y., and represents second district as member of Engineering Committee of NAB.

TED HALL, formerly sales executive at KXOA Sacramento, Calif., has been named manager of KXOC, new CBS station now under construction at Chico, Calif. Further appointments to new staff, according to LINCOLN DELLAR, president of station, include NEIL McINTYRE, program director, and FRED B. BLACKBURN, chief engineer.



Mr. Hall

FLORENCE BALLOU ROBINSON, assistant manager and program director of WICC Bridgeport, Conn., has resigned effective end of this month. She will devote her time to freelance commercial radio writing.

CHARLES R. DUVALL, formerly commercial manager of WJPA Washington, Pa., has joined WESA Charleroi, Pa., as manager. JOHN KARABIN has resigned as station manager of WESA to take extended vacation to West Coast. HENRY NIEDERKOFLER, chief engineer at WESA, has been promoted to assistant manager.

MAURICE B. MITCHELL, director of Broadcast Advertising Bureau of NAB, is author of an article, "Radio Is Local Business," which appeared in June issue of *Sales Story*, merchandising digest.

HAAN J. TYLER, manager of KFI-TV Los Angeles, was elected first vice president of Los Angeles Advertising Club at recent meeting.

AMON G. CARTER, president of Carter Publications Inc., which operates WBAP Fort Worth and its TV and FM units, has been elected president of the Fort Worth Club for 30th consecutive term.

ROY F. THOMPSON, owner and general manager of Thompson Broadcasting Co., licensee of WRTA Altoona, Pa., has been named general chairman and president of Altoona Centennial Fund Inc. Fund is to raise money for city's 100th anniversary celebration Aug. 7-14.

ROBERT C. FEHLMAN, manager of WHBC Canton, Ohio, has been elected president of Canton Ad Club for one year term.

JOHN L. MERDIAN, general manager and member of board of WPIT Inc., licensee of WPIT and WPIT-FM Pittsburgh, has also been appointed vice president of WPIT Inc.



Mr. Merdian

PAUL C. BRINES, assistant manager of WGN Chicago, is taking leave of absence during summer to return to his home in southern Illinois. BRUCE DENNIS moves from program department to replace Mr. Brines. TOM ELVIDGE of continuity staff succeeds Mr. Dennis as assistant program director.

EDWARD W. SCUDDER Jr., WNJR Newark president, is the father of a boy, Edward 3d.

RADIO PIONEERS

Name Committee Chairmen

BMI President Carl Haverlin has been appointed membership committee chairman for Radio Pioneers Club, William S. Hedges, club president and NBC vice president, announced last Wednesday.

Other committee chairmanships have been assigned by the organization of veteran radiomen, as follows:

Paul W. Morency, vice president and general manager of WTIC Hartford, as admissions committee chairman; Robert P. Myers, NBC assistant general attorney, chairman, constitution and by-laws committee; Charles Hodges, New York U., historical records committee chairman, with Orrin Dunlap, RCA, as vice chairman. Joseph Barnett, New York talent agent, will head the program and annual banquet committee.

Vice chairman of the membership committee, serving with Mr. Haverlin, is John J. Gillin Jr., president of WOW Inc., Omaha, and Frank Mullen, club's vice president and recent president of the Goodwill Stations, will head membership activity on the West Coast.

Other membership committee members are:

H. N. Stovin, Toronto; William Fay, WHAM Rochester, N. Y.; Campbell Arnoux, WTAR Norfolk, Va.; Edgar Bill, WMBD Peoria; Arthur Church, KMBC Kansas City, Mo.; Stanley Barnett, WOOD Grand Rapids; J. Leslie Fox, Los Angeles; H. W. Slavick, WMC Memphis, Tenn.; Dwight Myer, Westinghouse Radio Stations Inc., Philadelphia; A. W. (Sen) Kaney, NBC Chicago; Quincy Brackett, WSPR Springfield, Mass.; Hugh Feltis, KING Seattle; Herbert Akerberg, CBS vice president.

KEN DYKE

Confirmed for Y&R Post

ANNOUNCEMENT of the appointment of Ken R. Dyke, former administrative vice president of NBC, as vice president in charge of public relations and publicity of Young & Rubicam [BROADCASTING, June 20] was made last week by Sigurd S. Larmon, the agency's president.

Mr. Dyke's appointment is effective "about" Aug. 1, the announcement said. The position is a new one in the agency and no changes in the present composition of the agency's public relations and publicity department are contemplated.

New Grove Product

GROVE LABS, St. Louis, has acquired the rights to manufacture and sell Pfunder's Antacid Tablets from the estate of F. H. Pfunder of Minneapolis. This marked the second major purchase for Groves within a fortnight. The firm recently bought the F. W. Fitch business. Harry B. Cohen Adv. Co., New York, will handle the advertising for Pfunder's Tablets as well as the Fitch and Grove products.

H. H. DUNAVAN

Lone Star General Manager

HOWARD H. (Pat) DUNAVAN, for the past four years sales manager of WEBC Duluth and the Arrowhead Network, has been appointed general manager of the Lone Star Chain, comprising 16 Texas stations.



Mr. Dunavan

Appointment, effective June 13, was announced by Harold Hough, president of LSC and chairman of the chain's operating committee. Mr. Hough is director of WBAP Fort Worth.

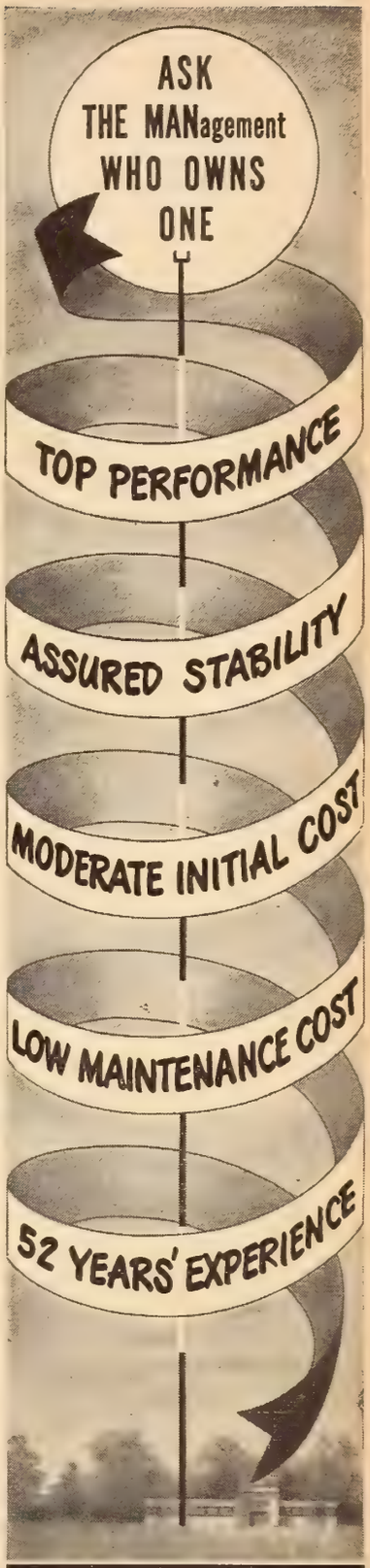
Mr. Dunavan's duties will include managing station relations for the chain, supervision of special events programs and handling of commercial accounts. Headquarters are at 1714 M & W Tower Bldg., Dallas.

Beginning in radio 12 years ago as an announcer on WWAE Hammond, Ind., Mr. Dunavan later did freelance news work in Chicago and subsequently served as night program manager for the old Blue Network's Central Division.

He was personnel director for Kaiser Shipyards in the Midwest during the war.

Dr. Reed Elected

DR. VERGIL D. REED, associate director of research of J. Walter Thompson Co., was elected president of the Market Research Council last week. Other new officers are: Vice president, Dr. Franklin R. Cawl, director of marketing and research, Kudner Agency; secretary-treasurer, Lloyd H. Hall, president of the Lloyd H. Hall Co.; committee member at large, Nelson H. Seubert, marketing counselor, Standard Oil Co. of New Jersey.



LINGO

Vertical Tubular Steel

RADIATORS

Write for Factual Data

JOHN E. LINGO & SON

CAMDEN 5, N. J.

Respects

(Continued from page 34)

Thalhimer chain store there. Mr. Whitlock was to advise him on the store's problems relating to its appliance and radio division. Mr. Whitlock paid the Queen City a visit, then decided to return to the beach via Richmond where he called on a few friends.

Events proved that Mr. Whitlock went out of his way, literally speaking, to get into the broadcasting field. It happened this way: In Richmond he called on the advertising manager of the *News Leader*. After leaving him he ran into two other friends who told him to call the ad manager back. Result was another get together. The conversation was short and pointed.

The ad manager told Mr. Whitlock: "I have been thinking, and am sure you and your family would not be happy anywhere except in Richmond."

Said Mr. Whitlock: "That may be true, but I have got to make a living."

Replied the ad manager: "Go on over to the radio station—they need a sales manager over there." WRNL did, Mr. Whitlock did—and three weeks later he was on the job. That was in August 1938 when WRNL was a daytime independent operating on 880 kc with 500 w and sledding tough financial ground. Following year Mr. Whitlock was asked to take over the reins of general manager. Since then the growth of WRNL has been rapid.

Staff More Than Doubles

In 1939 the station employed 21 people. Today, its staff numbers 52 regular and 28 on a talent basis. At that time, also, WRNL competed in Richmond with three network stations, and its owners nursed a watered-down hope of getting out of the red. But the station grew. In September 1940 it increased power to 1 kw and fulltime operation, and eased into the black, but still faced a large operating deficit.

During that year WRNL became affiliated with NBC's Blue Network facet, and the Richmond *News Leader* and *Times Dispatch* merged, the latter deleting its WRTD.

January 1942 marked another power increase—to 5 kw non-directional daytime and directional nighttime. Last August WRNL added FM facilities (50 kw), duplicating AM programs.

WRNL is owned by the Richmond Radio Corp., whose president, Tennant Bryan, is also president and publisher of Richmond Newspapers Inc. Today the station is an ABC affiliate, operating on 910 kc with 5 kw.

Mr. Whitlock confesses his enthusiasms and energies are all wrapped up in WRNL's facilities which "today are the results of a dreamed ambition of 10 years ago —to build and build until we had the finest."

WRNL's new Radio Center is the case in point. It is a four-story structure with foundation and service facilities designed actually for seven floors. The ground floor consists of a theatre studio, seating 245 persons, and is equipped for telecasting as well as radio broadcasting. Acclaimed one of the best lighted studios in the country, it is also equipped for motion pictures.

Five studios fill out the second floor—one TV, two control rooms, a master control room and recording studio, plus technical maintenance and newsrooms and the music library. Other offices serve to house the chief engineer, program director and production manager, and announcers. Go up another floor and you'll find the continuity department, traffic, publicity, women's commentator, clients' lounge (sales audition), sales and accounting offices, sales and station managers, and telephone room.

Plans for Video

WRNL houses its FM transmitter on the fourth floor, with additional space laid out for the eminent arrival, video. Included are rooms for the TV transmitter, control setup, announcers' booth and production. Part of the floor is rented out to Kellogg Sales Co. and Metropolitan Life Insurance Co.

Richmond's Radio Center, constructed at a cost of $1,125,000, had its formal coming-out party only last March 31, with FCC Comr. Paul Walker and others on hand to take part in the ceremonies.

All in all, the Center is also an architect's dream, faced on the ground level with polished agate granite and trimmed with coral-colored Briar Hill sandstone.

The dream is not yet a reality. At present final fruition awaits FCC's opening its TV deep freeze. WRNL has had a television application on file with the Commission since January 1948.

Mr. Whitlock says he's "so entrenched in this radio shack" that he's apt to forget proud mention of the fact he is married and has three children. He wedded the former Mary Elsie Robertson. Their eldest—Betty Jane—is married and lives in California. A son—Edward S. Jr., 22, a World War II veteran—is attending the U. of Richmond. Baby daughter of the family is Mickey, 16.

Mr. Whitlock, past president of the Virginia Assn. of Broadcasters, is a member of various civic and fraternal organizations, including both the Virginia State and Richmond Chambers of Commerce. The list includes: Past president of the Richmond Lions Club, state chairman of the Lions Club for the Friendship Train and French Merci Train events, and member of the Saints & Sinners Club, Richmond Sales Executive Club, Richmond Sales Representative Club and National Federation of Sales Executives Club.

Mr. Whitlock's favorite sport is fishing.



AFTER a year's absence Bailey Goss (seated, l), National Brewing Co. sportscaster, returns to WBAL Baltimore July 1 with his *National Sports Parade*, Mon.-Sat., 6:05-6:15 p.m. Completing arrangements for the series are (l to r): Standing—Patrick Roche, sales manager, National Brewing; James M. Kennedy, WBAL account executive, and Norman S. Almony, advertising manager, National Brewing; seated—Mr. Goss; Jerold E. Hoffberger, brewing firm's president, and Harold C. Burke, WBAL general manager.

'IDEA TIME'

KCUL Has New Program Plan

KCUL Fort Worth, Tex., will take air early in July with 5 kw on 1540 kc, with what station reports as new era in programming procedure.

Among the innovations announced by Pat Goolsby, program manager, is that each commercial message will be a program in its own right, with the entire emphasis on writing and production. "The days of the 50 word spot are gone," Mr. Goolsby says. "We propose to substitute an advertising idea." Station reports that the idea has received enthusiastic reception from Fort Worth advertisers, who are reserving "idea time" well in advance of air time.

WGAY CHARGE

Clears 'Dominating'

CHARGE that the Clear Channel Broadcasting Service stations seek to "dominate the radio spectrum to the disadvantage of the low power local stations" was made before FCC last week by WGAY Silver Spring, Md., in its effort to secure fulltime operation on 1050 kc.

WGAY a fortnight ago filed for 500 w nighttime operation on the Mexican I-A channel on which it presently operates daytime with 1 kw [BROADCASTING, May 30]. WGAY claimed that the North American Regional Broadcasting Agreement and the "gentlemen's agreement" with Mexico had expired and therefore there was no restriction on the proposed operation.

The Clear Channel group promptly filed a petition in opposition to the WGAY proposal and alleged that the international agreement itself was not dated although NARBA was. CCBS also said the U. S. and Mexico had agreed to extend the provisions of the agreement until the forthcoming conference to revise NARBA. The "gentlemen's agreement" provides that the U. S. would not assign other than daytime only stations on certain Mexican I-A channels.

WGAY made the monoply charge in its petition to FCC last week answering the CCBS opposition. The metropolition Washington station said the CCBS statement was "a crude distortion of facts."

UAW STATION

WCUO (FM) Starts June 29

WCUO (FM), United Automobile Workers (CIO) station in Cleveland, will begin programming June 29, Ralph M. Wallace, station manager, announced last week.

Hour-long inaugural show will feature Walter Reuther, UAW leader; Frank De Vol's orchestra under the direction of Jack Pollack; Phil MacGregor, baritone, and Lynn Sheldon as m. c. A party for radio and press will be held in the WCUO studios, 4-6 p.m., on the inaugural day.

WCUO will be on Channel 277 (103.3 mc). Its executive staff, in addition to Mr. Wallace, includes William B. Hull, chief engineer; William Watts, program director, and George Folts, sales manager.

L. A. Publicity Club

GEORGE JOHNSON of J. Walter Thompson Co., Los Angeles publicity staff, has been elected president of Publicity Club of Los Angeles for year's term.

Other officers elected include Harriet Crouse of MBS, Hollywood, first vice president; Gene Gach, KFWB Los Angeles, second vice president; Chester Miller, Douglas Aircraft Co., treasurer; Jane Turner, freelance publicist, secretary. Elected to three year terms on board of directors were Frank Rand, Children's Home Society; Ralph W. Myers, Carl Byoir & Assoc.; Robert Z. Hall. Burns Lee, retiring president, was elected to fill incompleted two year term vacated by Hicks Coney, resigned.

Commercial

WILL UNION has been appointed commercial manager of WVAM Altoona, Pa. He formerly was commercial manager of WSAY Rochester, N. Y.

CARL HECHT has joined commercial staff at WAAM (TV) Baltimore.

GEORGE KLAYER and EDWARD BUNKER have joined CBS-TV sales staff as account executives. Mr. Klayer moves from Radio Sales, and Mr. Bunker formerly was with ABC sales.

TED EWERS has joined sales staff of WHBC Canton, Ohio.

RAY OVINGTON, formerly television director of Bermingham, Castleman & Pierce, New York agency, has joined WEIM Fitchburg, Mass., as commercial manager.

ED NELSON has joined KMPC Hollywood as account executive. Mr. Nelson formerly worked in similar capacity with KGFJ Los Angeles, KOWL Santa Monica and KYA San Francisco.

HERBERT FLAIG, formerly with sales staff of WLW Cincinnati, has joined sales force of WCPO-TV, scheduled to take air in Cincinnati in few weeks.

ETHEL BELL MACK, formerly radio director, Bishop & Assoc., Los Angeles, and previously executive secretary of Southern Calif. Broadcasters Assn., has joined KOWL Santa Monica, Calif., as account executive.

WILLIAM L. RAMBO, formerly account executive with KMPC Hollywood, has joined KLAC, that city, in same capacity.

STEPHEN A. LYNCH Jr., former general manager of Fine Cars Inc., New York distributor of Crosley automobiles, will join ABC on July 18 as account executive in network's sales department. Mr. Lynch was previously president of Greater Miami Hotel Assn., and manager of Miami's Towers Hotel.

CARL DOZER, sales manager of WCAE Pittsburgh, was elected president of Pittsburgh Advertising Club. ERNEST T. GILES, vice president of Ketchum, MacLeod & Grove, advertising agency, Pittsburgh, was elected vice president.

HARRY T. CLEVELAND and JESSE R. KELLEY have joined sales department of WHAY New Britain, Conn. Mr. Cleveland formerly was with WCCC Hartford, and Mr. Kelley was with WONS, same city.

VIRGIN ISLANDS

Low Power Plan Out

ORDER was adopted by FCC last week to vacate its earlier proposal that low power AM stations be permitted in the Virgin Islands. Changes in the Commission's rules and technical standards would have been involved.

The Commission pointed out that at the time the proposal was made there was only one pending application to provide a local station in the Virgin Islands and that it appeared that such service was desirable [BROADCASTING, March 28, April 25]. It was explained further that it appeared necessary to allow waivers of FCC's technical requirements in certain respects in order to make such an operation economically feasible.

The Commission explained that since notice of the proposal there have been two more applications filed, both of which would operate within the provisions of the Commission's rules and standards. Further, objections also had been filed by NAB and the International Brotherhood of Electrical Workers.

The initial application had been filed by William N. Greer, consulting radio engineer at San Juan, P.R., seeking a new AM station at Charlotte Amalie on 1340 kc with power of 50 w. Other new applications are by John W. Boler, 54% owner of KSJB Jamestown, N. D., seeking 250 w fulltime on 1090 kc, and by Radio American West Indies, 250 w fulltime on 1260 kc. Latter is headed by Edward M. Vickers, chief engineer of WVCG Coral Gables, Fla.

WLW 'TASK FORCE'

To Confer Thrice Yearly

"TASK FORCE" sales meetings to be held thrice yearly will replace annual sales conferences at WLW Cincinnati, Harry Mason Smith, vice president and sales manager of Crosley Broadcasting Corp., licensee of station, has announced. Under the new arrangement, key headquarters sales, programming and promotion personnel will travel from Cincinnati to New York and Chicago for conferences with WLW sales representatives in those cities. The meetings will be held in March, June and October.

Previously, WLW's New York and Chicago sales forces joined with the Cincinnati staff at the home office for an extended conference each January. "The new setup," Mr. Smith said, "will make possible more individualized discussion of accounts processed out of Chicago and New York. We feel that specialized problems can be worked out better by frequent conferences in the cities where they exist than they can at the more generalized annual meeting in Cincinnati."



News



OSCAR ALAGOOD, formerly with WNAD Norman, Okla., has joined promotion staff of WKY Oklahoma City, as public service director.

ED GLACKEN, former Syracuse U. star athlete, has joined WKRT Cortland, N. Y., as director of news and sports. He replaces ERNIE GREUP, who has resigned for health reasons.

ART HEDGES has joined news staff of WMTR Morristown, N. J. He will act as news announcer and county reporter.

BILL McSHERRY, ABC news writer, is the father of a girl.

TIM O'SULLIVAN has been appointed to news staff of WIBC Indianapolis.

LAWSON McCALL, newscaster at KEX Portland, Ore., has been appointed administrative assistant to Oregon's Gov. Douglas McKay, effective July 1.

CLARENCE ALLEN has been appointed special events director at WEBR Buffalo. Mr. Allen is well known among sportsmen for his *Outdoorsman* program.

LAYNE BEATY, farm editor of WBAP Fort Worth, is father of a boy, William Barton.

EDWARD G. SHERIDAN Jr., formerly with WOSU, Ohio State U. station, has joined news staff of WPAY and WPAY-FM Portsmouth, Ohio.

LUCILLE HASTINGS, on news staff of KLZ Denver, was awarded two first place certificates for radio writing in competition held by National Federation of Press Women.

ROBERT L. FINCH Jr., news editor at WLS Chicago, has been initiated into Chicago Headline club, local chapter of Sigma Delta Chi, national journalistic fraternity.

JACK ANGELL, NBC Chicago news writer, is the father of a boy, Steve. FRED WHITING of same department is the father of a girl, Mary Susan.

LEE JORDAN of news and special events department at WSB and WSB-TV Atlanta, was graduated from Emory U. with an A. B. degree in journalism earlier this month.

CURT GOWDY, sportscaster for WINS New York, has announced his marriage.

WALTER GRISHAM, television news assistant at NBC Chicago, and Rosemarie Murray have announced their engagement.

It's that EXTRA SOMETHING that means EXTRA SALES!



That extra something . . . aggressive merchandising, planned promotion and alert publicity . . . gives WJW advertisers extra sales and assures the success of their programs. To take full advantage of these extras be sure to include Cleveland's Chief Station in your radio plans.

BILL O'NEIL, *President*

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

FELLOWSHIPS

NBC, PRC Grant Nine

NINE FELLOWSHIPS to the NBC Summer Radio Institutes have been granted to ministers, religious education directors and laymen by the network and the Protestant Radio Commission.

Recipients, each of whom receives $150 to cover tuition and a portion of expenses, are currently planning and providing radio programs on sustaining time for church federations, and ministerial associations of other inter-denominational agencies.

Winners of the fellowships, conducted by NBC in cooperation with Northwestern U., U. of California and Stanford U., are:

Ada Grace Cralle of Berkeley, Calif., instructor in speech at Berkeley Baptist Divinity School; The Rev. Kenneth Hildebrand of Chicago, pastor of Central Church of that city; Allan F. Crewe of Vancouver, B. C., director of the committee on radio, Vancouver Presbytery, United Church of Canada; Muriel Lockrow of Detroit, secretary of religious education radio activities, department of religious education, Detroit Council of Churches; Joseph E. Porter of Durham, N. C., radio production director for the Methodist Society of Durham; Mrs. Grace C. Keroher of Los Angeles, director of public information, Church Federation of Los Angeles; The Rev. F. Marion Tharp of Evansville, Ind., executive secretary of the Evansville Council of Churches; The Rev. J. E. Dahlen of Fairport, N. Y., minister of the First Baptist Church of Fairport, and Dennis S. Burgess of Flint, Mich., radio chairman of the Methodist Youth Fellowship Council of the Flint District.

RADIO IN CONGRESS

Rep. Miller Renews Demand

REP. A. L. MILLER (R-Neb.) has renewed his demand for provision of telecasting and broadcasting facilities in plans to renovate House and Senate chambers. He told House colleagues last Tuesday "there is need for the people to hear and see for themselves" because of the "increasing practice of commentators to slant the news for the purpose of emphasizing a story."

Congressman Miller said the need for telecasting and broadcasting activities is inevitable in the near future and pointed out that "only through the medium of the press and radio commentators are its proceedings made available to the public." Previously he had urged installation of radio-TV facilities in a talk also advocating use of an electric voting system [BROADCASTING, June 13].

Journalism Clinic

A CLINIC for teachers of radio journalism will be held Sept. 2 at the U. of Minnesota, Minneapolis, under sponsorship of the Council on Radio Journalism. Roundtable discussions on facilities, curriculum and teaching methods are planned. Among those who have accepted invitations to participate is Prof. O. J. Bue, Montana State U., who spent the summer of 1945 working as a radio news intern at KVOO Tulsa.

WNAX Covers Manhunt

SPEED of the WNAX Yankton-Sioux City news department was demonstrated in coverage of the search for gunmen wanted in connection with a burglary and killing in Minneapolis [BROADCASTING, June 13]. Within nine minutes after a news flash reported the men had been captured, WNAX newsmen were on the air with a direct telephone interview with the police chief of the town where the capture took place. Earlier in the 72-hour manhunt, a WNAX newsman, Bob Buchanan, aired a recorded interview with Policeman Ralph Senn within three hours after the latter's release. Policeman Senn had been kidnapped by the gunmen and held captive for 24 hours.

NARND PR CHANGE

Bud Neble Succeeds Hogan

JOHN F. HOGAN, former news director at WCSH Portland, Me., has resigned as public relations chairman of the National Assn. of Radio News Directors and editor of the association's monthly bulletin. Succeeding him in the NARND post this month is Bud Neble, news director at KFAB Omaha.

Mr. Hogan, who was instrumental in the founding of NARND, is setting up a specialized news and recording service in Washington, D. C., featuring news reports especially tailored for radio. Service will include disc and tape recordings, teletype news coverage and phone recordings of Washington events of particular interest to various areas.

Mr. Hogan's career in radio began ten years ago at WMAZ Macon, Ga. While at WCSH he also served as news director of the Maine Broadcasting System (WLBZ Bangor, WRDO Augusta and WCSH).

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WINX TRANSFER

Banks Assumes Ownership

TRANSFER of WINX Washington from the *Washington Post* to William A. Banks was formally consummated June 16, the station announced last week. Consideration was $130,000 [BROADCASTING, May 16].

Assigned 250 w on 1340 kc, WINX had been acquired by the *Post* in 1944 for $500,000. The paper recently acquired 55% interest in WTOP Washington from CBS and was required to sell WINX.

Mr. Banks, owner of WHAT Philadelphia, becomes general manager of WINX with his sister, Dolly Banks, assuming duties as assistant general manager. They will divide time between WINX and WHAT. Charles Trippe continues at WINX as commercial manager. Mr. Banks stated that no major changes in personnel are planned at this time.

The new WINX owner said that the Washington station will continue as an all-English station with emphasis on news, sports and music and featuring "well-known Washington personalities."

New technical equipment has been installed for the station's two 250 w booster stations, Mr. Banks said, with resulting improvements in coverage of the metropolition area.

JOHN LATTA

Agency Executive Dies

JOHN LATTA, 46, former vice president of Booth, Vickery Schwinn Inc., New York and Baltimore, died June 18 at United Hospital, Port Chester, N. Y. He was formerly vice president of the Northeastern Water and Electric Service Corp., and the Boots Nut Co., both New York.

A native of Atlantic City, Mr. Latta is survived by his wife, Mrs. Marion McKee Latta; a son, Arthur; two daughters, Nancy and Hope; a brother, and three sisters.

MRS. LENA HOLLOWAY, KOMA Oklahoma City receptionist, was awarded courtesy award certificate at end of local "Courtesy Week."

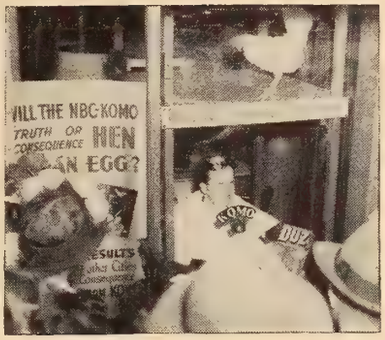
LIBEL and SLANDER

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KOMO HEN DUZ

Lays First Egg in NBC Stunt



KOMO's hen breaks the record—and the egg on Announcer Easton.

* * *

APPARENTLY Duz will do anything, even induce a hen to lay. When Ralph Edwards' *Truth or Consequences* invited KOMO Seattle to participate in the 10-city NBC affiliate egg-laying stunt, staff announcer Scott Easton was named for the job.

KOMO set up its display in the show window of Poole Electric Co. Mr. Easton sat below and the hen set above (see picture). One minute after arrangements were complete, the hen obliged.

According to NBC officials, KOMO's hen was the first of the 10 around the country to lay its egg, thereby proving the station's claim that its area is first in the nation in egg production. KOMO packed the scene with commercial plugs for all involved—the network, the station and the sponsor.

CARSON HEARING

Slated for Hill Thursday

HEARINGS on the nomination of John Carson to membership on the Federal Trade Commission will be held at the Capitol Thursday, the Senate Interstate & Foreign Commerce Committee announced last week. Names of those who will appear, in addition to Mr. Carson, were not available, however.

Mr. Carson, research director for the Cooperative League of America, would serve for the remainder of a term of seven years from Sept. 26, 1945. He would succeed Robert Freer, resigned. His nomination was sent to the Senate by President Truman last April, then referred to the committee for appropriate action [BROADCASTING, April 11]. Since then his appointment has stirred considerable controversy in Congressional circles for alleged "socialistic leanings," and the fact that as an "independent" he would be filling a Republican vacancy. Despite the probability of heated hearings, his confirmation as FTC commissioner is expected.

RCA VICTOR has announced publication of its new 45 rpm record catalogue.

HIFAM RENEWAL

Tarzian Station Is Favored

INITIAL decision was reported by FCC last week to grant renewal of license to Sarkes Tarzian's experimental HIFAM station at Bloomington, Ind. The initial decision was by Hearing Examiner J. Fred Johnson Jr.

HIFAM is the term coined by Mr. Tarzian to describe the high-fidelity, high frequency amplitude modulation system of broadcasting employed by his station, KS2XAP, formerly W9XHZ [BROADCASTING, May 3, 1948]. The station has been operating since spring of 1946, airing various types of programs for the Bloomington area. The station operates on 87.75 mc with power about 200 w and using AM emission.

Mr. Tarzian and his wife are owners and operators of standard station WTTS Bloomington, which recently commenced operation on 1370 kc with 1 kw daytime and 500 w nighttime. They also are permittee for a new television station there. Mr. Tarzian, a radio design engineer, built WTTS and the HIFAM station himself. He formerly was chief engineer of the RCA Bloomington plant and during the war was chief engineer and production manager of the whole RCA VT fuse program.

Mr. Tarzian told the Commission that HIFAM requires only a 10 kc channel (to FM's 200 kc) to deliver a signal of comparable quality to FM reception. The initial decision pointed out that Mr. Tarzian's experiments also show that HIFAM involves no problem of multipath distortion as does FM.

Further advantages of HIFAM were reported to be that it can be received on any AM set with use of a $5.95 converter; it can be received on FM sets without any adjustment, and combination AM-HIFAM receivers could be marketed for $30.

Mr. Tarzian indicated that HIFAM was ideal for instituting hometown radio service in small non-radio communities because of its frequency saving and economic characteristics. A HIFAM station would cost only about $12,000.

The examiner's decision pointed out that Mr. Tarzian plans to expand his HIFAM experimentation by establishing another station in Bloomington and another in a town about 100 miles away to study interference factors. Study and research in equipment also would be continued. Simultaneous airing of WTTS shows on the HIFAM outlet also would aid in comparison studies, it was pointed out.

KDUK, wired-wireless outlet of U. of Oregon, began programming early this month. Station will feature music and campus news exclusively.





MARYLAND unemployed, wounded and handicapped veterans are going to use TV to seek a job. Through cooperation of Baltimore *Sunday American, News-Post*, WBAL-TV Baltimore's veterans' organization, and state and federal re-employment services, veterans are going to talk to prospective employers by television. Former servicemen will be guests of Dr. David E. Weglein, public service counselor for WBAL and WBAL-TV, on his Thursday 7 p.m. program beginning June 30. At same time, Maryland businessmen will be urged to tune in. Service will be available to any Maryland handicapped veteran, and when all of these have been placed, search for employment for non-handicapped men will begin over WBAL-TV.

'Million Dollar Ballroom'

NEW PROGRAM plan has been inaugurated by WFPG Atlantic City. All local music programs use the same general name, the *Million Dollar Ballroom*. It is broken down into 15 minute segments so that whenever listener tunes in, morning, afternoon, or night, he is sure to hear segment of *Million Dollar Ballroom*. Station states that almost all talk programs have been dropped and block type musical program is extended to include whole day with interruptions by some network shows and such local features as news and sports. WFPG now calls itself the "Million Dollar Ballroom" station.

Features Police Band

AS SUMMERTIME public service program WXYZ Detroit in cooperation with Detroit Police Dept. is airing *Saturday Afternoon in the Park*, half-hour program featuring the Police Band.

Children's Morning

SATURDAY morning lineup for young people at WTIC Hartford now includes *There's Magic in the Air*, program of music fantasies based on folklore. Ernest C. Watson as "Uncle Ernie" conducts program. He writes all program's music, stories and impersonates all the characters on his show. With addition of this show, WTIC now programs from 9 a.m. to 12 noon a "Children's Morning." Only exception is one half-hour show.

Bond Drive Boost

MOREY AMSTERDAM, Martha Raye and Sid Stone headed list of talent when WAAM (TV) Baltimore gave U. S. Treasury's Opportunity Bond drive a boost with an hour and a half program on June 21. Also appearing on program were Ben Yost Singers, The Marveleers, Harry Styert Trio, Baltimore Colt Band, Lazy H. Ranch Boys, David Deitz, Terry Grue and Lenny Hobbs and his orchestra. Originally scheduled for an hour, program was extended due to response of talent in Baltimore to contribute their efforts. Anthony Farrar produced the show, with Dennis Kane assisting. Joel Chaseman supplied the script.

'Economics in the News'

LATEST addition to WCFM (FM) Washington's growing list of weekly commentators is Robert Nathan, internationally known economist and author. Mr. Nathan began his weekly series, *Economics in the News*, June 21. He will be heard each Tuesday at 6:30 p.m.

Elks Convention

THE 37TH Annual New York State Elks Assn. Convention, June 16-18, with Albany Lodge of Elks No. 49 as host, had its activities and special features, such as Mammoth Patriotic Demonstration and State Assn. Parade, broadcast by WPTR Albany and WBCA-FM Schenectady, in series of five special broadcasts running from Thursday noon to closing Saturday afternoon. Programs included interviews and guest appearances on WPTR and WBCA's regular program features.

Programs



'Feature Game of the Day'

WVLK Versailles, Ky., is doing repeat on its popular *Feature Game of the Day* baseball broadcasts of last year. Instead of following fortunes of any one team, each day station broadcasts, via wire report, the "best" game being played in either major league. If first choice is rained out, WVLK selects a second, etc.

Auto Show Programs

TOTAL of 21 broadcasts—7 variety programs and 14 news shows—were originated by KYW Philadelphia from first American post-war Auto Show held in Philadelphia June 11-18. Show was presented by Philadelphia Automotive Trade Assn.

Lacrosse Classic

FOR FIRST time in its eight year history, the North-South All-Star Lacrosse classic was played north of Mason-Dixon Line in Troy, N. Y., and WPTR Albany, N. Y., was exclusive broadcaster of event to Northeast. Station also aired pre-game ceremonies.

'Stage It'

HALF-HOUR weekly show featuring amateur charades is being telecast by KRSC-TV Seattle. *Stage It* calls for competing teams to act out slogans, proverbs or titles, with successful groups winning contributed prizes. Tom Herbert, Seattle actor and commentator, is m. c. Sponsorship of Saturday 8:30 p.m. program is participating.

'Old Guide' Returns

LATEST news of the outdoors is back on WSM Nashville. John Jared, well-known fisherman, hunter and outdoors writer of Manchester, Tenn., is on air once weekly with latest hunting, fishing and general outdoor news. Mr. Jared, as the "Old Guide," is reviving program not heard on WSM since death of Paul Bryant, station's original "Old Guide," several years ago.

Aldermen Aired

NEW HAVEN Board of Aldermen at its regular monthly meeting June 6 granted WBIB-FM New Haven permission to broadcast proceedings of its future meetings. First broadcast will be July 11 and will mark first time in New Haven history that citizens may hear their elected legislators in session. Unanimous approval was given on strength of highly regarded WBIB-FM broadcasts of several alderman committee public hearings, station reports. Sol Chain, station's general manager, will handle mike duties for the broadcasts.

'The Snap Club'

DUE TO tremendous popularity of Negro programs aired on WHAT Philadelphia, station has added additional program to its format. *The Snap Club*, new disc show, is handled by Ramon Bruce, outstanding Negro disc m. c. Send off for program on June 6 included guest appearances by Cab Calloway and Lionel Hampton.

'Aviation World'

PILOTED by Capt. Robert C. (Ace) Robson, nationally known American Airlines flier, WOL Washington's *Aviation World* is digest of all types of news of interest to flying enthusiasts. Capt. Robson features tape-recorded interviews during each session with air-minded radio, stage and screen stars, famous business and professional figures and statesmen. Many interviews are obtained on his scheduled flights.

'Platter Chatter'

FOR FIRST time since it began operations, WXYZ Detroit will broadcast after midnight to carry new disc show. Hour long program will originate from Indian Room of Detroit's Wonder Bar night club. Bill Silbert will m.c. *Platter Chatter* and interview visiting celebraties between records. Following firms participate in sponsoring program: D & C Boat Co., Everkrisp Potato Chips, Grates Motor Sales, Faygo Beverages and Saleto Tablets.



NATIONAL NIELSEN-RATINGS

(TOTAL U. S., INC. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
MAY 15-21

NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	%	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre	10,408	26.5	—0.4
2	2	My Friend Irma	7,619	19.4	—0.9
3	4	Walter Winchell	7,030	17.9	+0.3
4	3	Godfrey's Talent Scouts	6,834	17.4	—1.8
5	17	Suspense	6,480	16.5	+3.6
6	10	Crime Photographer	6,363	16.2	+2.4
7	5	Jack Benny	6,323	16.1	—1.4
8	23	Day in Life of Dennis Day	5,931	15.1	+3.0
9	29	Judy Canova	5,852	14.9	+3.7
10	15	Mr. Keen	5,695	14.5	+1.6
11	18	Bob Hawk Show	5,459	13.9	+1.3
12	6	Fibber McGee and Molly	5,459	13.9	—2.5
13	20	Your Hit Parade	5,420	13.8	+1.3
14	8	Our Miss Brooks	5,263	13.4	—0.6
15	26	Amos 'n' Andy	5,263	13.4	+1.7
16	24	This Is Your FBI	5,224	13.3	+1.3
17	34	Fat Man	5,184	13.2	+2.3
18	35	FBI in Peace and War	5,145	13.1	+2.2
19	42	Hallmark Playhouse	5,145	13.1	+3.0
20	7	People Are Funny	5,106	13.0	—2.7
EVENING, MULTI-WEEKLY					
1	1	Lone Ranger	3,810	9.7	+1.1
2	2	Beulah Show	3,338	8.5	+0.7
3	4	Jack Smith Show	3,103	7.9	+0.9
WEEKDAY					
1	2	Arthur Godfrey (Ligg. & Myers)	4,202	10.7	+1.4
2	3	Young Widder Brown	3,653	9.3	+0.3
3	1	When A Girl Marries	3,613	9.2	—0.2
4	7	Right to Happiness	3,495	8.9	+0.6
5	6	Backstage Wife	3,495	8.9	+0.5
6	12	Pepper Young's Family	3,417	8.7	+0.7
7	4	Our Gal, Sunday	3,338	8.5	0.0
8	16	Arthur Godfrey (Nabisco)	3,338	8.5	+0.9
9	8	Stella Dallas	3,338	8.5	+0.2
10	5	Ma Perkins (CBS)	3,260	8.3	—0.2
11	9	Wendy Warren	3,142	8.0	0.0
12	13	Big Sister	3,142	8.0	+0.3
13	10	Portia Faces Life	3,142	8.0	0.0
14	18	Rose Mary	3,103	7.9	+0.4
15	17	Guiding Light	2,985	7.6	0.0
DAY, SATURDAY					
1	1	Armstrong Theatre	3,967	10.1	—0.3
2	2	Grand Central Station	3,378	8.6	—1.2
3	3	Stars Over Hollywood	3,142	8.0	—1.4
DAY, SUNDAY					
1	2	Quick as a Flash	2,828	7.2	+0.2
2	1	True Detective Mysteries	2,749	7.0	—1.5
3	3	House of Mystery	2,278	5.8	—1.1

NOTE! Number of homes is obtained by applying the "Nielsen-Rating" (%) to 39,275,000—the 1948 estimate (revised) of total U. S. radio homes.
(†) Homes reached during all of any part of the program, except for homes listening only 1 to 5 minutes.

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WJBW PETITIONS

For Temporary Continuance

PETITION for temporary continued operation of WJBW New Orleans was filed with FCC last week. The present license expires July 1.

Denied appeal by the U. S. Supreme Court from an earlier FCC ruling which refused license renewal on grounds of repeated technical violations [BROADCASTING, June 20], WJBW has asked the Commission to extend its license to Oct. 1. Purpose is to allow Charles C. Carlson, owner, to wind up the station's business affairs, to enable employes to seek other positions and to provide a continuity of broadcasts until Louise C. Carlson, ex-wife of Mr. Carlson, completes her new station there.

Mrs. Carlson was granted WJBW's facilities, 250 w fulltime on 1230 kc, when WJBW was denied renewal. Her station is WADW. Mr. Carlson told FCC he would cease operations at any time after Sept. 1 simultaneously with the beginning of program tests by WADW.

Letter from the Most Rev. Joseph F. Rummel, S.T.D., Archbishop of New Orleans, accompanied the WJBW petition and urged the Commission not to deprive the city of "very useful service" pending completion of WADW. The WJBW petition was filed by Baker & Thompson, Washington counsel.

WBNY APPEALS

Grant to Dunkirk, N. Y.

ROY L. ALBERTSON, licensee of WBNY Buffalo, N. Y., last week petitioned FCC to stay the effectiveness of the Commission's new station grant to Dunkirk Broadcasting Corp., Dunkirk, N. Y., pending settlement of his appeal of the grant in the U. S. Court of Appeals for the District of Columbia. The appeal was filed in early June.

Mr. Albertson claims that WBNY, 250 w fulltime on 1400 kc, will suffer interference within its normally protected contour from the Dunkirk station, assigned 500 w fulltime on 1410 kc, directional night. The latter was granted by the Commission in December [BROADCASTING, Dec. 20, 1948].

WCON Atlanta was chosen by Public Information Div. of Dept. of the Army as one of stations to act as training agency for Army public information specialists.

AGENCIES • ADVERTISERS • STATIONS

Available In Quantity

1949 RADIO-TV MAP



DESIGNED FOR PLANNING - SELLING

● This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province . . . time zones.

● You'll use these maps all year round to demonstrate coverage . . . plot network and national spot campaigns . . . for translating complex problems into simplified sales pictures.

YOUR 1949 RADIO-TV-PICTURE-25"x35"

● ***Excellent for presentations -***
- charting sales territories -
- visualizing markets -
- ready reference.

60¢ PER MAP 25"x35"

50¢ each 10 or more
40¢ each 50 or more

ORDER YOUR MAPS TODAY!

BROADCASTING • Telecasting
National Press Building
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Please send ..... 1949 Radio-TV Maps. $..... enclosed. (Check or money order, please. At these reduced prices we cannot bill for less than 10 maps—$5.00)

NAME .....
FIRM .....
ADDRESS .....
CITY .....*ZONE*.....
STATE .....

The Texas Rangers
"AMERICA'S FINEST WESTERN ACT"!



The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

A 1 1/2
BILLION
DOLLAR MARKET
spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT
THE
TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

Production



ANNETTE OROMANER, former assistant to program director, has been promoted to program director of WHAT Philadelphia.

THAINE ENGLE has been named commercial film director of WBAP-TV Fort Worth and **LEWIS CEARLEY** has been appointed film laboratory supervisor.

KENNETH HIGGINS, producer-director for KFI-TV Los Angeles, has been promoted to executive producer. In this capacity he assists **RONALD C. OXFORD,** program director, in station's over-all programming. **JAMES E. LILLY,** formerly assistant field director and stage manager, replaces Mr. Higgins as producer - director; **DON PATTON,** writer-producer, becomes stage manager.



Mr. Higgins

JANET LYNN GILLESPIE, formerly with WHHH Warren, Ohio, has been named women's director of WHBC Canton, Ohio.

CARL L. FLOWER, formerly with WKOB North Adams, Mass., has joined WHAY New Britain, Conn., as copy editor.

JACK PALMER, KEX Portland, Ore., chief continuity writer for past two years has left station to resume graduate studies at U. of Washington, department of speech. **DICK NELSON,** formerly of KGW Portland, replaces Mr. Palmer.

LEE PRATT, ROBERT MILES and **LARRY BROWN,** receptionists at WGY Schenectady, N. Y., were recently graduated from Union College.

DONALD VOORHEES, conductor of American Telephone & Telegraph's *Telephone Hour* on NBC, was recipient of award of achievement from *Musical America* magazine for best program in the "orchestra with guest soloists" category as selected in sixth annual poll of music critics and editors conducted by the magazine.

JACK OWENS has resigned as "Cruisin' Crooner" of ABC's *Breakfast Club,* effective July 22, to expand his Decca recording activities and consider night club and motion picture offers. He is represented by Music Corp. of America. Mr. Owens joined early-morning Chicago network show in 1934. He returned in 1944 after eight years on West Coast.

PRESTON L. TAPLIN has been appointed program director at WEBR Buffalo. He was formerly program director at WELM Elmira, N. Y.

JIMMIE BAKER, formerly ABC Hollywood messenger, will become member of production department July 1.

FRANKLIN PULASKI, freelance innouncer and actor in film, television and radio, has joined WQXR New York as summer replacement announcer. He has been cast in video productions of *Suspense, Studio One, Toast of the Town,* and the *Phil Silvers Show.* He has announced for WNYC WGYN WGHF, all New York, and Voice of America.

CHIC DODSON, instructor at City College of New York, has joined WQXR New York as assistant night manager. He replaces **FRANK MORIARITY,** who will return to Northwestern U. to continue his radio studies.

WALLACE BRUCE RAMSAY, formerly freelance director, has joined KFI Los Angeles as writer-producer.

BERT MULLIGAN has joined WARD Johnstown, Pa., as disc m.c. He formerly was with WRON Ronceverte, W. Va.

JOHN CANNON, freelance announcer, has joined WINS New York as summer replacement announcer.

ROBERT MICHEL, formerly chief announcer at WVAM Altoona, Pa., has joined WKRT Cortland, N. Y., announcing staff. He will handle news and disc shows.

PAUL K. DAMAI, assistant music and program director at WMOR (FM) Chicago, was cited by National Society for Crippled Children and Adults "for his outstanding adjustment to a severe physical handicap." Mr. Damai, who has never left his wheel chair, was chosen by National Society as national success story of month.

JOHN McCORMICK. Chicago disc m.c. who conducts WBBM's *Matinee at Midnight,* has been awarded official appointment certificate as special sales representative for his work during Treasury Dept.'s "Opportunity Drive."

ED COLEMAN, student at New England School of Radio Broadcasting, Bridgeport, Conn., is conducting Saturday afternoon disc show over WLIZ Bridgeport.

JOSEPH J. BELJAN has been appointed program director and news editor of WESA Charleroi, Pa. He replaces **KIERAN BALFE,** who resigned to take similar post at WKRZ Oil City, Pa.

ROLAND KAY, merchandising manager of CBS *Housewives Protective League,* was elected president of Hollywood Junior Chamber of Commerce at recent meeting.

HATTIE McDANIEL, star of CBS *Beulah* show, and Larry C. Williams have announced their marriage.

ERNEST FELIX, ABC Western Division auditor and personnel manager, has been appointed to board of governors of Industry Credit Group of Los Angeles Credit Managers Assn.

DON MARCOTTE, music supervisor at NBC Central Division, and Antionette Marie Tricomi have announced their marriage.

JANE SPARKS WILLINGHAM, WSB-TV Atlanta producer and star of WSB's *Adventures in Music,* is the mother of a boy, Stephen Doty.

FLORENCE HELM, producer at WBAP Fort Worth, and **BILL McANDREW** of station's announcing staff, have announced their marriage.

BILL PETERSON, script writer for KTAR Phoenix, is the father of a boy, Eric.

DAVE ROSEHILL, disc jockey at WKBS Oyster Bay, L. I., is the father of a boy, David William.

GOVT. STATIONS

Senate Approves Transfer

AUTHORIZATION directing the "paper" transfer of three government-owned broadcasting operations from Reconstruction Finance Corp. to State Dept. was passed by the Senate and sent to the House last Tuesday for approval with minor amendments. Concurrence is expected momentarily.

The measure (HR 2282), originally introduced in the House, involves stations operated by Crosley Corp., CBS and NBC [BROADCASTING, Feb. 14]. The bill authorizes transfer to the State Dept., which assumes former RFC obligations and without reimbursements of funds. Sen. J. William Fulbright (D-Ark.) quoted original construction costs of stations as $509,267.43 (Crosley), $380,677.93 (CBS) and $357,936.10 (NBC). They were built by the Defense Plants Corp. during the war for use by OWI, and now belong to RFC, its successor, he explained. Bill was passed by the Senate without objection.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE



PUBLIC Service Co. of Colorado's new 52-week contract with KLZ Denver for Ziv series, *Favorite Story*, is examined by Frank R. Jamison, utility firm's director of advertising and publicity. Seated beside Mr. Jamison is Hugh B. Terry, KLZ vice president-general manager. Standing are Elliot Wager (l), KLZ writer, and Jack Tipton of station's sales staff.

S. C. LOCALS

Form for State Coverage

FORMATION of a South Carolina Assn. of Local Stations got underway June 19 at a meeting held in Columbia, S. C. Majority of the state's stations were represented at the meeting and definite plans and policies were adopted, Paul Myhan, manager of WACA Camden and a member of the group's executive committee, announced last Monday.

Guest speaker at the meeting was Tom Carr of the Georgia Assn. of Local Stations. With the anticipated addition of more stations to the South Carolina organization, complete coverage of the state will be available to advertisers, Mr. Myhan said.

Elected to the executive committee, in addition to Mr. Myhan, were Frank B. Best, WRNO Orangeburg; Morgan Craig, WGCD Chester; Charles T. Tohman, WALD Walterboro, and T. Doug Youngblood, WFIG Sumter.

Allied Arts

FREDERIC W. ZIV Co., Cincinnati, has announced sale of its *Cisco Kid*, open end transcribed series to KWKC Abilene, Tex.; WOOD Grand Rapids, Mich.; WHOS Decatur, Ala.; WRDO Augusta, Me.; KOTA Rapid City, S. D.; KVOO Tulsa; WWOD Lynchburg, Va.; KOIL Omaha; WCSH Portland, Me.; KFH Wichita; WKNA Charleston, W. Va.; WKLF Clanton, Ala.; KIEM Eureka, Calif., and WHKY Hickory, N. C.

M. CLAY ADAMS has been appointed manager of commercial and television department of RKO Pathe, New York. He replaces **PHILLIPS BROOKS NICHOLS**, resigned.

DON ROBERTS, formerly freelance television writer and producer and motion picture publicist, has joined **Bernie Milligan**, Los Angeles (publicity and promotion agency).

CHURCH WORLD SERVICE, New York, has announced distribution of its *Dateline — Centerberg*, dramatic transcriptions to help Protestant and Eastern Orthodox churches raise funds needed for immigration to America of DP's of these faiths, to 188 stations and church groups. Transcriptions are available from service at 214 E. 21st St.

EQUIPMENT

MILTON STREHLE has been appointed assistant sales manager of replacement tubes, Tubes Div., General Electric Co., Schenectady. Mr. Strehle has been with company since 1929.

SOUND APPARATUS Co., Stirling, N. J., has distributed detailed leaflet covering its models FRA and FR recorders.

LOUIS H. NIEMAN, former assistant purchasing agent for Philco Corp., radio division, has joined sales staff of Sylvania Electric Products Inc., New York.

R. A. HACKBUSCH has been appointed president and managing director of Stromberg-Carlson Co. Ltd., Toronto. He formerly was vice president and managing director. **G. G. HOIT** has been appointed vice president; **J. L. GASSER** treasurer, and **J. McNAIR** continues as secretary.

DISCRIMINATION

Negro in Radio Study

CONTENDING that radio "has consistently denied recognition to the Negro as a human being," The Committee for the Negro in the Arts has called a conference to discuss the problem. The meeting, to be held July 9 at 1 p.m. in New York's Hotel Theresa, also will delve into the charge that television is following in radio's footsteps in discrimination against the race.

The group contends, among other things, that out of more than 600,000 15-minute broadcasting periods weekly on the major networks and local stations, there are fewer than 20 negroes permanently employed. This, it says, covers engineers, writers and announcers, and does not include the actors who "get work occasionally" and "an occasional Negro singer or musician and two or three Negro orchestras."

Cite Program Examples

They also take exception to the lack of portrayal of Negro life, except as "a slander upon the Negro people." The committee plans to call for action to end alleged employment discrimination, provide a means of expression and an outlet for the "cultural riches of the Negro people," and end the so-called damaging "stereotype" exemplified by such radio characters as Amos 'n' Andy and Beulah.

SICKS' SPOTS

Placed in Wash., Alaska

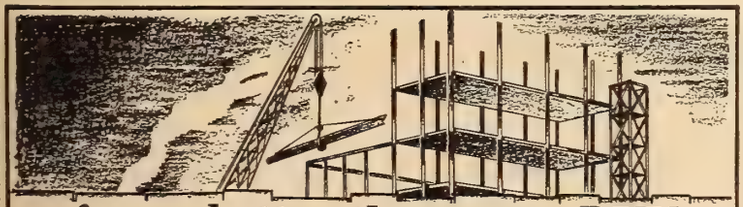
SPOT schedule which will exceed two hundred announcements a week when it goes into full effect July 1 has been placed on 18 stations in Alaska and the state of Washington by Sicks' Seattle Brewing and Malting Co. The 20-second and one-minute singing commercials feature Sick's Rainier Extra Pale Beer.

Placed through Western Agency, Seattle, with Tom Jones Parry as account executive, the campaign will run for one month with option to renew. Budget of $40,000 is understood to have been set for a two-month period, indicating that the client plans to continue the campaign beyond its first scheduled run. In Seattle, where the spots have been on since June 13, contracts run for a full year.

Stations participating in the campaign are:

KTKN Ketchikan, KINY Juneau, KFAR Fairbanks, KENI Anchorage, KIRO KJR KOL KOMO KING Seattle, KTBI Tacoma, KXLE Ellensburg, and following, all placed through the John Keating Co., Seattle; KVOS Bellingham, KONP Port Angeles, KRKO Everett, KGY Olympia, KELA Centralia, KXRO Aberdeen and KWLK Longview.

At the same time, the agency announced that it had placed a smaller spot campaign, for the same client's Sicks' Select Beer, on KIDO Boise and KLIX Twin Falls, Idaho. This series, which started June 14, will be on 16 times in four weeks, with option for renewal.



for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

for NETWORK CALIBRE PROGRAMS
... at local station cost
See your station representative or write
LANG-WORTH feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.

BUSINESS IS KINDA ONE-SIDED IN BOXVILLE (Ky.)!

Sure, Boxville (Ky.) sounds like a solid community, and it probably *is*—in an empty sort of way: Lots of air, but few stores and few people!

If you need a *real* marketing package in Kentucky, look at the closed case for the Louisville Trading Area. In 1948, the industrial output of this 27-county area was *over a billion dollars!* And our people's average income is almost 50% higher than in the *rest* of Kentucky!

Shall we wrap up this three-dimensional beauty for you? Or do you still want to "open up" the Boxville territory?

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

CANADIAN RATINGS

'Radio Theatre' Tops

ONLY ONE Canadian program made the first 10 evening programs in May, according to the national ratings report issued by Elliott-Haynes Ltd., Toronto. First 10 evening programs in Canada, of total of 31 network programs, were *Radio Theatre* with rating of 33.3, *Fibber McGee & Molly* 30.3, *Amos 'n' Andy* 24.3, *Ozzie & Harriet* 23.8, Bob Hope 23.7, Fred Allen 22.5, *Wayne & Shuster* 20.6, (Canadian program), *Album of Familiar Music* 20.4, *My Friend Irma* 19.8, and *Ford Theatre* 19.5.

First five English language daytime programs for May were *Ma Perkins* 16.4, *Pepper Young's Family* 15.8, *Happy Gang* 14.9 (Canadian program), *Big Sister* 14.8, and *Aunt Lucy* 14.5. Leading five French-language evening programs in May were *Un Homme et Son Peche* 41.1, *Metropole* 34.3, *Radio Carabin* 31.9, *Ralliement du Rire* 29.6, and *Ceux Qu'on Aime* 28.5. Leading five French daytime programs were *Jeunesse Doree* 29.9, *Rue Principale* 27.2, *Grande Soeur* 25.3, *Les Joyeux Troubadours* 22, and *Tante Lucie* 22.

Special NABET Pact

NABET has obtained an agreement at ABC and NBC to get two weeks severance pay for summer replacement engineers let out in economy wave before their temporary employment period would have ended.

Send Me



NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT $7.00
(Includes 1950 Yearbook)
TWO YEARS AT $12.00

I Enclose $_____

Please Bill Me ☐

mail to BROADCASTING Telecasting

870 Nat'l Press Bldg., Wash., D. C.

ACTIONS OF THE FCC

JUNE 17 to JUNE 24

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

June 20 Decisions . . .

BY COMMISSION EN BANC

KWBU Corpus Christi, Tex.—Granted extension of SSA for three months from June 15 to operate on 1030 kc 50 kw non-DA during hours from local sunrise at Boston, to local sunset at Corpus Christi.

BY A BOARD

KTED Laguna Beach, Calif.—Granted mod. CP to change tower spacing and phasing.

ACTION ON MOTIONS

By Comr. Sterling

WPTF Raleigh, N. C.—Granted petition to intervene in hearing on applications of WCTT Corbin, Ky., and WISE Asheville, N. C.

WMMJ Peoria, Ill.—Granted petition for extension of time in which to file exceptions and request for oral argument in proceeding upon application and Lincoln Bcstg. Co., Springfield, Ill.; time extended to July 5.

All Nations Bcstg. Co., Boston—Granted petition to dismiss without prejudice application.

WAPA San Juan, P. R., and WPTF Raleigh, N. C.—Granted joint petition requesting continuance of hearing in re petition of WAPA for reconsideration of action granting CP to WPTF; hearing continued to Aug. 24 at Washington.

Custer County Bcstg. Co., Broken Bow, Neb.—Granted petition to amend application to specify 1490 kc 250 w unl. in lieu present request of 1400 kc; accepted amendment and removed application from hearing docket.

The Port of New York Authority, New York—Granted petition to intervene in hearing on application of WOR New York.

The Roanoke Bcstg. Co., Roanoke, Ala.—Granted petition requesting that late appearance in hearing on its application be accepted.

George R. Nelson, Bradley Kincaid & Benjamin L. Dubb—Denied petition of complainant in matter of transfer of control of Western Gateway Bcstg. Corp. (WSNY) Schenectady, N. Y., requesting that hearing presently scheduled Aug. 1 upon transfer be advanced to July 25.

John A. Bohn, Martinez, Calif.—Granted petition to dismiss without prejudice application for new station.

By Examiner Blume

Belvedere Bcstg. Corp., Baltimore, Md.—Granted petition to amend application to specify definite trans. site, change in proposed equipment and change in cost of construction; accepted amendment; ordered that further hearing in proceeding be held at Washington June 27.

WTUX Wilmington, Del.—Granted petition for continuance of further hearing on application; hearing continued to June 29 at Washington.

FCC Acting General Counsel Plotkin—Granted petition requesting that hearing on applications of Valley Bcstg. Co., Pomona, Calif., for renewal of license and voluntary assignment of license be continued to July 25 at Pomona.

FCC Acting General Counsel Plotkin—Granted petition requesting that hearing on applications of United Nations Bcstg. Corp., San Fernando, Calif., and El Camino Bcstg. Co., San Fernando, be continued to July 18 in Los Angeles.

Radio St. Clair Inc., Marine City, Mich.—Granted petition requesting that hearing on application be continued to Sept. 7 at Washington.

By Examiner Resnick

L. W. Andrews Inc., Davenport, Iowa—Granted petition requesting indefinite continuance of hearing on application.

By Examiner Johnson

Terrell Bcstg. Corp., Terrell, Tex.—Granted petition for 90 days continuance of hearing on application; hearing continued to Sept. 29.

By Examiner Hutchinson

Lamar County Bcstg. Co., Paris, Tex.—Granted petition requesting that Commission accept late appearance in re application. Granted motion requesting continuance of hearing on said application from June 20 to July 20 at Washington.

WCRB Waltham, Mass., and Charles River Bcstg. Co.—Granted petition filed by L. P. Liles, Richard C. O'Hare and Deuel Richardson, partnership d/b as Charles River Bcstg. Co. (applicant for mod. license for WCRB) and Charles River Bcstg. Co., assignee of license of WCRB, requesting leave to amend said application to change name of applicant from L. P. Liles, Richard C. O'Hare and Deuel Richardson d/b as Charles River Bcstg. Co. to Charles River Bcstg. Co., to change answer to para. 2(b) of Sec. 1 of said application, to refer to File No. BAL-842 rather than BAL-723, and to show change in one of stockholders, officers and directors of assignee corporation; accepted amendment.

By Comr. Sterling

WILS Lansing, Mich.—Granted petition for extension of time to June 20 in which to file answer to exceptions filed by Central Michigan Radio Corp. in re applications.

By Comr. Jones

Issued corrected order in re petition of Beer & Koehl, Ashland, Ohio, to read: Granted petition requesting that time to file reply to exceptions and brief to proposed decision and to petition to reopen record in proceeding upon applications of The Mount Vernon Bcstg. Co., Mt. Vernon, Ohio, et al be extended for period of 10 days; time extended to June 20.

By Examiner Cunningham

Richard Field Lewis Jr., Winchester, Va.—Granted petition for indefinite continuance of hearing re applications of Winchester Bcstg. Corp. et al.

June 20 Applications . . .

ACCEPTED FOR FILING

AM—950 kc

The Northeast Iowa Radio Corp., Oelwein, Iowa—AMENDED application for new AM station 950 kc 500 w D DA to make changes in stockholders.

Modification of CPs

Following AM stations filed requests for completion date extensions covering changes in facilities: KTSA San Antonio, Tex.; KOME Tulsa, Okla.; WMRC Greenville, S. C.

Following new FM stations asked completion date extensions: WLAD-FM Danbury, Conn.; WFMI Portsmouth, N. H.; WNAO-FM Raleigh, N. C.; WAFM Birmingham, Ala.; WEXI St. Charles, Ill.

AM—690 kc

WVOK Birmingham, Ala.—AMENDED application for CP increase from 10 kw to 50 kw to make change in DA.

SSA—810 kc

WCEC Rocky Mount, N. C.—SSA operate additional time from 5 a.m. instead from sunrise.

AM—1590 kc

WPWA Chester, Pa.—CP change from 1 kw D to 1 kw unl. DA-N.

License for CP

WNEX-FM Macon, Ga.—License to cover CP new FM station.

WTMJ-TV Milwaukee — License to cover CP new TV station.

Modification of CP

WOC-TV Davenport, Iowa—Mod. CP new TV station for extension of completion date.

TENDERED FOR FILING

AM—1280 kc

WMBL Morehead City, N. C.—CP change from 740 kc to 1280 kc.

(Continued on page 75)

NIELSEN MANUAL

First Guide Issued

FIRST book in projected series of international trade manuals to be exchanged by member countries of the International Chamber of Commerce has been distributed by A. C. Nielsen, president of the Chicago market-research firm, to 700-plus delegates at the 12th Congress of the ICC in Quebec, Canada.

The 180-page book, *A Guide to Drug Store Marketing in the U. S.*, was issued to delegates at the suggestion of Mr. Nielsen, who supervised publication. He is chairman of the committee on distribution of the U. S. Council in the International Chamber. Mr. Nielsen spoke to the group June 16.

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YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
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ROTHROCK & BAIREY
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& ASSOCIATES
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ORdway 8071
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AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

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ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

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Washington, D. C.

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820 13th St., N. W. EX. 8073
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GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

WALTER F. KEAN
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

Promotion



AS FIRST move in carefully planned program for introducing television to San Antonio and Southwest area, officials of WOAI San Antonio issued invitations to set distributors and dealers to attend meeting in Gunter Hotel there on June 21. Purpose of meeting was to acquaint dealers and salesmen with WOAI's plans for television and to discuss problems involved in launching TV in new area. WOAI-TV expects to be on air before end of 1949.

Mousers

TWO KITTENS, "Audio" and "Video," are currently in charge of "mouseproofing" squad at WLWT (TV) Cincinnati. "Teevee," matronly tabby originally assigned to job, has deserted and is being cared for by a vendor who services candy machines at WLWT.

WOL Winner

TO SHOW her appreciation after winning $608 from WOL Washington *Money Man*, Mrs. Harry G. Roth immediately volunteered to visit District of Columbia Red Cross Blood Bank, in whose behalf WOL's *Money Man* broadcasts are made. Making 13 phone calls daily in Capital area, George Campbell, "Money Man," had accumulated the $608 in his account, when his question concerning the monthly requirements of Washington's Blood Bank had gone unanswered for four weeks. Red Cross informed WOL that they had received more than 4,000 telephone requests for the information, and added that Blood Bank donations had attained and stayed at highest level in its history since start of *Money Man* campaign in its behalf.

Randy Scores on TV

REPRINT of an article which appeared in *Radio Mirror* about its personality, Randy Merriman, has been distributed by KSTP-TV Minneapolis-St. Paul. Mr. Merriman, who appears on KSTP AM and TV, conducts station's *Family Party*, audience participation giveaway show. Promotion piece headlines popularity of program on TV and mentions availabilities for participations.

'Video Bank'

MERCHANDISING technique to promote TV set sales by Carson Bros., Philadelphia, involves "video bank" in which potential buyers can save for down payments on receivers. Brainchild of Paul Dietz, account executive at Ernest W. Greenfield Inc., Philadelphia, free spare-change banks, in form of television sets, are sent to all families requesting them. Carson Bros., who retain keys to banks, send a regular "bank collector" to the homes, emptying the banks periodically, and depositing collections to customers' accounts. When down-payment sums are reached, sets are delivered, with remaining sum to be paid on time. First promotion of its type, technique was introduced in Philco cooperative advertisements.

Passing the Steer

A PRIZE steer, "Old Gold Jr.," is on his way to becoming a standard radio giveaway gimmick. His unusual career began in Kansas City when *The Original Amateur Hour* originated from KCMO Kansas City last month, under the auspices of the Kansas City Safety Council. The local Livestock Market Interest presented the steer to Ted Mack, m.c. of the show. Mr. Mack put the animal up for auction with all returns from the sale to go to the Safety Council's fund. Highest bid for "Old Gold Jr." came from Roger W. Clipp, general manager of the WFIL stations in Philadelphia. Now quartered at the farm of Howard Jones, WFIL farm editor, the prize steer is rapidly adding to his 830 pounds in preparation for another radio appearance. Mr. Clipp has announced that a "gigantic" contest will be staged this summer on WFIL's *Farmer Jones* program, with "Old Gold Jr." going to the winner.

French Wedding Gown

PLAYING "postmaster," is WTOP Washington's disc m.c., Eddie Gallaher. He was asked to receive letters from local girls who would like to have the wedding gown being sent to Washington aboard France's "Merci Train." To be eligible for gown girl must wear size nine or ten; must be getting married on Bastile Day (July 14), and have special reason for wanting this French wedding gown. Mr. Gallaher is giving the above details on his morning *Sundial* show, and all letters must be in by June 29. The gown will be given away weekend of July 1.

UJA Fund Drive

THREE Los Angeles stations have cooperated with the United Jewish Appeal drive in presenting as a public service a series of five nightly half-hour transcriptions featuring various stars. Stations were KRKD KFWB KFMV.

Baseball Window Streamers

WMGM New York has distributed 35,000 window streamers on Nedick Inc., New York, sponsorship of *Today's Baseball*, which features two of day's best games. Streamers are being placed in Nedick Stores, and feature photographs of sportcasters, Bert Lee and Marty Glickman. In addition, 500 counter cards on Truval Shirts sponsorship of pre-game *Warm-Up-Time* have been distributed to retail clothing stores carrying merchandise.

'Cisco Kid' Contest

PILING up letters from all over Georgia, WCON Atlanta's six-week old *Cisco Kid* contest came to a climax early in June, with 13-year old Bobby Long, Douglasville Ga., taking first place honors. He won a week long vacation at a dude ranch in Texas, with his transportation furnished by Delta Airlines. Bobby's letter was on "Why I would like to be the Cisco Kid." Contest was feature of WCON's *Cisco Kid* program, a Frederic W. Ziv production.

'When They Were Very Young'

BABY PICTURES headline WOR New York's ad which appeared in New York *Herald Tribune* June 20. Sixteen cuts of station's program personalities, "When They Were Very Young," plus background sketches gave WOR listeners a look into the past. Tear sheets of full page ad were distributed to trade.

'I Want You'

BROCHURE titled "I Want You on My Team" is being mailed to youngsters who are members of the Boys Clubs of America by ABC Central Division to promote the *Adventures of Johnny Lujack*, aired on network Mon., Wed. and Fri., 5:30-6 p.m. CDT. Folder cover features picture of Mr. Lujack, former All-American football player.

Program 'Blocks'

"BLOCKS" picturing star personalities and programs featured on CBS-TV appeared in *New York Times* on June 10. Copy on ad pointed out "This is what counts in television.... It's programs, of course. . . ." Reprints of ad have been distributed to trade.

Talent Show

TOBY DAVID, comedian and disc jockey for CKLW Windsor, teamed up with East Detroit business and fraternal organization, in series of talent shows for youthful aspirants to radio or theatrical careers. In final contest, held at East Detroit High School, winners, a brother and sister acrobatic team, were given the Toby David Trophy and table model radio from CKLW. In addition, civic organization awarded them a $50 Savings Bond. It is planned to make competition an annual event.

Professor Canary

PETER PIPER and Warb-O-Link, singing canaries on Art Brown's early morning show over WOL Washington, attained rank of professors June 20 when Mr. Brown brought in six-week-old baby canary to be trained by his veteran singers. He also is holding contest to name his "youngster."

Personnel

JEAN CARSON BROWN, assistant promotion manager at WBT Charlotte, N. C., has been named director of publicity and program promotion for WBT (AM-FM) and WBTV (TV). Miss Brown has been with the station since 1947.

CONNIE RIVARD KIMBLE, former publicity assistant at ABC Chicago, has joined WIND Chicago as promotion and publicity director.

WALTER H. CONWAY, formerly with Knollin Adv. Agency, San Francisco, has been named sales promotion manager of KCBS, same city.

GEORGE SNYDER, business administration student at U. of Buffalo, has joined staff of WINS New York as special merchandising manager. He will work with **DICK SISSON**, station's promotion manager.

FREEMAN HASBROOK, formerly promotion manager of WIRL Peoria, Ill., has joined KFV and KFI-TV Los Angeles as assistant promotion manager. Previously Mr. Hasbrook was managing editor of *Burbank* (Calif.) *News* and *San Fernando* (Calif.) *Journal*. He replaces **GEORGE LEDELL** named account executive for KFI-TV.

WILLIAM R. BOLITHO has been appointed publicity and promotion director of WPIT and WPIT-FM Pittsburgh.

JERALDINE COOPER, fashion stylist with Paramount Pictures, has joined DuMont Television Network to direct specialized merchandise promotion.

NATALIE REIFF has resigned from publicity staff of Don Lee Network, Hollywood, to return to New York.

LYN CONNELLY, publicity assistant at WBKB (TV) Chicago, and Walter Daunoras have announced plans to be married Sept. 10.

WALLY HUTCHINSON, assistant promotion manager of KGO San Francisco, and Kathleen McGuinness have announced their marriage.

NABET Gets Mediator

AT the request of NABET, New York State Mediator Stephen C. Davis has entered deadlocked negotiations at WSNY Schenectady. Wages, working conditions and holiday pay for ten staff engineers are among the main issues. Old contract was scheduled to expire yesterday (June 26).



like TREES?

Come Nov.-Dec., Montana's Christmas tree harvest alone will top $1 million. Overall, a half-billion feet of lumber are cut annually in Montana. Diversified industry keeps buying high and steady. It's a big reason why big-hearted Montanians led the nation five times in five consecutive bond drives. KGVO-CBS covers the county with the largest per capita buying power. It's KGVO and CBS for sales in Montana.

The Art Mosby Stations

CBS KGVO-KANA-KGFM

5 KW DAY—1 KW NITE MISSOULA · ANACONDA BUTTE 250 KW · GREAT FALLS 5 KW IN PROGRESS

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Reaching 4,000,000 PEOPLE

KWKW

Pasadena - Los Angeles

NATIONAL REP. FORJOE & CO.



DISC JOCKEYS are a crazy lot, as proved by Don Bell of KRNT Des Moines, shown here in a promotion stunt for his latest contest. The "Husbands Are a Sorry Lot" contest was based on the popular Chic Young comic strip, "Blondie." Lasting two weeks, the cleverest-letter feature offered the winner a two-weeks vacation for two at Brown's Geneva Beach Resort, Alexandria, Minn., round-trip fare, $100 cash, $65 in fishing equipment, an original strip by Mr. Young, and a special Young-autographed card with a sketch of the whole "Blondie" family. Mr. Young judged the contest, which was conceived by Mr. Bell.

CHAMPIONS P. I. DEALS

Thwing & Altman Executive Defends Policy

STRONG defense for per inquiry campaigns was sounded last week by Joe Gans, vice president in charge of radio and television at Thwing & Altman, New York, an agency which deals heavily in P.I. business. In a letter to BROADCASTING Mr. Gans set forth the policy of Thwing & Altman on this controversial issue.

Taking issue with a story appearing in BROADCASTING June 20, which reported protests have been received from stations about a P.I. campaign submitted by Thwing & Altman on behalf of William H. Wise & Co., Mr. Gans stated that "the amount of favorable replies to our query indicates that more stations are accepting this type of business." Summing up his defense, he wrote: "If a mutually profitable arrangement, on the basis of productivity is unethical, then P.I. business is unethical."

Complete text of Mr. Gans' letter follows:

EDITOR, BROADCASTING:

I realize the subject of P. I. business on local stations has caused a great deal of controversy in the trade, but I was particularly amazed by the item which appeared in your issue of June 20 regarding protests about a P. I. campaign submitted by this agency on behalf of the William H. Wise Co.

It may be true some stations took "exception" to our proposal. However, the amount of favorable replies to our query indicates that more stations are accepting this type of business.

The William H. Wise Co. is accepted as the largest user of radio time in their field. Wise books are offered to the radio audience on approval—on a send-no-money basis. If the customer does not want the book, he has merely to return it and owes nothing. There is never any risk of a single listener not being fully satisfied. And the price the Wise company pays per order is conceded to be the highest in their field.

I don't think any controversy could be started over the fact that radio stations, regardless of size and location, are interested in profitable billing. What greater inducement can a station offer its prospective clients other than its pulling power. Every trade journal contains advertisements screaming about the pulling power each station claims.

If a local station has as much pulling power as it advertises and claims, what better way is there to capitalize on this power than by having an advertiser pay for results produced? If a station can produce P. I. results, their billing is unlimited.

We propose the P. I. deal for our client during the summer months when station billing is usually at its lowest ebb. This mutually advantageous promotion would allow our client to advertise and provide profitable business for a station loaded with unsponsored time.

Because of the very nature of our client's operation they are wholly dependent upon advertising for success. As a 4-A agency with a deep belief in servicing an account in every way possible, we submitted our P. I. campaign on the basis that it would provide our client with an additional opportunity to obtain results at a minimum risk during the off season.

Some stations with whom we do business bill us for a much greater amount than they normally would obtain from a straight timebuy. This unquestionably is to their advantage because they've produced the results and are being paid accordingly.

Many factors are contingent upon a successful station operation, and P. I. business should be acceptable. Mail order advertising is a sound test of a station's ability to produce results. An advertiser can only keep advertising when he gets results.

If a mutually profitable arrangement, on the basis of productivity, is unethical, then P. I. business is unethical.

GENERAL ELECTRIC Co. has announced that its Electronics Dept. will have its annual vacation shutdown from July 1-17 inclusive.



Technical

GRANVILLE KLINK has been promoted to assistant supervisor of WTOP Washington technical staff. He will be in charge of station's Arlington, Va., FM transmitting plant. Mr. Klink has been with station for 12 years.

JAMES MADISON BURKE, assistant chief engineer at WAAM (TV) Baltimore, has been promoted to chief engineer. He succeeds WARREN BREUN, who resigned recently. Prior to joining WAAM, Mr. Burke was with Commercial Radio Institute, Baltimore.

JOHN H. BATTISON, assistant chief allocations engineer at ABC, has resigned to join *Tele-Tech*, video and communications engineering magazine, as associate editor.

DANE ULRICH has joined engineering staff of WOAI San Antonio. He was formerly with WMRI (FM) Marion, Ind., as chief engineer.

HERBERT F. McGAFFEY has joined engineering department of KFI Los Angeles. He was formerly on engineering staff at Lockheed Aircraft Corp., Los Angeles.

CHARLES WHITE, laboratory worker at WBAP-TV Fort Worth, has announced his marriage.

CONRAC Inc., Glendora, Calif., has announced new 10 and 12 inch television set, trade-named "Television by Conrac," which will be made available to dealers as chassis only. Set was originally designed for television monitoring operations.

ALLIED RADIO Corp., Chicago, has announced new improved model of its "Knight" 20-w high fidelity amplifier. It features wide-range response of ±1 db, 20-20,000 cps, less than 2% distortion at full output, hum 80 db below rated output, and built-in equalized preamplifier for playing records from any variable reluctance or new-type magnetic cartridge.

ANDREA RADIO Corp., Long Island City, N. Y., has introduced five new TV sets.



CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Immediate opening— Commercial manager for south Georgia station. Top salary, must be able to sell. Must send complete information first letter, plus disc and picture and three references. Must have experience. Also, one experienced announcer with initiative. Box 488B, BROADCASTING.

Southern kilowatt daytime desires combination manager-commercial manager who wants to make up to $10,000 year and who can sell rural radio. Box 553B, BROADCASTING.

Wanted—Alert national representative for established regional outlet in Ohio. Independent, fulltime with powerful FM side recently added. 100% duplication, programmed for territory served which is one of fastest growing in country. Address replies Box 580B, BROADCASTING.

Commercial manager for mid-west 250 watt fulltime independent station. Medium sized town. Complete information and picture must accompany first letter. Box 603B, BROADCASTING.

Salesmen

Wanted—Salesman. South Georgia station wants progressive salesman. Small market, but good opportunity. Good salary for man who can produce. All inquiries answered. Box 469B, BROADCASTING.

Wanted—Progressive, industrious salesman and sales manager, for new progressive midwestern 5,000 watt independent station, in half-million market. High percentage paid, Must be hustler. Box 478B BROADCASTING.

Salesman, Prefer one with program and field experience. No floaters. Good permanent proposition. Give all information first letter. Box 554B, BROADCASTING.

Salesmen wanted — Fulltime. Large midwestern market. Box 561B, BROADCASTING.

Experienced salesman—A leading network station, AM and TV, in southern city of over 500,000 has a place for an experienced salesman. Salary and bonus arrangement. Please send complete information, picture and references in first letter. Box 583B, BROADCASTING.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

Announcers

Announcer-operator, first class. Experienced. Montana station. Top wages. Permanent. Airmail Box 471B, BROADCASTING.

Mutual affiliate in highly desirable city needs young experienced announcer capable handling news and sports. Moderate starting salary. Opportunity for advancement. No long distance calls or discs. Give pertinent data including references, number dependents, if any, etc. in first letter. William T. Kemp, KVER, Box 1388, Albuquerque, New Mexico.

Wanted—An announcer with first class license, send disc and full details to KXLF, Butte, Montana.

Technical

Immediate position for experienced engineer-announcer. 40 hour week 1 kw net affiliate. Experience necessary. Contact Earle Russel at KXOB, Stockton, California.

Production-Programming, others

Wanted — Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Help Wanted (Cont'd)

Program director. Experienced newscaster and special events man desired. $70 plus talent. Large midwestern market. Box 532B, BROADCASTING.

Program director for midwest 250 watt fulltime independent station. Medium sized town. Complete information and picture must accompany first letter. Box 604B, BROADCASTING.

Situations Wanted

Managerial

Educated, aggressive, experienced 12 years all aspects radio. Desire problem station. Box 213B, BROADCASTING.

Manager—Completely qualified station and commercial manager desires advancement. Have had excellent success in small station in highly competitive market. Will arrange interview. Box 486B, BROADCASTING.

Asst. or general manager—Successful record. Ten years manager network affiliate plus ten years experience all departments. Interested in permanency with stable, progressive organization. Box 507B, BROADCASTING.

General manager, commercial manager or both. No hotshot, no miracle man. Just good solid business executive, strong on sales, thorough knowledge of programming and public relations. 15 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best of references. Write Box 515B, BROADCASTING.

Manager, 18 years experience in radio wants opportunity to prove ability. Experience runs from local stations to major networks. Family man, will go anywhere in country for right opportunity. Can furnish top references. Box 551B, BROADCASTING.

Here's opportunity to improve your operation. Twenty year man in radio, experienced in management, programming, sales, available now for key position in progressive station, AM or TV. Box 558B, BROADCASTING.

General manager, independent station, past 5 years, previously salesman, network station. Knowhow to get business. Best references. Box 569B, BROADCASTING.

Station—program manager. 14 years experience—programming, sales, special events, sports, station promotion, personnel-farm and home. Desires permanent spot small operation. 39, married. $500 minimum. Box 584B, BROADCASTING.

Manager: Ten years all phases radio. Good reason desire change. Box 592B, BROADCASTING.

Manager or program director. Radio or television. Presently program director television station drastically curtailing operation. Nine years comprehensive radio. Administrator with showmanship. Outstanding announcer. Young family man. Excellent record. Southeast. Box 595B, BROADCASTING.

Experienced manager, successful in all phases of radio. Outstanding program background in highly competitive markets. Interested in station management in medium sized market. Family man, 37, conscientious, energetic. Will produce top ratings plus top profits. Box 596B, BROADCASTING.

Strong on sales, programming, promotion, personnel. Can get your station in black. Have done so for others. Am at top presently. Want opportunity sales, salesmanager, manager. Thirteen years experience, network-independent. References. Married, two children, sober. Available for interview California and adjacent states. Box 605B, BROADCASTING.

Salesmen

Experienced air salesman with television training wants position progressive station, preferably west or southwest. Good references. Also competent announcer. Box 552B, BROADCASTING.

Situations Wanted (Cont'd)

Experienced time and space sales. Also announcing. Young college graduate desires better market. Midwest or east. Box 578B, BROADCASTING.

Salesman-announcer: young personable married man; 2 yrs. college, 3 yrs. commercial announcing all phases. Desires to enter sales field. Complete background summary and references immediately upon request. Box 593B, BROADCASTING.

5 years success in sales; 3 continuous years with 5 kw; B. A. in advertising; write selling copy; am married, car owner; excellent references; available mid-August. Box 602B. BROADCASTING.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. AM, TV. Top references, travel anywhere. Box 911a, BROADCASTING.

Announcer, experienced, news disc shows, etc. Can do play-by-play baseball. Want immediate change. Prefer midwest. Married vet, presently employed. Best references. Box 468B, BROADCASTING.

Announcer—Experienced, married man desires steady position with progressive organization in northeast. Available immediately. Box 489B, BROADCASTING.

Announcer—Two years college, single, age 21. Good voice, best training, operate console. Want initial break to get needed experience. Box 512B, BROADCASTING.

Only New England states immediately available 2 years radio training, 3 years experience staff announcing in heavily commercialized areas. Independent, Mutual and Columbia affiliate. Excelling in commercial reading, play-by-play (5 sports) disc jockey, shows (morning-night) can script commercials, music and sport shows. Will work only for a progressive, productive station. Will answer all offers. Disc and background data on request. Box 542B, BROADCASTING.

Announcer—Willing, ambitious. Desires more experience. Presently engaged air checks. Box 545B, BROADCASTING.

Announcer—Experienced, capable newscaster, disc jockey, general staff man. Married vet. Good ref. Box 546B, BROADCASTING.

Announcer — Experienced. Presently employed 1000 watt NY station. No specialist, just good all-round staff man, emphasis on commercials. Northeast stations only. Disc on request. Box 547B, BROADCASTING.

Experienced sportscaster. Play-by-play baseball, staff. Box 548B, BROADCASTING.

Available in August—Competent sportscaster—experienced in play-by-play and writing for sports page of daily. Speech major, veteran, 27, married. What's your offer? Box 549B, BROADCASTING.

Announcer with new car, three years experienece. network training, top references. Box 550B, BROADCASTING.

Announcer—Continuity. 23, 5 years acting on Hollywood networks, college education, studied announcing at radio school. Box 555B, BROADCASTING.

I desire a position as a play-by-play announcer. Have had 2½ years experience with play-by-play in baseball, football, boxing, basketball, also staff announcing and all phases production work. I am now program director of KRBC, 5000 watt station serving west Texas, but desire opportunity elsewhere. Box 565B, BROADCASTING.

Announcer—Handle all types of shows. Network and independent operation. Sixteen months experience. Specialties, disc jockey and newscaster. Know programming. Box 568B, BROADCASTING.

Announcer—Some experience, schooling, ambitious, wants to work hard and settle down. Box 570B, BROADCASTING.

Announcer, announcer-engineer. I'm a married 25 year old veteran who has learned radio the only way—that's by "doing" in small stations. I'm interested in a city of 75,000 and up and a salary of $65.00 plus talent. I'm best suited for DJ shows and commercials. A disc and full information awaits at Box 572B, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-copywriter experienced in all phases broadcasting wants job in midwest station. Recommendations on request. Box 576B, BROADCASTING.

Announcer, 23. College graduate, single, reliable, one year commercial experience. Some copy writing. Excellent references. Box 579B, BROADCASTING.

If you want a voice, I've got it—plus five years experience, including network. Midwest preferred. Box 581B BROADCASTING.

Fired—others, maybe, but not I. 'Cause I'm a dependable announcer with three years in all phases of radio. Some acting, fair singing voice, speak Spanish almost as good as English. Prefer metropolitan area. Box 585B BROADCASTING.

Announcer—experienced all phases staff work, specializing in sports and play-by-play. Year and a half experience at Mutual station. Now employed. Box 588B, BROADCASTING.

Announcer: Thoroughly experienced: rural programming, news specialty, family man. Desire permanent position in midwest. Favor small city. Box 590B, BROADCASTING.

California take note. Experienced announcer-newscaster-DJ now pleasantly employed but mother needs change of climate. Top references. Network experience. Not interested in two-bit stations. Box 607B, BROADCASTING

Announcer-musical director, sports editor, copy. Operate board, married 25, available immediately. Box 608B BROADCASTING.

Sportscaster: Three years staff announcer. Year sports show. Desires play-by-play. Good baseball, football basketball knowledge. First class license. College degree. Young, single Prefers Texas. Disc, photo on request Box 610B, BROADCASTING.

Announcer-engineer. Employed with net affiliate 9 months. Combination experience. Have good mail pull and DJ shows and remotes. Want more college to advance with radio. Midwesterner, 28, single, will travel. Box 606B, BROADCASTING.

Newscaster—Graduate School Radio Technique-DJ and commercial disc or request. Will travel. Edward Egan, Oregon, Wisconsin.

Ten years microphone experience news, special programs, everything but sports. Age 33. Desire some selling West of Mississippi. Byron McCal 401 North Oliver, Wichita 8, Kansas

Experienced announcer available for your staff. Single, best of references photo and disc on request. Write Robert J. Nelson, 3224 East 24th St., Minneapolis 6, Minn.

Station managers — The Pathfinder School of Radio Broadcasting is sending out the best-trained announcers and writers available. Sixty-seven stations in twenty-three states have employed our graduates. Starting salary forty to fifty dollars a week. 1329 Oak St. Kansas City, Missouri. Harrison 0473

Available immediately announcer, 2 months at present station. Desire change in location. Married, reference Disc on request. Contact Clifford Roth 1901 10th Ave. E., Decatur, Ala.

College-trained announcer-writer newsman with good background in music and world affairs wants opportunity to help you and himself. For further information write Al Sugarman, 56 Gaviota Way, San Francisco 16

University of Florida radio speech graduate desires announcer position Inexperienced. No bad habits to unlearn. Mould me the way you want Stanley E. Turegano, 5011 Prytania St. New Orleans, La.

Technical

Engineer, 16 months experience, first phone, active amateur, 25, married, car Desire position in midwest. Availabl immediately. Box 402B, BROADCASTING.

Engineer—22, single, first phone and second telegraph. Transmitter experience 250 w. Available immediately Box 517B, BROADCASTING.

Engineer—11 years radio experienc chief or combination or both. Prefe southwest. Will invest. Family man, 2 All inquiries answered. Box 557E BROADCASTING.

Engineer, graduate of announcing class Wants job as combination man. Three months experience at console, transmitter. Remotes and recording. Will consider all jobs any where. Box 560E BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer—Presently employed, desires change to progressive station. 12 years engineering experience in AM & FM. Having installed 2 new stations. Best references. Prefer southeast. Box 566B, BROADCASTING.

Combination engineer-announcer. 1st phone. 12 years engineering, 4 years announcing. Presently employed desires change to progressive station. Available immediately. Best references. Prefer southeast. Box 567B, BROADCASTING.

Engineer—Over seventeen years experience, all phases, all powers, married, excellent personal and professional references. Have car, location and housing irrelevant. Your letter will bring prompt action. Box 571B, BROADCASTING.

First phone, single vet desires any radio position any location. Box 575B, BROADCASTING.

Serious-minded June university graduate. Knows board. Need job. Anywhere. Disc, photographs ready. Write Box 577B, BROADCASTING.

Engineer experienced installation and maintenance. Graduate CREI, Washington, D. C. One other radio school. All license, amateur. No combination work. Married. Box 611B, BROADCASTING.

First Phone, 22 months with 250 watt station. Available immediately. Desire progressive station. Box 612B, BROADCASTING.

First Class phone, license. Single, will travel. Veteran. Box 613B, BROADCASTING.

First Class phone—Jr. Engineer, no experience, willing to travel. Sam Breskend, 407 Christopher Avenue, Brooklyn 12, N. Y.

Engineer, one year broadcast experience desires position. Know console operation. Some announcing. 1st Cl. phone excellent references. Single have car. Available immediately. R. K. Graves, 314 W. Third Street, Frankfort, Kentucky.

Transmitter technician, 15 months experience. Graduate 2 technical schools. Go anywhere. Prefer near engineering school. Amateur. Harry T. Hubbart, 1913 South 10½ Street, Springfield, Illinois.

Engineer—Experience in FM-AM 1st phone, 2nd telegraph, class A amateur, available now. M. W. Johnson, 436 N. Hazel, Danville, Illinois.

Available immediately. Operator, first license, four years broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Lewis Sherlock, Box 1161, Plainview, Texas.

Engineer, 1½ years experience transmitter, remotes. Graduate RCA. Now employed. Box 615B, BROADCASTING.

Engineer, first phone, 1 year experience, car, seeks permanent position Box 614B, BROADCASTING.

Production-Programming, others

Experienced continuity writer servicing by mail. Institutional copy a specialty. Box 403B, BROADCASTING.

Friendly, dependable, alert writer, combination man. TV and radio. Production, programming, some announcing. Topnotch commercials, continuity, complete show. Box 543B, BROADCASTING.

Available immediately, man 45, University graduate, 22 years newspaper and radio experience. Capable of writing, editing and delivering distinguished local news programs. Holder two national radio awards for news writing. Prefer east or south. Photo, transcription on request. Box 564B, BROADCASTING.

Sports director, play-by-play all sports. Writing experience, also experienced staff announcer. Presently employed but opportunity-less. Married & dependable as references will show. Box 574B, BROADCASTING.

Highest caliber network news analyst, newscaster, editor, 16 years foreign, domestic experience, wants permanent change to far west, preferably college town where possibility also teaching radio journalism. Highest references. Box 586B, BROADCASTING.

Situations Wanted (Cont'd)

Newsman— Two years commercial radio experience. Thoroughly experienced news-writing, reporting, editing, announcing. Also, considerable work editing tape, writing documentaries. Currently employed as news-editor small station. Box 556B, BROADCASTING.

Experienced girl Friday desires change. Bonafide reasons. Administrative, programming, continuity, traffic, public relations, air work. Box 594B, BROADCASTING.

Program director with outstanding record in highly competitive metropolitan markets desires to make change. Interested in locating in competitive metropolitan market. Substantial salary requirements—but results will justify. Box 597B, BROADCASTING.

Six years experience radio continuity, newspaper work, magazine advertising. Desire continuity position with metropolitan station. Concrete evidence of qualifications available. Call collect Canal 6-7624, Chicago. Box 599B, BROADCASTING.

Writer-radio, television. Experienced June college graduate wants a start. Single. Can announce. Box 600B, BROADCASTING.

Woman commentator—news, sports, fashions. Proven sales results. Age 35, single. Formerly network singer, also radio executive experience. Presently employed but desire change of location. Interview, records, pictures on request. Box 601B, BROADCASTING.

Ambitious young woman—college graduate. Extensive training all phases radio. Can write continuity, handle women's, children's programs. Good air voice—versatile, hard worker. Salary secondary. Box 589B, BROADCASTING.

Station manager's enthusiastic letter on character, ability tells my story. Journalism grad. 250 experience, report, write, edit, read news. Box 617B, BROADCASTING.

Program director. Presently employed. Desires change to medium AM market. Available on two weeks notice. Box 616B, BROADCASTING.

Television

Announcer

Announcer-director of proven versatility. Thoroughly experienced all phases of broadcasting. Stage and director experience. Desire change to station with TV future. Box 609B, BROADCASTING.

For Sale

Stations

Profitable daytime and FM station in major South Atlantic market. Television and fulltime applications pending. Price $110,000. Box 540B, BROADCASTING.

1000 watt, fulltime regional station, value $100,000.00. Will trade for middlewest or western farm or property. Box 316B, BROADCASTING.

Florida daytime station in metropolitan market with exceptional coverage on good regional frequency. Power increase and fulltime indicated. $47,000. Box 482B, BROADCASTING.

Texas 1000 watt daytimer, priced for quick sale with $10,000 down. Box 541B, BROADCASTING.

Oklahoma 250 watt daytime showing profit. $20,000 cash. A real buy. Box 582B, BROADCASTING.

Equipment, etc.

For Sale—Four Collins 20 F AM transmitters for 250 or 500 watt broadcast operation, $1200 each. Also two Collins 20F 1000 watt broadcast transmitters, $2300 each, all used but in excellent condition guaranteed to meet all FCC performance specifications. Also six Collins audio racks containing 6F preamp, 7R monitoring and 7S line amplifier, $200 each. Box 563B, BROADCASTING.

New FM station applicants and engineering consultants. If you plan to place your FM antenna on top of the present tower installation. We can offer you a practically new isocoupler at a low price. Write Frank O. Myers, Manager, KCMC-FM, Texarkana, Tex.

For Sale (Cont'd)

Must sell one (1) Western Electric 25B console with power supply and new junction boxes. Also for sale in portable case, one (1) 6N-disc recording table with-1D-cutter head. First reasonable offer accepted-KCSJ Pueblo, Colorado.

Complete 250 watt standard broadcast and 3 kw FM consisting of following: RCA 250K transmitter, Western Electric 504-B2 transmitter, 399 ft. Ideco guyed tower with WE 54-A FM antenna and RCA 76-B console plus all accessories. W. H. Murphree, WABB, Mobile, Alabama.

RCA 96AX limiting amplifier complete with power supply and tubes, looks and operates like new, $215. Presto 87B recording amplifier in case with speaker and tubes, very good condition, half price $160. WBBQ, Augusta, Ga.

Blaw-Knox self supporting square insulated steel tower 304 ft high including beacon make offer. WHEC, Rochester, N. Y.

FM transmitter for sale. RCA FM3A. New. Equipped with RCA FM3A modification kit. Crystals for 107.5 MC channel 298. Transmitter never in service. Best offer. WPFB, Middletown, Ohio.

Two Zenith broadcast models, Cobra pick-up arms complete with associated pre-amps. Used but slightly. Make us an offer. WSSV, Petersburg, Va.

New transmitter—10% off—Brand new 3 kw Westinghouse FM transmitter. 2 crystals, 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 182B, BROADCASTING.

Wanted to Buy

General Electric BT-1-A 250 watt FM transmitter with tubes. Give date purchased, usage, lowest cash price. Box 518B, BROADCASTING.

Wanted — 76C or 76B RCA studio consollette in good condition. Please quote age and price in first letter. Box 544B, BROADCASTING.

Two station managers want to buy station. Have 15 G's cash down, and terms. Desire southwest, west or northwest. Will consider CP. Box 598B, BROADCASTING.

Employment Service

Immediate openings for: 24 engineers to announce, to $75, 8 announcers to $65 plus talent, 14 salesmen to $15,000, 7 transmitter engineers to $70, 2 womens directors to $75: 5 managers to $10,000: 12 women copywriters to $55. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Managerial

MANAGER-SALES MANAGER
Must know radio and sell at local level on scund long range basis. Take full charge small market single station middle Atlantic network affiliate. Principal owner longtime radio must concentrate on other AM, FM and TV interests. Position offers permanence if stability and leadership in small high class community is desired. Otherwise advancement in due time for good men is principal owners policy. Give full information including salary requirements and photo if possible in first letter. Box 559B, BROADCASTING.

Salesmen

Broadcast Equipment Sales Engineer

Leading manufacturer has opening for qualified broadcast equipment sales representative to headquarter in established divisional office in Dayton, Ohio. Territory includes Ohio and adjacent states.

Attractive proposition with good future for experienced man with past record successful sales work in broadcast equipment.

All replies will be held in confidence. Write Box 514B, BROADCASTING.

Help Wanted (Cont'd)

SALESMAN WANTED

Excellent opportunity for experienced salesman with New England 50 kw network affiliate. Immediate opening. Send outline of experience and photo to

BOX 573B,
BROADCASTING

Situations Wanted

Managerial

WILL TRADE—

successful twenty-two year career for right opportunity with stable, progressive organization. Fully experienced as program director, asst.-manager, general manager 5 kw network affiliate. Broad experience invaluable in time of retrenchment or expansion. Would accept lesser capacity for right opportunity. Identification available from Sol Taishoff or Maury Long at BROADCASTING or write

BOX 533B, BROADCASTING

Technical

CHIEF ENGINEER
B.S.E.E. with following experience:
AM - FM - TV
50 kw and network
Directional arrays
Construction
To arrange an interview please address
BOX 591 B, BROADCASTING

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

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☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

(Continued on next page)

On All Accounts

(Continued from page 12)

ganized, rehearsed and sent overseas more than 20 all-soldier shows, including "This Is the Army."

After separation from the Army in June 1946, by which time he rose to the rank of colonel, he decided to take it easy for a while, before resuming civilian life. Then in October 1946, he joined the Messrs. Shubert, theatrical producers, as their general western representative, retaining that post until joining R & R.

A native of Richfield, Utah, where he was born May 19, 1909, he first went to California at seven, when the family residence was shifted to Los Angeles. Following graduation from Los Angeles Polytechnic High School in 1927, he embarked on a combined work-study program. For employment he started as a property man working at most of the existing motion picture studios while nights he busied himself with three years' study of law at La Salle Extension School.

From property man he advanced to assistant director and also began to develop as a writer. All told he spent about five years on the production end of motion pictures and another year of writing for the movies full-time before shifting to radio. Among his writing efforts were "Wide Shoulders" for RKO, "Easy Pickings" for Warner Bros. and "Dangerous Money" for Columbia, in addition to a number of others upon which he collaborated.

Aside from his movie background, Marv also had a hand in stage production, having directed and managed a number of touring theatrical productions on the West Coast. With stage, motion pictures and radio as an ample base, he is now ready for television.

When Maruska Petrasek, Czech actress, went to Washington to perform war work for the U. S. government, little did she know that she also was destined to meet up with her life's work. After appropriate courtship, she reccognized the fact and they were married July 16, 1944.

Today they live in the suburban San Fernando Valley together with their three-month-old daughter, Shari.

Marv's most serious hobby is writing, followed closely by wood carving, cabinet making—and fishing, golf or tennis when time permits.

Organizationally, he serves as commanding officer of the Armed Forces Radio Service Reserve Unit in Hollywood for the Air Force and Army. In addition he is a member of the national radio committee of the Community Chest as well as a member of the Hollywood Advertising Club.

For Sale

FOR SALE

1. Truscon H-30 286 foot self-supporting tower, will support 4 bay FM or TV antenna, brand new, never erected, complete in every detail with A-3 lighting, base insulators and all hardware— $4500.
2. GE BT-1-A 250 watt FM transmitter, brand new, complete with two sets of tubes— $1250.
3. GE BY-2-B 4 bay FM antenna, brand new— $900.
4. Presto/Rexair model "B" suction equipment for dual recorder used less than ten hours— $125.
5. WE universal reproducer set complete with 9A head, 5A arm, 171A and KS10066 filter and switch assembly, used, in good condition — $85.
6. "Wirecorder" complete with tubes, wire and two batteries, used, in good condition—$75.
7. WE 23-C console, complete with tubes and WE relay power supply, used in good condition— $200.
8. RCA Varacoustic microphones, 2, used, good condition— $15 each.
9. Brush PL-20 pickups with cartridges, new $15, used $10.00.

All prices quoted FOB.

WHHH

2nd Nat'l Bank Bldg., Warren, Ohio

NEWSPAPER OWNED STATION

One kw daytime—3 kw FM in one of largest downstate Illinois industrial and agricultural markets. Owners must devote fulltime to newspapers. Only station. Best opportunity for resident management. This is not a distress property. Price $100,000.00. Write Box 587B, BROADCASTING.



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(20 years experience)

● SALES CAMPAIGNS

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● SALES PROMOTION

Post Office—Box 108, Worthington, Ohio

Telephone—Worthington 2-7346



WELCOMING Thomas Hamilton (l) who joined CBS Network Sales Dept. June 20 as an account executive, is John J. Karol, network's sales manager. Mr. Hamilton has been with ABC, also as an account executive.

CAB OFFICERS

Snelgrove Named President

RALPH SNELGROVE, CFOS Owen Sound, Ont., was elected president and vice chairman of the board of directors of Canadian Assn. of Broadcasters, at first board meeting held following annual meeting at St. Andrews, N. B. [BROADCASTING, June 20]. William Guild, CJOC Lethbridge, was elected chairman of the board following the annual meeting. This puts two young Canadian broadcasters in their mid-thirties at the helm of the industry.

At CAB board meeting at St. Andrews June 17, Clifford Sifton, CKRC Winnipeg, and Gordon Love, CFCN Calgary, were elected to board of trustees.

Place of 1950 annual meeting was decided as Royal Connaught Hotel, Hamilton, Ontario, March 27-30.

WOXF TAKES AIR

Fulltime Outlet on 1340 kc

FORMAL opening of WOXF, new fulltime standard station at Oxford, N. C., was held early this month. Owned and operated by the Oxford Broadcasting Corp., the independent station operates on 1340 kc with 250 w. Prominent citizens participated in the June 5 opening, WOXF reports.

Jimmy Childress, formerly with WKBC North Wilkesboro, N. C., as manager of its Elkin, N. C., studios, is manager of WOXF. Other staff members include D. K. Walker, commercial manager; Hart Curl, program director; Johnny Morocco, Jim Mahoney and Bill Blalock, announcers; John Parham, traffic manager; Emily Nicholson, continuity director, and Mrs. Durward Hight, receptionist and bookkeeper.

DIVIDEND of 10c per share to be paid Thursday (June 30) to shareholders of record June 20 has been declared by board of WJR Detroit, station reports.

ILL. SEMINAR

World Educators to Attend

LEADERS in educational broadcasting from the U. S. and five foreign countries are scheduled to attend the seminar on educational radio which opens today (Monday) at the U. of Illinois. Sponsored by the Rockefeller Foundation, with Wilbur Schramm, director of the Institute of Communications Research at Illinois, as general director, the seminar will run through July 9, the U. of Illinois announced last week.

Scheduled to participate, in addition to those previously announced [BROADCASTING, June 6], are:

From the U. S.—Waldo Abbot, general manager, WUOM U. of Michigan, Ann Arbor; Graydon Ausmus, general manager, WUOA U. of Alabama, Tuscaloosa; R. J. Coleman, general manager, WKAR Michigan State College, East Lansing; Franklin Dunham, head, division of radio, U. S. Office of Education, Washington; John W. Dunn, general manager, WNAD U. of Oklahoma, Norman; A. James Ebel, consulting engineer on TV and FM, Peoria, Ill.; Earl F. English, associate dean, U. of Missouri School of Journalism and head of facsimile laboratory; Edwin Hellman, director of radio, Cleveland (Ohio) Public Schools System; Richard B. Hull, general manager, WOI Iowa State College, Ames, and president of the National Assn. of Educational Broadcasters; Donald Horton, Carnegie research project on effects of TV, U. of Chicago; George Jennings, director of radio, Chicago Public Schools System; R. R. Lowdermilk, department of audio-visual aids, U. S. Office of Education, Washington; Harold McCarthy, general manager, WHA U. of Wisconsin, Madison; Irving Merrill, general manager, KUSD U. of South Dakota, Vermillion; James S. Miles, general manager, WBAA Purdue U., LaFayette, Ind.; Allen Miller, general manager, KWSC Washington State College, Pullman; M. S. Novik, radio consultant, New York; Burton Paulu, general manager, KUOM U. of Minnesota, Minneapolis; Russell Porter, coordinator of radio, U. of Denver; George Probst, director, Chicago Round Table, U. of Chicago; Thomas Rishworth, director, Radio House, U. of Texas, Austin; William Sener, general manager, KUSU U. of Southern California, Los Angeles; Ralph W. Steetle, general manager, WLSU Louisiana State U., Baton Rouge; Keith Tyler, coordinator of radio, Ohio State U., Columbus; Parker Wheatley, director of radio, Lowell Institute, Boston; Justin Miller, NAB president; Ralph Hardy, KSL, Salt Lake City, chairman, NAB committee on educational standards; Robert Hudson, director of public affairs and educational broadcasts, CBS, New York; Seymour Siegel, general manager, WNYC New York.

From Denmark—Mogens K. Jessen, director of educational radio for Denmark; Great Britain—Thomas Baird, American representative, BBC; Japan—Teruko Ihara, director of women's division, planning division, Radio Toyko; Jiro Nanye, chief, program operating board, Radio Toyko; Michio Uda, chief production section, Radio Toyko; Shigenao Nakamura, chief foreign news division, Radio Toyko; Seiji Shimaura, chief broadcasting section, Radio Osaka; Hiroshi Niino, vice chief, liaison section, Radio Toyko;

From Korea—Kim Ok Yol, women's program announcer, Radio Seoul; Song Young Ho, continuity chief, program director, Radio Seoul; Bae Jun Ho, script writer, Radio Seoul; Park Young Ho, government broadcast planning committee, Radio Seoul; Philippine—Victoria Abelardo, department of audio-visual aids, Philippine Educational System, Manila.

DECCA RECORDS Inc., New York, declared regular quarterly dividend of 12½ cents per share on capital stock, payable June 30, to stockholders of record June 16.

FCC Actions

(Continued from page 68)

June 21 Decisions . . .

BY THE SECRETARY

Granted licenses remote pickup stations (heretofore extended on temp. basis to Sept. 1) on regular basis for period June 17 to May 1, 1952. KA-3184, KA-3185, Oregonian Publishing Co. Area, Portland, Ore., Call letters formerly KEIY and KEIZ respectively.

Scripps-Howard Radio Inc., Area of Cincinnati, Ohio—Granted license for new exp. TV relay KA-3570. (Call letters were formerly W8XWAL.)

WLRP New Albany, Ind.—Granted license for new AM station 1570 kc 1 kw D.

WIBX Utica, N. Y.—Granted CP install old main trans. at location main trans. to be used for aux. with power of 250 w unl. DA-1.

WKST New Castle, Pa.—Granted request to cancel CP for increase in power, install new trans. and make changes in DA-N and dismissal of application for mod. CP for extension of completion date.

W K V A Lewistown, Pa. — Granted mod. CP for approval of ant. and trans. locations, and change type trans.

WINA Charlottesville, Va.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

Following granted mod. CPs for extension of completion dates as shown: KBTV Dallas to 9-15-49; KA2XAQ Kansas City, Mo., to 11-7-49; KA-3571 Area Minneapolis to 10-31-49; WTCN-TV Minneapolis to 10-31-49; WLOW Norfolk, Va., to 12-28-49; WKVM Arecibo, P.R., to 9-15-49; KONO-FM San Antonio to 12-28-49; WLAV-FM Grand Rapids, Mich., to 1-12-50; WLYN-FM Lynn, Mass., to 12-21-49; WADW-FM New Orleans to 1-30-50; WHMA-FM Anniston, Ala., to 1-23-50; W2XGW Alpine, N. J., to 6-19-50; WNBK Cleveland to 10-15-49; KYOS Merced, Calif., to 9-7-49; KGAN Kingman, Ariz., to 10-1-49; KTRB KTRB-FM Modesto, Calif., to 12-15-49; KYW Philadelphia to 7-13-49; KVME Merced, Calif., to 8-17-49; KSDO San Diego, Calif., to 1-13-50; WJPF-FM Herrin, Ill., to 9-30-49; WDHN New Brunswick, N. J., to 1-13-50; WHDH-FM, Boston, Mass., to 7-4-49; WCFC Beckley, W. Va., to 9-16-49; WLAB Lebanon, Pa., to 11-29-49; WNLO New York to 1-5-50; KLEE-TV Houston, Tex., to 7-1-49; KMLB Monroe, La., to 12-13-49; WGST-FM Atlanta, Ga., to 1-1-50; KNBC-FM San Francisco to 10-12-49; KMAR Bakersfield, Calif., to , 1-3-50; KWKH-FM Shreveport, La., to 12-15-49; WJLB-FM Detroit to 11-1-49; KMPC-FM Los Angeles to 12-1-49; WWOD-FM Lynchburg, Va., to 1-1-50; WQDI Quincy, Ill., to 7-9-49.

WXYZ-TV Detroit—Granted license for new commercial TV station.

KTXN Thomas G. Harris, individually and as trustee for Hardy C. Harvey, et al., Austin, Tex.—Granted license new AM station 1370 kc 1 kw D.

WNOK Columbia, S. C.—Granted license install new trans.

KTAT Frederick, Okla.—Granted license new AM station; 1570 kc 250 w D.

WOI-FM Ames, Iowa—Granted license new FM station; Chan. 211 (90.1 mc) 15.5 kw; ant. 530 ft.

WPRS Paris Bcstg. Co., Paris, Tenn.—Granted request to cancel CP new AM station and delete call letters.

KIT Yakima, Wash.—Granted mod. CP change type trans.

WCCP Savannah, Ga.—Granted mod. license change name of licensee to Carter C. Petersen tr/as Dixie Bcstg. Co.

The Conestoga Television Assn. Inc., Lancaster, Pa.—Granted CP for reinstatement of CP new exp. TV station KG2XBI. (Call letters formerly W3XBR.)

W N W W North Adams, Mass. — Granted mod. CP for approval of ant. and trans. location and specify studio location.

American Colonial Bcstg. Corp., Area of Arecibo, P.R.—Granted mod. CP for extension of completion date to 9-15-49 for relays WKVN WKBM.

KLEE-TV Houston, Tex.—Granted license covering change in studio location.

WJMJ Philadelphia—Granted license for new standard station 1540 kc 1 kw D.

WKMO-AM-FM Kokomo, Ind. and WLCG Dearborn, Mich.—Granted request of Kokomo Bcstg. Corp. for cancellation of licenses and deletion of call letters of standard and FM stations and for dismissal of application for involuntary assignment of licenses to Harry O. Davis, receiver, in accordance with requests for cancellation of licenses and to vacate CG and delete call letters for new FM station WLCG.

Rawlins Bcstg. Co., Rawlins, Wyo.—Granted CP for new remote pickup KOA-21.

WPOE Elizabeth, N. J.—Granted license for new FM station Chan. 244 (96.7 mc) 1 kw 150 ft.

KWOW Radio Station WOW Inc., Omaha, Neb.—Granted request to cancel CP for new FM station.

WBRY-FM American Republican Inc., Waterbury, Conn.—Same.

KFXM-FM Lee Bros. Bcstg. Corp., San Bernardino, Calif.—Same.

WVNA-FM Scripps-Howard Radio Inc., Indianapolis—Same.

West Central Bcstg. Co., Peoria, Ill.—Granted CPs and licenses for new remote pickups KQA421 KA3138.

Hays County Bcstg. Co., Area San Marcos, Tex.—Granted CP for new remote pickup KA-2025.

W G T R Worcester, Mass.—Granted mod. CP to change studio location.

WKBS Oyster Bay, N. Y.—Granted mod. CP to make changes in vertical ant. and change type trans.

Tell City Bcstg. Co., Tell City, Ind.—Granted CPs and licenses for new remote pickups KA-3541 KA-3542.

Charles R. Love, Area of Calexico, Calif.—Granted CP new remote pickup KA-3543.

Brownsville Bcstg. Co., Area Brownsville, Tex.—Same KA-3540 KA-790.

WFEC Miami, Fla.—Granted mod. CP change type trans. and make change in ant. and ground system.

June 21 Applications . . .

ACCEPTED FOR FILING

AM—870 kc

KIEV Glendale, Calif.—CP to change from 870 kc 250 w unl. to 870 kc 10 kw unl.

AM—1050 kc

WGAY Silver Spring, Md.—CP to change from 1050 kc 1 kw D to 1050 kc 1 kw-D 500 w-N DA-N.

AM—1310 kc

KOKX Keokuk, Iowa—CP to change from 1310 kc 250 D to 1310 kc 1 kw-D 500 w-N DA-2.

License for CP

WRUF Gainesville, Fla.—License for CP for change in hours, install new trans. etc.

SSA—810 kc

WCEC Rocky Mount, N. C.—Request for SSA to commence operation 5 a.m. EST with 1 kw.

AM—1050 kc

Easley Bcstg. Co., Easley, S. C.—CP new AM station 1490 kc 250 w unl. AMENDED to request 1050 kc 250 w D.

License for CP

WRXW Louisville, Ky.—License for CP new FM station.

CP to Reinstate CP

WWON-FM Woonsocket, R. I.—CP to reinstate CP new FM station.

TENDERED FOR FILING

AM—1410 kc

K T F S Texarkana, Tex.—CP to change from 1400 kc 250 w unl. to 1410 kc 1 kw-D 250 w-N.

June 22 Decisions . . .

BY COMMISSION EN BANC

License Renewal

KFXD-FM Nampa, Ida.—Granted renewal of license for period ending Dec. 1, 1951.

KVI Seattle, Wash.—Granted renewal of license for period ending May 1, 1952.

Proposal Vacated

In report and order, Commission vacated its proposal of March 23, to amend Part 3 of its rules and regulations to make special provision for standard stations in Virgin Islands, declared proposal not adopted, and terminated proceeding (story page 61).

FM Allocation

Made final its proposal of May 5 to amend its revised tentative allocation plan for Class B FM stations by ordering that effective Aug. 1 Channel 222 be deleted from Greensboro, N. C., and added to Ashboro, N. C.

Mod. STA Denied

WHEN Syracuse, N. Y.—Denied request for mod. of STA to increase vis. power from 15 kw to 26.7 kw and granted extension of present STA for 90 days; advised WHEN that in view of its rejection of partial grant of Jan. 26, its application for increased power is being placed in pending file; requested WHEN to advise Commission within 30 days whether or not it will proceed immediately and diligently with construction of facilities and at site authorized in CP; if not, whether it desires to accept Jan. 26 partial grant; in meantime action on application for extension of completion date will be held in abeyance pending receipt of such notification.

Application Pending

KARO Broadcasting Corp. of America, Riverside, Calif.—Advised KARO that its application for mod. CP with amendments will be considered as new application for Channel 6 in Riverside and this application, together with its petition to allocate Channel 6 to Riverside, are being placed in pending file in accordance with terms of television freeze order.

June 23 Decisions . . .

BY COMMISSION EN BANC

Hearing Ordered

WTRR Sanford, Fla.—Ordered hearing on application for assignment of license to Myron A. Beck.

WCMW-AM-FM Canton, Ohio.—Ordered hearing on application for transfer of control from M. R. Schneider, Arnold Gebhart, J. L. Amerman, E. A. Mahoney and Royal C. Lister to S. L. Huffman and K. B. Cope.

KDLK Del Rio, Tex.—Ordered hearing on application for assignment of license from James A. Clements, Richard J. Higgins, Thomas O. Mathews and Joe H. Torbett d/b as Del Rio Bcstg. Co. to new partnership consisting of Martin Rose Jr. and E. M. Haigler.

License Surrendered

San Diego Bcstg. Corp. San Diego, Calif.—Granted request to surrender license of KYOR and continue operation of KUSN while constructing fulltime station under recent assignment of permit for KYOR.

Hearing Designated

Prairie Radio Corp., Lincoln, Ill.—Designated for hearing application for new station on 1370 kc 500 w D; made WTTS Bloomington, Ind., WEEK Peoria, Ill., and KDTH Dubuque, Iowa parties to proceeding.

Changes Granted

WDEL Wilmington, Del.—Granted CP make changes in DA to accommodate FM and TV ant., to change DA and change trans. location; eng. cond.

Hearing Designated

KFBC Cheyenne, Wyo.—Designated for hearing application for change from 1240 kc 250 w unl. to 710 kc 5 kw N 10 kw-D DA-2.

Modification of CP

KROD El Paso, Tex.—Granted mod. CP to specify increased tolerances in certain minima of DA-N to provide operational safety factor and eliminate CP requirement for 92 degree radial and delete 92 degree monitoring point; eng. cond.

Hearing Designated

WCUM Cumberland, Md.—Designated for hearing application for mod. license change from 100 w to 250 w; made WARD Johnstown, Pa., party to proceeding.

WKNX Saginaw, and Booth Radio Stations Inc., Grand Rapids, Mich.—Designated for consolidated hearing application of WKNX to change operating assignment from 1210 kc 1 kw to 970 kc 1 kw DA-N, unl. and Booth Radio Stations Inc. for new station at Grand Rapids 970 kc 1 kw DA unl.; made WICA Ashtabula, Ohio, and KLER Rochester, Minn., parties to proceeding.

Motion Granted

WWST Wooster, Ohio—Waived Sec. 1.389 of Commission's rules and granted motion to enlarge issues in hearing re application to mod. license from 500 w to 1 kw, to include issue: To determine type and character of program service proposed to be rendered and whether it would meet requirements of populations and areas proposed to be served; further ordered on Commission's own motion that issue No. 6 be added: To determine type and character of program service rendered by WWJ Detroit and WICA Ashtabula.

June 23 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

James L. Killian, Fort Payne, Ala.—CP new AM station 1290 kc 250 w D AMENDED to request 1290 kc 500 w D.

(Continued on page 76)

Mike Talks Back

RADIO'S first "talking mike" is claimed by WSM Nashville in reporting an incident of utter confusion during a recent rehearsal. Rod Brasfield, comic star of WSM and the Prince Albert-NBC *Grand Ole Opry*, was the victim of this radio robot. After going through a rehearsal of his routine, the comedian paused for laughter. Before he could begin the next gag, a small voice issued from the microphone with "I'm tired, Brasfield, snap it up will you." The cast collapsed with laughter as words continued to pour from the mike. Order was restored, the station reports, after it was discovered that WSM engineers, Jack Hopkins and Elmer Alley, had rigged a two-inch loudspeaker in a standard mike.

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This situation presents a sound opportunity for definite expansion and an important increase in gross and net. Realistically priced—$85,000.00. Financing arranged.

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BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	711 Construction Bldg	Ray V. Hamilton
Washington Bldg.	S. Akard and Wood Sts.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

FCC Actions

(Continued from page 75)

Applications Cont.:

AM—1230 kc

Waynesboro Bcstg. Co., Waynesboro, Pa.—CP new AM station 1540 kc 1 kw D AMENDED to request 1230 kc 250 w unl.; change studio to Carbondale, Pa. and change name to Robert G. Adams and Roy T. Merkel d/b as Carbondale Bcstg. Co.

AM—1590 kc

WPWA Chester, Pa.—CP to change from 1590 kc 1 kw D to 1590 kc 1 kw unl. DA-N.

AM—1280 kc

WMBL Morehead City, N. C.—CP to change from 740 kc 1 kw D to 1280 kc 1 kw D.

AM—1070 kc

Arecibo, P. R.—Mod. CP change frequency, increase power etc. AMENDED to request 25 kw from local sunrise to sunset at San Jose, Costa Rica, in lieu of 10 kw after sunset and 25 kw from sunrise to sunset.

License for CP

License to cover CP new AM station: WERI Westerly, R. I.; WSPC Anniston, Ala.

AM—1490 kc

WKMA Quitman, Ga.—CP to reinstate CP new AM station 1490 kc 250 w unl.

License Renewal

Request for renewal of license new AM station: WJTN Jamestown, N. Y.; WVOS Liberty, N. Y.

Modification CP

Mod. CP new FM station for extension of completion date: WJIZ Hammond, Ind.; WBBB-FM Burlington, N. C.; WSVS-FM Crewe, Va.; KPOR Riverside, Calif.; KBUR-FM Burlington, Iowa; KWPC-FM Muscatine, Iowa; WHEC-FM Rochester, N. Y.; WBCA Schenectady, N. Y.; KUHF Houston.

License for CP

WESB-FM Bradford, Pa.—License for CP new FM station.

License Renewal

Request for license renewal noncommercial educational FM station: WDTR Detroit; WBGO Newark, N. J.

TV—76-82 mc

WTVN Columbus, Ohio—Mod. CP new commercial TV station to change ERP to 6.5 kw vis. 3.25 kw aur. AMENDED to request 6 kw vis.

TENDERED FOR FILING

AM—1050 kc

WHLN Harlan, Ky.—CP to change from 1230 kc 250 w unl. to 1050 kc 1 kw-D 250 w-N.

SSA—770 kc

KOB Albuquerque, N. M.—Request for extension of SSA 770 kc 50 kw-D 25 kw-N.

APPLICATIONS DISMISSED

License for CP

WSVS Crewe, Va.—DISMISSED June 21 license to cover CP new AM station.

SPORTS RATE

Protested by Minnesotans

HIGH rates charged by the U. of Minnesota for rights to broadcast sports events were protested last week by the board of the Minnesota Assn. of Broadcasters, headed by John F. Meagher, KYSM Mankato, Minn. The university charges twice the highest daytime hourly rate.

Articles of incorporation for the state association were completed, with annual meeting scheduled Sept. 21 adjacent to the NAB District 11 meeting. Mr. Meagher is District 11 director. The meeting will be held at the Radisson Hotel. Other association officers are C. T. (Swanee) Hagman, WLOL Minneapolis, vice president; Melvin Drake, WDGY Minneapolis, secretary-treasurer.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE 23

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,001	1,959	216	...	421	240
FM Stations	727	359	513	16*	54	30
TV Stations	64	12	106	...	335	182

* 5 on air

CALL ASSIGNMENTS: KGWA Enid, Okla. (Public Bcstg. Service Inc., 960 kc, 1 kw, unlimited, directional); KLMX Clayton, N. M. (Ari-Ne-Mex Bcstg. Corp., 1450 kc, 250 w, unlimited); KNEM Nevada, Mo. (Cecil W. Roberts, 1240 kc, 250 w, unlimited); KWCR Cedar Rapids, Iowa, changed from KCRI (Cedar Rapids Bcstg. Corp.); WGGH Marion, Ill. (Marion Bcstg. Co., 1150 kc, 500 w, day); WPBC Minneapolis (People's Bcstg. Co., 980 kc, 500 w, day); WWHG Hornell, N. Y. (The W. H. Greenhow Co., 1590 kc, 1 kw, day); KSNI(FM) Salinas, Calif., changed from KFML(FM) (Monterey Peninsula Bcstg. Co.); WFMH(FM) Cullman, Ala. (The Voice of Cullman); WWHG-FM Hornell, N. Y., changed from WWHG(FM) (The W. H. Greenhow Co.).

* * *

Docket Actions . . .

INITIAL DECISION

Bloomington, Ind.—Sarkes Tarzian, initial decision to grant application for renewal of license for developmental station KS2XAP (formerly W9XHZ). Initial decision June 21. See story this issue.

Non-Docket Actions . . .

AM GRANTS

Elgin, Ill.—Elgin Broadcasting Co., granted 1410 kc, 500 w daytime. Estimated cost exclusive of land $11,795. Principals in company are: George A. Ralston, WBBM Chicago transmitter engineer, and Jerry C. Miller, auditor for Clayton Mark & Co., Evanston, Ill. Grant is subject to condition that applicant accept interference if any as may be caused by grant of application of WEGS Chicago. Granted June 23.

KRAM Las Vegas, Nev.—Boulder City Broadcasting Co., granted increase from 1 kw daytime to 1 kw daytime and 500 w nighttime, directional. KRAM is assigned 920 kc. Granted June 23.

KCSB San Bernardino, Calif.—Granted change from 500 w daytime to 500 w unlimited, directional. Granted June 23.

WLEE Richmond, Va. — Granted change from 1450 kc, 250 w, sharing time, to 1480 kc, 5 kw unlimited, directional day and night. Granted June 23.

KFJI Klamath Falls, Ore.—Granted increase in daytime power to 5 kw. KFJI presently operates on 1240 kc, 100 w, unlimited, and holds permit for 1150 kc, 1 kw, unlimited. Granted June 23.

WARE Ware, Mass.—Granted modification of license to increase power from 500 w to 1 kw, daytime. WARE is assigned 1250 kc daytime. Granted June 23.

TRANSFER GRANTS

KGFN Grass Valley, Calif. — '49er Broadcasting Co., granted assignment of license to Joe D. Carroll for $15,000. Mr. Carroll has been manager of KMYC Marysville, Calif., since 1942. Principals in '49er Broadcasting Co.: John G. Colling, H. W. Westbrook, John Edwin Keegan, Carlton G. Thomas, Robert T. Ingram and Earl J. Caddy. In application for transfer, license cited heavy losses in operating station as reason for request to withdraw. KGFN operates on 1400 kc, 250 w, fulltime. Granted June 23.

KOKO La Junta and KFST Trinidad, Col.—Granted transfer of control of licensee corporations, The Southwest Broadcasting Co. and Trinidad Broadcasting Corp. respectively, from large group of stockholders to Ellis P. Lupton. Mr. Lupton acquires 63% of stock of KOKO and 32.4% of KFST in which he already owns 25%. Total consideration is $55,750 less adjustments. KOKO is assigned 250 w fulltime on 1400 kc and KFST 1 kw day, 500 w night on 1280 kc. Granted June 23.

WEUS Eustis, Fla.—Granted assignment of license from partnership of C. Harold Ferran, E. L. Ferran, Harvey K. Glass, R. J. Schneider and Frank W. Stebbins to Paul Hunter. Mr. Hunter from 1942 to 1948 was president, publisher and general manager of Liberty Magazine. He is presently part owner of Hunter-Shaw News Agency, Daytona Beach, Fla. Granted June 23.

WNAF Providence, R. I.—Granted assignment of permit from Community Broadcasting Co. to Narragansett Bay Broadcasting Co. Principals in Narragansett, all of whom hold equal interest, are: L. A. Pireri, who holds interest in Providence Auditorium, president; C. J. Fanning, construction business, vice president; James H. Doorley, construction and real estate interest, treasurer; Robert E. Quinn, Superior Court judge, director; George Roche, attorney and real estate, secretary; Michael Deciantis, attorney; S. A. Fanning, publisher W. Warwick, R. I. daily paper and town clerk of Cumberland, R. I.; John E. Moran and John J. McLaughlin 50% owner each in Cumberland Hill Wholesale Liquor Co. and Cumberland Real Estate Co. WNAF operates on 1290 kc, 500 w daytime. Granted June 23.

KCNY San Marcos, Tex.—Granted assignment of license from Charles L. Cain and Merl Saxon d/b as Hays County Broadcasting Co. to new corporation, Central Broadcasting Co. Mr. Cain, who previously held 75% in old firm, has 59% in new corporation; Mr. Saxon, who held 25%, now holds 20%; Jesse Mae Cain, newcomer, holds 1%. 20% of stock is to be sold to new stockholders. KCNY is assigned 1470 kc, 250 w, daytime. Granted June 21.

Deletions . . .

FIVE FM authorizations, one AM license and one AM construction permit were deleted by FCC last week. Total dropouts to date since first of year are: AM 18, FM 115.

FM DELETIONS

WKMO-FM Kokomo, Ind.—Kokomo Broadcasting Co., June 21, CP. Economic.

KWOW Omaha—Radio Station WOW Inc., June 21, CP. Applicant stated in request for withdrawal that reluctance of public to accept FM made further prosecution unwarranted and greater opportunities in field of television presented themselves.

WLCG Dearborn, Mich.—Kokomo Broadcasting Co., conditional grant, June 21. Economic.

WVNA Indianapolis—Scripps-Howard Radio Inc., CP, June 21. Inability to procure transmitter site which would be economically feasible.

KFXM San Bernardino, Calif.—Lee Bros. Broadcasting Corp., CP, June 21. KFXM has been on interim operation but present economic conditions do not justify further operation and area shows little interest in FM.

AM DELETIONS

WKMO Kokomo, Ind. — Kokomo Broadcasting Co., June 21, license. Economic.

WPRS Paris, Tenn.—Paris Broadcasting Co., June 21 CP. Company agreed to surrender permit to FCC in lieu of other AM interests in same city.

New Applications . . .

AM APPLICATIONS

Boonville, Ind. — Boonville Broadcasting Co., 1540 kc, 250 w, unlimited. Estimated cost: $13,435. Henry C. Sanders, sole owner, is 97% owner and president of Projection Adv. Co., Owensboro, Ky; he also is a radio engineer. Filed June 23.

Alamogordo, N. M.—Otero Broadcasting Assn., 1230 kc, 250 w, unlimited. Estimated cost: $8,725. Principals: Norman B. Lassetter, engineer at WFGN Gaffney, S. C., 50%; Louis M. Neale Jr., general manager WFGN, 50%. Filed June 23.

TV APPLICATIONS

Knoxville, Tenn.—Charles S. Cornell, Beverly Hills, Channel 8 (180-186 mc), ERP 30 kw visual, 15 kw aural, antenna height 497.3 ft. Estimated cost: about $160,000, first year operating cost $75,000, revenue not estimated. Mr. Cornell is radio artist and conductor-composer. Filed June 17.

Chattanooga, Tenn.—Charles S. Cornell, Beverly Hills, Channel 10 (192-198 mc), ERP 30 kw visual, 15 kw aural, antenna height 1,050 ft. Estimated cost $160,000, first year operating costs $75,000, revenue not estimated. Filed June 17.

TRANSFER REQUESTS

WBEL Beloit, Wis.—Acquisition of control in Beloit Broadcasters Inc. by Lloyd Burlingham. Principals in present corporation include: Mr. Burlingham, ⅓ owner WAUX Waukesha, Wis., ⅓ Russell G. Salter, ⅓ WAUX, ⅓; and William P. Taylor, senior engineer WLS Chicago, ⅓. Mr. Taylor sells his interest to Mr. Burlingham for $15,000 and cancellation of note held by Mr. Burlingham for $5,975.33. WBEL is assigned 1380 kc, 1 kw, daytime. Filed June 10.

WAAT-AM-FM and WATV (TV) Newark, N. J.—Transfer of control in Bremer Broadcasting Corp. from Yetta Pollack, executrix of estate of Albert H. Pollack to Yetta Pollack in her own right. No transfer or furnishing of funds is involved. On Sept. 25, 1947, Mrs. Pollack was granted control by Commission of Bremer Broadcasting Corp. as executrix after death of her husband. Application seeks approval of full transfer. WAAT is assigned 5 kw daytime, 1 kw nighttime on 970 kc. WAAT-FM operates on Channel 234 (94.7 mc). WATV (TV) is assigned Channel 13. Filed June 16.

KWIK-AM-FM Burbank, Calif.—Involuntary assignment of license and permit from Burbank Broadcasters Inc. to Leslie S. Bowden, trustee in bankruptcy. Corporation was adjudged bankrupt on March 14. Mr. Bowden, attorney, was appointed trustee of

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

estate after giving bond of $5,000. KWIK operates with 250 w unlimited on 1490 kc. KWIK-FM is assigned Channel 232 (94.3 mc). Filed June 16.

KVSF Santa Fe, N. M.—Assignment of license from New Mexico Broadcasting Co. to Santa Fe Broadcasting Co. Inc. Licensee feels it can function better as corporation. Ownership interests remain same. Principals are: A. R. Hebenstreit, S. P. Vidal and N. S. Buchanan. KVSF is assigned 1260 kc, 1 kw, unlimited. Filed June 15.

WBAT Marion, Ind.—Transfer of 150 shares in Marion Radio Corp. from Dr. Ed. E. Schons and William E. Schons to H. G. Hipps, K. A. Botkin and Dr. G. E. Botkin. Transfer took place prior to Oct. 2, 1948, while licensee was unaware of Avco ruling, FCC was told. Dr. Edward Schons and William E. Schons jointly held 50% of stock, which Harry Hipp acquired on behalf of himself and Dr. G. E. Botkin and Kermit A. Botkin. Present holdings: Dr Botkin 10%, K. A. Botkin 10% and Mr. Hipp 30%. John H. Bone, president and 50% owner, retains original interest. Consideration not stated. WBAT is assigned 1600 kc, 500 w, daytime. Filed June 15.

WVMC Mount Carmel, Ill.—Assignment of permit from Charles F. Rodgers tr/as Mt. Carmel Broadcasting Co. to corporation of same name and composed of following: Mr. Rodgers, president and 51%; Charles Vandever, owner of Vandever Motor Sales Inc., 48%; Mrs. Charles Vandever, 0.5% and Mrs. Charles Rodgers, 0.5%. WVMC operates with 500 w daytime on 1360 kc. Filed June 10.

WNOP Newport, Ky.—Acquisition of control of Tri-City Broadcasting Co., by James G. Lang. Mr. Lang purchases 106 shares from Richard J. Nesbitt for $15,800. Prior to transfer Mr. Lang held less than 50%, with acquisition of additional stock he will own more than 50%. WNOP is assigned 740 kc, 1 kw, daytime. Filed June 10.

KPIK San Luis Obispo, Calif.—Assignment of license from S. H. Frowein, Aram S. Rejebian and Emma Widman d/b as San Luis Obispo Broadcasting Co. to Pacific Broadcasting Co. for $20,000. Principals in Pacific are: Marc H. Spinelli, presently on faculty of Woodbury College, Los Angeles, 25%; Mary Di Priter, 25%; Richard R. and Stanley Primanti, brothers and joint owners Primanti Bros. Restaurant, Pittsburgh, 25% each. In application for transfer, licensee states that unless transfer is granted station operations will have to be abandoned as operating losses are presently $2,500 a month. KPIK has been licensed since Feb. 1948 and is assigned 1340 kc, 250 w, unlimited. Filed June 20.

KSPA Santa Paula, Calif.—Transfer of control to Neal Van Sooy, editor and publisher Ventura County Publishing Co., daily paper, 20%; Martha Van Sooy 20%; M. MacDonald Seymour, real estate salesman for Davis-Baker Co., 20%; Estelle Seymour 20% and Katherine Van Sooy 20%. Consideration is $42,500. KSPA operates with 250 w unlimited on 1400 kc. Filed June 20.

WRJM Newport, R. I.—Assignment of license from John E. Malloy and Irene A. Malloy d/b as Voice of Little Rhody to Aquidneck Broadcasting Corp. New firm is comprised of Columbus O'Donnell, 83.5% owner of National Recording Corp. (tape recording), president 100%; James G. Black, vice president; Gilbert M. Congdon Jr., secretary. Consideration is $21,000. WRJM is assigned 1540 kc, 1 kw, daytime. Filed June 20.

WJOI Florence, Ala.—Acquisition of control of Florence Broadcasting Co., licensee by Joe T. Van Sandt from Clyde W. Anderson and Edna A. Caine. Plan is to reduce paid up capital of licensee from $21,000 to $18,000 through purchase by Mr. VanSandt of 15 shares each from Mr. Anderson and Miss Caine. Purchased stock will be retired. WJOI is assigned 1340 kc, 250 w, unlimited. Filed June 20.

Duhamel Resigns

RESIGNATION of Maurice F. Duhamel, executive assistant to the president of the World Wide Broadcasting Foundation, was announced last week. Mr. Duhamel, after a Maine vacation, will return to New York to participate in the formation of The Committee for Industrial Education, a national organization to outline opportunities to American youth in the individual enterprise system.

MERGER

Two Columbus, Ga., Stations Join Forces as WGBA

ANOTHER SIGN of a trend toward station consolidation in highly competitive markets was seen last week in Columbus, Ga.

In this city of approximately 75,000, the *Ledger-Enquirer* newspapers bought fulltime WSAC, a Mutual outlet, for $109,000 and propose upon FCC approval to turn in their own license for WGBA, an independent daytimer.

The number of AM stations in Columbus would thus drop from four to three.

Though the sale was not attributed to economic conditions and the newspapers had long been interested in acquiring a fulltime operations, observers thought it significant that they apparently plan no effort to sell their present station.

Instead, they propose to relinquish the WGBA license and operate WSAC's facilities 1460 kc with 1 kw, directionalized—using the WGBA call letters and WSAC's Mutual affiliation. WGBA is on 620 kc with 1 kw, daytime only.

Spokesmen said full plans had not been completed but that presumably the two stations' facilities, staffs, and accounts would be merged insofar as practicable. The transfer is subject to customary FCC approval. Appropriate applications will be filed shortly through the office of Dempsey & Koplovitz, Washington counsel for WGBA. Blackburn-Hamilton Co., radio brokerage firm, handled arrangements for the sale.

The purchase came on the heels of WMOB Mobile's cessation of operations the week before, but authorities drew a distinction between the two cases.

WMOB's closing, it was pointed out, was ascribed to continued operating losses caused by rising production costs and union demands for wage increases [BROADCASTING, June 20]. In the case of WSAC the sale was attributed to demands made upon the time of the principal owner by developments affecting his major business interests.

It was explained that President William K. Jenkins, prominent theatre man and owner of 60% of WSAC, considers it vital that he concentrate more time upon his theatre interests in view of the theatre-divestment program being undertaken by Paramount Pictures, with which he is associated. Willis J. Davis, 20% owner, also is associated with the theatre enterprises. The remaining 20% is held by Edwin Mullinax, WSAC vice president and general manager.

Mr. Jenkins also has minority interests in WSAV Savannah (about 20%) and WLAG LaGrange (16⅔%). Mr. Mullinax is general and commercial manager of WLAG.

The $109,000 purchase price, authorities said, represents the owners' investment in the station. WSAC has been on the air since Jan. 14, 1948.

WGBA, like WSAC, is a postwar station. It went on the air Oct. 4, 1947, and was preceded in operation by its FM affiliate, WGBA-FM, which was established in December 1946. It is licensed to Georgia-Alabama Broadcasting Co., which is under common ownership with the *Ledger* and *Enquirer* publishing company: Mr. and Mrs. M. R. Ashworth, 33⅓%; Mr. and Mrs. W. H. Chapman, 33⅓%; and W. E. Page and R. E. Page, 16⅔% each. Walter Windsor is manager of WGBA.

The other Columbus AM stations are older. WRBL, a CBS affiliate on 1420 kc with 5 kw, commenced operations in 1928. WDAK, ABC affiliate on 1340 kc with 250 w, started in 1943.

Unlike WMOB, which went off the air June 14, WSAC is continuing in operation pending FCC approval of the transfer. This is necessary since WGBA proposes to take over WSAC's operating assignment, whereas the WMOB case involved only the sale of physical assets (to the *Press-Register's* WABB Mobile for $150,000) and the license itself was to be returned to the Commission.

Meanwhile, tightening times were reflected in an application filed with FCC seeking approval of the sale of KPIK San Luis Obispo, Calif. The station is losing money at the rate of $2,500 a month and will have to cease operations if the transfer is not approved, FCC was told (details, this page).

A week before, the owners of WTWS Clearfield, Pa., turned in their license, explaining they did not consider it feasible to continue operations [BROADCASTING, June 20]. That lifted to 16 the number of AM authorizations which have been deleted since the first of the year, according to FCC reports.

Resolute Names

RESOLUTE Paper Products Corp., New York, has appointed Lester Harrison Inc., New York, to handle its campaign to introduce a new toilet tissue, "Sure." Radio will be used later in the campaign, which gets underway in other media immediately.

Durgin To Spot Sales

DONALD DURGIN, assistant sales manager of Chanel Inc. and before that assistant account executive at Foote, Cone & Belding, has joined NBC's national Spot Sales department as assistant to the manager of advertising and promotion.

STATION SALES

FCC Orders Hearings for 3

HEARINGS were ordered by FCC last week in three station sales. Outlets involved are WTRR Sanford, Fla.; WCMW-AM-FM Canton, Ohio, and KDLK Del Rio, Tex.

No dates were set by the Commission for the investigations and the issues in the proceedings were not announced.

WTRR seeks approval to sale by James S. Rivers to Myron A. Beck for $50,000. Mr. Rivers wishes to devote fulltime to his other station, WMJM Cordele, Ga. Mr. Beck with Homer D. Morrow at one time had received FCC permission to purchase WWLX Peoria, Ill., but the deal was never consummated [BROADCASTING, Dec. 20, 1948].

WCMW requests approval for transfer of control from five of 10 stockholders for $33,600 to S. L. Huffman, advertising agency owner, and K. B. Cope, attorney [BROADCASTING, Jan. 3].

The KDLK case involves assignment of license to new firm composed of three of four original partners. Thomas O. Matthews withdraws to re-enter Army while James A. Clements, Richard J. Higgins and Joe H. Torbett continue. Mr. Matthews' one-quarter interest is sold for $750 plus assumption of certain obligations [BROADCASTING, Jan 31].

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Marks

IN THE GOOD OLD SUMMER TIME

On Records: Andrews Sisters—Dan Dailey—Dec. 24605; Horace Heidt—Musical Knights—Col. 36318; Dick Robertson—Dec. 1758; Horace Heidt—Brigadiers—Brunswick 8248; Buck Bassey—Vargo 29015.

On Transcriptions: Knickerbocker Four—NBC Thesaurus; Walter Preston—Associated; Ambassadors—Lang-Worth; Milton Charles—Lang-Worth.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

At Deadline...

RAYTHEON GETS EXTENSION OF BOSTON TV PROJECT

RAYTHEON MFG. Co.'s WRTB (TV) Waltham, Mass., won recommended extension of completion date Friday in initial decision by FCC Hearing Examiner Hugh B. Hutchison although firm was taken to task on several points for protracted delay. WRTB would have to be ready for commercial operation in 90 days after grant by FCC of bid to move site to Medford, Mass.

In recommending renewal, report cited program plans to serve large Boston area and fact only two TV stations now operating there. Raytheon would complete station whether or not proposed CBS purchase for $242,000 were granted, decision said [BROADCASTING, Feb. 7]. WRTB is assigned Channel 2 (54-60 mc).

STEINMAN FM DISMISSALS

FM APPLICATIONS of WKBO Harrisburg, WORK York and WRAW Reading, Pa., three of six Steinman stations, dismissed Friday by FCC on applicants' petition. FCC refused to dismiss "without prejudice." Proposed decision was issued year ago to grant WKBO's FM bid but deny WORK's and WRAW's on duopoly grounds. Steinman's WGAL Lancaster, WDEL Wilmington, and WEST Easton have FM affiliates in operation.

TWO CAPITAL FM GRANTS

FINAL TWO of total 12 Class B FM channels allocated to Washington granted Friday by FCC to existing Class A outlets. WARL-FM Arlington, Va., won Class B Channel 286 (105.1 mc), relinquished by WTOP Washington in acquisition of WINX-FM, while Montgomery FM Broadcasting Corp., Silver Spring, Md., won Channel 290 (105.9 mc).

FOUR TV APPLICATIONS

TEXAS group filed Friday for three new TV stations. Partnerships of James B. Cheek, Ward B. Downs, M. F. Fooshee, Virgil A. Hargett, Winnie Shelton and Dave C. Edwards, seek Channel 11 (198-204 mc) in Abilene, Channel 7 (174-180 mc) at Midland and Channel 8 (180-186 mc) at San Angelo. Head of the Lakes Broadcasting Co., owner several stations and WEBC Duluth, Minn., Friday filed for Channel 3 (60-66 mc) there.

SHARE-TIME BAN DROPPED

FCC announced Friday it had abandoned its proposal to ban licensing of additional share-time or specified hours stations [BROADCASTING, April 18]. Move attributed to opposition registered by industry.

ORANGE, VA., AM GRANT

NEW AM grant to James Madison Broadcasting Corp. for 250 w fulltime on 1340 kc at Orange, Va., made final by FCC Friday [BROADCASTING, May 16].

NAB PROGRAM CLINIC OPENS

ATTENDANCE of 300 indicated at first NAB Program Clinic opening today (Monday) on downtown campus of Northwestern U., Chicago. Three-day meeting includes shirt-sleeve agenda covering news, sales, agency cooperation; working with representatives; improving programs; use of music and copyright services; transcription series, and related topics. Advance registration includes many top management executives along with program directors and others interested in this phase of station-network operation.

SALES SUBJECTS TO FEATURE NAB DISTRICT MEETINGS

SALES topics should dominate NAB district meetings this fall, in opinion of NAB Sales Managers Executive Committee which closed two-day Washington session late Friday (early story page 25). Special types of salable programs should be included in discussions, committee felt.

Continuation of TV subcommittee with enlarged membership voted by SMEC. Named chairman was Eugene S. Thomas, WOIC (TV) Washington, with networks and representatives to be included. Gordon Gray, WIP Philadelphia, named chairman of All-Radio Presentation Subcommittee, which also includes Mr. Thomas and Simon R. Goldman, WJTN Jamestown, N. Y. Mr. Goldman heads Small Market Subcommittee, with two more to be named. Arthur Gerbel Jr., KJR Seattle, heads Retail Advertising Subcommittee, with Mr. Goldman and Pete Schloss, WWSW Pittsburgh, as members. John M. Outler, WSB Atlanta, is chairman of Sales Practice Subcommittee, with Messrs. Gerbel and Schloss as members.

Continued study of TV sales practices, rate cards and contract forms voted by SMEC.

NABET THREATENS SUIT TO RECOVER RECORDS

FIGHT between NABET and group that broke away under name Technical Employes Union entered new phase Friday when NABET demanded accounts in possession of TEU officers. Accounts belonged to Hudson Chapter of NABET made up of engineers at WOR New York. TEU was formed by engineers dissatisfied because NABET did not take stronger stand in recent wage negotiations.

Clarence Westover, national secretary of NABET, said suit would be filed if material is not returned. Oliver Harper, TEU counsel in New York, said TEU intends to keep accounts and claimed 95% of former NABET WOR engineers in new camp.

Don Morrey, WGY Schenectady, and Ed Stolzenberger, NBC New York, named last week to the five-man NABET Executive Board. They succeed John Hogan, Washington, and Art Hjorst, Chicago.

KIGGINS NOW CONSULTANT

KEITH KIGGINS, former ABC vice president, is working out of Chicago as national AM and TV broadcasting consultant after resigning as executive at Television Assoc. He remains board member and major stockholder in video equipment concern, headed by William C. Eddy. Mr. Kiggins, who joined TA in March 1948, also supervises activities of WIKK Erie., of which he is half owner. His original job at TA was to organize sales division, taken over by RCA in April when Chicago sales office and showroom were closed. All operations now handled in Michigan City, Ind., plant.

WFMY-TV JOINS DUMONT

WFMY-TV GREENSBORO, N. C., has signed affiliation agreement with DuMont TV Network. Station is also CBS primary affiliate.

MORENCY HEADS CHAMBER

PAUL W. MORENCY, vice president and general manager of WTIC Hartford, named president of Hartford Chamber of Commerce. He is active in civic and industry affairs and for 11 years was NAB director.

REPRESENTATIVE GROUP OPPOSES LONG TV CONTRACTS

NATIONAL Assn. of Radio Station Representatives recommends that television stations do not adopt rate guarantee periods longer than one year and that all advertisers be treated alike in this rejection of long-term contracts.

Resolution adopted by NARSR Board was made as result of various propositions being submitted to television stations in early stages of TV growth, according to T. F. Flanagan, managing director of NARSR.

NARSR also decided to publish next autumn rate manual to assist timebuyers in making rapid computations of regional and national spot radio campaign.

NAB REORGANIZATION PLANS DRAFTED BY COMMITTEE

SEVERAL rough drafts of plans to reorganize NAB along functional lines to be worked on by members of NAB board Structure Committee, which meets again July 10 just before July 11-13 board meeting at Portsmouth, N. H. (early story page 23). Structure group met all day Friday in Washington office of NAB President Justin Miller.

Committee seemed convinced NAB must be sharply reorganized, with both divisional and federation ideas considered along with desire to streamline operation. Close attention given to advance results of BROADCASTING TRENDS study of industry sentiment on NAB operation (story page 23). NAB headquarters' officers to aid in refinement of structure plans, with industry.

AVCO NET SALES UP

INCREASE in net sales in first half of 1949 over same period last year and decrease in net income reported by Avco Mfg. Corp. Net sales for six months of 1949 were $71,054,898, compared with $62,257,080 year ago. Net income after taxes was $2,566,640, equal to 35 cents per common share. Consolidated net income for the first half of 1948 was $3,141,607 or 43 cents per share.

TOP TELERATINGS FOR MAY

MAY 1949 first fifteen Hooper Network Teleratings (TV home based estimates) are:

Texaco Star Theatre (24 NBC TV cities), 74.4; Godfrey's Talent Scouts (5 CBS TV cities), 73.0; The Goldbergs (11 CBS TV cities), 60.6; Toast of the Town (17 CBS TV cities), 54.6; Cavalcade of Sports (13 NBC TV cities), 48.1; Fred Waring (24 CBS TV cities) 42.1; Bigelow Show (27 NBC TV cities) 41.6; Suspense (10 CBS TV cities), 41.1; Arthur Godfrey and his Friends (26 CBS TV cities), 39.9; Admiral Broadway Revue (DuMont-NBC 30 TV cities), 38.1; Fireside Theatre (6 NBC TV cities), 35.1; Your Show Time (26 NBC TV cities), 34.3; Original Amateur Hour (15 DuMont TV cities), 33.6; Stop the Music (9 ABC TV cities), 32.9; Colgate Theatre (14 NBC TV cities), 31.5.

ASCAP TV ACCORD SEEN

HOPE of early agreement on industry-licenses brightened as network representatives continued negotiations with copyright group last week. Robert P. Myers, NBC, chairman of NAB music negotiating group, said recent progress portends early accord. ASCAP's temporary TV licenses extended another month to Aug. 1. Fred E. Ahlert, ASCAP president, said it was his "earnest belief" that negotiations will be concluded before Aug. 1.

DAYTIME SCHEDULE CUT

WCBS-TV New York abandoning daytime television, except baseball, for rest of summer. Station has been starting daily schedule at noon. Until fall, operations will begin at 5:15 p.m., save for afternoon baseball telecasts.

IBEW WINS TWO BALLOTS

IBEW received 3-1 decision in WQQW Washington technician election, according to NLRB. IBEW also named to represent WOV New York at recent election, NLRB found.

the Easiest way...



Are you wondering what Mr. & Mrs. America really think of your product? Your package? Your price?

The easiest way to find out is through a test in WLW-land . . . proving ground for America.

Here is a true cross-section of our country —a mirror of America. And WLW is thoroughly equipped to help you study this market of nearly fourteen million people. It has the manpower to do the job, the "know-how" peculiar to this vast territory that embraces parts of seven states. It can ease the way in gaining distribution — winning dealer cooperation—getting consumer reactions.

Yes, The Nation's Station has found that advertising alone rarely supplies all the answers to sales problems. That's why WLW's service to advertisers often goes far beyond merely providing time-on-the-air.

If you have a sales problem, talk it over first with The Nation's Most Merchandise-Able Station. And when you've learned what will work in WLW-land, you'll have a good idea what will work throughout America.

INCLUDED IN WLW's SERVICE FACILITIES . . .

People's Advisory Council
to determine program preference and for general consumer market studies.

Consumer's Foundation
to determine consumer reaction on products and packaging.

Merchandising Departments
to stimulate dealer cooperation, check distribution, report attitudes, etc.

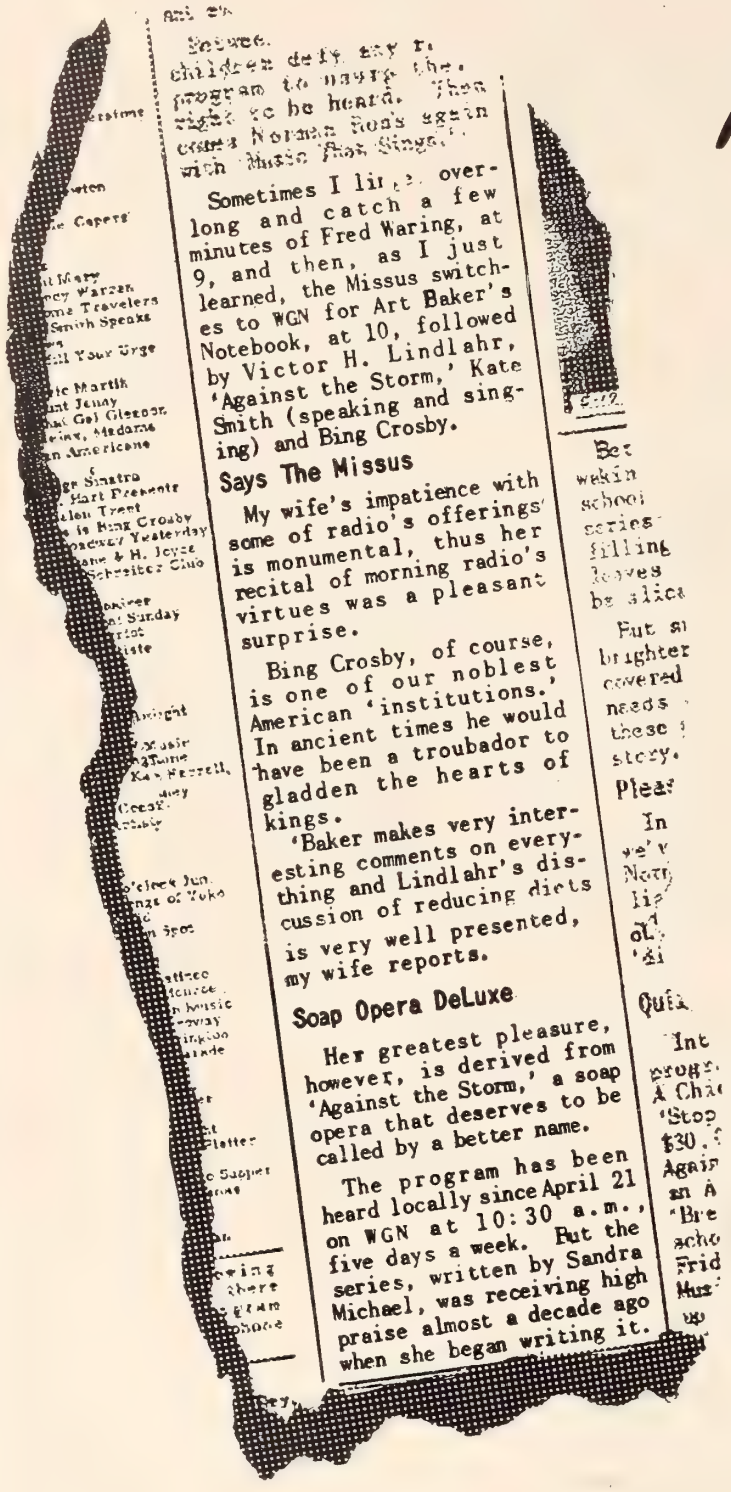
Test Stores
to check potential buying responses, effectiveness of new packaging, displays, etc.

Buy Way
monthly merchandising newspaper for retailers and wholesalers.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation



Sometimes I linger overlong and catch a few minutes of Fred Waring, at 9, and then, as I just learned, the Missus switches to WGN for Art Baker's Notebook, at 10, followed by Victor H. Lindlahr, 'Against the Storm,' Kate Smith (speaking and singing) and Bing Crosby.

Says The Missus

My wife's impatience with some of radio's offerings is monumental, thus her recital of morning radio's virtues was a pleasant surprise.

Bing Crosby, of course, is one of our noblest American 'institutions.' In ancient times he would have been a troubador to gladden the hearts of kings.

'Baker makes very interesting comments on everything and Lindlahr's discussion of reducing diets is very well presented, my wife reports.

Soap Opera DeLuxe

Her greatest pleasure, however, is derived from 'Against the Storm,' a soap opera that deserves to be called by a better name.

The program has been heard locally since April 21 on WGN at 10:30 a.m., five days a week. But the series, written by Sandra Michael, was receiving high praise almost a decade ago when she began writing it.

Programming for the Missus

WGN has long prided itself on its variety of high caliber program entertainment . . . whether morning, afternoon or night.

Recently, the adjoining column appeared in a Chicago independent newspaper* . . . a testimonial to WGN's program variety for the missus' of the Middle West.

But whether you want to reach the missus, the mister or the small fry with your advertising message . . . WGN can do the job for you. Let us design the program that will give you the best results.

And REMEMBER . . . when you buy . . . always make your best buy WGN!

**Chicago Daily News—Sam Lesner's Column*

More people listen to WGN each week than any other Chicago station

A Clear Channel Station . . .
Serving the Middle West

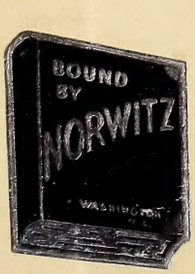
WGN

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